

Santa Barbara City College
College Planning Council
November 1, 2016
3:00-4:30 p.m.

Minutes

1.0 PRESENT:

E. Auchincloss, President, CSEA Chapter 289
P. Bishop, Vice President, Information Technology
P. Butler, President, Academic Senate
R. Else, Sr. Director, Institutional Assessment, Research and Planning (non-voting)
P. English, Vice President, Human Resources
P. Jarrell, Executive Vice President, Educational Programs
J. McPheter, Representative, Classified Staff
K. Monda, Past President, Academic Senate
K. O'Connor, Representative, Academic Senate
V. Pelton, Representative, Advancing Leadership Committee
C. Salazar, Representative, Classified Staff
P. Stark, Representative, Academic Senate
J. Sullivan, Vice President, Business Services
L. Vasquez, Vice President, Academic Senate
J. Walker, Representative, Advancing Leadership Committee

ABSENT:

A. Beebe, Chair, President
D. Raiman, President, Associated Student Government (non-voting)

OTHER ATTENDEES:

C. Alsheimer, Representative, Academic Senate
A. Harper, Executive Director, Center for Lifelong Learning
L. Maas, Controller
K. Neufeld, Dean, Educational Programs
D. Nevins, Professor, Computer Science
A. Perez, Dean, Educational Programs
A. Price, Dean, Educational Programs
L. Reyes-Martin, Director, Communications
M. Spaventa, Dean, Educational Programs
E. Stein, Career Technical Programs Outreach Coordinator

2.0 CALL TO ORDER

2.1 Dr. Paul Jarrell, who chaired the meeting in Dr. Beebe's absence, welcomed Council and called the meeting to order.

3.0 MINUTES

3. 1 Approval of the October 4, 11, and 14, 2016 minutes.

M/S/C (Monda/McPheter) to approve the October 4, 11, and 14, 2016 minutes. Motion passed unanimously.

4.0 ANNOUNCEMENTS - None

5.0 INFORMATION ITEMS – None

6.0 DISCUSSION ITEMS

6.1 Budget Solutions Teams' Reports – P. Jarrell (Att. [Process for Addressing Budget Issues, v.2](#); [Facility Maintenance Group Recommendations](#); [Enrollment Management Group Recommendations](#); [Hourly Staffing Workgroup Recommendations](#); [Marketing Group Recommendations](#); [IT Infrastructure Group Recommendations](#); [Noncredit Workgroup Recommendations](#))

In the interest of hearing from all the presenters, it was agreed to limit each presenter's time. Dr. Jarrell briefly reviewed the *Process for Addressing Budget Issues*.

Facilities Maintenance Workgroup

Joe Sullivan, lead for the Facility Maintenance workgroup, reviewed the group's recommendations, the first being the closure of the Schott Center during the summer, followed by ways to enhance revenue such as charging parking at Wake and Schott, as well as at various events, and advertising in the stadium. One strategy that is already being utilized is the implementation of scheduling software for the Schott and Wake campuses. He noted that future capital projects would need to be covered by a bond.

Mr. Sullivan reported that his workgroup established priorities based on a 20% target reduction in staffing for each of the areas within Facilities/Maintenance.

Discussion ensued. Council touched on custodial priorities, utility costs, and the projected 20% reduction in staffing.

Dr. Priscilla Butler noted, and Dr. Jarrell concurred, that all workgroup recommendations are suggestions which require vetting by CPC as well as other campus community stakeholders. It was suggested that CPC budget solution agenda items indicate that the item is in process or draft form.

Enrollment Management and Efficiency Workgroup

Dr. Paul Jarrell reviewed the recommendations of the Enrollment Management and Efficiency Workgroup. The workgroup considered strategies which could increase revenue or decrease expenses for a course, as well as methods that would increase student population by either enrolling more students or reducing the loss of students once they're enrolled.

Dr. Jarrell reported that over the past four years there has been a 15% reduction in efficiency of instruction. He noted that a 9% reduction in expense of instruction over the next three years would help the college regain some of that efficiency. Dr. Jarrell stressed the management of course offerings which might entail several strategies such as increasing the average class size of some courses, managing first day additions, reviewing course outlines of record, and ensuring that class caps are being honored. He stated that

there needs to be more standardization with regard to enrollment management processes such as wait lists, cancellations, and class caps.

Dr. Jarrell briefly reviewed long-term strategies including early engagement and assessment of students. He briefly touched on enrollment management goals, as well as short and long-term schedule adjustments including the addition of late start classes.

Hourly & Staffing Workgroup

Lyndsay Maas presented the Hourly and Staffing workgroup's top ranked recommendations beginning with a review of staffing goals. She noted the suggested hiring freeze (with exceptions). Ms. Maas also reviewed revenue opportunities unrelated to staffing, such as increasing facility rentals and charging administrative fees for grants.

A brief discussion followed about the reader budget and the need for readers in certain disciplines.

Marketing & Communications Workgroup

Luz Reyes-Martin introduced the Marketing and Communications workgroup's long and short-term recommendations. She reported that her staff is already working on some strategies including targeted marketing of noncredit programs. Short-term opportunities considered by the workgroup included providing resources to meet the annual international student cap, redesigning the college website, the need for one consistent message, and the promotion of college events.

Long-term recommendations included establishing a team of ambassadors, and promoting the Board of Trustees and their role at the college and in the community. Ms. Reyes-Martin noted cost savings with regard to the catalog and schedule publications.

Two staffing resources, a Multimedia Production Specialist and a Public Community Relations Specialist, were identified.

Information Technology (IT) Infrastructure Workgroup

Dr. Paul Bishop presented and reviewed the ten recommendations of the IT Infrastructure workgroup. These included refurbishing rather than refreshing computers when possible. Dr. Bishop also noted that accelerating the transition from Moodle to Canvas will result in a cost savings. Other strategies included reviewing previously approved Program Review requests that have yet to be implemented, reviewing assigned job responsibilities of laboratory teaching assistants, and transitioning common area network printers to leased multifunction copiers.

Noncredit Workgroup

Dr. Dean Nevins presented the Noncredit workgroup's recommendations. Dr. Nevins reported that his workgroup focused on program enhancements. He prefaced the recommendations with a few caveats, stating that, before noncredit recommendations can be implemented, it is vital to establish a noncredit leadership structure.

Short-time proposals included conducting course audits for enhanced funding opportunities, transitioning select Center for Lifelong Learning (CLL) courses to noncredit, and working with third-party groups to fill gaps in course offerings.

Dr. Nevins reported on his visit to San Diego's noncredit program. He was particularly impressed by San Diego's credit by examination agreement which allows students to take noncredit courses for a grade and college credit. The possibility of expanding the college's noncredit service area, including the older adult and the bilingual programs, was also considered.

Discussion ensued. There was a request to add workgroup membership to report documents.

Dr. Jarrell closed the meeting by asking the workgroup leaders to be prepared to present tactics that can be implemented quickly, as well as one or two impactful strategies that require longer range implementation. He suggested that Council discuss the next steps at a future meeting and/or a retreat.

7.0 ACTION ITEMS

8.0 ADJOURNMENT

- 8.1 The next regular CPC meeting is scheduled for Tuesday, November 15, 2016 in Room A218C from 3:00-4:30 p.m.