MINUTES

BOARD OF TRUSTEES
SANTA BARBARA COMMUNITY COLLEGE DISTRICT
STUDY SESSION

Thursday, August 8, 2013
4:00 pm

Room A218C
MacDougall Administration Center
SBCC East Campus
Santa Barbara City College
721 Cliff Drive

The meeting room is wheelchair accessible. The District Office is located at 721 Cliff Drive, Santa Barbara, CA 93109. The following services are available when requests are made by 4:00 p.m. of the day before the meeting: American Sign Language interpreters or use of a reader during a meeting; large print agenda or minutes in alternative format; assistive listening devices. Please contact the Office of the Superintendent/President at (805) 730-4011 if you need assistance in order to participate in a public meeting or if you need the agenda and public documents modified as required by Section 202 of the American with Disabilities Act.

The Office of the Superintendent/President, Room A 110 in the MacDougall Administration Center is the location where documents that are public records relating to any item under discussion on a Board agenda (including documents distributed with the agenda and those distributed to all or a majority of the members of the Board within 72 hours prior to a regular Board meeting or within 24 hours prior to a special meeting) are available for public inspection.

Board agendas and supporting documents are also posted on the College website at http://www.sbcc.edu/boardoftrustees/.

1. GENERAL FUNCTIONS

1.1 CALL TO ORDER

President Blum called the meeting to order at 4:00 p.m.

1.2 ROLL CALL

Members present:
Marty Blum, President
Marsha Croninger
Veronica Gallardo
1.3 WELCOME

President Blum extended a cordial welcome to all.

1.4 HEARING OF CITIZENS

No citizen expressed a wish to address the Board.

1.5 MINUTES OF THE SPECIAL MEETINGS OF FEBRUARY 21, 2013, MAY 9, 2013, AND JUNE 13, 2013

Upon motion by Trustee Haslund, seconded by Trustee Croninger, the Board approved the minutes noted above.

2. STUDY SESSION:

2.1 Future Bond Measure – Catherine Lew

Dr. Gaskin introduced Catherine Lew of the Lew Edwards Group and Ruth Bernstein of EMC Research. In late spring a survey was conducted of our community to assess the community’s support of the college and the nature of their interest in our mission and purpose.

Ms. Lew introduced Colleen Crowley, The Lew Edwards Group and Ryan Vollmer, RBC Capital Market. Ms. Lew explained that they were going to review the results of the community survey that was conducted by EMC Research. Project goals were reviewed and it was noted that the objective was to survey the public and report back the results. Ms. Bernstein provided a presentation on the results of the survey and reviewed the information gathered and also explained the methodology used by EMC Research. A comparison of the 2007 survey and this year’s survey was used in the data presented.

Ms. Lew reported on their recommendations for the Board to consider and provided their conclusions, which were: (1) Residents hold SBCC in high regard and the public is pleased with the overall quality of education on the campus; and (2) The community is willing to support SBCC and is prepared to support a local education bond. Ms. Lew provided their recommendations on the following items: bond sizing and priorities; fiscal accountability; election timing; and community outreach and planning. Ms. Lew provided some best practices that other successful districts have undertaken and a draft timeline for those practices.

After discussion of the presentation made and survey results, the Board’s consensus was that the President should proceed with further work toward a potential November 2014 bond. Dr. Gaskin will move forward with this process.

Dr. Gaskin is willing to answer any questions anyone may have regarding the potential bond and she noted that her goal is to make sure that the internal constituents and the external constituents
understand the college’s programs, services, and needs across campus.

2.2 SBCC Foundation Update - Vanessa Patterson

Dr. Gaskin introduced, Vanessa Patterson, Executive Director of the Foundation for SBCC. Ms. Patterson noted that the name of the Foundation was officially changed to SBCC Foundation, from the Foundation for SBCC.

The SBCC Foundation’s mission is to support SBCC student and programs through sustained philanthropy. Ms. Patterson provided information on how they provide their support to assist students. It was noted that the goal this year for the Foundation is $7 million. Ms. Patterson spoke on her staff and their responsibilities as part of the Foundation.

Discussion ensued regarding looking at other ways of fundraising that could be pursued by the Foundation. Ms. Patterson provided information on what she has been doing to build up the donor base and trust. The board members expressed their interest in helping the Foundation and would like to bridge their interaction with them.

3. ADJOURNMENT

President Blum adjourned the meeting at 6:25 p.m.

APPROVED BY THE BOARD OF TRUSTEES ON September 12, 2013

Marty Blum
President, Board of Trustees

Superintendent/President
Secretary/Clerk of the Board

Meetings for the month of August 2013
August 19 - Facilities Subcommittee Meeting
August 22 – Campus Kick-off
August 22 - Board Meeting