SANTA BARBARA COMMUNITY COLLEGE DISTRICT

Goals and Objectives

Academic and Support Divisions

JANUARY, 1974
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During the Spring of 1972, the college community participated in a study of goals. Respondents included students, faculty, administrators, members of the Board of Trustees, and members of the community. During the Spring of 1973, the original goals study was validated with a much larger sample as the initial step in a broad study of goals, objectives, and organization.

Eleven goals were identified as representing a strong consensus among all responding groups. An additional seven goals showed areas of strong interest but with high discrepancies in accomplishments. Eighteen goal statements were thus identified as having the highest priority for the District.

For convenience in considering the goals, they have been grouped below in three categories: educational goals, environmental goals, and personal and social goals. The numbers in parenthesis ahead of each statement indicate the priority order in which the goal was perceived.

I. EDUCATIONAL GOALS

A. Occupational Education

1. (1) To provide training for specific careers.

2. (12) To provide re-training for people whose job skills are out of date.

B. Transfer Education

(3) To provide education which will help each student who intends to transfer to a four-year college attain his or her goals.

C. General Education

(6) To develop students' ability to combine and use knowledge from a variety of sources.

D. Continuing Education

1. (8) To provide continuing education for local adults on a part-time basis.

2. (13) To provide classes for adults appropriate to the needs and desires of the community, including general, vocational and avocational education.

E. Developmental Education

(15) To plan remedial and developmental courses which will help students to pursue goals related to specific talents.
II. ENVIRONMENTAL GOALS

A. A Climate for Learning

1. (2) To maintain a climate of mutual trust and respect among students, faculty, and administration.

2. (17) To create a climate where students and faculty easily and informally discuss ideas and interests.

B. A Climate for Personal Decision-making

1. (4) To provide experiences that will help students make occupational choices and prepare for successful employment.

2. (9) To help students set their own personal goals and develop plans for achieving them.

3. (10) To provide students with counseling services related to choices, and in personal matters related to progress toward goals, and to provide services in financial aid, employment, and campus activities.

III. PERSONAL AND SOCIAL GOALS

A. (5) To help students develop a sense of self-worth and self-confidence.

B. (14) To instill in students a commitment to life-long learning.

C. (16) To help students learn to participate in public decisions which influence their own lives.

D. (7) To increase the desire and ability of students to study in a self-directed way.

E. (11) To encourage concern for the welfare of mankind.

F. (18) To help students be open, honest, and trusting in their relationships with others.
Santa Barbara City College

January 7, 1974

To: Dr. Gooder, Superintendent-President

From: Pat Huglin, Administrative Dean, Instruction

Subject: INSTRUCTIONAL DIVISIONS -- PURPOSES OR OBJECTIVES

1. American Ethnic Studies
2. Business
3. English
4. Fine Arts
   Art
   Music
   Speech
5. Foreign Language
6. Health Occupations
7. Life Science
8. Mathematics
9. Physical Education
10. Physical Science (Earth Science only. No report from Chemistry, Engineering and Physics as of this date.)
   Chemistry
   Earth Science
   Physics and Engineering
11. Social Science
   Anthropology and Sociology
   Economics and Geography
   History
   Philosophy
   Political Science
   Psychology
12. Trade and Technical
13. Library
14. Summer Session

PH:mr
A. Division Purposes or Objectives

1. To provide lower division experiences which will provide general education and meet requirements for the non-transfer and transfer student.
2. To provide educational experiences which will meet lower division requirements for students majoring in Ethnic Studies.
3. To provide in-service training in the field of minority studies for professional and para-professional personnel in education and other community agencies.
4. To cooperate with other divisions or departments in the implementation and teaching of interdisciplinary programs.
5. To help develop programs to provide necessary tools for academic retention.
6. To cooperate with the supportive services in the retention of disadvantaged students.
7. To promote cultural interchange and appreciation of cultural diversity.
8. To provide an avenue for students to find meaningful solutions to the problems facing our society and our world.

B. Related Division Objectives

1. To establish a vehicle through the television media to disseminate information about educational opportunities to the Spanish-speaking community.
2. To work closely with teacher organizations and community groups to share concerns and seek solutions to problems. Also, to give publicity to SBCC programs through these groups.
3. To work with other divisions or departments to discuss ways of bettering the needs of the disadvantaged and minority students.
4. To provide SBCC faculty with in-service programs to better understand the problems and needs of minority students.
5. To work on intensive remedial and image improvement programs.
6. To work on the development of programs for the training of blue collar workers for middle management positions and for the securing of jobs upon completion of the program.
A. Division Purposes or Objectives

1. To provide initial training for specific careers in business administration and secretarial science, with emphasis where needed on legal requirements for licenses.

2. To provide retraining for those whose job skills are out of date in the areas of secretarial science, data processing, and others.

3. To provide educational experiences which will meet lower division requirements for students majoring in business administration and secretarial science.

4. To provide, in cooperation with the Career Guidance Office, experiences for entering students to help them explore the possibilities of a career in some area of business education or secretarial science.

5. To provide in every course offered by the Division experiences which help students to develop a sense of self-worth and self-confidence and help them to become more capable of self-directed study.

B. Related Division Objectives

1. Articulate programs with local high schools.

2. Work with multi-discipline instructional staff to develop programs.

3. Establish and maintain a close relationship with lay advisory committees in refining new programs.

4. Design programs so that disadvantaged students have an avenue of entry to programs and to employment.

5. Plan, in cooperation with the Director of Facilities Development, for anticipated facility need.

6. Reduce average attrition significantly.
ENGLISH DIVISION

A. Division Purposes or Objectives

1. To provide opportunities for students to improve their reading and writing skills.

2. To encourage students to read good literature, (a) as a source of value concepts, and (b) as a worthy use of leisure time.

3. To foster attentive listening and articulate participation in discussion.

4. To stimulate students to judge discriminately, to think independently.

B. Related Division Objectives

1. To participate in interdisciplinary programs.

2. To articulate programs with local high schools.

3. To maintain a divisional student advisory committee for continuous evaluation.

4. To reduce the number of withdrawals from classes.

5. To cooperate with the Director of Facilities Development in planning for the English Center/classroom space.
A. Division Purposes and Objectives

The proposed growth of the Art Department of Fine Arts Division is divided into three major program areas: 1) Art majors, 2) Aesthetics, Art History, and 3) Community credit programs. The degree program for art majors is working at capacity for current facilities but until the facilities available in the new building are completed, our offerings must be considered as incomplete.

1. Art Majors

Courses for art majors will be expanded as listed below. Proposed courses to be offered during the next two or three years are:

- Ceramics 17, 20, 21
- Sculpture 22, 23, 24
- Printmaking - Etching
- Printmaking - Lithography
- Graphic Arts 1 and 2
- Typography - Book Designing
- Television - Promotion, Film Making
- Weaving
- Glass Blowing
- Advanced Painting (Oil)
- Advanced Figure Painting

2. Aesthetics - Art History

Current offerings should be enriched with additional courses:
- Art of the 20th Century, part 2
- Art of Africa
- Chinese Art
- Japanese Art
- Art of the Southwest
- Interrelated Aesthetics
- The Creative Age
- Interdepartmental courses (Philosophy, Ethnic Studies)

3. Community Credit Programs

These courses will be designed especially for the people involved in the courses and for their particular needs. Possible courses for this area:
- Portrait Painting
- Materials, Paints, and Components
- Ceramics for Industry
- Painting and the Art Critic
Mold Making and Casting
Independent Study, Continuing
Group Study for Teachers of Art
Interdivisional study
Experimental Printmaking
The 24-hour program
Seminars in Art History
Poetry, Painting and Music

B. Related Division Objectives

To be developed.
A. Division Purposes or Objectives

1. Provide training specific careers in the professional music world and music education.
2. Provide educational experiences which will meet lower division requirements for students majoring in music and also fulfilling general education requirements for students in other areas of study.
3. Provide opportunities for students to employ techniques of combining and using knowledge from a variety of sources such as history, philosophy, art, and literature and relating this material to the art of music.
4. Provide continuing education for adults on a part time basis through music courses in history, theory, and beginning instruments.
5. Provide classes for adults appropriate to the needs and desires of the community, including general, vocational and avocational education through classes particularly in the area of instrumental and vocal performance.
6. Plan remedial and developmental courses which help students pursue goals related to specific talents that are encouraged through creating, performing, and research study of music.
7. Maintain a climate of mutual trust and respect among students, faculty, and administration, particularly through music courses that bring the entire college community together. These are group performances that support other college activities as well as programs that encourage full college participation, such as chamber concerts, large vocal and instrumental programs, and special programs such as the annual dinner-show.
8. Create a climate where students and faculty easily and informally discuss ideas and interests through not only close personal contact between student and instructor in both performance and academic classes, but through student recitals and music department sponsored student organizations.
9. Provide experiences that will help students make choices and prepare for successful employment through not only academic and performance oriented classes in music, but through close contact with various members of the music faculty working in many instances with support of the counseling staff.
10. Help students set their own personal goals and develop plans for achieving them through contact in and out of the classroom plus exposure of students to prominent men and women in the professional field of music and music education.
11. Provide students with counseling services related to choices, and in personal matters related to progress toward goals in college, career, and life concerns. Provide services in financial aid through music funds developed out of expanding incomes from public performances. The music program is further committed to supporting campus activities by providing one or more of the performing groups when requested.
13. Instill in students a commitment to life-long learning through developing a devotion to aesthetic growth using music as a vehicle.

14. Help students learn to participate in public decisions which influence their own lives through reflection on the past and how the arts have responded to societies throughout history. The artists has commented upon society through his art throughout history.

15. Increase the desire and ability of students to study in a self-directed way through encouraging achievement in study and self-evaluation of performance skills. Students and instructors collectively working together can develop necessary tools for making judgments concerning accomplishment of mutually developed behavioral goals.

16. Encourage concern for the welfare of mankind by exposing students to aesthetic developments throughout history and help students develop insights into aesthetic developments in the contemporary world.

17. Help students be open, honest, and trusting in their relationships with others through recognizing the individual's dependence upon fellow students particularly in the various performance groups.

B. Related Division Objectives

1. Explore areas in which the community college music program can enrich the aesthetic growth of the entire Santa Barbara community.

2. Articulate programs with local high school music programs.

3. Work to establish communication between the various disciplines in order to review possible changes in the overall college curriculum.

4. Continue development of inquiry into possible new methods of cooperation between professional and student musicians within the community.

5. Develop programs that foster opportunities for bringing individuals into the music program that have limited or no background in music.

6. Continue to explore possible solutions to physical facilities need of the music program.

7. Explore various avenues of programming performances throughout the community that can enhance relations between Santa Barbara City College and the community.
A. Division Purposes or Objectives

1. The Department provides educational experiences which will meet lower division requirements for students majoring in Speech, Theatre Arts, and Radio and T.V. Communication.

2. Every course offering will provide experiences which will help students to develop a sense of self-worth and self-confidence to assist them in becoming more capable of self-directed study.

3. To provide additional experiences which will enhance students' appreciation and enjoyment of the art of oral communication.

4. The ability to communicate is pervasive to all occupations, therefore, we propose to expand Speech 5 and Speech 2 to meet the needs for students enrolling in Vocational Training programs.

B. Related Division Objectives

1. Work with multi-discipline instructional staff to develop programs.

2. Continue to work with the Director of Facilities Development on working drawings for the proposed Speech, Music and Theatre building.

3. To provide maximum advantage to both student and community through development of community-related educational experiences.

4. To provide classes for personal growth and avocational pursuits.

5. To maintain community involvement in communication.

6. To provide opportunity for the development of social and cultural activities and to encourage the development of initiative, responsibility and positive interpersonal relationships.
FOREIGN LANGUAGE DIVISION

A. Division Purposes or Objectives

1. To provide a sequence of courses leading to college or university transfer.

2. To supply additional training for teachers, law enforcement officers, social workers, health officials, secretaries, airline stewardesses, and singers.

3. To furnish courses to aid citizens in improving job skills.

4. To provide a series of courses designed for individual goals (travel, study abroad, cultural enrichment.)

5. To supply courses which offer an occasion for students to integrate information from a variety of fields (literature, civilization, summer study abroad.)

B. Related Division Objectives

1. To create cultural programs to enrich the community (films, lectures, etc.)

2. To provide tutorial services.

3. To participate with colleagues in developing interdisciplinary courses.

4. To communicate with colleagues of other institutions in an effort to update old and develop new programs of instruction.
A. Division Purposes or Objectives

1. Provide initial training for specific careers in health occupations and according to requirements, where indicated, for licensure or certification.
2. Provide continuing education for interested individuals in health occupations and according to legal requirements for relicensure.
3. Provide retraining in the health occupation areas for people whose job skills are out of date.
4. Provide educational experiences which will meet lower division requirements for students majoring in registered nursing.
5. Provide increased assistance in cooperation with student support services, for slow achievers and students with learning problems who are interested in health occupation programs.
6. Provide increased assistance in cooperation with student support services, for slow achievers and students with learning problems who are interested in health occupation programs.
7. Cooperate with local groups and organizations in informing potential students about the Medical and Dental Assisting programs.
8. Cooperate with local agencies in providing adequate learning experiences for students in the health occupations programs.
9. Encourage experimentation in planning and implementing innovative teaching methods.
10. Provide new programs in the area of health occupations as requested and needed by the community.

B. Related Division Objectives

1. Articulate programs with local high schools.
2. Articulate programs with local interest and professional organizations, i.e., Task Force, California Nurses Association.
3. Work with multi-discipline staff in developing related courses, i.e., Health Care in Minority Cultures, Integrated Science for Health Occupations.
4. Maintain a close relationship with advisory committees in planning new programs.
5. Include student input in the decision-making process.
6. Plan, in cooperation with the Administrative Assistant to the Superintendent-President, alternate methods for funding new programs and/or innovative projects.
7. Plan, in cooperation with the Director of Facilities Development, for anticipated facility needs.
8. Encourage staff development in the areas of curriculum development and evaluation.
9. Work with other local educational institutions in providing courses which meet legal requirements for relicensure.
10. Work with other educational institutions in an attempt to provide a baccalaureate nursing program in the local community.
11. Develop a system for a complete information file containing all pertinent data on all graduates for future references.
12. Survey graduates and employers of graduates to determine the strengths and weaknesses of all health occupation programs.
13. Maintain accreditation of health occupation programs presently accredited and strive for accreditation in programs not yet accredited.
A. Division Purposes or Objectives

CURRICULUM RELATED

1. The Preparation of Majors in Life Sciences:
   Animal husbandry, anthropology, biological science, botany, chiropractic, degree nursing, dietetics, environmental studies, fish and game, home economics, lab technician, marine biology, nutrition, oceanography, optometry, ornithology, osteopathy, parks and recreation, pharmacy, physical therapy, pre-dental, pre-forestry, pre-medical, science teaching, veterinary medicine, wildlife management, zoology.

2. The preparation of at least 200 students per year in a thorough Pre-Professional program in Life Science:
   EKG technician, farmer, landscape architect, marine biologist, medical doctor, veterinary medicine, educator in biological science and ancillary positions.

3. We will provide service courses for those in Vocational majors:
   Agriculture, animal husbandry, biological illustration, dental assistant, dental hygienist, dietetics, farming, gardening, EKG technician, environmental monitoring, horticulture, health occupations, home economics, inhalation therapist, lab technology, marine technology, medical assistant, nursing, physician assistant, physical therapy, plant management, radiologic technology, ranching, teaching assistant, veterinary assistant.

4. We will provide support of Academic programs:
   Agriculture, animal husbandry, anthropology, archaeology, art, biology, biological illustration, cell biology, biological illustration, botany, chemistry, dentistry, dietetics, English, environmental science, forestry, geography, geology, health occupations, lab technician, marine biology, molecular biology, nutrition, nursing, optometry, osteopathy, ornithology, pharmacy, photography, physical education, physician assistant, physics, social science, space science, speech therapy, systematics, veterinary medicine, x-ray.

5. Courses will be provided for requirements in General Education and Liberal Arts Transfer:
   Laboratory courses such as Concepts in Biology, General Botany, Marine Biology, Medical Microbiology, or non-laboratory courses such as Physical Anthropology, Topics in Biology, Human Nutrition, Human Sexuality, Man and Disease.
6. General Education (non-transfer) courses will be supplied towards:
   a. A.S. and A.A. degree.
   b. College level credit courses for adults in the community.

7. We will provide Career Training through the offering of courses
   and/or training programs such as:
   Agricultural technician, biologist, dental technician, enologist,
   environmental monitoring technician, general lab technician, green-
   house technician, horticulturist, museum technician, para-medical
   technicians, physician assistant, teacher, technical illustrator,
   technical writer, x-ray technician.

BEHAVIORAL GOALS

1. Develop in our students the capability of independent study.

2. Ability to deploy a broad basis of biological fact and understanding
   of biological processes.

3. Knowledge and skill in using equipment.
   a. Using up-to-date technological equipment.
   b. Ability to understand and use and to know limitations of modern
      technological instruments in biological sciences.

4. Drawing conclusions on the basis of facts and to generalize from
   facts and conclusions.

5. Skill in the understanding and application of scientific literature
   and terminology.

6. Appreciation of the complexity of and achieving some skills in the
   management of environment for living things.

GENERAL PURPOSES OR OBJECTIVES

The aims and objectives lie within the realm of general education. They
are to develop appreciation, knowledge and understanding of the human
organism and other living things and to develop certain attitudes and
skills. Specifically the objectives are:

1. To provide the student with knowledge and understanding of his
   biological nature and the living world around him.

2. To encourage critical thinking and the use of an analytical method
   in examining problems of personal and public importance, such as
   those of health, conservation, biological interrelationships and the
   impact of man on these relationships in our environment.
3. To develop the student's ability to generalize effectively on the basis of facts and to apply these generalizations.

4. To provide the student with knowledge and the desire to find accurate information.

5. To develop certain skills in problem solving and in the use of laboratory equipment.

6. To stimulate interest in the biological world and in the understanding of biology.

7. To provide learning experiences within natural eco-systems.

8. To provide learning experiences within the business and industrial community.

9. To provide initial training for specific careers in Life Science with emphasis where needed on legal requirements for licenses: Dental assistant, dental hygienist, farmer, gardener, inhalation therapist, lab technician, landscape architect, marine technologist, medical assistant, nutritionist, osteopathy, physical therapist, physical assistant, radiological technician, ranches, science education, x-ray technician.

10. To provide retraining for people whose job skills are out of date in the areas of: Dental assistant, dental hygienist, farming, gardening, inhalation therapy, lab technology, landscape architecture, marine biology, medical assisting, nutrition, osteopathy, physical therapy, physician assistant, radiology, ranching, science education, x-ray.

11. To provide education experiences which will meet lower division requirements for students majoring in the biological sciences.

12. To provide in cooperation with the Career Guidance Office, experiences for at least 1,000 entering students each year to help them explore the possibilities of a career in some area of science.

13. To provide in every course offered by the Division experiences which help students to develop a sense of self-worth and self-confidence and help them to become more capable of self-directed study:

   Audio-tutorial and individual instruction, individual projects.

14. Preparation for in-house training for future teachers in life science, high schools, and related fields in which they are paid as teaching assistants in labs.

15. Establish a basis and procedure for discontinuing a course, program, or service.
B. Related Division Objectives

1. Articulate programs with local high schools, colleges, universities and other institutions.

2. Recruitment of promising students for biology majors and occupational programs.

3. Work with multi-discipline instruction staff to develop programs.

4. Establish and maintain a close relationship with lay advisory committees in refining new programs.

5. Design programs so that disadvantaged cultural and physically handicapped students have an avenue of entry to programs and to employment.

6. Plan, in cooperation with the Director of Facilities Development, for anticipated facility need.

7. Develop a program of evaluation in curricular planning in which one of the objectives will be reduced attrition where appropriate.

8. Encourage in-service professional improvement for our instructional staff.

9. Improve liaison and interaction with the university, including seminars.

10. Utilization of community resources in our educational programs: Seashore, Botanic Gardens, sewer plant, Bird Refuge, Museum of Natural History, harbor, resource personnel, Channel Islands.

11. Improvement of communications between divisions and division administrators.

12. Institution and evolution of cross disciplinary educational activities.

13. Study and experiment with the student evaluation process in order to achieve the best possible learning situations.
A. Division Purposes or Objectives

EDUCATIONAL

1. To provide the mathematics foundation needed by students who wish to pursue a career in an area that uses much mathematics, such as engineering, computer science, chemistry or physics.
2. To provide adequate knowledge of basic mathematics, graphing, and statistics for students wishing careers in the areas that make limited use of mathematics, such as biology, psychology, economics, health occupations and business administration.
3. To provide courses that meet the freshman and sophomore requirements for mathematics majors at most four-year colleges.
4. To provide a series of courses in technical mathematics for students wishing careers in areas such as electronics and marine technology.
5. To provide a course for retraining of elementary school teachers.
6. To provide mathematical retraining for people established in careers that have recently begun to ask for more mathematical background. People in business administration need knowledge of statistics and finite mathematics, and technicians and engineers need to learn computer programming.
7. To provide mathematical retraining for people who need to review and update their knowledge of mathematics.

ENVIRONMENTAL

1. To present to students problems that approximate the types of problems encountered in various occupational fields.
2. To provide the student with some idea of the kinds of mathematical work required in various occupational fields.
3. To provide experience in analyzing problems in evaluating the different factors relating to a given situation and in seeing relationships.
4. To have members of the faculty in the mathematics lab to assist students and talk with students.

PERSONAL AND SOCIAL GOALS

1. To stress an analytical approach to problem solving, emphasizing the importance of a carefully reasoned approach in arriving at conclusions, in hopes that this approach will carry over into personal decisions the student must make.
2. To provide situations in which the student must visualize what is going on and must sort out what is relevant to his problem.
3. To encourage the student to look for similar structures behind apparently dissimilar facades and to seek out the central issues of any problem from the peripheral ones.
4. To provide instruction in basic methods and then ask students to apply these methods on their own in other courses and in problems arising outside school.
5. To emphasize some of man's intellectual achievements in mathematics and what they had led to in his discoveries about the universe, so as to instill a desire in students to continue this tradition of exploration.

B. Related Division Objectives

1. To place students in courses appropriate to their level of competence, their background and their career objectives.
2. To design programs that fit the varied levels of competence of our students and bring them up to the level of competence required in their careers.
3. To work with other disciplines to develop course content, since our division is mainly a support service to other disciplines.
4. To develop interdisciplinary programs and courses.
5. To improve articulation with local schools.
6. To maintain scholastic standards in transfer courses.
7. To instill in students the value of logic and an appreciation for it as a means to form a reasoned argument.
8. To train students in seeking generalizations that will cover many specific situations, rather than meeting each situation as an isolated one.
A. Division Purposes or Objectives

1. Provide training for careers in teaching physical education and recreational leadership.

2. Provide educational experiences which will meet lower division requirements for students majoring or minoring in physical education or recreation and also fulfill general education requirements for students in other areas of study.

3. Provide continuing education for adults on a part-time basis and appropriate to the needs and desires of the community.

4. Maintain a climate of mutual trust and respect that brings the entire college community together for athletic and sporting events on campus.

5. Encourage and foster the philosophy that our physical education facilities should be utilized by the total community.

6. Provide a complete intra-mural athletics, inter-collegiate, and physical education program for all students.

7. To promote physical health and vigor and develop and prepare for wise use of leisure time.

8. Help students be open, honest, and trusting in their relationships with others through recognizing the individuals' dependence upon fellow students participating in playing and competition with other students.

B. Related Division Objectives

1. Articulate programs with local high schools.

2. Develop programs and activities that foster opportunity for bringing individuals into the program that are handicapped or have a limited background in physical education.

3. Continue to explore possible solutions to our physical facilities that are needed for a comprehensive program.

4. Work to establish communications between other disciplines in order to review possible changes in the overall curriculum and athletic programs.
A. Division Purposes or Objectives

CURRICULUM RELATED

1. The Preparation of Majors in Earth Sciences:
   Astronomy and Astrogeology, Crystallography, Environmental Geology
   and Environmental Studies, General Geology, Geomorphology, Glaciology,
   Laboratory Technology, Meteorology, Mineralogy, Oceanography and
   Marine Geology, Paleontology, Park and Recreation Development,
   Petrology, Physical Conservation, Physical Geography, Science teaching,
   Soil Science, Urban Geology, X-ray Diffraction Technology.

2. The Preparation of students in Pre-Professional Programs in Earth
   Sciences and associated areas:
   Architecture, Civil Engineering, Education in the Earth and Planetary
   Sciences, Materials Engineering and Metallurgy, Soil Sciences.

3. The department will provide service courses for students in the
   following Vocational Majors:
   Administration of Justice, Agriculture and Forest Technology,
   Automotive Services, Business Education, Cartographic Technician,
   Environmental Monitoring Technology, Geological Illustration,
   Geological Technician, Graphic Communication, Hotel and Restaurant
   Management, Laboratory Technology, Library Technology, Marine
   Technology, Meteorological Technician, Museum Technician, Nursery
   School Education, Park Naturalists, Soils Testing Technology.

4. The department will provide support for Academic Programs in:
   Agriculture, Anthropology, Archaeology, Art, Astronomy and Space
   Science, Biological Science, Black Studies, Business and Business
   Administration, Botany, Chemistry, Chicano Studies, Earth Science,
   Economics, English, Environmental Sciences, Ethnic Studies, Foreign
   Language, Forestry, General Studies, Geography, Geology, History,
   Horticulture, Law and Society, Marine Biology, Marine Geology, Music,
   Oceanography, Physical Education, Physics, Political Science,
   Psychology, Sociology, Speech and Theatre Arts.

5. The Department will provide the following courses necessary for
   student requirements in Environmental, General, and Liberal Arts
   Education:
   Laboratory courses - Historical Geology, Mineralogy, Crystallography,
   Introductory Optical Mineralogy, Petrology, Physical Geology.
   Non-laboratory courses - Astronomy, Environment, Mineral Resources
   and Energy, National Parks, Oceanography, Physical Geography.
6. The Department will continue to provide laboratory and non-laboratory courses which enable students to complete natural science requirements for the A.A. and A.S. degrees.

7. The Department will continue to cooperate with the Continuing Education Division in the development of general education non-transfer courses for adults in the community. Astronomy, Environmental Geology of Santa Barbara, Fossil Bones and Geologic History, Geology of Western National Parks, Lunar and Space Vehicles, Mineralogy, Minerals and Light, Practical Navigation, Rocks, Fossils and Time, Tar Pits Through Time.

8. The Department will provide Career Training through the offering of courses and/or training programs such as the following: Cartographic Technician, Environmental Monitoring Technician, Geological Illustration, Geological Technician, Laboratory Technology, Marine Diving Technology, Meteorological Technology, Museum Preparation, Soil and Sediment Testing Technology, State Park Ranger Training, X-ray Diffraction Technology.

9. The Department will create new, unique and unconventional programs and courses to meet the special interests of talented academic students during the six-week Summer Session and the proposed new six-week Winter Intersession.

10. The Department will continue to cooperate for the development and presentation of TV courses through the TV Consortium of California Colleges.

BEHAVIORAL GOALS

Our staff will continue to strive to promote the following attitudes and appreciations among our students.

1. An atmosphere of mutual respect, tolerance, trust and responsibility.

2. The capability for independent study.

3. Awareness of the complexity and interrelationship among various earth processes and the activities of man.

4. The desire to want accurate and objective information for decision making processes.

5. The ability to locate information available in the many various scientific journals and publications.
6. The ability of students to analyze, synthesize, and apply an understanding of geological processes to problems confronting individuals and society.

7. Recognition of the skills and aptitudes necessary for success in earth science careers.

8. Awareness of the limitations of modern technology to solve environmental problems. To be aware of the limitations imposed by the distribution and quantities of natural mineral resources on an affluent society.

9. Awareness that not only are mineral resources finite, but that the climate of the earth is not static, and perhaps changing in a direction which will impose further stresses on world society. Concomitant to the resolution to learn more in order to exercise good judgment in the solution of these future problems.

GENERAL PURPOSES OR OBJECTIVES

The aims and purposes lie within the realm of "general education." The objectives are to develop an appreciation, knowledge, and understanding of the physical world and the development of certain attitudes and skills necessary for both professional careers in the earth sciences as well as being an informed and responsible member of society. Specifically Departmental goals are:

1. to provide students with a knowledge and understanding of their physical environment, and the interactions between the atmosphere, oceans, crust of the earth, and MAN.

2. to encourage critical thinking and the use of an analytical method in examining problems of personal and public importance, including those of conservation and environmental concern.

3. to develop an understanding of the complex geological interrelationships of the natural world, and a desire to seek careers at some level within the earth sciences.

4. to develop problem-solving abilities.

5. to provide the student with basic knowledge and the desire to seek accurate and unbiased information.

6. to develop certain skills in the use of basic laboratory equipment.

7. to develop students' abilities to generalize effectively on the basis of fact and to apply these generalizations.
8. to provide practical learning experiences in the field.

9. to provide learning experiences within the business, industrial, and civic community.

10. to provide initial training for specific careers in the earth sciences with emphasis where needed on legal requirements for licenses: Environmental Monitoring, Marine Diving Technology, Meteorological Technology, Science Education, Soil and Sediment Testing, X-Ray Diffraction Technology.

11. to provide, in cooperation with the Career Guidance Office, experiences for at least 1,000 entering students each year to help them explore the possibilities of a career in some area of earth and planetary sciences.

12. to provide education experiences which will meet lower division requirements for students majoring in the earth and planetary sciences.

13. to provide re-training for people whose job skills are out-of-date in the areas of: Astrogeology, Geologic Illustration, Geologic Technology, Meteorological Technology, Museum Preparation, Laboratory Technology, Science Education, Soil and Sediment Testing Technology.

14. to provide in all courses and programs those experiences which will help students develop a sense of self-worth and self-confidence and a capability for self-directed study. This capability may be enhanced by the initiation and expansion of student involvement in the following activities: (a) auto-tutorial, multi-media programs (b) laboratory teaching assistants (c) student tutorial services

15. to provide in-service training for State and National Park interpretive personnel.

16. to establish procedures for discontinuing any course, program, or service.

17. to develop broadened curricula in the Evening College, Summer School, and the new proposed Winter Intersession.

18. to develop an informational service center of temporary and permanent employment opportunities for our students.

19. to complete the study of the Department of Earth Sciences which the Superintendent-President authorized in the spring of 1972 under the auspices of the Office of Research and Development.
B. Related Departmental Objectives

1. Recruitment of promising students for majors in earth science academic and occupational career programs.

2. Maintain a close relationship with lay advisory committees in developing new programs and refining existing programs in geological and environmental areas.

3. Continue to maintain and expand relationships with industry for the development of technical training programs to meet the coming needs for technicians within the expanding mineral resource industries.

4. Continuation of in-service training programs for California State Park Rangers with addition of selected National Forest Technicians.

5. Develop a program of evaluation in curricular planning in which one of the objectives will be to further reduce the attrition rate, already the lowest of the Physical Science Division, an additional 1.5% during the 1974-75 academic year.

6. Review course prerequisites and grading practices to insure that disadvantaged cultural and physically handicapped students are not denied entrance to programs and to future employment.

7. Encourage in-service professional improvement for our instructional staff.

8. Continue annual meetings with elementary and secondary science teachers having special interests and/or problems in the earth and planetary sciences.

9. Develop methods and procedures by which Departmental Goals and Objectives can be evaluated.

10. Continue liaison with state universities and colleges.

11. To plan in cooperation with the Director of Facilities Development, for an Environmental Resource Educational Center.

12. Continue the incorporation of community, state, and national resources into our educational programs, such as the beach and harbor areas, the Channel Islands, Santa Barbara City and County Park and Recreation areas, and National Forest camp areas.

13. Continuation of participation of Departmental staff in city and county geological and environmental planning activities. To date our staff has been actively involved with:

(continued on following page)
(a) consultation with Local Environmental Quality Advisory Board
(b) consultation with California State and County Divisions of Parks and Highways in planning projected park and recreation areas
(c) consultation with county water districts regarding ground water inventories
(d) professional evaluation for the City of Santa Barbara as to geologic hazards associated with proposed construction projects

14. Continuation of participation as consultants to community groups concerned with environmental problems, conservation, and preservation of certain areas of the South Coastal Region. Two main concerns involving staff have been protection of the Cuyama Valley fossil vertebrate localities and the Channel Islands.

15. Continuation of cooperation of staff with private clubs and organizations within the community in securing financial assistance for our students. An example would be the Santa Barbara Gem and Mineral Society Field Trip Scholarship Fund of nearly $1,000.00 per year.

16. Continuation of staff participation as guest speakers at local schools and before community organizations. To date this has involved more appearances than the combined total for all other departments of the college.

17. Continuation of staff participation in the development and teaching of educational programs in association with:

(a) the County Outdoor Education Association
(b) the Museum of Natural History
(c) the Office of the County Superintendent of Education
(d) the University of California Extension Conservation Education Summer Program

18. Continuation of certificated and classified evaluation procedures and experimentation with student evaluation processes which help determine effective learning environments.

19. Continuation of staff participation in the development of student tutorial programs.

20. Continuation of staff participation and support of the activities of the student Powell Club.
SOCIAL SCIENCE DIVISION

A. Division Purposes or Objectives

Information below is divided into two sections -- general and that related to specific departments and/or C.I.D.'s.

The Division's chief purpose is to enable the student to have a clearer understanding of the individual, society, government, the environment, and comparative cultures. The secondary but still important purposes are as follows:

1. The Social Science Division provides courses that satisfy the American Institutions requirements at SBCC and at other transfer collegiate institutions. It also offers a variety of courses that satisfy the Social Science graduation requirement for the Associate of Arts and Associate of Science degrees.

2. In addition, the division offers courses that satisfy lower-division and general studies requirements for virtually all private and public universities and four-year colleges.

3. Two vocational programs, social welfare/service technician and government internship studies, are part of the Social Science curriculum.

4. Interdisciplinary course programs have been approved within departments of the Division (Psychology, Political Science and History), and other similar programs are planned with other divisions of the college - Physical Science and English.

5. The Division's curriculum attempts to satisfy students' changing academic and social interests by offering a relevant and flexible curriculum. The accomplishment of this goal requires a constant concern for the needs of students and the rapidly changing nature of society. In order to offer appropriate new courses yet not proliferate the number of courses, the Division attempts to offer a number of sections of each course consistent with student enrollment. Obsolete courses are deleted from the curriculum and other courses, still important but not widely popular, will be offered on an alternate year basis.

6. To provide in every course offered by the Division, experiences which help students to develop a sense of self-worth and self-confidence, and to help him to become more capable of self-directed study.
Various Department (C.I.D.) Statements

1. Anthropology and Sociology
   a. To offer traditional lower division course offerings.
   b. To evaluate reopening the social services technician program.
   c. Provide certain course for "user" groups on campus, e.g., Nursing students, marriage and the family, etc.
   d. Members of the Sociology and Anthropology departments indicated that they had insufficient time to prepare a more detailed statement.

2. Economics and Geography
   a. Understanding of economic institutions and principles.
   b. Good citizenship.
   c. Awareness of and interest in economic problems.
   d. Ability to use economic analysis.
   e. Objective (critical) thinking.
   f. Preparation for advanced work in economics or business.
   g. Awareness of the relationship between economics and other academic and applied disciplines.
   h. Development of intelligent consumers.
   i. Other objectives (examples of development of unbiased economic philosophy, familiarity with economic terminology, emotional adjustment, writing and speaking clearly, awareness of cultural heritage, etc.)
   j. Develop an understanding for man's adjustment to the environment.
   k. Development of an awareness of spatial concepts, the importance of natural resources; population pressures, and the importance of weather, climate, and terrain.

3. History
   a. To provide the initial training for students who intend to pursue careers in teaching, law, editing and writing, librarianship, governmental service, or archival work.
   b. To offer lower division courses for history majors.
   c. To provide the important dimension of historical perspective in order to understand the muddled events of the present day.
   d. To offer the students an understanding of different cultures in different times for the purpose of understanding our society from a comparative basis.
   e. Establish courses that meet the needs of the Law Enforcement and Fire Science students.
   f. Assist teachers in the public schools by offering courses in California history and women's studies.
   g. Provide courses for American Ethnic Studies--African and Latin American Civilization.
   h. Participate in interdisciplinary courses.
4. Philosophy
   a. To provide lower-division offerings for philosophy majors.
   b. The key purposes of the Philosophy Department is to make the usual student more effective in his ability to think clearly and to become more aware of the fundamental issues involved in the several knowledge fields.
   c. By being exposed to fundamental issues of Western culture, and to the principles of clarification - a key purpose for the student is the increasing ability to make sound judgments as well as to be aware of interrelationships underlying the various disciplines.

5. Political Science
   a. To offer courses that satisfy the American Instructions requirement.
   b. To provide an introductory awareness of the political system in which the student exists and to aid in the development of academic tools for the analysis of political events and issues.
   c. To increase the opportunities for interdisciplinary education such as is envisaged by Social Science 20 and Political Science 23.
   d. To provide lower division transfer courses for political science majors.
   e. To provide maximum advantage to both student and community through the development of community related educational experiences such as the local politics internship program, the application of videotape techniques to make use of both community and UCSB resources, and the development of problem or issue oriented institutes.
   f. To provide support for a college calendar for SBCC which increases the educational benefit for our student clientele. Our tendency is to support the 4-1-4 proposal or some other calendar capable of coping with the Christmas holiday lag in the Fall semester.

6. Psychology
   a. To offer lower-division training for psychology majors.
   b. To offer general-education courses and classes for the Nursery School Education program.
   c. To provide preprofessional training for those professions that are related to psychology.
   d. The Psychology Department did not respond to this part of the report so I may have overlooked several important objectives of their department.
B. Related Division Objectives

General
1. Articulation programs with the local high schools.
2. Work with multi-disciplinary instructional staff members to develop programs.
3. Articulation programs with departments at the University of California, Santa Barbara.
4. Design programs that will enable disadvantaged students to succeed by cooperating with the LRC and working upon innovative new teaching methods.
5. To study the problems of excessive withdrawals, declining academic standards, and other problems of grading and instruction.
6. Plan, in cooperation with the Director of Facilities Development, for anticipated facility needs.

Specific Departmental Responses
1. Anthropology and Sociology
   a. To be developed.

2. Economics and Geography
   a. Covered in above section.

3. History
   a. To provide American Ethnic Studies with support classes such as Mexican History, Latin American Civilization, and African Civilization.
   b. To provide courses in American Studies for students who desire an interdisciplinary approach to the Social Science and Humanities.
   c. To evaluate and expand, when appropriate, our program of Honors seminar courses.
   d. To offer courses in Womens' Studies to satisfy student requests and new legal requirements.
   e. To cooperate with the L.R.C. staff in matters that relate to history, womens' studies and American studies.
   f. Develop a historian speakers program for history majors and other interested persons.

4. Philosophy
   a. To increase student discussions, "bull-sessions," and Philosophy Club activities.
   b. To bring in for occasional presentations outstanding speakers and leaders in the community.
   c. To sponsor student debates.
   d. To visit other schools sponsoring outstanding speakers.

5. Political Science
   a. To continue our search for course offerings which would benefit from inter-divisional cooperation and team teaching, such as Social Science 20 to be offered Spring, 1974.

6. Psychology
   a. To be developed.
A. Division Purposes or Objectives

1. Initiate programs for approximately 75 students in three subject areas during 1974-75, i.e., Manufacturing Technology, Corrections, Interior Design.

2. Maintain, upgrade and continually modify existing programs in order that we genuinely serve students with specific career goals.

3. Continually assess community occupational needs in determining program planning.

B. Related Division Objectives

1. Continue to work with multi-discipline instructional staff in determining curriculum design for new programs.

2. Meet with, formally and/or informally, lay advisory committees, at least once per semester.

3. Provide instructional resources for training stations to support presently offered programs and ones planned for the future.

4. Work with EOP Director to determine ways (defined system) so that the disadvantaged can have an avenue of entry into programs.

5. Continue articulation of programs with the local high schools through the following means:
   
a) Veysey Bill programs
b) Joint advisory committees
c) Offering of professional upgrading courses in Trade & Technical for local high school instructors
A. **Division Purposes or Objectives**

1. To involve administration, faculty, and students in the acquisition of materials.
2. To work with instructors in encouraging broader use of the library.
3. To provide for more of the students' academic needs so that students should not be forced to impose on other libraries or confine themselves to textbooks or routine work.
4. To acquire the necessary materials to supplement classroom instruction, with the acquisition process involving cataloging and other processing.
5. To develop students' ability partly by expert reference service to combine and use knowledge from a variety of print and non-print sources using their own ingenuity and library knowledge.
6. To facilitate the research work, professional growth and ideas for innovation in education of the faculty, including the obtaining of interlibrary loans.
7. To examine the collection regularly to eliminate obsolete items, unnecessary duplicates and worn-out materials.
8. To provide an adequate staff qualified, concerned and involved in serving the needs of faculty and students. This involves a fourth librarian to aid in reference and research, also cataloging, which is often in arrears; also an additional clerk to aid in cataloging, processing, and circulation. (The present library staff, excluding Audio-Visual, numbers eight; the master plan contemplates a total of eighteen library staff members by 1979. These members should be added gradually in the ensuing years.)
9. To provide user services which include reference, research and bibliographies of print and non-print material.
10. To cooperate in a regional network of various types of libraries with attention to the ways in which the library can serve the region and in turn use material and human resources in the region.

B. **Related Division Objectives**

1. To work closely with the Library Committee in a continuous evaluation of library resources and services.
2. To open the second floor of the library for sorely needed library usage, including electronic carrels, pending the completion of a new building in 1979.
3. To plan new facilities for the library, working in close cooperation with the Director of Facilities & Resource Development and architects taking into consideration projections of student enrollment, growth in the varieties of service, growth of collection, staff needs, and the impact of curricular development and technical advances.
SUMMER SESSION

A. Division Purposes or Objectives

1. To provide a Summer Session curriculum which meets the varied needs of the summer student.

2. To provide this curriculum both day and evening to make educational opportunities available to working students.

3. To motivate the summer student to continue study and creative activity in a self-directed manner.

4. To offer summer educational programs that benefit the economically or educationally disadvantaged students.

B. Related Division Objectives

1. To provide education which will help each student who intends to transfer to a four-year college to attain his goals.

2. To actively encourage instructors to adopt and use a wide variety of instructional strategies and resources in existing classes.
A. SUPERINTENDENT-PRESIDENT'S OFFICE

GOAL 1:

To provide leadership in developing information and preparing alternatives for consideration by the Board of Trustees in their governance of the District on behalf of the citizens of the community.

OBJECTIVES:

1.1 To have developed a systematic and comprehensive procedure for gathering data on District needs and services, for evaluating programs and services, and for providing the Board of Trustees with background information and documented alternatives on issues before them.

1.2 To have developed and implemented a plan for periodic reports to the Board of Trustees about elements of the instructional and support programs by faculty and staff members responsible for the programs.

1.3 To have developed procedures for achieving consensus before recommendations are submitted to the Board of Trustees or procedures for presenting alternative recommendations when consensus cannot be achieved.

GOAL 2:

To provide leadership in organizing and administering the total educational program of the Santa Barbara Community College District to the end that effectiveness and efficiency are increased.

OBJECTIVES:

2.1 In cooperation with the Representative Council of the Academic Senate and the administrative staff, to have developed a plan and a three-year phasing-in of an Educational Planning and Management System based upon specific, measurable program objectives with priorities based upon cost analysis and outcome evaluation.

2.2 To have developed and to seek funding for a grant proposal to assist in implementation of a planning and management system for the District.

2.3 To have developed, implemented, and currently maintained a program of institutional research based upon a comprehensive plan for completing the data base, established procedures for gathering data, acceptable research design, and effective communication of the results to all concerned with decision-making.

2.4 To have developed an aggressive resource and grant procurement capability that increases federal and/or foundation support of the College by at least twenty percent per year for the next three years.

2.5 To have developed plans and procedures for achieving consensus and following-up on the recommendations of the Goals, Objectives, and Organization Study.
A. SUPERINTENDENT-PRESIDENT'S OFFICE (continued):

GOAL 3:

To provide leadership in developing and implementing a plan to house the educational and support programs of the College District in facilities which are appropriate for educational needs, efficient, safe, and attractive.

OBJECTIVES:

3.1 To have developed and reviewed annually a master facilities and construction plan for the District including the addition of the west site to the Mesa campus and including plans for housing the Continuing Education program.

3.2 To have developed and implemented a logical and orderly sequence of phasing from one stage to the next as construction of facilities occurs.

GOAL 4:

To provide leadership in developing and expanding a climate of concern and affection and high regard for human dignity.

OBJECTIVES:

4.1 To have developed a plan and procedures for implementing the District affirmative action policy and for maintaining an environment of equal opportunity for education and equal opportunity for employment.

4.2 To have developed a comprehensive personnel services program which will attract and hold competent personnel, provide satisfying and harmonious working conditions, and allow for and encourage upward mobility of personnel.

4.3 In cooperation with the Representative Council of the Academic Senate, the Continuing Education Instructors' Association, the Classified Employees' Association, the Associated Students, and the administrative staff and, in close cooperation with the Board of Trustees to have developed and implemented a system of shared decision-making consistent with areas of responsibility and limits of authority.

GOAL 5:

To provide leadership in developing a comprehensive program to inform the community about the College, its services, its programs, its activities, and its needs.

OBJECTIVES:

5.1 To have developed, maintained and extended a public information program which makes effective use of available information, media, and materials.

5.2 To have developed plans and procedures to permit easy and convenient use of college facilities by community groups or agencies when facilities are not needed for college activities.
A. SUPERINTENDENT-PRESIDENT'S OFFICE (continued)

5.3 To have developed procedures which make extensive use of lay advisory committees in general as well as in specific areas of concern to the College and its community.

COAL 6:

To provide leadership in maintaining and extending a climate of personal and professional creativity.

OBJECTIVES:

6.1 To have developed a resource library which will serve to inform faculty and staff members of available support services and successful innovations in other institutions.

6.2 To have developed procedures which will assist faculty and staff members to prepare grant proposals.

6.3 To have developed an acquaintance with key personnel in governmental agencies and private foundations and a capability to present grant requests on behalf of those who develop ideas and proposals.

6.4 To have developed and implemented a plan for supporting "innovative projects" proposed by members of the faculty and staff.

6.5 To have developed and implemented an equitable plan for sabbatical leaves which provides for faculty renewal and professional enrichment.

6.6 To have developed and implemented an experimental program to test procedures for increasing opportunities for students to engage in experience-centered education in the community.

B. BUSINESS SERVICES DIVISION

It is the purpose of the Business Services Division to identify, provide and maintain those non-instructional services including: Accounting, Classified Personnel Management, Data Processing, Facilities Development, Facilities and Operations Management, and Purchasing, necessary to assist the District in accomplishing its mission.

The Business Services Division will provide and maintain in the most efficient and effective manner possible those services, records and systems that are prescribed by law and are identified as desirable management practices, and which thereby will provide the Board of Trustees with adequate and accurate information upon which to base its management and policy decisions.

Goals and Objectives are:

Accounting

1. Develop and maintain effective accounting, budgeting and payroll systems and procedures.

2. Provide continuous fiscal information for the Board of Trustees, Administration and staff.
B. BUSINESS SERVICES DIVISION (continued):

Accounting (continued):

3. Furnish efficient switchboard, mail distribution, printing and duplicating services;

4. Review all department functions annually in a continuing effort to update procedures, eliminate duplication and redistribute work-load if appropriate;

5. Annually review appropriateness and effectiveness of services and information supplied using input from all recipients of services, possibly a survey, as one guideline;

6. Maintain effective purchase order follow up procedure and increase number of invoices processed within 4 weeks after receipt of complete order from 90% to 95%.

7. Prepare accounting and payroll handbook;

8. Work with Director of Data Processing to develop all possible data processing applications to accounting, budget, and payroll functions.

9. Review financial internal control procedures including Associated Student Body and bookstore;

10. Develop appropriate and effective activity accounting system for this District's specific needs;

11. Extend purpose of present monthly staff meeting to immediately include in-service training and develop workshops in coordination with the Classified Employees Professional Growth Board to instruct in such areas as data processing, business office procedures, and others determined beneficial by and for staff members.

Classified Personnel

1. To develop methods of selecting new employees and making use of the old employees in such a manner that the maximum quality and quantity of output and service are obtained from the working force;

2. Develop and implement a positive recruitment program in line with our Affirmative Action program which insures a supply of highly qualified applicants from which vacancies can be filled as measured by:
   (a) marked decrease in employee turnover,
   (b) good quality applicants,
   (c) more consistent and effective interview and selection procedure,
   (d) good representation of minorities and women;

3. Update Classified Rules and Regulations;
   (a) ongoing revision of policies with Classified Personnel Committee,
   (b) policies in line with good personnel practices and Affirmative Action program;

4. Maintain and update a good performance evaluation program and assist supervisors in the evaluation process to maintain retention, growth and improvement of qualified personnel; measurement of objective accomplishment by:
   (a) reaction of supervisors and employees to new evaluation form,
   (b) timeliness of return of evaluation forms,
   (c) improvement in morale and performance;

5. Stimulate morale by:
   (a) publishing periodic Personnel Newsletter,
   (b) participating in orientation meetings through the Professional Growth program and individual or group meetings with new personnel,
   (c) assisting in developing in-service training programs through the Professional Growth Committee,
   (d) reviewing questions and concerns from employees.
B. BUSINESS SERVICES DIVISION (continued):

Classified Personnel (continued):

6. Maintain a systematic and flexible classification and salary plan to attract and maintain good employees. Performance of this objective is indicated by:
   (a) results of position studies and salary surveys,
   (b) applicants attracted to us as employer,
   (c) workable position and class set-up,
   (d) continuous classification studies,

Data Processing

1. To provide the best combination of Data Processing equipment possible for carrying out the functions of the Department and for students enrolled in the Computer Science curriculum;

2. To maintain a schedule of administrative data processing which will meet all due dates on time while avoiding conflict with the educational data processing programs;

3. To provide for up-grading and expanding the services related to administrative data processing:
   (a) Accounting - completion of the financial accounting information system,
   (b) Facilities and Resources Development - develop in consultation with the Director EDP programs in those areas which can be effectively automated as an aid to decision-making,
   (c) Facilities Maintenance - develop automated inspection schedules and review with the Director of Facilities and Operations present manual operations which could be effectively automated,
   (d) Personnel - develop and maintain an up-to-date record for each classified and certificated employee to provide budgeting and cost projection data; to provide a suitable data base for Affirmative Action reporting; to automate those regular, repetitive clerical functions which are currently performed manually,
   (e) Purchasing - develop and maintain programs for writing requisitions and purchase orders; for maintaining District key control; for maintaining warehouse and physical plant inventories.

4. To provide for up-grading and expanding the Data Processing services related to the educational goals of the District:
   (a) develop and maintain an historical record for each student who registered for class(es) to provide on-going statistical data for administrative decision-making; to aid in the assessment of the past performance of returning students for purposes of admission; to provide concise information available to students, instructors, counselors, and administrators for reports, individual use, and collective research--subject, of course to prevailing District and State policies and laws regarding security of student data,
   (b) to conduct regularly scheduled meetings to review the existing student data file with the appropriate administrators to be sure the data file of current information meets the requirements of those departments concerned with District reports to the Trustees, State and Federal reports and surveys; provides adequate statistics of the characteristics of the current student population; provides adequate information for use by those charged with the responsibilities of educational opportunities and financial aid to students; provides educational and vocational information as part of the guidance procedure; provides the proper information for those charged with determining veteran, social security, and athletic eligibility;
B. BUSINESS SERVICES DIVISION (continued):

Data Processing (continued):

(c) develop an efficient and rapid method of student registration which will be as painless as possible for the students while providing Admissions and Instruction with "real time" statistics about class loads, closing or closed classes; providing "nose counts" for preliminary A.D.A. projections for the current semester; providing instructors with opening-day rosters with a vastly increased degree of accuracy;

(d) apply the same principles of efficient, mass registration to the program change period;

(e) continue to review with Continuing Education those areas which could possibly be automated;

(f) to make the District Data Processing systems totally disk oriented so the Department can function independently of the City Schools operating staff. This is not a dissolution of the Joint Powers, but rather the continued sharing of the main computer while bringing the computer operator employed by the District back to this campus to carry out the duties of computer operator. This would also eliminate the time-delay experienced now because of the need to physically transport data and reports to and from the City Schools Data Processing Department;

(g) to work with the Computer Science Department on the eventual inclusion of cathode ray tubes in the educational process of teaching computer programming;

(h) to establish and maintain a calendar of events which will anticipate due dates of established reports. The calendar would include those times when the computer is dedicated to instruction. This would provide for a more realistic basis of estimating the time needed to produce the results of special requests.

Facilities and Operations

1. Develop Data Processing inventory system encompassing all mechanical items;
2. Develop a system of meaningful cost-accounting of repairs to individual items of mechanical equipment and Work Orders;
3. Design a more sophisticated maintenance record system in conjunction with the Data Processing Inventory system;
4. Implement a Health and Safety Program involving Students, Faculty and Staff;
5. Provide the opportunity for custodians to meet and know faculty and staff in the areas of their service.

Purchasing

1. Offer assistance and knowledge in availability of new equipment and supplies to develop new programs and improve on existing programs;
2. To be available for consultation and offer expertise when asked;
3. To work cooperatively with all parties in selecting equipment and supplies that will enable them to achieve their objectives. In so doing, make sure these items are purchased within the time span set and at the least cost to the District;
4. To make the atmosphere congenial;
5. Meet requirements in allocated time so that all deadlines can be met.
B. BUSINESS SERVICES DIVISION (continued):

Facilities Development

1. To provide for a comprehensive planning program involving the coordination of the:
   (a) Academic Plan,
   (b) Physical Plan,
   (c) Fiscal Plan;

   The Academic Plan must be accomplished by the faculty, administration, students and community.

   The Physical Plan must fulfill the academic requirements and mold a physical environment that is organically viable, aesthetically attractive, and responsive to the vital living, and the social and cultural needs of the community. It must be capable of adjustment to meet the inevitable changes inherent in higher education and evolutionary social change.

   The Fiscal Plan is possible through local, state, and federal funding and is accomplished through cooperative effort with the Grants and Resource Cost Centers.

2. Assess the composition and measure the size of the existing physical plant;

3. Express how the physical plant should be managed and changed to accommodate future changes in the enrollments and academic plans.

Specifically, the system should:
   (a) assess the nature and size of the existing physical plant
       (1) incorporate all facilities owned or leased on or off campus
       (2) establish and maintain a record of all space
       (3) assist in assigning or reassigning space to departments
       (4) provide data for reports on space utilization
       (5) up-date inventory annually
       (6) evaluate existing facilities.

4. Measure the use and space adequacy of the physical plant against the Space and Utilization Standards, California Coordinating Council for Higher Education;

5. Quantify changing institutional objectives and workloads and measure these changes against standards to get an overall indication of need. Identify institutional objectives and project space needs against District policy;

6. Translate total needs into appropriately sized building elements;
   (a) Facilities Development Plan,
   (b) Ten Year Construction Plan,
   (c) Project Planning Guides/occasional consultant required
       (1) Working Drawings
       (2) Construction
       (3) Equipment
   (d) Preliminary Plan Packages/consultant required
       (1) Working Drawings
       (2) Construction
       (3) Equipment

7. Development of a Facilities Data Bank and a Facilities Development Procedures Guide;

8. To develop a better understanding of the academic and service functions in order to be more responsive to their needs;

9. To better understand the purposes and procedures of State and local regulatory agencies in order to improve articulation.
C. CONTINUING EDUCATION DIVISION AND EVENING COLLEGE

1. Continuing Education

   a. To provide general education for all adults.

      OBJECTIVES:

      (1) To maintain, develop, coordinate, and expand a continuing
          education program of broad scope, diverse and flexible pro-
          gramming, to provide classes for adults of all ages, interests,
          abilities, and economic status to continue to learn during
          part-time or leisure hours.

      (2) To provide classes at differing levels of ability and training
          from literacy classes to some advances areas of endeavor (the
          equivalent of post-graduate courses); to meet the needs of all
          adult students, by taking into consideration individual differ-
          ences in learning rate, culture, and innate abilities.

      (3) To continue to offer traditional academic curriculum aimed at
          college preparation; to offer job-oriented curricula designed
          to enhance one's position as a wage earner; to provide a cul-
          tural curriculum including mastery of the information and com-
          petencies needed to be an effective parent, an informed consumer,
          and an enlightened citizen; to arrange for a wide range of
          courses designed to enhance the climate of choice for self-
          directed, self-motivated adult students.

      (4) To motivate adult students to continue study and creative activ-
          ity in a self-directed manner by offering a wide variety of sub-
          jects which may serve as a stimulus to new and exciting avenues
          of continued interest and study. (For instance, some local pro-
          fessional potters began in the Continuing Education pottery
          classes, continued study and practice on their own, and now are
          productively using the talent that was stimulated and nourished
          in a Continuing Education class.)

   b. To provide occupational training and counseling to help students make
      occupational choices and prepare for successful employment.

      OBJECTIVES:

      (1) To continue to offer classes in business skills, supervision,
          money and property management, real estate, investments, tech-
          nical-vocational occupations, health occupations, automotive,
          design and drafting at times during which even employed adults
          can attend, either to improve existing skills and knowledge or
          to develop new areas of expertise. These classes should at all
          times reflect the needs of the adults as well as the business
          and industrial community.

      (2) To maintain and expand, if necessary, the services in career
          counseling with a counselor, accredited and certified by the
          state, available to students Monday, Tuesday, Wednesday, and
          Thursday evenings at the Evening High School and with a coun-
          selor available for day students at the Mini Skill Center.
(3) To offer classes for apprentices in the various local trades.

(4) To expand the Mini Skill Center to train adults on a more intensive basis in business skills and other occupational skills which are needed in the community.

(5) To create a careers-counseling class at Santa Barbara Evening High School in the fall term of 1974 and coordinate this new offering with the career-counseling center activities at SBCC.

(6) To provide certification via proficiency exams for students in occupational or careers classes.

c. To provide education and academic counseling for students pursuing such goals as citizenship and high school diploma, including remedial and developmental courses.

OBJECTIVES:

(1) To raise the level of adult literacy in Santa Barbara, not only by offering classes in Basic Education, English as a Second Language, and Reading Improvement, but by seeking out and recruiting adult students who might need but be unaware of the classes or who might be too timid or self-conscious to attend such classes.

(2) To encourage adults who do not have a high school diploma to obtain one through participation in the evening High School.

(3) To provide for C.E.D. testing to facilitate earning a high school diploma.

(4) To offer specific courses at least once per school year in English, Science, Psychology, Business, Health and Allied Occupations, Technical and Vocational Development and Improvement, Arts and Crafts, Fine Arts, Music Theatre Arts, Literature, Foreign Languages, and Basic Education, as well as preparation for and granting of high school diplomas.

(5) To develop a means by which students can complete programs and earn an external diploma through independent study, the use of cassettes, written assignments, and examinations, designed specifically for the individual students, some of whom cannot attend numerous hours of classes every week.

(6) To offer classes and programs in pre-requisites for college work throughout the school year and a comprehensive high school curriculum that may be begun at the start of each quarter.

(7) To provide regular office hours and appointments with counselors or administrators for consultations regarding classes, overall goals, and personal development in all phases of continuing education; to provide open hours for student and faculty coordination from 8:00 a.m. to 10:00 p.m. Monday through Thursday and from 8:00 a.m. to 5:00 p.m. on Fridays.

(8) To provide an extensive testing program involving evaluations in abilities, interests, personality, and career planning each term.

(9) To refer Evening High School transfer students of low socioeconomic status to financial aid services and to the student placement office at SBCC.
C. CONTINUING EDUCATION DIVISION AND EVENING COLLEGE (continued):

(10) To coordinate our efforts in career counseling with the developmental program which begins in the Santa Barbara School District, and articulates with the Santa Barbara High School District and the Santa Barbara Community College District.

(11) To continue to offer courses for the handicapped, such as:

(a) Humanities for the Handicapped
(b) Literary Braille
(c) Lip Reading
(d) Special Education for Dyslexics
(e) The Alpha School Program
(f) The Work, Inc.

(12) To offer short basic skills-oriented courses in such areas as reading improvement, math, slide rule, study habits.

d. To provide classes for personal growth and avocational pursuits.

OBJECTIVES:

(1) To present classes in world, national, and local affairs, humanities and philosophy, literature, fine arts, arts and crafts, music, theatre arts, foreign language, and home and family living every term on an up-to-date sequential basis to assist students in attaining personal goals and incremental learning.

(2) To stimulate creative and intellectual use of leisure time by offering a wide variety of classes in humanities, fine arts, music, theatre arts, literature, social sciences, etc.

(3) To continue the outstanding Alhecama Players Community Theatre productions, as well as classes in acting, theatre workshop, technical theatre, which develop adult talent in performance and in backstage production work.

(4) To provide current events classes and lectures to help citizens to be informed, to evaluate, to grow in responsible citizenship, and to participate intelligently in the democratic process.

(5) To develop short voter-information courses on specific issues in preparation for local elections.

(6) To provide classes for improving nutrition, living conditions, our environment, and other important areas of concern in our daily living.

(7) To maintain, expand, and improve courses in the areas of psychology for personal and social adjustment, growth toward self-awareness, interpersonal communication, and human relations.

(8) To provide classes centered around such topics as career and future planning, changing life patterns, preparation for parenthood, the self-regulated man, and planning for retirement.

(9) To offer classes in understanding ourselves and our children in order to help adults to become more aware of their responsibilities as parents and to help them make more mature adjustments in family relationships.

(10) To continue to offer parent-child workshops in conjunction with the cooperative nursery schools to give mothers the opportunities to observe and participate weekly at the nursery school and to attend weekly discussion sessions with qualified leaders and other mothers.
2. Evening College
   a. To provide a curriculum in the Evening College which meets the needs of evening oriented community population as well as the business and industrial community.
   b. To provide this curriculum both on the campus and off the campus through satellite centers and multi-media programs.
   c. To motivate the evening and adult student to continue study and creative activity in a self-directed manner.
D. INSTRUCTIONAL SERVICES DIVISION

Division Purposes or Objectives

a. General
   As an administrative support unit, it is the purpose of the
   Instructional Division to assist and be supportive of the following:

   1. District goals, objectives and priorities.
   2. Instructional division/department goals, objectives and priorities.

b. Specific - (Professional Responsibilities of the Administrative Dean,
   Instruction -- Instruction Division)

   1. Plan and develop budget estimates concerning the instructional
      program and control or implement the final established budget.
   2. Coordinate and develop policies and activities which motivate
      professional personnel, resolve personnel problems, and advise
      Superintendent-President on the concerns of professional personnel.
   3. Plan and conduct personnel recruitment and screening activities
      and participate in the process which results in recommendations
      for employment of instructional personnel.
   4. Supervise the certificated personnel office which serves in the
      preparation and documentation of initial placement and credentialing.
   5. Formulate guidelines for class, final examination, and instructors' schedules.
   6. Supervise the preparation and publication of the Schedule of Classes.
   7. Chair the Curriculum Advisory Committee and Division Chairmen
      Council, and recommend the establishment of other specific
      committees as necessary to develop the college curriculum in
      accordance with District education objectives and State requirements.
   8. Work closely with the Administrative Dean, Continuing Education,
      in the continuous evaluation of the total course offerings.
   9. Encourage and assist in the improvement of the quality of instruction.
  10. Resolve problems regarding the evaluation of probationary and hourly
      instructors and coordinates substitute and student teacher assignments.
  11. Arranges schedule and assists in planning the orientation of new
      faculty.
  12. Supervise the preparation of the college catalog and the maintenance
      of complete and up-to-date file of course outlines.
  13. Supervise the processing of requests for field trips and outside
      speakers.
  14. Assist in determining needs and in planning and developing educa-
      tional facilities to meet these needs.
  15. Direct library and audio-visual services.
  16. Perform such other duties as may be delegated by the Superintendent-
      President.
D. INSTRUCTIONAL SERVICES DIVISION

c. Current Tasks - (Identified for early implementation and/or study*)

1. To continue to refine and improve the policy concerning the evaluation of certificated employees.
2. To finalize the interdisciplinary general education program under the new Title V regulations and guidelines.
3. To continue the investigation of television possibilities for instruction, consortium, closed and open circuit, cable, etc.
4. To continue investigating the possibilities of harbor utilization for marine related courses and programs.
5. To refine the innovative project procedures between the Improvement of Instruction Committee and the Instruction Office.
6. To continue the review of the last accreditation report and see what we need to do to meet their recommendations.
7. To pursue the development of off-campus sites for instruction of regular day credit classes in Goleta and Carpinteria. These would be centers located in a church, library, rented office space, trailer, etc. where an LRC-type operation and small classroom would be set up and manned by a counselor-teacher and where tutoring in English 42, Math 1, Study Skills, etc. could take place, plus audio tutorial courses in psychology, anthropology, etc.
8. To continue development of mini-courses (½ to 3 units, non-credit or non-transferable credit, offered during day, continuous enrollment throughout semester or enrollment at any of several specified times, taught through the LRC using programmed instruction, audio-visual, multi-media, etc.)
9. To study the effectiveness of use of the instructional aides.
10. To examine (possibly by the Curriculum Advisory Committee) the existing practice of using entrance tests in mathematics courses.
11. To study the problems involved in offering credit courses via television -- finances, course structure, teacher load, etc.
12. To clarify employment status of student tutors, classified tutors, and readers.
13. To continue in the development of a policy of and compensation for instructional materials developed in-house by faculty. This refers to TV tapes, audio tutorial materials, etc., material that is very expensive to make, that the college spends much money helping develop (e.g., TV courses) and that can be used independently of the instructor who developed them.
14. To reorganize the freshmen English program (English 1 and 2.) Because of the large number of students enrolled in this program and because the matter is of significant importance, it is included in this list.
15. To continue experimentation with the use of control carrels in the Life Science Division, with the idea that they can ultimately replace traditional Biology 1 laboratory instruction.

16. To reorganize the LRC, particularly with respect to the Tutorial Center.
17. To reorganize the instructional services and development functions of the Instruction office; e.g., considerations as to the instructional services facilities and personnel, including Audio-Visual, LRC, tutorial services, and possibly library and instructional aides, to be coordinated and placed under the supervision of a Director reporting to the Dean of Instruction.
18. To plan for the expansion of AV facilities in the new Communications building, including development of an instructional materials production center. We need to plan now for the opening of this facility in 1975-76 and for its growth and development in succeeding years.
19. To continue study of the use of broadcast TV for instruction, including careful evaluation of the TV courses to be offered this Spring.
20. To continue planning and experimentation on interdisciplinary courses, particularly with regard to the general education requirement.
21. To continue study of the weekend college concept, including evaluation of the Saturday morning courses to be offered in Spring, 1974 and long-range planning of a full-scale program if needed.
22. To explore the possibility of offering short-term (1 to 6 week) individualized courses in basic skills through the LRC on a continuous enrollment basis. (Such courses should be offered soon and should become part of the LRC's standard services when we move into the new building. Evaluation and future planning should decide on possible expansion of the idea.)
23. To study the possibility of opening community learning centers where tutoring, counseling, individualized courses, AV materials, etc. may be obtained. These would be in the community, in community-owned facilities.
24. To assist in developing a comprehensive five year academic master plan.
25. To assist in maintaining the morale of a creative faculty until we can develop the resources needed to support their programs.
26. To assist in revising instructional organizational patterns so as to enhance efficiency and effectiveness.
27. To assist in establishing a college calendar for SBCC which would provide the greatest educational benefit for its student clientele.

28. To assist in increasing the opportunities for interdisciplinary education at SBCC.
29. To assist in providing maximum advantage to both student and community through the development of community-related educational experiences.
30. To assist in increasing the effectiveness of the student evaluation process.
31. To develop an improved in-service staff development program (findings have found the need for improvement of professional competencies particularly in the following areas):
   a) Self-instructional techniques.
   b) Evaluation procedures for self-paced instruction.
   c) Writing and classifying objectives.
   d) Multi-media materials and methods.
32. To improve and refine procedures involving new faculty, e.g., recruitment, selection, certification, orientation, in-service training, evaluation, supervision and record keeping.
33. To develop a planned procedure for the regular review and revision of curriculum.
34. To improve the schedule of classes process, e.g., room and teacher utilization, time-line, format, etc.
35. To work closer with the Business Services Division in improving the selection, ordering and inventory processes; as related to instructional equipment, supplies, text books, library and audio-visual materials.
36. To promote a strong liaison between the Assistant to the President and the Division Chairman, particularly in relation to educational grants and research.
37. To assist in improving communication and liaison between:
   a) Faculty/faculty.
   b) Faculty/student.
   c) Faculty/support and administrative services.
   d) Faculty/educational institutions.
   e) Faculty/other college faculty.
   f) Faculty/community.
38. To encourage faculty development in their areas of special expertise.
39. To encourage the sharing of faculty knowledge and expertise interdepartmentally.
40. To encourage the development of audio-visual/media teaching aids.
41. To explore the possibilities of wider use of the modular instructional concept as developed in the A.D.N. program.

D. INSTRUCTIONAL SERVICES DIVISION

d. Personal Goals and Priorities

1. To improve communication and liaison with all segments of the college community, particularly with the Representative Council of the Academic Senate.

2. To become more familiar with current issues in higher education:
   a) Collective bargaining
   b) Affirmative action
   c) Inter-disciplinary education
   d) Tenure
   e) Academic freedom
   f) Performance based curricula
   g) Non-traditional education
   h) Management by objectives

3. To manage more efficiently.

4. To analyze and respond to the recommendations of my 1972-73 evaluation.

5. To cogitate on the role (actual and/or desired) of a community college Dean of Instruction in the 1970's.
D. INSTRUCTIONAL SERVICES DIVISION

Related Division Objectives*

a. Needs related to creating an adequate environment for learning:
   1. Cope with cross-currents on campus and reduce the high level of participation in the "adversary game."
   2. Build a feeling of community -- of consensus and continuity.
   3. Understand and adjust to the real concerns and needs of minority students which include a search for pride, dignity and influence.
   4. Provide adequate grievance procedures for students, faculty and staff.
   5. Agree upon and clarify our position on "standards" of performance of students, teachers and staff.
   6. Ease the transition of students to and from Santa Barbara City College.
   7. Clarify and disseminate policies, procedures and job descriptions.

b. Needs related to being responsive to the educational needs of youth and adults in the community:
   1. Provide adequate resources.
   2. Provide adequate facilities.
   3. Develop an adequate data processing service.
   4. Measure our effectiveness.
   5. Organize for decision-making.
   6. Maintain adequate communication.
   7. Cope with a deluge of data.
   8. Build confidence and trust between college and community.
   9. Develop comprehensive certificated personnel services.

c. Needs related to keeping the promises of the community college:
   1. Maintaining an "open door."
      a) Simplify the transition from non-credit to credit courses.
      b) Expand the concept and scope of the learning resources laboratory.
      c) Expand the concept and scope of the summer readiness program.
   2. On being "comprehensive."
      a) Develop core curricula in vocational areas.
      b) Develop pre-employment trade and industrial programs.
      c) Develop short-term vocational courses.
      d) Develop comprehensive career-development concepts and programs.
      e) Develop new and accurate forecasts of manpower needs and career opportunities.
      f) Develop new concepts and programs for "general education" or "common learnings."

Sources: "A Preliminary View of the Goals, Needs and Objectives of Santa Barbara City College", Glenn Gooder, January, 1971; Staff.
2. On being "comprehensive" (cont.)
   g) Develop extended opportunities for learning, e.g., TV
consortium, Saturday college, inter-sessions, mosaic
programming, etc.

3. On being a "teaching college."
   a) Develop interdisciplinary and experimental programs.
   b) Extend tutoring throughout the college.
   c) Achieve greater equity in teacher assignments and teacher
loads.
   d) Develop "objectives" for all courses in a manner which
does not threaten any teacher.
   e) Clarify grading practices including "W" policy.
   f) Establish class size policies which both improve instruction
and increase productivity.
   g) Increase the number of faculty from minority ethnic groups.

4. On being a "community college."
   a) Develop comprehensive programs of cooperation with community
agencies and organizations.
   b) Develop and expand work-study and cooperative learning
programs.
   c) Develop programs to re-train and relocate displaced workers.
   d) Develop "outreach" and "satellite" programs and develop
child-care facilities in areas of special need.
   e) Expand cooperative recreational programs.
E. STUDENT SERVICES DIVISION

Admissions and Records

Goal #1:
To provide for the admission of students to the college.

Objectives:
1.a To admit students in conformance with the admission standards of Santa Barbara City College.
1.b To assess past performance of transferring and returning students for the purpose of admission.
1.c To acquire information about the student through test performance, questionnaire, and high school and college transcripts.
1.d To keep admission records for each student until he registers; the records are then filed in the active section.
1.e To readmit students who have been formerly disqualified and have been out of college at least one semester.

Goal #2:
To develop and maintain adequate student records.

Objectives:
2.a To acquire adequate information regarding:
   - Student characteristics and class programs.
   - Academic records of high school and previous college work.
   - Student grades and test scores.
   - Veterans and athletic eligibility.
   - Information by which to determine residence.
   - Social Security.

2.b To retain information in the most concise, efficient, and secure manner in the form of accessible data.

2.c To maintain a system by which the information may be disseminated to students, instructors, counselors, and administrators for reports, individual use and collective research.

Goal #3:
To provide registration services.

Objectives:
3.a To register all qualified students in as rapid and as efficient a manner as possible.
3.b To utilize data processing facilities to the fullest extent in order to place students in the proper classes.
E. STUDENT SERVICES DIVISION (continued):

Campus Bookstore

1. The Campus Bookstore's primary purpose is to have available for sale all required material for classes of instruction offered at SBCC.

2. As the store is a service to the college community, it must be cautious not to compete with local merchants in private business and must attempt to maintain good public relations with them by selling all goods at normal retail prices.

3. Traditionally a large portion of the bookstore profits have been channeled into co-curricular activities. This type of funding has stimulated many of the supportive student services in the past.

4. Emphasis must be placed on research for the enlargement and relocation of the store. Future budgetary proposals must include some considerations for new supplies, fixtures and equipment. Monies must be channeled into the store and the business to insure future growth of services.

Goal #1:
To serve the mercantile needs of the college community.

Objectives:

1.a To provide for the order and sale of textbooks, trade books, periodicals, sundries, and other equipment and merchandise commonly sold in campus bookstores.

1.b To provide for shipment and receiving of merchandise.

1.c To develop and maintain a system of accounting in keeping with acceptable accounting principles.

1.d To provide security for merchandise.

1.e To provide current information to faculty regarding instructional materials and equipment.

Counseling

Goal #1:
To provide a service of orientation.

Objectives:

1.a To provide pre-college information by conducting two evenings of SBCC Preview in the Fall semester for parents of high school seniors and for high school seniors.

1.b To visit the six high schools within the college district on a regular basis; to meet with high school students and staffs.

1.c To utilize the mobile counseling unit at various locations in the district at least 10 hours per week.

1.d To provide group orientation programs for all incoming freshmen and new students.

1.e To provide career and educational information.

1.f To provide for communications and the distribution of literature.
Counseling (continued):

Goal #2:

To provide a service of appraisal.

Objectives:

2.a To assess the personal records of individual students.
2.b To provide educational and vocational testing (group and individual).
2.c To provide for individual personality inventories.
2.d To assist the student in his own self-appraisal by counseling.

Goal #3:

To provide a service of consultation.

Objectives:

3.a To provide educational and vocational information as part of the guidance procedure.
3.b To assist students to be acquainted with the total program of the college (courses and services).
3.c To assist students to enroll in the courses best suited to their needs and interests.
3.d To provide for personal and individual counseling of all students seeking such service.
3.e To provide counseling to groups with identifiable needs (i.e., veterans, minorities, physically or emotionally handicapped, low income, low achieving).
3.f To assist students to solve their personal or social problems and to provide referral services as necessary.
3.g To provide applicant counseling to prospective students.

Goal #4:

To provide for up-to-date articulation.

Objectives:

4.a To participate in the articulation process — with district high schools and with four-year institutions of higher education.
4.b To participate in articulating to students changes in program requirements for majors and/or general education.
4.c To participate in in-service education efforts related to articulation.
4.d To participate in the process of program evaluation.

Goal #5:

To provide for research and evaluation related to student services.

Objectives:

5.a To participate in data-gathering process to enable research functions.
5.b To visit four-year institutions of higher education to interview graduates and transfer students from SBCC.
Counseling (continued);

5.c To participate in follow-up studies of former SBCC students.
5.d To participate in research projects on policies, procedures, and programs of student services.

Career Education

Goal #1:
To provide a program of career education for all students.

Objectives:

1.a To seek and obtain funds from local, state, and federal sources for the development and maintenance of a complete Career Education Program.
1.b To provide personnel trained in areas related to Career Education.
1.c To provide a library of books, pamphlets, film strips, cassette recordings, and similar materials containing information on various career categories.
1.d To serve as a referral agency for persons interested in exploring specific career possibilities in the community's businesses and industries.
1.e To provide inventories and tests to serve the function of assessment and appraisal of individual needs, interests, aptitudes and abilities.
1.f To provide tours of businesses and industrial facilities.
1.g To work with the personnel responsible for work-experience programs to make Career Education an integral part of that program.
1.h To provide career information days for college and high school students.
1.i To utilize the mobile counseling unit to provide Career Education services to the community.
1.j To provide in-service training for college personnel to integrate Career Education information in academic disciplines and in other support service programs.
1.k To do research to determine the needs and interests of students and the needs and interest of business and industry.

Extended Opportunity Programs and Services

Goal #1:
To increase the number and percent of ethnic minority students recruited to college.

Objectives:

1.a To increase this enrollment from the current 15% on campus to 22%, which equals district population proportions.
1.b To provide a multi-cultural facility.
E. STUDENT SERVICES DIVISION (continued):

Extended Opportunity Programs and Services (continued):

Goal #2:

To orient the college faculty, administration and staff toward meeting the needs of EOP students.

Objectives:

2.a To provide for distribution of communiques and literature.
2.b To provide 72 hours of in-service training during 1973-74.
2.c To provide for participation of faculty and administration in the development and evaluation of the EOP program.

Goal #3:

To increase the rate of persistence of EOP students.

Objectives:

3.a To match needs with services through an effective process of assessment.
3.b To provide financial aid and work-study for 590 full-time students with family income of $5,000 or less.
3.c To achieve a 70% persistence of EOP students through 1973-74.

Goal #4:

To improve the academic performance of EOP students.

Objectives:

4.a To provide bi-lingual tutors in direct proportion to need.
4.b To offer tutorial services for both remedial and regular curricula.
4.c To expand the College Readiness Program to include a Summer Readiness Program especially for EOP freshmen.

Goal #5:

To develop programs and materials to improve minority EOP students' attitudes toward themselves and toward their cultural heritages.

Objectives:

5.a To provide a minimum of two professional counselors who share a similar cultural heritage with EOP type students.
5.b To provide a minimum of 20 peer counselors who share a similar cultural heritage with EOP type students.
5.c To provide appropriate curriculum through the American Ethnic Studies Division.
5.d To purchase equipment and materials related to instruction, to motivation, and to behavior modification.

Goal #6:

To increase the number and percent of EOP students eligible for transfer to four-year colleges.
E. STUDENT SERVICES DIVISION (continued):

Extended Opportunity Programs and Services (continued):

Objectives:

6.a To articulate and cooperate with four-year college and university counselors and EOP officers.
6.b To provide for on-campus visits of at least six college and university counselors and EOP officers.

Goal #7:

To increase the number and percent of EOP students successfully served by occupational programs.

Objectives:

7.a To develop policies and procedures to include EOPS students in vocational programs.
7.b To provide a minimum of 400 hours of referral to the Career Development program for EOP students.
7.c To provide a mini-skills training center for adults in the community.
7.d To provide a Career Placement Service.

Goal #8:

To increase the degree of EOP students' participation in developing and guiding EOPS programs.

Objectives:

8.a To provide committee structure which includes EOP students.
8.b To use mature and successful EOP students as peer counselors or tutors.

Goal #9:

To increase the community's awareness of services and programs offered by the college.

Objectives:

9.a To provide for a continuing Human Relations program and staffing.
9.b To provide a minimum of 2 special orientation programs for EOP type students; parents, and community.
9.c To provide brochures and publications.

Health Services

Goal #1:

To provide health services for all students at the college.

Objectives:

1.a To provide a full-time nurse on campus during the day.
1.b To provide a nurse on campus during hours of evening programs.
1.c To provide necessary support staff, including a secretary, and a medical doctor for consultative purposes.
1.d To provide first aid and emergency care for students and staff.
E. STUDENT SERVICES DIVISION (continued):

Health Services (continued):

1.e To provide health counseling for students and staff.
1.f To present seminars, symposiums, forums on health and health-related problems.
1.g To provide "Health Fair" days on campus.
1.h To provide supervision of students who wish to obtain credit by working in a health office or in community health agencies.
1.i To maintain liaison with community health resources appropriate for referral or for classroom use.
1.j To make recommendations for changes to improve safety or health on campus.
1.k To interpret and meet needs of physically handicapped students for more effective utilization of campus facilities.
1.l To maintain records regarding student handicaps, disabilities, or diseases; and for insurance data.

Office of Student Activities

Educational Objectives: to provide programs such as drama, music, films lectures, forums, and symposia.

Environmental Objectives: to provide for structure and regulatory systems for student associations; to provide for student participation on college-wide committees; to provide through co-curricular programs opportunity for student participation; and to provide for guidelines of due process.

Personal and Social Objectives: to provide for social activities on campus; to provide for awards for scholastic achievement; and to provide for guidelines of due process.

Goal #1:

To provide opportunity for the development of social, cultural, athletic, and scholastic activities and to encourage the development of initiative, responsibility and positive interpersonal relationships.

Objectives:

1.a To provide for social activities on campus such as dances, club meetings, and faculty-student get-togethers.
1.b To provide programs such as drama, music, films, lectures and forums.
1.c To provide for intramural and interscholastic athletic programs.
1.d To provide for awards for scholastic achievement.
1.e To encourage the establishment of co-curricular clubs and organizations.
1.f To provide through co-curricular and extra-curricular programs (as above) opportunity for student participation and involvement.
E. STUDENT SERVICES DIVISION (continued):

Office of Student Activities (continued):

Goal #2:
To serve as a model for disciplined organization and procedure in conducting activities and to encourage respect for procedure, policy, and organization in all aspects of the college community.

Objectives:
2.a To provide for a constitution and by-laws for the Associated Student Government.
2.b To provide for structure and regulatory systems for student clubs and organizations.
2.c To provide a course in leadership to include information on parliamentary procedure and management techniques.
2.d To provide for student participation on college-wide committees.
2.e To provide for student elections.

Goal #3:
To provide a medium for growth of leadership potential as well as followership ability.

Objectives:
3.a To recognize the validity of a student government.
3.b To encourage the development of relevant (to students) club and organization programs.
3.c To encourage student participation and involvement in the group process.

Goal #4:
To coordinate club and student activities on campus and the activities of students representing the college off-campus.

Objectives:
4.a To provide a club advisors' manual to include college policies, suggested procedures, and required forms for various activities.
4.b To publicize events to provide information to all students and to the community.
4.c To develop and maintain an effective calendar of events.
4.d To serve a resource function to student groups seeking to sponsor activities.

Goal #5:
To serve in such capacities as to enable a positive climate for learning and for personal growth of students.

Objectives:
5.a To cooperate in providing information regarding the structure and functions of the college to new students.
5.b To serve as liaison between students and agencies within the community.
5.c To furnish information of available housing to students who do not live at home.
Office of Student Activities (continued):

5.d To provide for parking for the physically handicapped.
5.e To serve as the disciplinary agent when needed.
5.f To provide for guidelines of due process.
5.g To honor students who have served the college through scholastic achievement, athletic excellence, and student activities such as government, drama, forensics and music.

Financial Aids

Goal #1:

To develop and maintain funds to aid economically needy students.

Objectives:

1.a To assist in research and data-gathering related to financial aids program.
1.b To participate in the preparation of grant applications and proposals.
1.c To seek new sources for grants and scholarships.

Goal #2:

To serve students (prospectives and current) with information regarding financial assistance.

Objectives:

2.a To provide information to high school staffs and students.
2.b To provide application information.
2.c To participate in orientation and counseling programs.
2.d To maintain up-to-date brochures and statements of procedures regarding financial aid.
2.e To provide information on financial aid at four-year institutions of higher education for transferring students.

Goal #3:

To perform assessment services.

Objectives:

3.a To develop and maintain procedures and forms for need analysis.
3.b To assess the individual need of each applicant.
3.c To assess the methods of computing needs.

Goal #4:

To award financial assistance to students in economic need.

Objectives:

4.a To provide equitable grants of financial and work assistance in accordance with individual need and program guidelines.
4.b To notify recipients in a manner to enable them to make appropriate decisions.
4.c To develop methods for disbursement which are appropriate to awards.
STUDENT SERVICES DIVISION (continued):

Financial Aids (continued):

Goal #5:
To provide personal, social, and economic counseling to students.
Objectives:
5.a To provide budgetary counseling.
5.b To provide personal counseling.
5.c To provide social counseling.

Goal #6:
To provide a system of recordkeeping.
Objectives:
6.a To maintain documents required by state and federal guidelines.
6.b To provide records which enable data retrieval for reports, applications, and audits.
6.c To maintain current records to enable adequate service to recipients.

Goal #7:
To provide for evaluation of financial aid programs and services.
Objectives:
7.a To survey clients for review of services.
7.b To provide for financial aid committee review and analysis on an annual basis.
7.c To provide for self-study.

Placement Office

Goal #1:
To provide employment opportunities for college students and graduates.
Objectives:
1.a To obtain information on existing employment trends.
1.b To develop and maintain contact with industry and business personnel managers.
1.c To canvass prospective employers on a regular basis for employment possibilities.
1.d To develop and maintain a file of applicants for employment based on need and interest.
1.e To provide for listing and announcement of employment.

Goal #2:
To provide for employment counseling.
Objectives:
2.a To provide pre-employment information.
2.b To provide for applicant appraisal.
2.c To provide for counseling toward employment readiness.
E. **STUDENT SERVICES DIVISION** (continued):

**Placement Office** (continued):

2.d To provide for employer-employee relationships counseling.

2.e To provide for employer counseling.

Goal #3:

To provide adequate records.

Objectives:

3.a To obtain data on trends, practices, and employment opportunities.

3.b To record results of student-worker achievement in employment.

3.c To record results of graduates' achievement in employment.

3.d To provide for follow-up studies of students and graduates to determine effectiveness of services.

Goal #4:

To participate in Career Education projects.

Objectives:

4.a To cooperate in providing Career Education information and programs.

4.b To provide for special occasions on campus and off campus when Career Education can be emphasized.

4.c To encourage business and industry leaders to be available as resource personnel to students and graduates.

Goal #5:

To participate in all career related activities.

Objectives:

5.a To provide for cooperative endeavors with work-experience programs.

5.b To participate in high school career days.

5.c To provide for tours of industrial and business facilities.

**Student Services and Activities**

1. To provide for representation of students to the college administration and of the college administration to the students.

2. To develop and direct a counseling program which meets academic standards and changing needs of students, including academic, vocational, social and personal counseling.

3. To provide for the development, coordination, evaluation, and revision of policies and procedures related to guidance and counseling.

4. To develop and implement a program which meets the special needs of students related to admissions and academic achievement.

5. To provide for the establishment and maintenance of relations with secondary schools, colleges, and universities on matters of admissions, articulation and course approval.

6. To provide general supervision for job placement and financial aids programs.

7. To provide general supervision of student activities, including financial matters.
E. **STUDENT SERVICES DIVISION** (continued);

**Student Services and Activities (continued):**

8. To provide general supervision of the campus bookstore.

9. To provide general supervision of the college health services.

10. To provide for the development and administration of the budget for the area of Student Services and Activities.

11. To work with the Administrative Dean, Instruction, in curriculum development.

12. To assist in providing orientation programs for new students.

13. To provide coordination for the college commencement activities.