



# ACHIEVING HIGH PERFORMANCE

SUMMER 2005 ASSOCIATION CONFERENCE | JULY 18 - 19, 2005

Quinault Beach Conference Center | Ocean Shores, Washington

## Conference Agenda

### MONDAY, JULY 18

9:00 – 10:00

**REGISTRATION & EXHIBITS**

**Foyer**

10:00 – 11:00

**WELCOME**

**Ballroom 1**

**Ed Brewster**, *President, Grays Harbor College*

**Native Partnering for Success**

**Pearl Capoeman-Baller**, *President, Quinault Nation*

Ms. Capoeman-Baller will discuss the educational challenges and successes of the Quinault Indian Nation. An historical perspective on the role that education partnerships play in achieving success will be the focus.

11:00 – 12:00

**KEYNOTE**

**Ballroom 2**

**Tools to Create High Performance**

**Pamela Bezona**, *Employee Development Manager, Costco*

Pamela will take a quick look at what the world's greatest managers are doing differently. She will share ideas and tools for creating the kind of environment that lends itself to achieving high performance.

12:00 – 1:15

**LUNCH**

**Ballroom 1**

**Entertainment Provided by Quinault Canoe Society Drum and Dance Group**

1:30 – 3:00

**CONCURRENT SESSIONS**

**A. Coaching the 3P's: Passion, Possibilities and Progress** (repeated at 3:15)

**Room 2**

**Yvonne Freitas**, *Organizational and Career Consultant*

Emerson said "Our chief want in life is someone who will make us do what we can." Doesn't that sound like coaching? Don't we strive to unleash the potential in others — our students, clients or staff?

This workshop will explore the practice and process of coaching. What is coaching? How does it differ from mentoring, counseling or teaching? What skills and competencies are required for effective coaching? How do you identify and seize opportunities for coaching the 3 P's (passion, possibilities and progress)? By engaging in a variety of learning activities, we will gain self-awareness and practice in the skills required for effective coaching experiences.

**B. Succession Planning: A Strategy for Recruiting and Retaining Employees at All Levels** **Room 3**

**Ana Hernandez Blackstad**, *Director for Educational Support Services, Cascadia Community College*  
**Sally Zeiger Hanson**, *Assistant Director, Education Services, Washington State Board for Community and Technical Colleges*

This interactive workshop will connect succession planning strategies to what we know about each of the four generations that are working on our campuses. Characterized by different work styles, reward expectations, and sources of motivation, each generation responds well to thoughtful, effective succession planning.

Challenged with ensuring long-term success for their colleges, college leaders are in a unique position to craft a succession planning strategy for their campus that can develop into a culture of opportunity. The idea of growing leaders at all levels is a powerful approach that works to keep college employees energized, committed, and effective. As a result of this workshop, participants will be able to identify the major characteristics of each generation, will have three specific strategies for engaging employees from each generation, will know why succession planning matters to everyone on campus, and will understand the major components of a successful plan for succession.

**C. Show Me the Money!** **Room 4**

**Patricia McKeown**, *Vice President of Instruction, Bellingham Technical College*  
**Alan Spence**, *Chief Financial Officer, Seattle Community College District*

A discussion of the interplay between budget development and a district's strategic plan and how decisions can be made to maintain long-range value to the district and maximum progress toward achieving the tenets of its strategic plan.

3:00 – 3:15

**BREAK**

3:15 – 4:45

**CONCURRENT SESSIONS**

**A. Coaching the 3P's: Passion, Possibilities and Progress** (Repeat of 1:30 session) **Room 2**

**Yvonne Freitas**, *Organizational and Career Consultant*

**B. Increasing Access, Removing Barriers: A Reservation-Based Partnership — The Evergreen State College, Grays Harbor College, Community and Technical College Partners and WashingtonOnline** **Room 3**

**Michelle Aguilar-Wells**, *Co-Director Reservation-Based/Community Determined Program, The Evergreen State College*  
**Jeff Antonelis-Lapp**, *Co-Director, Reservation-Based/Community Determined Program, The Evergreen State College*  
**Connie Broughton**, *Managing Director, Instruction WashingtonOnline, Washington State Board for Community and Technical Colleges*  
**Mark Reisman**, *Dean, Extended Learning, Grays Harbor College*

Evergreen's Reservation-Based, Community Determined Program, founded in 1989, serves students onsite on six tribal reservations: Makah, Muckleshoot, Nisqually, Port Gamble S'Klallam, Quinault and Skokomish. The goal of the program is to increase college access and success for Native American students living on these reservations. Starting Fall 2005 the program will partner with Washington community and technical colleges (Grays Harbor, North Seattle, South Puget Sound, South Seattle, and Skagit Valley) to provide an AA degree online. After completing the AA degree, the students will continue upper division work at The Evergreen State College.

**C. Achieving a Diverse Workforce** **Room 4**

**Patricia Hutcherson**, *Vice President for Human Resources, South Puget Sound Community College*  
**Lee D. Lambert**, *Vice President for Human Resources and Legal Affairs, Shoreline Community College*

The focus of this session will be to examine the five stages of the hiring process. This session promises to be highly interactive with emphasis placed on uncovering barriers and developing a plan to achieve a diverse workforce.

5:30 – 6:30

**RECEPTION & EXHIBITS**

**Foyer**

**Music Provided by Gary Thomasson**

6:30 – 8:30

**BANQUET & PRESENTATION OF EARL NORMAN AWARD**

**Ballroom I**

# TUESDAY, JULY 19

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7:30 – 8:30

## BREAKFAST & EXHIBITS

Ballroom 1

8:30 – 10:00

## CONCURRENT SESSIONS

**A. Accreditation Self Study: Purpose, Principles, and Practices** **Room 2**

**Ron Baker**, *Deputy Executive Director, Northwest Commission on Colleges and Universities*

Accreditation is a voluntary, peer-based process with dual purposes of continuous improvement and quality assurance. Following a presentation on the philosophical underpinnings of regional accreditation, suggestions will be offered for effective self study practice to illustrate that rather than a burdensome exercise, accreditation is an opportunity for institutions to reflect on their intentions, assess the quality of their programs and services, and evaluate the degree to which they fulfill their *own* expectations as well as the expectations of peers and the public.

**B. Customer-Driven Marketing in Higher Education** **Room 3**

**Stephanie Peden**, *Product Manager, University of Washington*  
**Mike Willis**, *Product Manager, University of Washington*

In the competitive higher and continuing education markets, it pays to listen to your customer. Learn how market research can turn your customer into your best adviser. Hear examples of how customers have helped identify new markets and new products, shaped marketing strategy, and improved existing products.

**C. Creating Media-Rich Content for Today's Visually Oriented Students** **Room 4**

**Jean Kent**, *Faculty Development Coordinator, Seattle Community College District*

This session will provide an overview of several easy to learn software tools available for creating media-rich content for today's students. Want to show and tell students how to fill out a financial aid form? How about a virtual tour of your campus complete with digital video, music, narration, and links to campus resources? What about adding narration to your PowerPoint presentations and putting them online in a web-friendly format? The software needed for these types of projects (e.g., Camtasia Studio, Microsoft Producer, and Impatica) is low cost or free and packages projects for accessible online delivery. Come see how they work and experience a variety of useful projects, too.

10:00 – 10:15

## BREAK & EXHIBITS

Foyer

10:15 – 11:45

## CONCURRENT SESSIONS

**A. Putting "Community" in Colleges** **Room 2**

**Ed Brewster**, *President, Grays Harbor College*  
**Barbara Nelson**, *Co-founder of LIGHT<sup>2</sup>, Let's Improve Two Great Harbors Together*  
**Larry Nelson**, *Co-founder of LIGHT<sup>2</sup>, Let's Improve Two Great Harbors Together*

This session will describe how the college partnered with a local company in its ascent to the number one yacht maker in the country, and seventh in the world. We will show the process the company used to create a shared vision, set goals, and engage the will of employees to move the company to its place of prominence. The presenters will also discuss how company representatives and the college partnered with other community members to use a similar process for community development. This community development is still in progress.

**B. Perspectives on Strategic Planning** **Room 3**

**Dave Cunningham**, *Dean, Industrial Technology Division & Workforce Training, Lake Washington Technical College*  
**Alan Waugh**, *Professional Development Coordinator, Tacoma Community College*

This session will be interactive and will share perspectives on several aspects of strategic planning as it is currently practiced. The presenters approach strategic planning somewhat differently and will share and discuss these differences as they contribute to effective institutional leadership, management, and effectiveness. Participants will gain insights into thinking about, and preparing for, a strategic planning process on their campus. A question-and-answer time will be part of the presentation.

**C. Shared Governance: Cause or Effect**

**Room 4**

**Lee Thornton**, *President, Columbia Basin College*

In this session we will examine the role of campus culture in creating a governance system that supports organizational participation and change. This presentation will focus on the organizational elements needed if an institution has a hope of truly creating a system of shared governance.

**12:00 – 1:45**

**LUNCH & BUSINESS MEETING**

**Ballroom 1**

**Scholarship Awards**

**2:00 – 3:00**

**CLOSING SPEAKER**

**Ballroom 2**

**Introduction by Earl Hale**, *Executive Director, Washington State Board for Community and Technical Colleges*

**Building High Performance Community and Technical Colleges**

**Christine Gregoire**, *Governor, Washington State*

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## **Upcoming Association Events**

Fall Association Conference	November 3, 2005	South Seattle Community College
Winter Association Conference	February 3, 2006	TBD
Leading from the Middle	February 5 - 8, 2006	TBD

## **Be Sure to Visit Exhibitors**

Grays Harbor College Bookstore

TIAA - CREF

PEMCO /School Employees Credit Union of Washington

Mobile Massage - Lisa Haworth, LMP

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