MINUTES

SPECIAL MEETING OF BOARD OF TRUSTEES
SANTA BARBARA COMMUNITY COLLEGE DISTRICT

June 6, 1974

4:00 p.m. - Board Room
Santa Barbara City College
Santa Barbara, California

The Special Meeting of the Board of Trustees of the Santa Barbara Community College District was called to order by President Kathryn O. Alexander at 4:04 p.m. in the Board Room of Santa Barbara City College, Santa Barbara, California.

Members present:

Mrs. Kathryn O. Alexander, President
Mrs. Ann Gutshall, Vice-President
Dr. Joe W. Dobbs
Mr. Sidney R. Frank
Mr. James R. Garvin
Mrs. Joyce H. Powell

Members absent:

Mr. Benjamin P. J. Wells

Others present for all or a portion of the meeting:

Dr. Glenn G. Gooder, Superintendent-President and Secretary-Clerk to the Board of Trustees
Dr. Martin M. Bobgan, Administrative Dean, Continuing Education
Dr. John Forsyth, President, Academic Senate
Mr. M. L. Huglin, Administrative Dean, Instruction
Mr. Jim M. Williams, Director, College Information

Mr. Walker Tompkins, Reporter, Santa Barbara News Press

Mr. Jack T. Brashears, Assistant Professor, Trade/Technical
Mr. Lisle C. Bresslin, Assistant Dean, Admissions & Records
Mr. Melvin J. Elkins, Assistant Dean, Vocational Education
Mr. James E. Foxx, Associate Professor, Business Education
Mr. Peter O. Haslund, Assistant Professor, Social Science
Mr. William Hull, SBCC student (Radio/Drama)
Mr. Burton P. Miller, Assistant to the Superintendent-President
Dr. Curtis B. Solberg, Associate Professor, Social Science
Mr. Donald L. Trent, Director, Facilities Development
Dr. Bruce Trotter, Professor, Social Science
Mr. Russell S. Wenzlau, Assistant Dean, Evening College and Summer Session

Mr. Theron E. Barnes, CSEA President and Audio-Visual Supervisor
Mrs. Elsie M. Brandt, Secretary to the Superintendent-President
Minutes - Special Meeting
Board of Trustees - SBCCD
June 6, 1974

Mrs. Alexander announced that the Special Meeting had been scheduled to conduct a workshop on the instructional use of television and by consensus declared the meeting to be on a "committee of the whole" status for this purpose. She requested Dr. Gooder to commence the discussion.

Dr. Gooder introduced a special guest, Mr. Walker Tompkins, who was representing the News Press at this meeting.

Dr. Gooder then stated that the meeting would proceed by spending about ten to fifteen minutes on each of the following suggested questions:

1. What are the possible uses and implications of television in education?

2. What television resources are now available to the District?

3. In what ways is the Santa Barbara Community College District using television?

4. What are the implications to the district of each potential use of television?

5. What uses of television should the District consider?

6. What policy should guide District use of television?

Mr. Peter Haslund spoke to Question No. 1 and indicated that potential uses of television as an education tool could include videotaping of lecture supplements, instructional feedback, occupational curriculum, research reporting and public relations/public service programming. He also listed closed-circuit TV, classroom video playback recorder monitors, on-the-air TV as program delivery possibilities.

Mr. Haslund felt that in regard to a time-line of events a workshop should be scheduled for this summer for instruction in the use of TV equipment. This was necessary in order to have playback capability in the classrooms. He was in favor of the installation of playback systems in the classrooms. He responded in detail to many questions of Board members on the technicalities of equipment, their capabilities and suggested that members of the TV Committee investigate television equipment and facilities in other areas. He estimated that a single playback unit would cost approximately $1,000 plus an additional $30 to $500 for a TV set depending on quality.

A survey among many faculty members revealed some were somewhat interested in the prospects of educational TV on campus but an equal amount were seriously interested.
Referring to the television studio included in the new Humanities Building, scheduled for completion by Spring, 1975, Mr. Haslund indicated it provided an exciting future. The facility would make possible creating and filming a production for use in the classroom right on campus. The finished product resembles a book in appearance and could be retained in a library for check-out purposes by others.

Again, indicating time-line scheduling, Mr. Haslund stated that possibly 12 classrooms should be equipped in the first year. However, a survey of faculty members would help to determine how many classrooms, kinds of equipment, and kinds of objectives. Also, a factor would be how much funding would be available.

In response to questions about the use of the New Humanities Building without equipping the TV studio, Dr. Gooder indicated that a certain amount of standard equipment had been included in the building plans. Equipment being discussed at this meeting would be for long-range planning and for further capabilities.

Mr. Haslund indicated that tapes are made in each and every field and that other districts are developing libraries of tapes. At present, he has free use of facilities at UCSB and it would be anticipated that instructors would be trained at UCSB with their equipment and their assistance.

In summarizing, Mr. Haslund recommended acquisition of playback capability for a specified number of classrooms within the next year and the development of a modest educational television studio. Funding should cover cost of instruction of members of TV Advisory Committee relating to kinds of equipment available and the development of training workshops for interested faculty.

Mr. Theron Barnes, Audio-Visual Assistant, in regard to Question No. 2 reported on existing equipment, quantity, sizes, and their usefulness. Some is a by-product of an Innovative Project by Mr. Mike Rice (Business Education) and is used now by students. Another resource of equipment is the Audio-Visual Department. However, it was not deemed advisable to send out equipment to a classroom without a crew to operate it, as the instructor's time should not be infringed on by having to operate the equipment. Mr. Barnes stated a few Work/Study students had been trained to operate the equipment, and some students have received considerable training at the high school level. According to Mr. Barnes, for a student to have a 'marketable' skill, they would need an electronics background, some training in lights and lighting, English courses, etc. At a recent conference, he was impressed with the present use of tapes in training employees in stores and keeping them informed of new trends and items. Such tapes could be produced by students who would possibly be classified as "Media Technicians".

Mr. Jim Williams, Chairman of SBCC's TV Advisory Committee, detailed the radio-TV facility planned in the new Humanities Building by showing slides of location and floor plan. The complex will contain a TV production studio, video-master control room, master-audio control room and adjacent acting studio-TV floor observation room, a video-film room, maintenance and storage areas and two offices. The facility has been designed to be as versatile as possible pending future determination of the Board. Most of
the areas can double as classrooms and be used without interference with adjoining areas due to drapery tracks, partitions, accoustical tile ceilings, and carpeted floors. The TV studio will be located on the second floor of the new building.

Mr. Williams recommended the establishment of goals and objectives for the Radio-TV Complex, authorization for funds for the selection of appropriate communications equipment, permission to purchase related equipment, authority to staff the facility and to establish communications curricula, and the setting of goals and objectives and implementation dates for facility use. He, also, felt it was essential that the facility be placed with some department or within some academic framework for its maximum utilization and effectiveness.

Some discussion was held on off-campus resources available to the college. Mr. Williams explained how the tapes are obtained through the TV Consortium for the two TV courses now offered for college credit on KEYT Channel 3, "Introduction To Physical Geography" and "Family Risk Management". He also reported on other broadcast activities conducted by SBCC's College Information Office. A lengthy discussion ensued on the pros and cons of the weekly cable program "Your Mayor: The Man and The Job". According to Mr. Williams, the program provides time for City College to announce its various campus activities. It was noted that no contract existed for this program and all was on an informal agreement basis. Mr. Williams stated that he regarded himself only as a 'weekly conversationalist' in this program. Dr. Gooer indicated that even though Cable TV must show evidence of public service, the College could not dictate the format for the program. Should the Board members feel so inclined, the College could withdraw its participation in the program. Dr. Gooer indicated that the large amount of media exposure of Santa Barbara City College was due to the dedicated efforts of Mr. Williams.

Mrs. Alexander stated that the Board members were interested in a full spectrum of education and complimented Mr. Williams on the professional contact Santa Barbara City College has with the community and that his craftsmanship was visible in all of his projects.

Mr. Mel Elkins, Assistant Dean of Vocational Education, stated that in checking throughout the State, he found that there are about 100 directly-related communications type educational programs now offered in the community colleges. He volunteered the information that 140 was a conservative employment projection for potential 1975-76 job openings in this field. He proposed training technicians and media and communications specialists in a multi-discipline vocational-career setting. Employment projects were based on both growth and replacement career data obtained locally.

Mrs. Alexander directed that the question of equipping the TV studio should remain before both the Planning and Facilities Subcommittees with certain questions to be resolved by the College's Curriculum Committee.
In conclusion, Mrs. Alexander commented that the workshop discussion had resulted in the presentation of a considerable amount of information and supplied many exciting alternatives on future educational TV uses for Santa Barbara City College. She anticipated that we may be entering an era of 'turning hobbies into careers'.

With the allotted time scheduled for this meeting (4:00 - 6:00 p.m.) having been consumed, Mrs. Alexander declared the Special Meeting of the Board of Trustees closed at 6:03 p.m.

ATTEST:

MRS. KATHRYN O. ALEXANDER
President, Board of Trustees
Santa Barbara Community College District

DR. GLENN G. GOODER
Superintendent-President and Secretary- Clerk to the Board of Trustees

Approved by the Board of Trustees
on _______ June 27 _______, 1974.