

**College Council Minutes**  
Tuesday, December 1, 2009  
**2:30 p.m.,**  
**Karas Room**

College Council Members: Doug Garrison, Carsbia Anderson, John Gonzalez, Michael Gilmartin, Joe Bissell, Julie Bailey, Gary Bolen, Steve Morgan, Mark Clements, Nancy Goehring, Brenda Lee Kalina, Stephanie Perkins, Fred Hochstaedter, Carolyn Hanson, Bernie Abbott, Lyndon Schutzler, CSEA Rep. (vacant), Suzanne Ammons, ASMPC Pres. (vacant), ASMPC VP Org. Paulina Gamble

Absent: Julie Bailey, Nancy Goehring, Stephanie Perkins, Brenda Kalina, CSEA Rep., ASMPC Pres.

Guests: Rich Montori

**Campus Community Comments:**

The following announcements were made:

- The new Students Services Building's steel and ironwork begins December 3.
- The new sculpture "On Ice" has been installed near the entrance/plaza area of the Administration Building. The artist Norma Lewis also created the "Connections" bronze sculpture located in the LTC's Caroline Page Garden.
- Men's basketball is hosting the Monterey Bay Classic Men's basketball tournament this weekend.
- The Fall Dance Concert will be held this Friday and Saturday evenings.

**1) Minutes – November 17, 2009:** (Deferred to next meeting.)

**2) Accreditation Self Study – Update (John Gonzalez):** Fred reported the following:

- The 2<sup>nd</sup> reading was held at the November 24 Board meeting and was approved. The Self Study is now en-route to the Public Information Office for production.
- As the Self Study in reality reflects 2008-09, in order to bring readers current to 2009-10, the Addendum is being written and is due December 4. It will accompany the Self Study when it is delivered to the Accreditation Visiting Team on January 8.
- Hard copies of evidence documents will still need to be created and indexed.

Fred also made mention that while the contributors to the writing of the Self Study are numerous, Kim Panis' recent work in the creation of a separate server for the purpose of preserving and validating the evidence charts' live links is greatly appreciated.

**3) Information Items (see available handouts):**

- a) Public Information Office – Program Review (Rich Montori): Rich Montori gave a presentation on the work and functions of the PIO, including the new advertising campaign, the College's branding and public relations efforts.

**Advertising/Media/Publication materials:** Rich began with the presentation of the recent video production by the motion picture firm Mac and Ava, which aired this fall. Key features of this year's ad campaign include:

- Quality video production using actual MPC students, effective verbiage such as "serious times for serious students" emphasizes the opportunity available for students to pursue a 4 year education by beginning here, rather than producing a video of a competitive nature. These same students recognizable to their peers are also featured on the spring class schedule cover.
- Video was aired 477 times on KSBW, KCBA and KION and other stations within our viewing area and was viewed approximately 800,000 times.
- Instead of mailing the class schedules, a post card was sent to all residents directing them to the website along with information on where hard copies are available. Several compliments have been received as a result of this postcard campaign.
- Large post card size mailers went out to Marina and Seaside residents featuring classes at the Education Centers.
- The Herald carried a small corner "sticky" ad for spring registration.
- 390,000 web visitations were tallied during the days of the television campaign.

- The College continues to work with the Herald but differently than it has in the past.
- Branding element created just a few years ago has been used effectively to feature variation among MPC program brochures while still maintaining a cohesive look.

**Public Relations:** The PIO has become increasingly involved on a day-to-day basis with the Foundation. Examples of these events include:

- Peggy Downes-Baskin lecture series.
- President's luncheons.
- Public Safety Training Center's grand opening (December 10).
- 25<sup>th</sup> anniversary of the Maurine Church Coburn School of Nursing.
- E=MPC<sup>2</sup> remains as an e-newsletter reliant upon input from the campus community.

**Challenges:**

- Facilities rental operations have returned to the PIO, shared also by the Executive Assistant to the President, and hopes are that this function can be taken up elsewhere.
- Classroom assignments have also become a function of this office. Historically, Jeanette (in the PIO) as a division office manager had the ability to complete classroom assignments.
- Following the retirement of the previous Executive Director of the MPC Foundation, the PIO has had to assist the Foundation until a new director is hired.
- A known disconnect exists between our publication efforts and the students we are trying to reach. Newer communication venues such as Twitter and Facebook have not yet been utilized within the PIO.

Dr. Garrison recapped to say that several tasks currently undertaken within the PIO need to be examined, along with some discussion in order to determine how those tasks should be assigned and fulfilled.

**b) Planning Assumptions – 2010-2011 (Dr. Garrison):** Dr. Garrison presented and explained the 2010/2011 Planning assumptions. As a preface to that, he reminded the group that last year when the Planning Assumptions (fall 2008) were compiled, the State was facing an approximate \$26 billion deficit. The budget was approved which included approximately \$15 billion in deferrals. This year, the legislature will need to work with a \$20 billion deficit while community colleges build their fall schedule and develop their 2010-2011 budgets. He offered additional comments throughout the presentation which included the following:

- Federal stimulus funds of \$220,000 (one time monies), were received.
- Fee increases are likely. We will look to the Governor's January budget for more information on this possibility.
- CSU plans to reduce its 2010-2011 enrollment from 450,000 students to 410,000 students, while UC plans to reduce its freshman entering class by 6.5%.
- MPC will endeavor to maintain its 2009-2010 level of program and service offerings adjusted to respond to increased need for priority core courses. In a recent speech to the Ca. Comm. College League, Jack Scott reiterated the primary charge and role of California Community Colleges is to Basic Skills, General Education and Career Technical Education needs.
- MPC will carefully examine enrollment history and demand and redirect its resources effectively.
- MPC has no less commitment than previously in maintaining its current permanent staffing, and staffing replacements requests will continue to be examined, as was done through AAAG this year.
- The 2008-09 year-end balance helped buffer the budget effects of 2009-10; however, 2009-10 promises to present additional challenges. The Governor's January Budget (2010-11 first draft), will provide the first insight.

Questions were raised about the timing of the faculty hiring process. The Political Science, Library, and Math Learning Center positions are being presented to the Board of Trustees in December for approval. The remaining position in Counseling is being held pending clarification of the assignment due to a resignation in the Women's Program/Re-entry and Multicultural Center. Dr. Garrison indicated that a task force will be examining the future direction of that program and the possible implications for the Counseling assignment. Concerns about conducting timely hiring searches for faculty positions were expressed, and Dr. Garrison agreed that timely action is warranted but that we needed to make sure the advertised assignment met the most important institutional need.

**4) Action Items (see available handouts) :**

- a) **Proposed Adjustments to Facilities Master Plan (2<sup>nd</sup> reading and continued discussion from June 2 and June 16 -Joe Bissell):** Joe presented the Plan (the revised Facilities Master Plan), for its second reading for input. He reiterated that given the current economic conditions, the likelihood that we can rely on state funds is becoming a diminishing probability. At the same time, the construction bidding climate places the District in a favourable position to maximize the use of its bond funds in fulfilling planned projects. For that reason, the Facilities Committee, in its ongoing examination of changing conditions, has concluded that we utilize the current conditions to our advantage and move forward with planned projects.

Joe went on to also explain the four major factors affecting progress in our construction projects which are not within our control:

- Funding from the State.
- Division of State Architect must approve, which involves varying timelines.
- Construction schedules' timelines and completion dates can vary.
- Conditions of buildings can introduce unforeseen challenges and problems due to hidden conditions.

The group was reminded that long range planning inherently incorporates long range uncertainties and thus we must retain flexibility to respond to changing conditions.

*College Council recommends that the revised Facilities Master Plan (October 30, 2009) be forwarded to the Board for approval. A motion was made and seconded, and carried unanimously.*

**5) Board Policy Revisions (first reading):**

- a) 1000 – Governing Board Code of Ethics and Conduct
- b) 1005 – Composition and Authority of the Governing Board
- c) 1007 – Specific Duties and Responsibilities of the Governing Board
- d) 1008 – Governing Board Orientation and Development
- e) 1010 – Annual Organizational Meeting and Officers of the Board
- f) 1025 – Public Appearance Before the Board and Conduct of Board Meetings

The group reviewed and accepted all board policy revisions for a first reading, with the exception of BP #1000 and #1005, for which re-wording is suggested and will be brought back for the second reading on December 15.

**6) Other:**

- a) **Committee Reports-** (for future—Technology Committee?):

**Next meeting—January???**