

Advisory Group Application

Step 1

Application for Appointment to Whatcom County Advisory Groups

Public Statement

THIS IS A PUBLIC DOCUMENT: As a candidate for a public advisory group, the information provided will be available to the County Council, County Executive, and the public. All advisory group members are expected to be fair, impartial, and respectful of the public, County staff, and each other. Failure to abide by these expectations may result in revocation of appointment and removal from the appointive position.

Title	Ms.
First Name	Patricia (Trish)
Last Name	Newbold
Today's Date	10/26/2025
Do you live in Whatcom County?	Yes
Do you have a different mailing address?	<i>Field not completed.</i>
Email Address	tnewbold@whatcom.edu

Step 2

1. Name of Advisory Business and Commerce Advisory Committee

Group

Business and Higher education
Commerce Advisory
Committee Positions

2. Do you meet the Yes
residency,
employment, and/or
affiliation requirements
of the position for
which you're applying?

3. Which Council District 2
district do you live in?

4. Have you ever been No
a member of this
Advisory Group

5. Do you or your No
spouse have a financial
interest in or are you
an employee or officer
of any business or
agency that does
business with
Whatcom County?

6. Have you declared No
candidacy (as defined
by RCW 42.17A.055)
for a paid elected office
in any jurisdiction
within the county?

You may attach a Attached
resume or detailed
summary of
experience,
qualifications, &
interest in response to
the following questions

7. Please describe your I have worked in higher education since 2013, currently serving
occupation (or former as the director for workforce and special projects at Whatcom
occupation if retired), Community College, a role which involves supporting all of the
qualifications, college's professional technical education programs, managing
professional and/or Perkins and Workforce Development grants, leading the biennial

community activities,
and education

comprehensive local needs assessment through engagement with diverse internal and external stakeholders, and representing the college on regional and statewide workforce teams, among other things. I previously served in a similar role at Bellingham Technical College.

Prior to working in higher education, I worked in private industry in a variety of roles that helped grow my family's business to one that was publicly traded (through acquisition by a national brand). Roles included sales, sales management, internal communications and training, marketing and product development, lean facilitator, and director of national customer care.

I have a Bachelor of Commerce degree with a major in marketing from the University of Manitoba (Winnipeg, Manitoba, Canada). A complete resume is attached for your reference.

8. Please describe why
you're interested in
serving on this
Advisory Group.

The work of the Business and Commerce Advisory Committee ties in perfectly with my work at Whatcom Community College supporting workforce education programs, particularly as it relates to the committee's objective to provide recommendations on efforts to improve infrastructure. Having also worked in private industry for many years, my current work in higher education is complemented with experience from an employer's perspective.

References (please
include daytime
telephone number):

Steven Thomas, Vice President for Instruction, Whatcom Community College, [REDACTED]
Liz Johnson, Dean for Healthcare and STEM, Whatcom Community College, [REDACTED]
David Loeppky, General Manager (retired), Premier Agendas, [REDACTED] [note: David is also my brother]

Appointment
Requirements

I understand and agree

Signature of applicant:

Patricia J. Newbold

Place Signed /
Submitted

[REDACTED]

(Section Break)

Patricia (Trish) Newbold

Objective

To work in an environment where I can contribute to the success of all associates.

Highlights

- Engaging with industry, economic development, and other community partners to inform development of education programs
- Writing and providing input to management of federal grants
- Applying lean tools to improve and document processes, engage associates throughout the organization and, ultimately, enhance the customer experience
- Growing family business from the ground up to a publicly traded company (via acquisition by national brand)

Strengths

Responsible. Consistent. Adaptable.

Experience

Director for Workforce and Special Projects

October 2022 – present

Whatcom Community College, 237 W. Kellogg Rd., Bellingham, WA 98226

Responsible for implementing, communicating, and evaluating the college's workforce and special projects, plans, and programs in collaboration with other college departments to ensure an integrated system that connects students to resources that fosters their academic success. Toward this end I:

- Collaborate with professional-technical program faculty and deans to identify program needs and facilitate engagement with industry representatives, the latter primarily through program advisory committees
- Manage Perkins and Workforce Development grants to ensure deliverables are met and on budget
- Lead the biennial comprehensive local needs assessment, a process that involves engaging with and soliciting input from a diverse array of internal and external stakeholders to identify the college's workforce education priorities and inform its Perkins budgets
- Represent the college regionally and statewide:
 - Northwest Workforce Partners Management Team - participate in monthly meetings with regional workforce partners
 - Workforce Education Council (WEC) - participate in quarterly meetings with statewide workforce education colleagues; served on the WEC executive team as the recorder (2022-2025)
- Currently serve on the college's Guided Pathways committee as chair, a faculty tenure committee, and the college's Institutional Sustainability Review core team

Director of Instructional Programs & Projects January 2021 - September 2022
Bellingham Technical College, 3028 Lindbergh Ave., Bellingham, WA 98225

Responsible for and/or participated in various instructional projects and initiatives:

- Supported professional-technical program advisory committees to help maximize engagement and effectiveness, while also ensuring compliance with state requirements
- Established and maintained professional-technical faculty certification tools: developed an integrated skills standards self-assessment, professional development plan, and annual report template; developed and maintained a tracking spreadsheet with automated renewal dates and alerts; authored an instructor training manual; conducted a faculty in-service training session and subsequent trainings for individual faculty upon request
- Participated on the Tenure Process Oversight committee: in collaboration with administrator and faculty participants, developed and launched a new tenure review process and supporting documents; drafted a post-tenure evaluation process, annualized and adjunct faculty evaluation process, and non-teaching faculty tenure process
- Facilitated student requests to earn academic credit for prior learning (ACPL) and petitions for academic readmission
- Updated and maintained the Instruction intranet site

Offered college-wide service:

- In collaboration with college leadership, managed the college's COVID response
- Managed the annual catalog project
- Led or served on several college committees: Economic Summit (chair), opening day kick-off event (2022 chair), accessibility team, in-service planning

Represented BTC regionally on the Northwest Workforce Partners Management Team and statewide on the Workforce Education Council (WEC)

Workforce Education Coordinator

2013 – 2020

Whatcom Community College, 237 W. Kellogg Rd., Bellingham, WA 98226

Provided leadership and administrative/logistical support for professional-technical education programs:

- Grants – Provided input to development and oversight of federal and state workforce grants and budgets, including seeking diverse stakeholder input to inform needs and budget
- Marketing – Informed prospective students about professional-technical degree and certificate programs through the development and implementation of print, video, and web marketing materials
- Program development – Ensured program relevancy by collaborating with on- and off-campus stakeholders to develop and implement proposals for new or revised educational programs
- Advisory committees – Coordinated outreach and communication with current and prospective professional-technical program advisory committee members
- Special events – Planned, implemented, and promoted special events and workshops

Participated in local, regional, and statewide workforce development meetings and councils

All positions listed below are with School Specialty Planning & Student Development (aka, Premier School Agendas); 400 Sequoia Dr., Bellingham, WA, 98226

Director of National Customer Care 2009 – 2013

- Led the transformation of the department from one that was perceived to be out of alignment with the sales organization to one that was in partnership and frequently praised and valued as a key strength
- Managed people, processes, and budget related to sales support, order processing, and customer care

Lean Facilitator 2007 – 2009

- Envisioned and implemented improvements throughout the organization via facilitation of or participation in 30+ rapid improvement and value stream analysis events

Director of Marketing & Product Development 2001 – 2006

- Developed annual marketing campaigns and product line-ups in collaboration with executive, sales leadership, and external design agency

Director of Internal Communications 1997 – 2009

- Engaged associates via the management of print and online internal communication channels
- Ensured associates presented a consistent and professional message in the marketplace through new employee orientation and ongoing product and process training sessions

Sales 1988 – 1997

- Managed and led team of field sales and office support toward achieving annual sales goals

Education

Bachelor of Commerce 1982 – 1986
Majored in Marketing. University of Manitoba.

Skills

Communications

- Successfully completed the State Board for Community and Technical College's Accessibility 101: The Basics of Inclusive Design course (4/24/17 – 5/21/17) and several accessibility micro-courses (spring 2019)
- Written communications are strong; in particular, writing to inform and process documentation
- Comfortable presenting in front of small and large audiences
- Able to communicate with associates at all levels within the organization

Software

- Microsoft Office Suite; particularly Excel, Word, Outlook, and PowerPoint
- CurriQunet, Acalog, SharePoint, Teams

Other

- Completed the Deans' Academy program offered through the Washington State Center of Excellence for Careers in Education (2017-18)
- Completed the Leadership Whatcom program offered through the Bellingham Chamber of Commerce (2016)
- Volunteered in the 2010 Vancouver Olympics in guest relations (2010)
- Completed the Competent Toastmasters program (1995-97)
- Personal interests: playing the piano, sketching and painting, reading, puzzle-solving, recreational downhill skiing, gardening