AGENDA

Special Meeting of the Board of Trustees
Santa Barbara Community College District

STUDY SESSION
Room A-218-C
March 30, 2000
4:00 p.m.

I. Facilities Issues
   A. Faculty & Staff Offices Space – Problem
   B. Hotel/Restaurant/Culinary Program
   C. Castillo Point Project
   D. Long Range Development Plan
   E. Possible Expansion of SBCC’s Cosmetology Program Facilities at the Magnolia Shopping Center
   F. Administration Building Remodel
   G. West Campus Overlooks
   H. Other Facility Issues

II. 5:00 p.m. – College’s Marketing Plan Presented by Davies Communication

III. Strengthening the Board of Trustees

IV. Closed Session: Public Employee Discipline/Dismissal/Release
AGENDA

Special Meeting of the Board of Trustees
Santa Barbara Community College District

STUDY SESSION
HRC-102 (Catering Room)
March 30, 2000
4:00 p.m.

I. Facilities Issues

A. Faculty & Staff Offices Space – Problem. There are not office spaces for some of the new faculty to be hired for fall 2000.

   Solution: Devise a plan to place a sufficient number of temporary buildings on campus to accommodate the new faculty and staff projected over the next three years.

   Plan: Place three temporary buildings in the space north of the International Building. A plot plan has been developed to place three (3) temporary buildings that can accommodate up to thirty (30) offices.

   Action: No formal action. We will review the site and feedback will be received regarding the proposal.

B. Hotel/Restaurant/Culinary Program

   Objective: Increase the diversity and attractiveness of the food served in the cafeteria, expand the use of the cafeteria, and take steps to improve the facilities supporting HRC instruction.

   Solution(s):

   • In the cafeteria provide at least three distinct food outlets that will appeal to a wide variety of student/staff tastes and a coffee shop pastry outlet that will function throughout the day and support students studying in the cafeteria.

   • Provide a kitchen lecture-demo area to replace the grossly inadequate space now used to carry out this key phase of the culinary program.

   Plan: HRC Department Chair Allan Sherwin will review a proposal with the Board that will revise the cafeteria operation, put into place a coffee shop, eliminate snack shop service and develop a kitchen lecture-demo area in the Campus Center.
The plan includes building a student study lounge patio on the Campus Center patio to replace the student study area proposed for the kitchen lecture-demo area.

A financial plan to support the achievements of these program outcomes will be presented.

Action: No formal action. The Board will walk through the area, listen to the plan and provide feedback regarding the next step.

C. Castillo Point Project

Background: The Castillo Point project has been a part of the college’s landscape development plan for a number of years. This project and other landscape projects are dependent upon private funding. The estate of the late, long time SBCC friend and generous supporter, Winslow Maxwell, is providing over $600,000 to provide for the development of this project. It will be named the Winslow Maxwell Overlook.

Objective: The objective is to proceed with the development of the overlook during the spring/summer 2000, and complete the work before the LSG construction is fully underway. The firm pledge from the Winslow Maxwell Charitable Trust is to provide $635,000 in installments not later than December 31, 2002. The trust, at its sole discretion, may accelerate the payments.

Note: $40,000 has already been paid by the trust for the working drawings which are complete and ready to be reviewed by potential contractors.

Issue: Because of the desire to complete the project prior to starting the full remodel of the LSG and because funds are not guaranteed until December 31, 2002, there is a gap in available funding and the ability to proceed with construction.

Solution: Advance funds from the district construction account (specifically, funds set aside for the parking structure) to enable the work to be completed this spring and summer. The funds will be fully reimbursed by the payments from the Winslow Maxwell Trust.

Action: No formal action. This item will be reviewed by the Board and feedback will be received regarding directions.

D. Long Range Development Plan

Issue: The college’s LRDP has been prepared for submission to the Coastal Commission. In reviewing the plan with the City of Santa Barbara and the County, considerable emphasis was placed on the college’s need to affect a Transportation Demand Management Plan and to assist in alleviating perceived housing impacts related to the college’s growth.
Efforts have been underway to address these issues while the plan has been prepared for review by the Coastal Commission.

**Approach:** Options for dealing with effective TDM (transportation demand management) measures and possible approaches to housing will be reviewed. The timeline for Coastal Commission review will also be presented.

**Action:** No formal action. Discussion on options will take place.

**E. Possible Expansion of SBCC's Cosmetology Program Facilities at the Magnolia Shopping Center**

**Opportunity:** The college has been presented with the opportunity to increase its present cosmetology facilities by approximately one-third. Such an increase in space is desirable to accommodate program expansion.

**Approach:** The objectives for program expansion will be reviewed. The cost of such expansion will be outlined as well and the benefits to be derived from this expansion.

**Action:** No formal action. Feedback will be received in regard to the desired program outcomes and the cost of supporting them through expansion of the present facilities.

**F. Administration Building Remodel**

**Issue:** Completion of the project and settlement of issues and expenses with the bonding company and the original contractor.

**Process:** Vice President Fahnstock will present an overview of the project's status and options for action.

**Action:** No formal action. A discussion of the options will take place.

**G. West Campus Overlooks**

Private funding will support the development of another overlook on the West Campus. Private support for a second overlook will be sought.

For all overlooks, electrical wiring for lighting is required. To ensure high quality work, it is proposed that the wiring for all sites (approximately five remain) be completed with a single contract. The cost, approximately $80,000, is to be met through the construction fund and reimbursed as funding for the individual overlooks materialize.

**H. Other Facility Issues**

An overview of projects in the planning stage and emerging priorities for those projects will be presented.
II. 5:00 p.m. – College’s Marketing Plan Presented by Davies Communication

**Background:** During the 1999-2000 academic year considerable discussion has taken place regarding the need to deal more effectively with college recruitment issues and specifically to strengthen the college’s approach to marketing, particularly in regard to the use of the World Wide Web.

An RFP was prepared to seek professional guidance on increasing the marketing capability of the college and specifically to obtain plans to approach three distinct populations that seek access to SBCC:

♦ High School Students
♦ Working Adults
♦ Non-Traditional Students (Particularly, non-native speakers and those underrepresented in higher education.)

The products have been reviewed with college staff and there is much enthusiasm in regard to them. The college will be proceeding to hire a Director of Enrollment Management and Marketing to provide leadership for plan implementation and strengthening this area of the college’s operations.

**Approach:** Representatives from Davies Communication will be present to review the results of their work. The “next steps” in implementation will be reviewed.

**Action:** No formal action. Discussion on the results and the college’s direction will follow.

III. Strengthening the Board of Trustees

**Background:** As with any organization or elected leadership group such as a CCD Board of Trustees, a periodic review of assumptions regarding local operational principles and steps to increase effectiveness should take place.

**Approach:** A general discussion of Board operations, the role of individual Board member, respective responsibilities of the Board and the College President, and other matters will be discussed.

**Actions:** No formal action. Areas for follow up will be identified.

IV. **Closed Session: Public Employee Discipline/Dismissal/Release**