

2024

ANNUAL CE CONFERENCE

CHARTING A COURSE TO THE FUTURE

NOVEMBER 6-8, 2024 SALISHAN COASTAL LODGE, GLENEDEN BEACH, OR

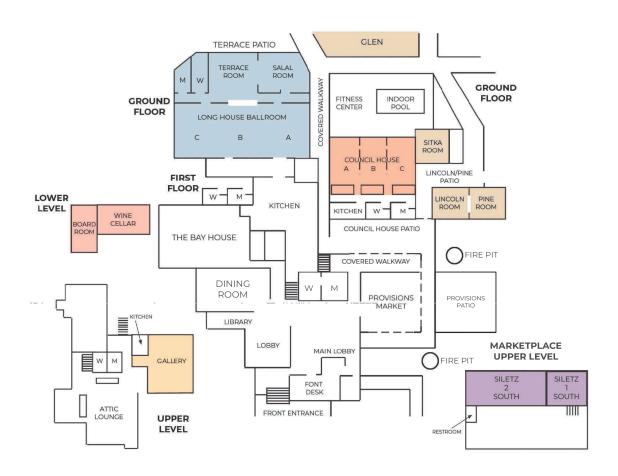


CONFERENCE CENTER MAP





MEETINGS & EVENTS









GOLD





Lightcast









PIPER SANDLER





















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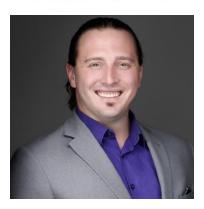


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PRESIDENT'S WELCOME





Austin Folnagy
OCCA President
Lane Community College

On behalf of the OCCA Board of Directors. I am thrilled to welcome vou to the 2024 OCCA Conference! Annual year's theme. This Charting a Course to the Future, promises an inspiring and thoughtprovoking experience. We've carefully curated keynote speakers and breakout sessions designed spark creative thinking and

promote innovative solutions for the challenges facing higher education today.

As we navigate the evolving landscape of higher education, community colleges face unprecedented difficulties in meeting the diverse needs of our students. There is no universal solution for supporting their educational journeys. This conference is crafted to help us deepen our understanding of current issues while exploring our roles and responsibilities as leaders, as well as to examine how we can better fulfill our roles in driving progress. Together, we will ensure that our colleges remain dynamic, inclusive institutions that offer equitable opportunities for all learners, while also anticipating and preparing for the future.

We have an engaging lineup of breakout sessions aligned with our core theme. One of the highlights will be a panel discussion featuring key legislators who will share their perspectives on the obstacles and opportunities facing community colleges. Our Welcome Dinner on Wednesday evening will feature a unique panel of community college

students, who will provide insight into their personal journeys and the challenges they face. In addition to these sessions, you'll have plenty of opportunities to connect with fellow attendees during breaks and at the celebratory Howard Cherry Awards Banquet on Thursday.

I'm also excited to introduce a new session this year: *Hot Topic Harbor*. This world café-style session will allow you to engage with your peers across five different topic areas, exchanging insights and sharing challenges you're facing at your own college.

We're fortunate to have two exceptional keynote speakers for our general sessions. Marty Alvarado, from SOVA Solutions, is a passionate advocate for transformative and equitable education, with over two decades of experience in reshaping education and workforce development systems. Parfait Bassalé, from Bassalé Consulting, led efforts to reduce the achievement gap for historically excluded students during his tenure as the Executive Diversity Officer at South Puget Sound Community College, which was named a 2023 Aspen Top 10 Community College finalist.

I would also like to extend a heartfelt thank you to our many sponsors, whose support is vital to the success of this conference. Please take a moment to visit their tables in the main conference room in the Longhouse.

OCCA is committed to helping you become more engaged and effective board members, especially during these transformative times. I hope you leave this conference feeling inspired, informed, and ready to help your college chart its course for the future.



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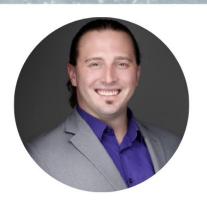
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SCHEDULE AT-A-GLANCE



Wednesday, November 6

2:00-5:00 p.m. Registration (Salal Room)

3:30-4:45 p.m. OCCA Board Policy & Procedure Program Workshop (Lincoln/Pine Rm)

5:00-6:00 p.m. Exhibitor Social Hour (Long House)

6:00-8:00 p.m. Welcome Dinner & Student Voices Panel (Long House)

Thursday, November 7

7:30 a.m.-5:00 p.m. Registration & Exhibitor Area Open (Salal Room/Long House A)

7:30-8:30 a.m. Breakfast (Long House) 8:30-8:45 a.m. Welcome (Long House)

8:45-10:00 a.m. Keynote: Parfait Basalé (Long House)

10:00-10:15 a.m. Break (Long House A) 10:15-11:15 a.m. Breakout Sessions 11:30 a.m.-12:30 p.m. Lunch (Long House)

12:30-1:45 p.m. Keynote: Marty Alvarado (Long House)

1:45-2:00 p.m. Break (Long House A) 2:00-3:00 p.m. Breakout Sessions 3:00-3:15 p.m. Break (Long House A)

3:15-4:30 p.m. Legislative Panel (Long House)

4:30 p.m. Adjourn

5:30-6:30 p.m. Howard Cherry Awards Social Hour (Long House) 6:30-8:30 p.m. Howard Cherry Awards Banquet (Long House)

Friday, November 8

7:30 a.m.-5:00 p.m. Registration & Exhibitor Area Open (Salal Room/Long House A)

7:30-8:30 a.m. Breakfast (Long House) 8:30-8:45 a.m. Welcome (Long House)

8:45-9:15 a.m. PACE Game Show (Long House)

9:15-10:15 a.m. Hot Topic Harbor/World Café (Long House)

10:15-10:45 a.m. Break/Hotel Checkout (Long House A)

10:45-11:45 a.m. Breakout Sessions 11:45 a.m.-12:00 p.m. Closing Remarks



KEYNOTE SPEAKERS



Thursday 8:45-10:00 a.m.



Parfait Bassalé Belonging Strategist Bassalé Consulting

Parfait is a true catalyst for change. He is a consultant and singersongwriter who helps

individuals and organizations create a culture of belonging through engaging keynotes, workshops, and coaching that leverage the virtues of storytelling, music, and reflexive inquiry. During his five-year tenure as the Executive Diversity Officer at South Puget Sound Community College (a 2023 ASPEN Top 10 Community College finalist), Parfait championed a culture of belonging and implemented equity programs that reduced the achievement gap for historically excluded students. Parfait holds a Masters in Conflict Resolution from Portland State University and has supported many state agencies, boards, non-profit and private sector organizations with their diversity, equity and inclusion initiatives. He is a co-chair of the Social Justice and Equity Commission for the City of Olympia, sits on the United Way of Thurston County and Olympia Federal Savings Board of Trustees.

Thursday 12:30-1:45 p.m.



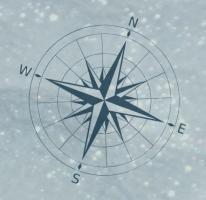
Marty Alvarado Partner SOVA Solutions

Marty is a passionate advocate for equitable and transformative education with over two

decades of experience driving impactful change across education and workforce development systems. Her career highlights include serving as Executive Vice Chancellor for the California Community College Chancellor's Office, championing national higher education reforms while Vice President at Jobs For the Future (JFF, a national non-profit) and honing her deep practitioner experience as a campus leader for workforce development, grants, and student services. Marty continues to shape the future of education as a partner at Sova Solutions and remains a soughtafter speaker and advisor on issues critical to education, workforce development, and economic opportunity.



WEDNESDAY NOVEMBER 6





5:00-6:00 p.m. - Long House EXHIBITOR SOCIAL HOUR



Join the conference sponsors/exhibitors for a no-host reception. This is a great opportunity to visit with our sponsors -- whose generosity made the conference possible -- to see what they have to offer your college.



6:00-6:30 p.m. - Long House BUFFET DINNER



Enjoy dinner with colleagues as we kick off the 2024 OCCA Annual Conference.



6:30-7:00 p.m. - Long House WELCOME



2024 OCCA Annual Conference welcome, introductions and recognition.



7:00-8:30 p.m. - Long House STUDENT VOICES PANEL



Moderator: Elizabeth Cox Brand - Director, Student Success Center at OCCA

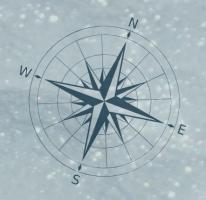
They are at the heart of what we do in community colleges, so who best to hear from about the student experience than current Oregon community college students? Elizabeth Cox Brand, the Director of the Student Success Center at OCCA, will moderate a panel of students to give them an opportunity to share their experiences, challenges and ideas in this engaging session. Be ready -- there will be an opportunity for questions for the students at the end.



Don't forget to take some fun pics in our photo area!

#OCCA2024







8:30-8:45 a.m. - Long House WELCOME



Come together in the Long House after breakfast for a welcome and overview of the conference agenda.



8:45-10:00 a.m. - Long House KEYNOTE: Parfait Bassalé



The Way of Belonging



In his presentation, "The Way of Belonging," peacemaker and belonging strategist Parfait Bassalé will introduce listeners to the what, why, and how of belonging. Using evidence-based research, original songs, and storytelling, Parfait will explain the importance of cultivating belonging in higher education, the necessary questions to reflect upon for creating a culture of belonging, and the practical ways in which education professionals can design their organizational processes for belonging. Listeners will walk away understanding the necessary frameworks and key players in a culture of belonging and the specific ways that belonging is relevant to their context.



10:00-10:15 a.m. - Long House A BREAK



Enjoy refreshments and visit with exhibitors throughout the Long House and fill out your stamp card for a chance to win prizes! You might also want to start filling out your BINGO card!



10:15-11:15 a.m. BREAKOUT SESSIONS



Free Expressionon Campus: Navigating the Landscape of Speech in Today's Turbulent Enivironment - Council House A

Josh Peters McBride – Associate Vice President, College Operations Chief of Operations, Portland Community College

Jollee Patterson – Partner, Miller Nash

Pop-up protests! Encampments! Walk outs! Occupations! Free expression is one of the hottest issues on our college campuses, and doesn't show signs of cooling down anytime soon. Come to this session to learn key First Amendment legal principles, how those intersect with civil rights protections, and how to navigate this in your community college context.





10:15-11:15 a.m. BREAKOUT SESSIONS



Leveraging & Aligning Strategies to Meet Oregon's Adult Education Attainment Goal - Council House B

Shalee Hodgson – Policy Advisor, Higher Education Coordinating Commission
Cindy Lenhart – Instructional Outreach Dean, Central Oregon Community College
Kelley Keith – Dean of Adult Basic Skills and Career Pathways, Mt. Hood Community College
Kristen Kulongoski – Manager of Adult Basic Skills and Career Pathways, Mt. Hood Community College
Holly Nelson – Chief Workforce Innovation and Community Success Officer, Chemeketa Community College
Britany Ellerbrook M.Ed – Career Pathways Grant Director, Clackamas Community College

Community colleges in Oregon are using strategies like Integrated Education and Training (IET) to help adult learners advance in education and careers by combining basic skills, career pathways, and technical education with employer partnerships. This approach integrates academic support and wraparound services, leveraging multiple funding streams to enhance student success. In this session, panelists will discuss federal and state resources, strategies, and examples of how colleges have collaborated to develop effective programs and improve student outcomes.

Community Bridges: College Boards Help Connect Institutions with K12 Partners - Council House C

Jessica Howard – President, Chemeketa Community College Neva Hutchinson – Board Member, Chemeketa Community College Lisa Skari – President, Mt. Hood Community College Diane McKeel – Board Chair, Mt. Hood Community College Stephanie Bulger – President, Lane Community College Zach Mulholland – Board Chair, Lane Community College

Oregon's lack of statewide education systems for secondary and postsecondary education exacerbate disconnection between colleges and their high school feeders, resulting in less than optimal outcomes. To combat this disconnect and build partnerships, community colleges in the state employ creative strategies to forge connections with K-12 partners in their service areas. This session presents strategies in place involving Board members at some of Oregon's colleges, and invites input and discussion to surface other promising practices from around the state.







10:15-11:15 a.m. BREAKOUT SESSIONS



Oregon Community College Hispanic Serving Institution Aspirations - Sitka Room

Lisa AbuAssaly George – Executive Director of Diversity, Equity, and Inclusion, Columbia Gorge Community College

Vivi Caleffi Prichard – Chief Diversity Officer, Chemeketa Community College Jason Dorsette – Executive Director, Institutional Equity, Diversity, and Inclusion, Linn-Benton Community College

Community colleges can weather the "enrollment cliff" by focusing on their mission of providing access to higher education to vulnerable populations. The decline in high school graduates starting in 2025 will allow colleges to focus on students more likely to enroll in their community college. Adults over 25 and the Latino/a/x population are enrolling in college at higher rates, and immigration may offset some declines. This session will explore what it means to be a Hispanic Serving Institution (HSI) and the efforts taking place at Linn-Benton, Chemeketa, and Columbia Gorge community colleges.



11:30 a.m.-12:30 p.m. - Long House LUNCH



Join us for a delicious buffet lunch in the Long House.



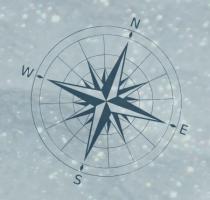
12:30-1:45 p.m. - Long House KEYNOTE: Marty Alvarado







Higher education is at a critical juncture, facing unprecedented challenges and the urgent need for modernization. Marty will engage participants in thoughtful discussions around the mindset and practical approaches needed to transform their colleges for the future. Discussion themes will touch on leveraging Artificial Intelligence (AI), shared governance, competency-based education, microcredentials, innovative partnerships, modernizing outdated policies, and optimizing shared services and cross-institutional collaboration. Participants will leave with context for modernizing their institutions, and ideas for practical, action-oriented solutions to adapt and thrive in the face of rapid change. Join us as we reimagine the future of higher education.





1:45-2:00 p.m. - Long House A BREAK



Enjoy refreshments and visit with exhibitors throughout the Long House and fill out your stamp card for a chance to win prizes! You might also want to start filling out your BINGO card!



2:00-3:00 p.m. BREAKOUT SESSIONS



The Board's Role in Addressing 2024's Emerging Legal Issues - Council House A

Karen Smith – Senior Policy Advisor & General Counsel, OCCA Jollee Patterson – Partner, Miller Nash Rebekah Jacobson – Attorney, Garrett Hemann Robertson

Emerging legal issues related to Title IX (sex discrimination, gender identity, and protections for pregnant students and employees), religious freedom, and challenges to scholarships present unique challenges for board members to strike the right balance as policy-makers and to avoid creating additional liability. This scenario-based presentation will provide practical tips for navigating sensitive legal issues your campus may face, which will include a discussion of applicable public meetings law.

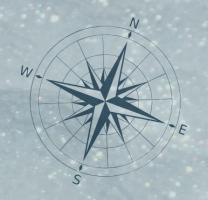
Building Equitable Access & Inclusive Prosperity: Advanced Manufacturing & Fabrication in Rural Oregon - Council House B

Robert Wells-Clark – Instructor, Advanced Manufacturing & Fabrication, Columbia Gorge Community College Dr. Jarett Gilbert – Vice President, Instructional Services, Columbia Gorge Community College

In 2021, Columbia Gorge Community College (CGCC) launched its Advanced Manufacturing and Fabrication (AMF) degree program in its brand new Regional Skills Center. In this presentation, Robert Wells-Clark, Instructor, and Dr. Jarett Gilbert, Vice President of Instructional Services, will share how the CGCC AMF program creates equitable access, supports student success, and builds inclusive prosperity by serving community, engaging industry, braiding funding, and modernizing curriculum.









2:00-3:00 p.m. BREAKOUT SESSIONS



Uncovering Hidden Influences in High-Level Decision Making: Enhancing Our Awareness of Bias - Council House C

Lisa AbuAssaly George – Executive Director of Diversity, Equity, and Inclusion, Columbia Gorge Community College

Christy Walker - Dean of Equity & Well-Being, Central Oregon Community College

This presentation explores the impact of implicit bias on decision-making, governance, and community relationships for community college leaders. Attendees will learn how implicit biases can influence issue framing, policy, and resource allocation, and gain strategies to address these biases in order to enhance equity, belonging, and well being for all at their institutions and the communities they serve.

What We Didn't Know About Bond Preparation - Sitka Room

Jessica Howard – President, Chemeketa Community College Holly Nelson – Chief Workforce Innovation & Community Success Officer, Chemeketa Community College Mark Stoller – Principle, Opsis Architecture

Pursuing a bond measure is a complex consideration. This session focuses on how one college pursued a people-focused approach to input, design, and cultivating support for its passage.



3:00-3:15 p.m. - Long House A BREAK



Enjoy popcorn and brownies, and visit with exhibitors throughout the Long House and fill out your stamp card for a chance to win prizes! And don't forget to fill out your BINGO card!



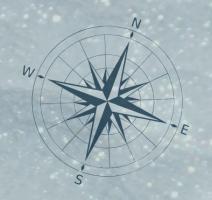
3:15-4:30 p.m. - Long House LEGISLATIVE PANEL



Moderator: John Wykoff - Deputy Director, Oregon Community College Association Panelists: Sen. Dick Anderson (R-Lincoln City), Sen. Michael Dembrow (D-Portland), Rep. David Gomberg (D-Central Coast), and Rep. Ricki Ruiz (D-Gresham).

Come hear legislators share the inside scoop from Salem and tips for successful engagement with legislators as we prepare for the 2025 Legislative Session.







4:30 p.m. ADJOURN



Registration desk closes. Please join us at 5:30 p.m. for the Howard Cherry Awards Social Hour in the Long House, followed by the Howard Cherry Awards Banquet at 6:30 p.m.



HOWARD CHERRY AWARDS





AWARDS

5:30-6:30 p.m. Howard Cherry Awards Social Hour Long House

Join us for a social hour prior to the Howard Cherry Awards Banquet! Catch up with colleagues and congratulate this year's winners while you enjoy a no-host bar and light refreshments. Take advantage of the photo booth area and post your pics to social media using #occa2024.

6:30-8:30 p.m. Howard Cherry Awards Banquet Long House

Come celebrate the contributions local advocates, administrators, and board members have made to our community colleges. This is your opportunity to thank the individuals who have invested time and talent in ensuring the success of Oregon's community colleges. Enjoy a plated meal and congratulate this year's winners as we come together for this prestigious event.





FRIDAY NOVEMBER 8





8:30-8:45 a.m. - Long House WELCOME



Come together in the Long House after breakfast for a welcome and overview of the conference agenda.



8:45-9:15 a.m. - Long House PACE GAME SHOW



Moderator: Dave Harvey - Director of PACE Administration, Oregon School Boards Association

Join us for an interactive game of *Liable or Not?* In this game show-style session, the audience will be quizzed on college risk and legal management hot topics as well as claims, from mundane to just plain strange. Be prepared to participate - and maybe even win!



9:15-10:15 a.m. - Long House HOT TOPIC HARBOR



Moderators: OCCA Member Services Committee Members

This "world café" style roundtable session is a focused opportunity for participants to discuss and exchange insights on key issues facing community colleges and their boards. The session aims to foster a collaborative environment where attendees can share experiences, identify actionable strategies, and develop a collective understanding of how community colleges can contribute effectively to initiatives in areas such as K12 partnerships, workforce development, student success, Artificial Intelligence (AI) integration, and diversification of the board. Participants will have the opportunity to participate in two topic roundtables. Topics include:

- Board Diversity and Community Representation
- Colleges' Role in Strengthening Pathways and Collaboration with K-12 Schools
- Strengthening Colleges' Role in Industry Collaboration
- Colleges' Role in Addressing Barriers to Student Success
- Colleges' Role in Shaping College Readiness for AI and Technological Advancement
- Enhancing Onboarding Processes to Equip New Board Members for Effective Governance



10:15-10:45 a.m. - Long House A BREAK/HOTEL CHECK-OUT



Enjoy refreshments and visit with exhibitors throughout the Long House. You may also take this time to check out of your hotel room.

FRIDAY NOVEMBER 8





10:45-11:45 a.m. BREAKOUT SESSIONS



Navigating the Funding Maze: Strategic Budget Advocacy for Community Colleges - Council House A

John Wykoff – Deputy Director, Oregon Community College Association
Colette Tipper – Government Relations Manager, Portland Community College
Sage Learn – Chief of Staff and Executive Director of College Relations, Portland Community College
Dina Farrell – Vice President and Chief Financial Officer, Portland Community College
Jonah Liden – Community & Government Relations Coordinator, Rogue Community College

Learn strategies for advocating for the Community College Support Fund (CCSF) and how OCCA and colleges are working together to build the case for community college funding during the 2025 Legislative Session.

Strategic Planning for Equity: A Framework for Implementing Transformational Change - Council House B

Traci Simmons – Associate Vice President of Diversity, Equity, & Inclusion, Mt. Hood Community College Andrew Speer – Board Vice Chair, Mt. Hood Community College

Mt. Hood Community College located east of Portland, is in one of the most economically-challenged and culturally diverse part of the state. Situated in the east suburb of Gresham, the surrounding community has changed dramatically since the college's founding. Over time the college has built a planning culture to effectively and strategically advance the mission of the college to meet the needs of its growing community. This interactive session will provide actionable strategies to create and implement an equity-centered strategic plan. As we sit in a moment of backlash to diversity, equity, and inclusion, we must find strategic ways to move forward our organizational missions to collectively advance economic and educational attainment to Oregonians in most need.

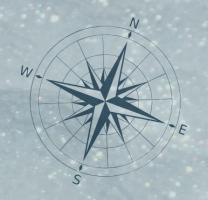
Navigating the Media: How to Survive a Rogue Wave of Interviews & More - Council House C

J. Mark Browning – President, Blue Mountain Community College Abby Lee – Executive Director, OCCA Lisa Skari – President, Mt. Hood Community College

Developing top interview skills for those interacting with today's fast-moving world of reporting is crucial. Learn what reporters are looking for, how to avoid traps and how to most effectively deliver your message.



FRIDAY NOVEMBER 8





10:45-11:45 a.m. BREAKOUT SESSIONS



PERS Basics & Side Accounts - Sitka Room

Carol Samuels – Managing Director, Piper Sandler Brendan Watkins – Vice President, Piper Sandler

PERS is often in the news, yet it is generally not well understood. Further, changes are coming to the administration of "side accounts" which could have direct implications for community college budgets. What are the basics? Why are the costs associated with the pension program so high and why do they only seem to increase? What are the implications for community college budgets going forward? What are "side accounts", why did jurisdictions borrow to set them up, and what changes is PERS anticipating making to their administration? These questions and more will be answered in as clear a way as the topic of PERS allows!



11:50 a.m-12:00 p.m. - Long House CLOSING REMARKS/ADJOURN



As we close out the 2024 OCCA Annual Conference, reflect upon how your college can *Chart a Course to the Future*! We hope you enjoyed the conference! Safe travels home!



CONFERENCE EVALUATION



Your feedback is essential as we evaluate and plan for future conferences and events. Please scan the QR code below to take the electronic evaluation, or check your email next week for a direct link. Thank you in advance for your participation!







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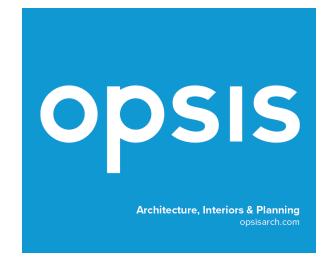


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+1 503 275-8307 brendan.watkins@psc.com

*Competitive, negotiated and private placement transactions, 2019-23, Source: Thompson Reuters

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Joe O'Donnell

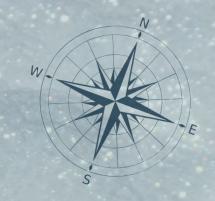
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UPCOMING EVENTS 2025





LUNCH & LEARN WEBINARS



November 21, 2024 Local Budget Law

January 30, 2025 2025 Legislative Session & Advocacy February 27, 2025 Workforce/Economic Development

March 27, 2025 Artificial Intelligence May 29, 2025 Mental Health

June 26, 2025Public Meetings Law

April 24, 2025
Diversity, Equity & Inclusion (DEI)

Register for any of these Lunch & Learn Webinars on the OCCA website: https://occa17.com/lunchandlearn/
All Lunch & Learn Webinars take place at 12:00 p.m. PST and run for one hour.



2025 LEGISLATIVE SUMMIT



March 5-6, 2025 | Salem Convention Center

On March 5, you'll hear from legislators, veteran community college advocates, and students, and learn advocacy best practices and important messaging as we work to support community colleges during the 2025 Legislative Session. Spend March 6 lobbying for community colleges with legislators at the Capital.



ALL-OREGON ACADEMIC TEAM LUNCHEON



April 18, 2025 | Chemeketa CC Eola Center, Salem

Celebrate the remarkable 2025 class of All-Oregon Academic Team community college students during this inspiring luncheon!



2025 OCCA ANNUAL CONFERENCE



November 5-7, 2025 | Best Western Plus Hood River Inn, Hood River

Loved this year's conference? Join us again next year as OCCA hosts the 2025 Annual Conference in Hood River for the first time!



THANK YOU!



MEMBER SERVICES COMMITTEE

OCCA would like to extend a big thank you to the OCCA Member Services Committee for all their work to help make the conference possible. This committee advises OCCA staff on the conference theme and content, reviews and selects breakout session presentations, reviews feedback survey responses, and ensures OCCA is working to continuously improve the conference to meet the needs of our members. Thank you!

Andrew Speer, Chair

Mt. Hood CC Board Member/ OCCA Vice President

Dr. Randy Weber

Rogue CC President

Dr. Dana Young

Treasure Valley CC President

Dr. Jessica Howard

Chemeketa CC President

Dr. Paul Jarrell

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Jessica Griffin Conner

Columbia Gorge CC Assistant Director of Student Outreach & Communications





HAVE A QUESTION? ASK AN OCCA STAFF MEMBER!



Abby Lee
Executive
Director
abby@occa17.com



John Wykoff Solution

Deputy
Director
jwykoff@occa17.com



Karen Smith
Sr. Policy Advisor &
General Counsel
ksmith@occa17.com



Elizabeth
Cox Brand
Success Center Director
elizabeth@occa17.com



Katie
Archambault
Operations Director
katie@occa17.com



Casey
White-Zollman
Communications Director
casey@occa17.com





260 13TH ST. NE, SALEM, OR 97301 503-399-9912 | WWW.OCCA17.COM

