

Santa Barbara City College
College Planning Council
Tuesday, February 2, 2016
3:00-4:30 p.m.
Minutes

1.0 PRESENT:

L. Gaskin, Chair, President
E. Auchincloss, President, CSEA
P. Bishop, Vice President, Information Technology
M. Broomfield, Advancing Leadership Committee Representative
P. Butler, Chair, Planning & Resource Committee
R. Else, Sr. Director, Institutional Assessment, Research and Planning (non-voting)
P. English, VP, Human Resources
K. Monda, President, Academic Senate
M. Marino, Associated Student Government Representative (non-voting)
J. McPheter, Classified Staff Representative
K. O'Connor, Academic Senate Representative
C. Salazar, Classified Staff Representative
C. Smith, Advancing Leadership Committee Representative
M. Spaventa, Interim Executive Vice President
P. Stark, Academic Senate Representative
J. Sullivan, VP, Business Services
L. Vasquez, VP, Academic Senate

GUEST SPEAKERS:

Sheri Benninghoven, Principal, SAE Communications

2.0 CALL TO ORDER

2.1 Approval of 12/1/15 Minutes (Att. [12/1/15 CPC Minutes](#))

M/S/C (Butler/Vasquez) to approve the 12/1/15 minutes. The motion passed unanimously.

3.0 ANNOUNCEMENTS

4.0 INFORMATION ITEMS

5.0 DISCUSSION ITEMS

5.1 Communications Plan – L. Gaskin (Att. [SBCC Strategic Communications Plan](#))

Dr. Gaskin introduced Sheri Benninghoven of SAE Communications. Ms. Benninghoven presented the *SBCC Strategic Communications Plan*. She began her presentation by providing some background information leading up to the final plan, explaining that the resulting plan was based on the examination of a variety of interviews conducted with community, faculty, and staff members, students and focus groups. She added that SAE also analyzed the results of an online survey it conducted of college employees, as well as local media content and media content from other community colleges. Ms. Benninghoven summarized the research results and briefly reviewed the external and internal communication strategies outlined in the plan, and the opportunities and

challenges facing the college as they relate to communication. She stressed the importance of messaging, or “knowing what we need to say to those that we serve,” and emphasized the need for the college community to be consistent regarding messages about the college’s goals, objectives, and purpose.

When reviewing her recommendations, Ms. Benninghoven noted that social media and web content drove a number of the proposals. She briefly reviewed the goals of the plan which include facilitating media coverage, educating the public about the college’s role in the community and the state, and focusing on the internal flow of information. A primary internal recommendation is the creation of a new position, Director of Communications and Government Relations.

Ms. Benninghoven completed her presentation by reviewing components of the long range communication plan which include strategic messaging and the establishment of a master editorial calendar, as well as the establishment of various programs supporting the college’s communication goals.

The *SBCC Strategic Communications Plan* will be presented to the Board of Trustees at the February 25, 2016 meeting, and to the Advancing Leadership Committee in early March 2016.

Questions and discussion ensued.

5.2 Resource Requests and Budgeting Processes – P. Butler

Dr. Priscilla Butler introduced the discussion by emphasizing the matter of budgeting processes as related to resource request items, rather than the individual items.

Joe Sullivan proceeded to explain the process in place for items such as the 32-passenger bus which was approved for purchase by CPC at the March 17, 2015 meeting. The bus was not purchased because, after consultation, it proved to not be as cost effective as the current practice of chartering a bus. He explained that if an item is not purchased, the monies originally allocated to its purchase are returned to the general fund.

Dr. Butler requested an update on proposed campus security measures including the proposed purchase of Tasers and security cameras, and the contracting of a police officer. Discussion followed with regard to how items such as these may impact the climate and culture of the campus. None of these items are moving forward for consideration of implementation at this time.

Council agreed that when a resource request item poses a possible shift in the campus environment, the item should be brought to CPC for review.

5.3 2015-16 Annual FTES Projections – R. Else ([2015-16 FTES Projection – P1 Jan. 17, 2016](#) and [SBCC and Stability Funding](#))

Dr. Gaskin presented the *2015-16 FTES Projection – P1 Jan. 17, 2016*, beginning with an explanation of the concepts of Leading Summer, the July/August session which begins the academic year, and Trailing Summer, the May/June session which ends the academic year. Robert Else added that the terms reflect the way the 320 Apportionment Report is structured and how FTES (Full Time Equivalent Student) is reported to the state. For clarification purposes, Mr. Else agreed to include the dates of the Leading Summer and Trailing Summer sessions in future projections.

Dr. Gaskin proceeded to review the data in the attachment [2015-16 FTES Projection as of P1 January 17, 2016](#). She noted that the college is projecting a 7% overall decline in its combined

credit and non-credit programs for 2015-16. The college's decline in enrollment is exacerbated by local conditions including the area's lack of affordable housing and the high cost of living.

Questions and discussion followed.

Joe Sullivan presented *SBCC and Stability Funding*. He explained that stability funding covers three years, the first year for the college being 2015-16, the "hold harmless" year, in which the institution will not experience a reduction in revenue due to a drop in FTES. He further explained that in year two and three, the college's base will consist of the FTES generated from the prior year. If the college experiences an increase in FTES over the prior year, it can "restore" the revenue generated by the increase up to the original stability number. Mr. Sullivan offered three scenarios illustrating possible stability funding outcomes based on the decline or increase in enrollment over the next three years.

He informed Council that the magnitude of the college's loss, roughly estimated at \$4.2 million in 2016-17, affects budget development going forward. He noted that the projections don't include potential changes in ongoing revenue or expenses.

Marilynn Spaventa added that the college has also experienced a drop in out-of-state and international student enrollment and the various stability funding scenarios do not account for the subsequent decrease in this revenue.

Dr. Gaskin asked that discussion of the ramifications of stability funding on budget development in 2016-17 be included on the next CPC agenda.

5.4 Fall 2015 Reflections on SBCC Survey – R. Else

M/S/C (Butler/Auchincloss) that CPC endorse the distribution of the Reflections Survey during spring 2016 semester. Eight (8) were in favor. Six (6) were opposed. The motion passed.

6.0 ACTION ITEMS

7.0 ADJOURNMENT

7.1 The next CPC meeting is scheduled for Tuesday, February 16, 2016 in room A218C from 3:00-4:30 p.m.