



# The Clark Journal

WINTER 2008



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## THE PRESIDENT'S PERSPECTIVE

The State of the College event is more than just another speech. It's a celebration of our college and the critical role that each of us has in supporting student success. This issue of *The Clark Journal* shares highlights from our 2008 celebration.

Those highlights included the unveiling of the theme and logo for our 75<sup>th</sup> anniversary celebration, which will begin on October 1. We are proud that so many respected citizens in our region have agreed to join our honorary steering committee, and I want to personally thank the members of the college community who have stepped up to serve on our anniversary planning committee. They have great ideas and I know that, with the dedication and support from the college and the greater community, our diamond jubilee will be a celebration to remember.

With construction of Clark College at Columbia Tech Center underway, the State Board has given us top marks for another growth project – a new satellite facility that will likely be located in the northern part of our service district. If we're successful, we'll be the only college in the state to receive growth projects during the past three legislative sessions. Our legislative delegation has been extremely supportive of Clark College. We hope to get positive news about a new satellite facility during this upcoming legislative session.

I'd also like to take a moment to thank the Clark College Foundation for the work they do on our behalf. Their support – and generous support from our donors – makes so many things possible at Clark College from scholarships to program support. I look forward to working with the Foundation to continue to foster a culture of philanthropy at the college – investing in ourselves as we ask others to invest in us.

Thank you all for getting winter quarter and this important year in our history off to a great start for our Penguin Nation! 

*Robert K. Knight, President*

# IT'S ALL ABOUT THE STUDENT: THE 2008 STATE OF THE COLLEGE ADDRESS

*It's all about the student. That was the theme of the 2008 State of the College address by Clark College President Robert K. Knight.*



Clark College President Robert Knight addressed members of the Clark community – including students, faculty, staff members and friends of the college – during the 2008 State of the College address on January 17, 2008.

Addressing a standing-room-only crowd in the Gaiser Student Center, Knight outlined highlights of the upcoming year in support of student success. Those highlights include the March graduation of Clark's first class of medical radiography students as well classroom slots for more students in nursing, welding, science, technology, engineering and math. The college has also received an Opportunity Grant that will provide \$188,000 for tuition, books and supplies for low-income students who are pursuing high-demand career pathways.

## WAYFINDING, CONSTRUCTION AND EXPANSION

In 2008, Knight said, the college will continue its wayfinding project to help students and visitors access the college more easily. Phase one included new parking and building signs throughout the main campus. Phase two will include new signs at the major entrances to the main campus.

Renovations are nearly complete at the O'Connell Sports Center and central Gaiser Hall, with O'Connell scheduled to reopen during winter quarter and Gaiser Hall scheduled to reopen to students for the start of spring quarter.

Knight noted that construction is underway at Clark College at Columbia Tech Center. The \$27 million facility, located at 18700 S.E. Mill Plain Blvd. in Vancouver, is scheduled to open in fall of 2009.

Knight told the audience that planning is underway for a new college facility at the corner of Fort Vancouver Way and Fourth Plain Blvd. He added that the presidents of Washington's community colleges, through their Capital Budget Committee, have given the college top marks for an additional growth project to meet the demand for higher education in Southwest Washington.

## OCTOBER 2008: A MONTH TO REMEMBER

Two major events will take place in October 2008: the college's 10-year accreditation visit by the Northwest Commission on Colleges and Universities and the opening celebration of the college's 75th anniversary. Knight said, "Accreditation tells your students – and the world – that you meet the highest professional standards. Clark College was founded as a private, two-year junior college in 1933. Just three years later, we received our first accreditation, based on a visit by five professors from the University of Washington." He added, "In 1948, the college received accreditation from the Northwest Association of Colleges and Universities. We have maintained that professional standing ever since."

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# IT'S ALL ABOUT THE STUDENT: THE 2008 STATE OF THE COLLEGE ADDRESS

Knight unveiled the theme for the college's 75th anniversary celebration: "Preserve the past, honor the present and embrace the future." He noted that an honorary steering committee has been established and that a planning committee is formulating plans for a year of events to mark the college's diamond jubilee.

## HEALTHY PENGUIN NATION

During the State of the College, Knight announced The Next Step in the college's health and wellness efforts: the Healthy Penguin Nation initiative. Under the program, students, faculty and staff can earn Penguin Points, an incentive-based program to live well physically, emotionally, socially, spiritually, intellectually and environmentally.

Noting that he wanted to "walk the talk," the president led a group of students and staff on Penguin Paths across the main campus immediately following the address. Knight then visited students and staff at both Clark College at Town Plaza and Clark College at Columbia Tech Center as part of the 2008 State of the College celebration.

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Music student Erik Burch sang the national anthem at the 2008 State of the College event. Burch, who is with the Washington Army National Guard, is scheduled to return to Iraq this summer.



Members of the Clark College men's soccer team present President Knight with a photograph from the Northwest Athletic Association of Community Colleges (NWAACC) championship game, signed by coaches and team members. Student Shawn McCready, who scored the winning goal in the game, told the audience, "President Knight was part of our team and we would like to make sure he feels like a champion along with the rest of us."



# IT'S ALL ABOUT THE STUDENT: THE 2008 STATE OF THE COLLEGE ADDRESS



President Knight and Oswald lead members of the Clark community on the first official walk on the college's Penguin Paths, launching the college's health and wellness initiative, Healthy Penguin Nation.

## A STUDENT PERSPECTIVE

To underscore the theme of the event, the State of the College program honored the college's 2007 men's soccer team, which won the regional Northwest Athletic Association of Community Colleges (NWAACC) championship.

It also featured video clips of Clark students sharing their thoughts on student success and why they "love Clark College." In her video segment, student Cozette Tyler, who is studying political science, described her efforts to attend college coming from what she termed a low-income background where higher education "seems to be something that you often think is out of your reach."

Tyler said, "The wonderful thing about Clark College, and its faculty and staff, is that they bring that to your reach – with a sense of commitment to the student. That is a welcoming open door. That has allowed me to feel as if not only do I belong, but that I am a part of something that belongs in our community."

For more information on Clark College's 75th anniversary celebration, visit [www.clark.edu/clark75](http://www.clark.edu/clark75). To learn more about the Healthy Penguin Nation initiative, visit [www.clark.edu/healthypenguin](http://www.clark.edu/healthypenguin). 🌿



# STATE LEGISLATIVE AGENDA FOR COMMUNITY COLLEGES INCLUDES OPERATIONAL AND CAPITAL BUDGET REQUESTS

*The 2008 Washington state legislative session began Monday, January 14. During this year's 60-day session, the Washington State Board for Community and Technical Colleges (SBCTC) will advocate on behalf of community and technical colleges collectively. By doing so, the SBCTC – and the 34 colleges it represents – is able to leverage greater impact, and achieve greater results, than if each institution established and pursued its own legislative agenda.*

*Clark College has aligned its legislative agenda with the themes in the 2008 budget request of the SBCTC. The following lists the potential impact of the SBCTC requests on Clark and the community college system.*

## OPERATING BUDGET REQUESTS

### • Campus Security

Funding is essential in order to provide equipment and planning for campus safety. Funds will be used for critical communication systems to reach students, faculty and staff in times of emergency, and to train faculty and staff to effectively respond in a crisis. The college is already incurring costs of updating locks and adoption of new notification systems. Through this request, Clark College would receive a portion of the funding distributed across the community and technical college system to further implement communication systems and training.

Statewide impact: SBCTC is requesting \$8.5 million to address issues of campus security statewide.

### • Support for Running Start Students (\$447,000 to Clark College)

The popularity of the Running Start program with high school students has resulted in a significant demand for additional college offerings. As the Running Start program has expanded, the funding gap between what the colleges receive from school districts and the cost of providing instruction and student services has widened. This year alone, the amount colleges receive will cover less than 60% of their Running Start operating costs. Requested funding would be the first step



Legislative dinners are held annually in conjunction with the January meeting of the Trustees Association of Community and Technical Colleges (TACTC). From left: Rep. Bill Fromhold (D, 49th district), Board of Trustees Chair Rhona Sen Hoss and State Board member Tom Koenninger.

in reducing that gap. Based on last year's enrollments, Clark College would receive an additional \$447,000 to help close the gap between funding currently received and the cost of providing instruction and services.

Statewide impact: SBCTC is requesting a total of \$7 million to begin to close the \$35 million annual statewide deficit in funding of the Running Start program.

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# STATE LEGISLATIVE AGENDA FOR COMMUNITY COLLEGES INCLUDES OPERATIONAL AND CAPITAL BUDGET REQUESTS



This year, members of the Clark community – including trustees; cabinet members; AHE, WPEA and ASCC presidents; and Foundation board members – visited with members of our state congressional delegation on January 22, 2008. Trustee Addison Jacobs (right) and Rep. Fromhold engaged in lively conversation during the reception.

## • Equipment & Online Resources

Equipment acquisition and replacement and improved online library resources remain a top priority in high-demand workforce programs. Additional funding would allow students to become future employees who are prepared to work in today's job environment with minimal learning curves and/or transfer to four-year colleges and universities. Clark College would receive a much-needed portion of the equipment and online resources allocation distributed across the community and technical college system.

Statewide impact: SBCTC is requesting \$9 million to fund new equipment and online resources at community and technical colleges statewide.

## • Worker Retraining Program (\$223,317 to Clark College)

Since 1997, funding for 6,200 Worker Retraining FTES has remained stagnant, without an adjustment for inflation or tuition increases. In that same time period, tuition has increased 84% and inflation, 20%. The program needs more support for student financial aid and college instruction to make it whole. Based on last year's enrollments, Clark College would receive approximately \$223,317 in additional instructional and financial aid support.

Statewide impact: SBCTC is requesting \$5.7 million to provide additional instructional and financial aid support for the worker retraining program statewide.

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(from left) Trustee Sherry Parker (left), Rep. Jim Moeller (D, 49th District) and President Bob Knight discuss topics of interest to Clark College and community colleges throughout the state of Washington. Ongoing talks and visits with Clark's legislative delegation will be held throughout the 2008 session.

# STATE LEGISLATIVE AGENDA FOR COMMUNITY COLLEGES INCLUDES OPERATIONAL AND CAPITAL BUDGET REQUESTS

## CAPITAL BUDGET REQUEST

- **Re-authorize the Gardner-Evans-Locke Higher Education Bonds**

The \$740 million in additional bond authority originally granted in the 2003 Washington Future Act (Gardner-Evans) has been fully committed. Without re-authorization of the Washington Future Act, capital projects already authorized for Clark College could be at risk. Projects in the pipeline include completion of the \$27 million Clark College at Columbia Tech Center in 2009 and the \$33 million Health and Advanced Technology Building scheduled for completion in 2013.

Statewide impact: SBCTC is requesting re-authorization of the Washington Future Act beginning in the 2009-11 biennium to dedicate an additional \$1.0 billion over the next six years for higher education capital preservation, renovation and capacity growth to address two-year and four-year institutional buildings needs across the state. 🌿



Charles Earl (left), executive director of the State Board for Community and Technical Colleges (SBCTC) visits with SBCTC board member Tom Koenninger during Clark's legislative event on January 22.



# A NEW ERA IN HIGHER EDUCATION FUNDRAISING BRINGS CHANGES TO THE CLARK COLLEGE FOUNDATION

*For 35 years, the Clark College Foundation has successfully garnered financial support on behalf of Clark College and its students. But just as times change for the college, so too does the foundation find itself in a new era of fundraising in higher education – and they are preparing for the new challenges and opportunities it brings.*

## THE CHANGING FACE OF HIGHER EDUCATION FUNDRAISING

In the past, private colleges and universities have been those “expected” to be actively engaged in fundraising activities. Without state support, their revenue comes from two primary sources: tuition and private support. In recent years, however, state-supported institutions have increasingly become involved in fundraising (also known as development) – changing the face of higher education fundraising.

The discrepancy that exists between state funding for institutions and the needs of the institution itself are, in part, the reason for increased development activity among two-year and four-year state schools. “State dollars only go so far, and that gap in funding needs to be filled,” said Clark College Foundation President Lisa Gibert. “If it is not, the programs and people suffer, which in turn impacts the community.”

Part of the shift has been spurred by philanthropists themselves, who have noticed that community colleges are making huge differences in their community – and in turn are supporting those efforts. “Businesses know that if they want a trained workforce, they need to support their local college,” said Vice President for Development Ara Serjoie.

Another factor impacting the need for fundraising is the policy in Washington state to provide only capital funds for building projects – but not purchase land – at its colleges and universities. Under this provision, such growth projects as Clark College at Columbia Tech Center, the proposed Health and Advanced Technologies facility, and a proposed north county satellite location would not be possible without private support in the form of donations from individuals and organizations.

## THE REALITIES OF FUNDRAISING IN TODAY’S WORLD

The Clark College Foundation sees its role as that of “matchmaker” between the priorities of the college and donors who wish to support them. “The foundation takes its ‘marching orders’ from the college,” said Gibert. “Its role is then to ascertain the best strategies to engage private support for the priorities of the institution, set forth by the college.”

To ensure the best possible results from those matchmaking efforts, the college must clearly identify – and the foundation clearly understand – those priorities. At Clark College, there is an effort currently underway to integrate the strategic planning process of the college with the development plan of the foundation to create this shared vision.

In addition, the need for fundraising continues because many gifts are received as endowments. (Endowed monies cannot be spent by the recipient organization. The funds are invested in perpetuity and only a portion of the earnings from the investment are allowed to be spent. Endowed monies are frequently given for a specific purpose, limiting the ways in which the revenue can be spent.) Raising unrestricted funds

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# A NEW ERA IN HIGHER EDUCATION FUNDRAISING BRINGS CHANGES TO THE CLARK COLLEGE FOUNDATION

as well as dollars for annual needs of the college enables the foundation to balance the revenue earned from endowments with dollars that support more immediate or previously unfunded needs.

Beyond integration of the strategic plan of the college and the development plan of the foundation, each employee of Clark College plays a role in fundraising. By giving to the Clark College Foundation, faculty, staff and administrators support both the college itself and the foundation's ability to raise money externally. "External givers consider how invested internal constituents are in supporting the college – as a percentage of employees," said Serjoie. "Businesses often receive multiple proposals, so this percentage of giving among employees can influence our capacity among external givers."

## THE ROLE OF THE CLARK COLLEGE FOUNDATION

The Clark College Foundation (CCF) was formed in 1973 as the fundraising arm of Clark College. As a separate 501(c)3 non-profit organization, the foundation receives no state dollars for its operations. Over the years, the foundation has experienced tremendous success. It has established an asset base of more than \$80 million through private support and wise management. In essence, it is these generous donors who have provided program, facilities, student and employee support over the past 35 years. "The work of the foundation provides Clark College's margin of excellence through private funding," said Serjoie. "We engage the community in the process of accomplishing the goals of the institution."

Each year, the Clark College Foundation has a positive impact on the lives of students, faculty and staff. During fiscal year 2007, the foundation distributed nearly \$350,000 in scholarship support to Clark College students; \$1.3 million in college program support for such items as stereoscopes for biology laboratories, equipment for the fitness trainer program, hoists for the automotive department and replacement computers for student computer labs; and more than \$4.5 million towards the acquisition of the land and property of the "T" Building. It is noteworthy that the impetus for all of these funds were provided by generous

individuals and organizations through endowed or annual gifts. Other added benefits from donor support translate into funding for professional development opportunities, faculty and staff awards and appropriate recognition of special occasions at the college.

But for all of its success, the Clark College Foundation has its eye on the future. "We are extremely proud of our history as a foundation," said President Lisa Gibert. "But we realize its structure was created in the past and for a different purpose – and we need to adapt ourselves to the changing face of community college education as we look toward the future."

"The college faculty and staff are the backbone of the institution. They are well aware of its needs and we are here to be of assistance to them in identifying and seeking sources of private funding to fulfill their wish-list," said Serjoie. With that in mind, the foundation is looking to expand its annual giving activities to increase the number of donors and build consistency in giving. Serjoie further elaborated: "We want to heighten the sense of loyalty to Clark College by building a culture of philanthropy among its constituents." The foundation will also plan fewer events, therefore utilizing staff time and resources to focus on more meaningful relationships with prospective and current donors. Moreover, the foundation is making various efforts to reconnect with alumni and engage their involvement and support in myriad ways.

"Our daily existence – both short- and long-term – revolves around generating philanthropic dollars and boosting donor support for Clark College," said Gibert. 🌿



# CLARK COLLEGE PREPARES FOR ITS DIAMOND ANNIVERSARY IN OCTOBER 2008

*On October 1, 2008, the college will launch a yearlong celebration marking the college's 75th anniversary.*



According to the 1936 Galapagon yearbook, Clark College opened on October 1, 1933. Classes began on Monday, October 2 in the Hidden House in downtown Vancouver at what was then called Vancouver Junior College.

On Friday, November 3, 1933, the student body at Vancouver Junior College elected permanent officers. They were: President Chester Boddy, Vice President Henry Straube, Secretary-Treasurer Helen Miller and Sergeant-at-Arms Joseph Kirch. Frances Wilde was elected to represent women students. Lawrence Rakestraw was elected to represent men students. Gilbert Erlandson was chosen faculty advisor, replacing Robert Oliver who had been named dean of the college.

On Saturday, November 18, 1933, following a contest, Clark Junior College was unveiled as the college's new name. An article in *The Columbian* noted that "McLoughlin" was actually the leading designation. However, since "Clark," "Lewis and Clark," and "Clark County" combined drew twice as many votes as "McLoughlin," the decision was made to adopt the name Clark Junior College.

On Friday, June 15, 1934, Mrs. Frances Bunnell Wilde became the first graduate of Clark Junior College. Mrs. Wilde was the sole student to graduate as the college completed its first year of operation.



The old Hidden House, first site of Clark College, 1933 - 1937



Early faculty at Clark College

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# CLARK COLLEGE PREPARES FOR ITS DIAMOND ANNIVERSARY IN OCTOBER 2008

*The theme of the diamond jubilee is: "Preserve the past. Honor the present. Embrace the future."*

*An impressive list of regional and state dignitaries are serving on the honorary steering committee for the college's diamond jubilee.*

*They are:*

Robert K. Knight, president, Clark College

Rhona Sen Hoss, chair, Clark College Board of Trustees

Tony Bacon, editor, *The Daily Insider*

Brian Baird, congressman, 3rd Congressional District

Twyla Barnes, superintendent, ESD #112

Al Bauer, Jr., state senator (retired), 12th Legislative District

Mitch Bauer, past member, Clark College Board of Trustees

Scott Campbell, president & publisher, *The Columbian*; member, Clark College Foundation Board

Roger Daniels, past director of Student Programs, Athletics and Recruitment, Clark College

Bruce Davidson, vice chair, Clark College Foundation Board

John Deeder, superintendent, Evergreen School District

Dr. Lynn Degerstedt, past director, Southwest Washington Joint Center for Education

Dr. Hal Dengerink, chancellor, Washington State University Vancouver

Robert Dingethal, regional director, office of Senator Maria Cantwell

Ellis F. Dunn, past interim president, Clark College

Charles Earl, executive director, Washington State Board for Community & Technical Colleges

John Erickson, superintendent, Vancouver School District

Bill Fromhold, state representative, 49th Legislative District

Jim Jacks, Southwest Washington public liaison officer, office of Governor Chris Gregoire

Leann Johnson, director for Equity & Diversity, Clark College

Val Joshua, president emeritus, Vancouver Chapter, N.A.A.C.P.

Scott Keeney, president & CEO, nLight Photonics

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## CLARK COLLEGE PREPARES FOR ITS DIAMOND ANNIVERSARY IN OCTOBER 2008

Kathy Kniep, executive director, YWCA Clark County

Tom Koenninger, editor emeritus, *The Columbian*; chair, Washington State Board for Community & Technical Colleges

Joseph F. Kortum, president & CEO, Southwest Washington Medical Center

Mindi Linquist, district representative, office of Senator Maria Cantwell

Ed Lynch, chair, Identity Clark County

John Marshall, member, Clark College Alumni Association Board

John McDonagh, publisher, *Vancouver Business Journal*

Patrick Mehigan, president, Associated Students of Clark College

Roger Michaelis, president & CEO, iQ Credit Union

Betty Sue Morris, Clark County commissioner

Bob Moser, past director of Public Relations, Alumni Affairs, Student Programs and College Advancement, Clark College

Dan Ogden, faculty emeritus, WSU Pullman

Val Ogden, state representative (retired), 49th Legislative District

Jan Oliva, chair, Clark College Foundation Board

Bart Phillips, president, Columbia River Economic Development Council

Royce Pollard, mayor, City of Vancouver

Craig Pridemore, state senator, 49th Legislative District

Beth Quartarolo, president & CEO, Greater Vancouver Chamber of Commerce

Dr. Antonio Scarpelli, faculty emeritus and member, Clark College Foundation Board

Sally Schaefer, past member, Clark College Board of Trustees

Pat Sheaffer, past CEO, Riverview Community Bank

Claude "Skeet" O'Connell, faculty emeritus and member, Penguin Athletic Club Board

Elson Strahan, president & CEO, Vancouver National Historic Reserve Trust

Gaydena Thompson, faculty emeritus and member, Penguin Athletic Club Board

Deb Wallace, state representative, 17th Legislative District

Ralph Willson, principal architect, LSW Architects

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# CLARK COLLEGE PREPARES FOR ITS DIAMOND ANNIVERSARY IN OCTOBER 2008

*The members of the college's 75th anniversary planning committee are:*

Nancy Abel, Production Printing

Kitty Brokaw, Planning & Advancement

Kathy Chatfield, eLearning

May Jolly, Clark College Bookstore

Jennifer Lea, Business Programs

John Marshall, Clark College Alumni Association Board

Barbara Miller, Office of Instruction

Cindi Olson, Student Affairs

Tracy Reilly-Kelly, Continuing Education

Ara Serjoie, Clark College Foundation

Linda Tuve, Accounting Services

Vanessa Watkins, Admissions

Carrie Weikel-Delaplane, Student Life & Multicultural Student Affairs

Donna Wittmayer, Dental Hygiene

Community Events Manager Michelle Golder and Executive Director of Communications and Marketing Barbara Kerr serve as consultants to the planning committee.

In the weeks and months to come, more information about the college's history and plans for its diamond jubilee will be unveiled on the Clark College Web site, in college publications and through regional media outlets. 🌿

