

**BOARD OF EDUCATION
UMPQUA COMMUNITY COLLEGE
DOUGLAS COUNTY, OREGON**

Information Item

Action Item

Subject: First Reading of Policies

Date: June 9, 2021

The following policies are coming to the Board for a first reading:

Old #	New #	Title	Addendum Page #
200	3960	Communications and Marketing	1-2
712	4022	Course Approval	3-4
720.05	4104	Reverse Transfer	5-6
720.04	4107	Second Degree or Certificate	7-8
714	4237	Continuing Education Units	9-10
720.07	4238	Credit Hour	11-13
N/A	6535	Use of College Equipment	14-15

See 1st reading policies addendum packet

Recommendation by:

Approved for Consideration:





BOARD POLICY

TITLE: COMMUNICATIONS AND MARKETING

BOARD POLICY # 3950 *(was 200)*

The Office of Communications and Marketing is the center of all promotional efforts that involve the College brand. The office coordinates and manages the College's visual identity, news media interaction, College publications, websites, social media channels, and print & electronic communications.

The College supports two official logos (UCC and RiverHawks) that present a consistent and clear identity. Logo guidelines and graphics standards are developed and implemented to maintain and enhance the College's visual brand recognition.

RESPONSIBILITY:

The Chief Advancement Officer is responsible for implementing and updating this policy. Specific guidance for policy implementation may be found in the associated Administrative Procedure(s).

NEXT REVIEW DATE:

DATE OF ADOPTION:

DATE(S) OF REVISION:

DATE(S) OF PRIOR REVIEW:

POLICY / ADMINISTRATIVE PROCEDURE CONVERSION TEMPLATE

Complete for Conversions Only

TITLE: Communications and Marketing
New BP #: Old BP # & Title: BP 200 – Community Relations
New AP #: Old AP # & Title:
Revision Date: 2/12/2019

EXISTING POLICY / PROCEDURE	OCCA POLICY / PROCEDURE	PROPOSED POLICY / PROCEDURE
<p>The Community Relations Office is responsible for creating and maintaining a professional image for Umpqua Community College to the public. All media contacts by college staff should be initiated from or coordinated with this office. The public information officer is the primary contact for media and may act as the college spokesperson or direct the media to the appropriate college representative. All press releases and marketing advertisements are prepared by the Community Relations Office staff.</p> <p>To track the messages going to the public and to ensure all UCC publications enhance the college’s marketing effort, all printed materials for external distribution must be created by or coordinated with and reviewed by the Community Relations Office. Official publications include the college catalog, class schedule, program brochures, viewbook/CD, newspaper inserts, web site, social media and annual reports.</p> <p>The college web site content and design and social media content are maintained by Community Relations with technical support from Information Technology.</p> <p>UCC has one official college logo that ensures a consistent and clear image representing the college in the community. The logo guidelines and graphic standards for the campus are the responsibility of Community Relations.</p>	N/A	<p>The Office of Communications and Marketing is the center of all promotional efforts that involve the College brand. The office coordinates and manages the College’s visual identity, news media interaction, College publications, websites, social media channels, and print & electronic communications.</p> <p>The College supports two official logos (UCC and RiverHawks) that present a consistent and clear identity. Logo guidelines and graphics standards are developed and implemented to maintain and enhance the College’s visual brand recognition.</p> <p>Responsibility</p> <p>The Office of Communications and Marketing is responsible for implementing and updating this policy. Specific guidance for policy implementation may be found in the associated Administrative Procedure(s)</p>



BOARD POLICY

TITLE: COURSE APPROVAL

BOARD POLICY # 4022 *(was 712)*

The Chief Academic Officer shall, in consultation with the Academic Council (AC) review, approve, or deny courses submitted by faculty.

Compliance with college standards, accreditation standards, curriculum policies and alignment with the college mission, values and learning outcomes will be given appropriate consideration.

RESPONSIBILITY:

The Provost is responsible for implementing and updating this policy. Specific guidance for policy implementation may be found in the associated Administrative Procedure(s).

- NEXT REVIEW DATE:**
- DATE OF ADOPTION:**
- DATE(S) OF REVISION:**
- DATE(S) OF PRIOR REVIEW:**

POLICY / ADMINISTRATIVE PROCEDURE CONVERSION TEMPLATE

<p>TITLE: Course Approval</p> <p>New BP #: 4022 Old BP # & Title: 712 (OCCA # 4020)</p> <p>New AP #: Old AP # & Title:</p> <p>Revision</p> <p>Date: 4/7/2021</p>	<p>AREAS OF COLLABORATION</p> <p><i>Please indicate consultations with other departments and/or individuals that may be affected by the recommendation.</i></p>
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EXISTING POLICY / PROCEDURE	OCCA POLICY / PROCEDURE	PROPOSED POLICY / PROCEDURE
<p>4020 AP was converted to 4022 with a new BP. Original 4020 did not have a BP documented.</p> <p>No prior policies or procedures for course approval. Section 712 relates to course repeats and auditing a course.</p>	<p>NA</p>	<p>The Chief Academic Officer shall, in consultation with the Academic Council (AC) review, approve, or deny courses submitted by faculty.</p> <p>Compliance with college standards, accreditation standards, curriculum policies and alignment with the college mission, values and learning outcomes will be given appropriate consideration.</p>



BOARD POLICY

TITLE: REVERSE TRANSFER

BOARD POLICY # 4104 *(was 720.05)*

Students who have successfully completed at least 75% of their college-level program credits at UCC, and have transferred to another college/university before completing an associate's degree or certificate, can reverse transfer their subsequent college credit back to UCC for an awarding of an associate degree.

RESPONSIBILITY:

The Assistant Vice President for Enrollment and Student Services is responsible for implementing and updating this policy. Specific guidance for policy implementation may be found in the associated Administrative Procedure(s).

NEXT REVIEW DATE:

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DATE(S) OF REVISION:

DATE(S) OF PRIOR REVIEW:

POLICY / ADMINISTRATIVE PROCEDURE CONVERSION TEMPLATE

Complete for Conversions Only

TITLE:	
BP	
New BP #: _____	Old BP # & Title: BP 720.05: Degree Completion at Another Institution
Reverse Transfer	
New AP #:	Old AP # & Title: N/A
Revision Date:	4/8/2021

EXISTING POLICY / PROCEDURE	OCCA POLICY / PROCEDURE	PROPOSED POLICY / PROCEDURE
<p>BOARD POLICY SERIES NUMBER: 720.05</p> <p>TITLE: DEGREE COMPLETION AT ANOTHER INSTITUTION</p> <p>Under extraordinary circumstances a student may petition the Office of Admissions and Records for permission to complete a maximum of 15 credit hours of degree requirements at another institution. In order to qualify, the student must have met the UCC residency requirements. Completion time is limited to one calendar year following the last term of attendance at UCC.</p>	NA	<p>Students who have successfully completed at least 75% of their college-level program credits at UCC, and have transferred to another college/university before completing an associate's degree or certificate, can reverse transfer their subsequent college credit back to UCC for an awarding of an associate degree.</p>



BOARD POLICY

TITLE: SECOND DEGREE OR CERTIFICATE

BOARD POLICY # 4107 *(was 720.04)*

To earn a second Associate Degree, students must satisfactorily complete a minimum of 24 credit hours in addition to those completed for the first degree.

To earn a second program Certificate, students must complete a minimum of 12 credit hours in addition to those completed for the first certificate.

RESPONSIBILITY:

The Provost is responsible for implementing and updating this policy. Specific guidance for policy implementation may be found in the associated Administrative Procedure(s).

NEXT REVIEW DATE:

DATE OF ADOPTION:

DATE(S) OF REVISION:

DATE(S) OF PRIOR REVIEW:



BOARD POLICY

TITLE: CONTINUING EDUCATION UNITS

BOARD POLICY # 4237 *(was 714)*

The purpose of Continuing Education Units (CEUs) is to provide an employer, a prospective employer, a certifying body, or a professional association with a uniform measurement of the continuing education an individual has undertaken.

The CEU's are:

- 1. Awarded for successful completion of certain non-credit occupational-related courses
- 2. Awarded at the discretion of the College
- 3. Limited to occupational supplementary purposes

RESPONSIBILITY:

The Dean of Community Education & Partnerships is responsible for implementing and updating this policy. Specific guidance for policy implementation may be found in the associated Administrative Procedure(s).

NEXT REVIEW DATE:
DATE OF ADOPTION:
DATE(S) OF REVISION:
DATE(S) OF PRIOR REVIEW:

POLICY / ADMINISTRATIVE PROCEDURE CONVERSION TEMPLATE

Complete for Conversions Only

TITLE: Continuing Education Units (CEU)

New BP #: 4237 **Old BP # & Title:** 714

New AP #: **Old AP # & Title:**

Revision Date: 4/20/2021

EXISTING POLICY / PROCEDURE	OCCA POLICY / PROCEDURE	PROPOSED POLICY / PROCEDURE
<p>Introduction / Definition:</p> <p>The purpose of Continuing Education Units (CEUs) is to provide an employer, a prospective employer, a certifying body, or a professional association with a uniform measurement of the continuing education an individual has undertaken.</p> <p>The CEU's are:</p> <ol style="list-style-type: none"> 1. Awarded for successful completion of certain non-credit occupational-related courses 2. Awarded at the discretion of the College 3. Limited to occupational upgrading purposes <p>RESPONSIBILITY:</p> <p>The Dean of Career & Technical Education is responsible for implementing this policy</p> <p>and the Director of Community & Workforce Training is responsible for updating it.</p> <p>Specific guidance for policy implementation may be found in the associated Administrative Procedure(s).</p>	<p>None</p>	<p>Introduction / Definition:</p> <p>The purpose of Continuing Education Units (CEUs) is to provide an employer, a prospective employer, a certifying body, or a professional association with a uniform measurement of the continuing education an individual has undertaken.</p> <p>The CEU's are:</p> <ol style="list-style-type: none"> 1. Awarded for successful completion of certain non-credit occupational-related courses 2. Awarded at the discretion of the College 3. Limited to occupational supplementary purposes <p>RESPONSIBILITY:</p> <p>The Dean of Community Education & Partnership is responsible for implementing this policy.</p> <p>Specific guidance for policy implementation may be found in the associated Administrative Procedure(s).</p>



BOARD POLICY

TITLE: CREDIT HOUR

BOARD POLICY # 4238 (was 720.07)

Per the Oregon Community Colleges Handbook & Planning Guide:

The award of course credit is a local college issue. However, if awarded, it must adhere to the following ratios or to equivalent student learning outcomes. The number of clock or contact hours required to generate one credit per quarter term:

Generating One Credit	
Lecture	10-12 hours/term
Lab	30-36 hours/term
Lecture-Lab	20-24 hours/term
Physical Education Activity Course	30-36 hours/term
Recitation	10-12 hours/term
Cooperative Work Experience Seminar	10-12 hours/term
Cooperative Work Experience (CWE)	30-36 hours/term

“Clock/Contact hours” is defined as one clock (or contact) hour that is 60 minutes long. No more than 10 minutes of each hour can be used for a regularly scheduled break or passing period. [OAR 589-006-0050 \(13\)](#) The credit requirements of courses and programs should be manageable for students allowing them to successfully complete program requirements within a reasonable period of time.

There is a 108 credit mandatory cap on the maximum number of credits required for an associate degree or certificate of completion program. [OAR 589-006-0100](#)

RESPONSIBILITY:

The Provost is responsible for implementing and updating this policy. Specific guidance for policy implementation may be found in the associated Administrative Procedure(s).

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<p>term Nursing Clinical: 3 contact hours/week, 30 + contact hours per term</p> <p>Independent Study: 1 contact hour/week, 10 + contact hours per term</p> <p>Consistent with federal regulations a credit hour is defined as “Except as provided in 34 CFR 668.8(k) and (l), a credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:</p> <ol style="list-style-type: none"> (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester or trimester hour of credit, or ten to twelve weeks for one quarter hour of credit or the equivalent amount of work over a different amount of time; or (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution, including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.” <p>DATE OF ADOPTION: 3/12/2014 DATE(S) OF REVISION(S)</p> <p>DATE OF LAST REVIEW:</p>		<p><i>students allowing them to successfully complete program requirements within a reasonable period of time. There is a 108 credit mandatory cap on the maximum number of credits required for an associate degree or certificate of completion program. OAR 589-006-0100</i></p>
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BOARD POLICY

TITLE: USE OF COLLEGE EQUIPMENT

BOARD POLICY # 6535

The administration shall establish regulations for the use of College equipment which will provide for proper supervision and safety, meet necessary insurance, rules, and law requirements.

REFERENCES:

NWCCU Standard 2.I.1
ORS 341.290(4)

RESPONSIBILITY:

The Director of Facilities and Security is responsible for implementing and updating this policy. Specific guidance for policy implementation may be found in the associated Administrative Procedure(s).

NEXT REVIEW DATE:

DATE OF ADOPTION:

DATE(S) OF REVISION:

DATE(S) OF PRIOR REVIEW:

POLICY / ADMINISTRATIVE PROCEDURE CONVERSION TEMPLATE

<p>TITLE: Use of College Equipment</p> <p>New BP #: 6535</p> <p>New AP #:</p> <p>Revision</p> <p>Date: 3/22/2021</p>	<p>AREAS OF COLLABORATION</p> <p><i>Director of Facilities and Security, CFO and Director of Information Technology</i></p>
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EXISTING POLICY / PROCEDURE	OCCA POLICY / PROCEDURE	PROPOSED POLICY / PROCEDURE
NA	N/A	The administration shall establish regulations for the use of College equipment which will provide for proper supervision and safety, meet necessary insurance, rules and law requirements.