

College Council Minutes

Tuesday, June 17, 2008

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, Gail Fail, Bill Jones, Brenda Lee Kalina, Stephanie Perkins, Alfred Hochstaedter, A.J. Farrar, Bernie Abbott, Lyndon Schutzler, Susan Villa, Suzanne Ammons, ASMPC Sen. Antron Williams, ASMPC VP Finance Lenz Elliot)

Absent: Gail Fail, Steve Morgan, Stephanie Perkins, Susan Villa, Bill Jones, Lenz Elliot, Antron Williams

Guests: Susan Steele, Rich Montori, Sharon Colton

Campus Community Comments:

1) **Minutes – June 3, 2008:** Approved with changes.

2) **Information Items(see available attachments):**

Classified Position Requests:

- a) Personnel Benefits & Retirement Spec. - SC 5 (Joe Bissell): The position was presented and reviewed along with the attachment and is becoming vacant due to a retirement.
- b) Lab Technician-Physical Science-SC 5 (John Gonzalez): This position was presented and reviewed along with the attachment. Since this position is being restructured from a 25 hr/week to a 40 hr/week position, the consensus, it will be presented as an action item for a second reading at a July Council meeting. The increased hours will support an increase in course offering within the Earth Sciences department.
- c) Clerical Assistant II - ESSC 19 hrs/10 months (John Gonzalez): The position was presented and reviewed along with the attachment.
- d) Instructional Assistant II -Reading Center, SC 3 (John Gonzalez): The position was presented and reviewed along with the attachment
- e) Unit Office Mgr. MPC Ed Center at Marina-SC 5 (John Gonzalez)-replacement of Police Academy Asst. SC4: The position was presented and reviewed along with the attachment. It was explained that this position as a Unit Office Manger, Service Category 5 is a replacement for the Service Category 4, Police Academy Assistant requires that it be presented as an action item for a second reading.

Other:

- f) **Goals and Activities 2007-08 and 2008-09 Enrollment Advisory Committee (Carsbia Anderson):** The following Enrollment Goals were presented along with various activities to support the goals (*see handout*):
 - Increase the number of Latino students from the Marina/Seaside area
 - Increase the number of African-American students from the Marina area
 - Augment course offerings to better accommodate or meet the needs of the military and their dependents
 - Increase training offered to meet local workforce and employer needs
 - Increase student retention in gateway courses
 - Increase student persistence
- g) **College Council Annual Report 2007-09 (Bernie Abbott) see handout.** The Annual Report will be presented to the Board at its June 24 meeting.
- h) **Accreditation Update:** Progress is being made in the preparation for the Accreditation Self Study.

3) **Action Items (see available attachments):**

- a) **Supt./Pres Action Plans (Dr. Garrison):** The Superintendent/President's 08-09 Action Plans and the Public Information Office Budget Summary 08-09 were presented both as

information and in the interest of opening dialogue relative to the District's overall comprehensive marketing and strategic plan as briefly discussed at the May 20 meeting. Dr. Garrison explained the distinction between a marketing plan and a promotional effort. A marketing plan may include new branding, publications and website development whereas a promotional effort would pertain to more specific areas such as classes and special lectures.

The Superintendent/President's Action Plans were reviewed and explained. Key points included the following:

- Restoration of the President's contingency to the \$75,000 level as in previous years is being sought for the purpose of making available "opportunity dollars" to support regional collaborations and consortium-based partnerships targeting growth and development. If the full amount is not feasible, a phased-in restoration plan is suggested.
- Ft. Ord Properties' (MOUT Site, Parker Flats) FPPs and require considerable funding.
- MOUT Facility Infrastructure Improvements are estimated at \$400,000.
- As per early negotiations between FORA (Ft. Ord Reuse Authority) and Monterey County, the College's share of costs for base-wide infrastructure improvements was set at \$500,000.

The Public Information Office Budget Summary was reviewed and explained and included the following key points:

- Class schedule and catalog printing cost total is \$138,000 (+\$27,000 over 07-08).
- Bulk mailing to every postal customer and 2 mailings of large postcards to Marina and Seaside postal customers is \$31,000 (\$24,350 over 07-08)
- Promoting programs will call for a substantial monetary commitment in incremental portions. A standardized brochure containing the College's branding/colors can be produced at \$1,500 per brochure. The total budget is \$15,000. Key to this effort is for each department to generate the request and input to support a standardized look.
- Additional advertising requests were discussed including advertising for special events such as Travel Studies and Quickbooks which usually fill to capacity.
- Speakers Bureau - this includes the Library and Lecture Series, Humanities Guest Authors, Visiting Scholars and Distinguished Speakers Series and the Foundation may have an interest in this support opportunity. Currently, these activities have no operating budget in place.
- Focus groups – conducting a series of these would assist us in determining the effectiveness of our advertising, the user friendliness of the Schedule and Catalog
- and a query of our community would help identify new classes/programs of interest.

Rich Montori added that at a future Flex Day event or a workshop outside of Flex Day a workshop could be held to invite input from the campus in the interest of conforming to a standard brochure for programs.

Additional discussions included:

- A student satisfaction survey would relate back to the Accreditation Self Study's requirement for providing evidence needed to support efforts in place for meeting student needs. Cabrillo has conducted such a survey.
- Advertising to include various student services
- AAAG has had extensive discussions on marketing proposals and the consensus arrived at suggests that the need exists for an institutionally based plan for overall marketing rather than a plan based on each advisory group itself.

b) Tentative Budget 2008-09 (Joe Bissell)-**see handout**. Joe presented the “Tentative Budget 2008-09, indicating the following changes since the “Unrestricted General Fund 2008-09-June 2, 2008” document was reviewed at the June 3 College Council meeting. Key points regarding updates to the UGF for 2008-09 include the following:

- Approximately \$97,000 was earmarked to be allocated to adjunct salaries, however, in the recent CalWorks audit, it was discovered that we could not allocate the 1.25 positions in the Child Development Center as a CalWorks expense.
- Lottery revenue is lower than anticipated.
- The budget is anticipated to be a balanced budget, and we are optimistic that additional revenue may still be found.

Joe invited comments/questions and called upon the group to recommend that the ***Tentative Budget 2008-09 be forwarded to the Board at its June 24 meeting. Carsbia motioned for approval, Lyndon seconded and the recommendation was unanimously accepted.***

4) **Other:**

a) Committee Reports

b) Next meeting (July 1, or July 15, 2008) Final Budget goes to August Board Mtg??