

**Santa Barbara City College**  
**College Planning Council**  
**November 29, 2016**  
**2:30-5:00 p.m.**

**Minutes**

**1.0 PRESENT:**

A. Beebe, Chair, President  
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  
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  
L. Vasquez, Vice President, Academic Senate  
J. Walker, Representative, Advancing Leadership Committee

**ABSENT:**

L. Maas, Acting Vice President, Business Services  
J. McPheter, Representative, Classified Staff  
D. Raiman, President, Associated Student Government (non-voting)

**OTHER ATTENDEES:**

C. Alsheimer, Representative, Academic Senate  
K. Harris, Assoc. Director, Center for Lifelong Learning  
C. Marquez, Technician III, Human Resources  
M. Moreno, Dean, Educational Programs  
D. Nevins, Professor, Computer Science  
K. Neufeld, Dean, Educational Programs  
L. Reyes-Martin, Director, Office of Communications  
S. Gill, Marketing Communications Specialist, Office of Communications  
J. Zava, Asst. Controller, Fiscal Services

**2.0 CALL TO ORDER**

2.1 Dr. Beebe called the meeting to order.

**3.0 MINUTES**

**3.1 Approval of the October 18, November 1, and November 15, 2016 Minutes**

**M/S/C (Bishop/Jarrell) to approve the October 18, 2016 minutes with one correction, as well as the November 1, and November 15, 2016 minutes. The motion passed unanimously.**

#### **4.0 ANNOUNCEMENTS**

4.1 Dr. Beebe informed Council that Dr. Dean Nevins has agreed to continue to be the chair of the Noncredit Team, which will move forward on the expansion of noncredit programs.

#### **5.0 INFORMATION ITEMS**

5.1 Overview of Title 5 Reorganization Regulations – P. English (Att. [California Code of Regulations](#))

Pat English gave an overview of the rules of engagement related to reorganizations. Ms. English noted that Title 5 of the California Code of Regulations deals with recruitment within Equal Employment Opportunity programs. She asked Council to focus on passage 3(c) which provides guidelines with regard to job vacancies and reorganizations. She stated that the college does not necessarily have to go outside the institution in order to fill positions if they are related to a reorganization.

She asked that departments undergoing reorganizations keep her informed and involved in their processes so that she can assist them in staying within the Title 5 guidelines.

A question arose regarding a template for departments to use when presenting proposed reorganizations. Ms. English reported that in the recent past, positions came to CPC as information items if they did not require additional district funding. It was suggested that departments proposing reorganizations should provide CPC with the rationale behind their decision, cost savings to the department and/or college, and how the reorganization may change services provided by the department. Dr. Beebe agreed to work on a draft template for CPC's review. Dr. Priscilla Butler added that it's important for areas of reorganizations to have a concept of the college's goals for enrollment targets.

Dr. Beebe reported on the SERP (Supplemental Employee Retirement Plan). He presented the tentative number of management, classified and faculty intending to retire and take the SERP. He agreed to provide updated numbers after the deadline of December 8, 2016.

5.2 Reorganization of Facilities – L. Maas

Due to Ms. Maas's absence, this item was not addressed at the meeting. It will be placed on the December 6, 2016 CPC agenda as an information item.

#### **6.0 DISCUSSION ITEMS**

6.1 Budget Solutions – A. Beebe (Att. [Recommendations from Efficiency 11.15.16; CPC IT Infrastructure Group Immediate Actions; CPC Marketing and Communications Recommendations](#))

Dr. Beebe prefaced the budget solution discussion by requesting that Council's set a goal of reaching consensus on three revenue or cost saving solutions at the meeting.

#### Efficiency/Enrollment Management Workgroup

Dr. Paul Jarrell presented the strategies recommended by the Efficiency/Enrollment Management Workgroup. He reviewed strategies that could be implemented immediately, particularly those related to class size. Long term strategies included evaluating class capacities. He noted that class enrollment has dropped 25-30% in efficiency over the last four years, with the current average class size being 26. Dr. Jarrell distributed a handout, *DRAFT Enrollment Management Targets*, which showed the projected decline in enrollment, as well as the proposed enrollment targets, over the next five years. He specified that the enrollment targets were based upon prior years' enrollments. He proposed a goal of 13,000 resident FTES and 2000 non-resident FTES to be achieved by 2020. Dr. Jarrell clarified that non-resident students include international students and U.S. citizens other than California residents. He concluded by briefly reviewing the talking points on the document.

Discussion and questions followed. Dr. Jarrell explained that the current international student capacity is 1500, and that the non-resident FTES projection of 2000 is comprised of about 1200 international and 800 out-of-state students.

Council reached consensus on the recommendations from the Efficiency/Enrollment Management Workgroup. Dr. Jarrell noted that some of the recommendations will require further discussion with various campus groups.

#### Information Technology Workgroup

Dr. Paul Bishop presented the Information Technology Workgroup's expense reduction strategies. Dr. Bishop began by explaining the effort to reduce the current computer refresh budget by refurbishing, rather than replacing computers, when possible. The revised refresh plan is expected to save the college a total of \$1.2 million from 2017-18 through 2021. Other strategies included negotiating with Blackboard for a 6 month instead of a 12 month license, transitioning all common area network printers to leased multifunction copiers, and replacing server infrastructure with refurbished equipment.

Council reached consensus on the recommendations from the Information Technology Workgroup.

#### Marketing and Communications Recommendations

Luz Reyes-Martin presented the Marketing and Communication Workgroup's recommendations. Ms. Reyes-Martin stressed that her workgroup's proposals were focused on strategic planning and stabilization of the college. She noted that the Marketing and Communications Department has been operating at capacity, and that any significant marketing or communications efforts will require more dedicated resources. The workgroup requested direction from Council with regard to marketing targets i.e. in-district, out-of-district, California resident, out-of-state and international students. It also stressed the need for creating one consistent message regarding enrollment, and to committing to providing resources to meet the Board of Trustee's approved international student capacity of 1500. A five year commitment to this cap was recommended for planning purposes.

Ms. Reyes-Martin reported that the most critical need with regard to marketing is staffing and reviewed the rationalization for the proposed hiring of a new Marketing Communication Specialist. In light of the expanding social media, she explained that the college needs to implement a targeted and coordinated social media campaign. Other marketing strategies

included more video productions, updating the college website, and publishing the credit schedule online only. The workgroup proposed a budget of \$50,000 for expanded marketing and advertising.

Discussion ensued regarding the recommended staffing addition, targeted marketing, and establishing a consistent message. Dr. Beebe stressed the importance of instituting a college vision.

Council reached consensus on the Marketing and Communications recommendations, and expressed encouragement for the recommendation to hire a Marketing Communication Specialist. Questions arose regarding the participatory governance processes needed for approving a new position (Marketing Communication Specialist), as well as involving the Board of Trustees in marketing and messaging.

It was agreed to bring the Marketing Communication Specialist job description to the December 6, 2016 meeting for Council's review.

It was suggested that, at the December 6th meeting, Council work on a discussion framework for the December 9th retreat that includes updated SERP information. Dr. Beebe stressed that the SERP is only one component of the college's budgeting and reorganization process. Further discussion ensued regarding position replacement versus non-replacement, and accountability.

## **7.0 ADJOURNMENT**

- 8.1 The next CPC meeting is scheduled for Tuesday, December 6, 2016 in Room A218C from 2:00-5:00 p.m.