

**SANTA BARBARA CITY COLLEGE  
COLLEGE PLANNING COUNCIL**

**September 4, 2007**

**3:00 p.m. – 4:30 p.m.**

**A218C**

**MINUTES**

PRESENT: J. Friedlander, P. Bishop, S. Ehrlich, D. Cooper, B. Partee, I. Alarcon, S. Broderick, T. Garey, K. Molloy, G. Thielst, L. Auchincloss, M. Guillen, C. Ramirez

EXCUSED ABSENCE: P. Buckelew, J. Sullivan

GUESTS: Pat English & Rhys Alvarado, Managing Editor, *The Channels*

**1.0 Call to Order**

Chairperson Jack Friedlander called the meeting to order.

1.1 **M/S/C [Guillen/Molloy] to approve the minutes of the May 30<sup>th</sup> CPC meeting. S. Broderick, S. Ehrlich, T. Garey and G. Thielst abstained.**

**2.0 Announcements**

2.1 Enrollment update

Jack Friedlander reported that the college has just been informed that its funded growth cap for resident students for this year is 1.244%. Given the amount of FTES we produced last year, we will need to generate an additional 66 FTES to achieve our funded growth cap for 2007-08. As of September 3, the fall semester headcount is down about 1% for resident students. He said the Banner system dropped students from all their classes when they in fact paid for part of their classes. Admissions and Records is in the process of reinstating these students. The expansion of dual enrollment and PDC classes will give us another 40-50 additional FTES over last year plus there are a number of new initiatives that are being put into place for spring that will generate additional new FTES. In addition, since we will have addressed most of the Banner-related issues that may have discouraged some potential students from enrolling, he anticipates that our spring semester credit enrollments will be even higher than they were last year. Dr. Friedlander said that after census he will be able to determine where we are and that he and Pablo Buckelew will determine how much of the additional 66 FTES will come from credit and from non-credit to achieve our funded growth cap. He said given the complexity of implementing Banner, we are fortunate to be where we are in terms of our fall headcount.

2.2 Additional announcements

Kelly Graves has resigned her full-time faculty position in CNA for personal reasons. Two other full-time faculty members will be on medical leave this semester.

### **3.0 Information Items**

#### **3.1 Major priorities for CPC in 2007-08**

##### **A. Development of the College Plan: 2008-2011**

Jack Friedlander reported from John Romo that he plans to bring to CPC and the Board Study Session the evaluation of the College's progress in achieving the goals and objectives in its College Plan: 2005-08 as well as a draft of the major challenges and priorities that members of EC identified as needing to be addressed in the new college plan for 2008-11. The drafts of each of these documents will be distributed and discussed at the next CPC meeting.

##### **B. Preparation for the college's centennial celebration in 2009-2010**

Dr. Friedlander said that since this celebration will be a significant event we should capitalize on it to build community awareness in support for any future bond measure.

##### **C. Discussion of a potential bond measure**

Need responses to the following questions that will be used in the decision-making process on whether or not to move forward with the bond campaign:

- What do you think we should have done differently with the last bond campaign?
- What do you see as the challenges to getting a bond approved now?
- What opportunities should we take advantage of with a new bond initiative?

Jack Friedlander said he would like to start the discussion process with CPC to culminate with a presentation to the Board by John Romo on whether or not to support placing a bond on a future ballot as early as November 2008. The Council is being asked: (1) to identify the challenges of a bond measure as well as the feasibility of going forward; (2) what initiatives should be taken into account for funding that are not on our long range capital construction priorities that we had identified last year; and (3) what should be done differently than what we did last time to attempt to get the bond passed. Dr. Friedlander stated that he would distribute at the next CPC meeting the most recent list of priorities identified by CPC and EC that are being considered to be included in a bond measure.

## Items discussed/suggested by the Council in response to questions posed

- The biggest failing was that we did not have strong faculty and staff support since it was perceived as something that was handed down from “on high”. We are off to a much better start this time with the ranking of priorities that have more or less come from grassroots and through P&R, the Academic Senate, Deans Council, CPC and EC. There is much more ownership among faculty and hopefully the staff of the needs and that they are program driven. The faculty and staff need to be the agents of communicating the need for the bond. Kathy Molloy stressed that we should stay with the ranked funding list we have and not add new initiatives to it no matter how worthwhile they might be. They need to go through the broad consultation process if there are other items arising that should be given consideration. There is a need to more fully involve classified staff and students in providing input and gaining their support for the items to be included in a bond.
- Bad press: Concern about the way the Foundation ran the campaign; the cost to the tax payers. We need to be upfront with the taxpayers on the actual costs and benefits of the projects to be included in the bond measure.
- Advance notice by college to the community that it is considering a bond measure and to provide opportunities for the community to provide input into the projects to be included in the bond measure.
- General maintenance items – find our own money and not use bond dollars for this.
- Leveraging state resources. If we don't raise money; we will lose the money for remodels, etc.
- We have to be careful how we present the issue of growth to the public.
- The college needs to inform other agencies in the community that may be considering asking for voter approval of a bond measure of our intent to do so.
- In promoting the bond we need to cite case studies of students in various segments of the population served by the college such as adult re-entry and re-training people for new careers. We need to inform the public of the direct and indirect benefits it will receive from the increase in property taxes we are asking them to pay for by approving this bond.
- A potential theme for the bond campaign is to focus on the concept of preserving the communities' investment in the college. Another potential theme is “This is your college”.

- Include Continuing Education in our campaign since so many more people are touched by those classes. Jack Friedlander said what was not known prior to the last bond campaign was that the community was not interested in modernizing the Schott and Wake Centers. We need to make sure about the validity of our assumptions upon which our bond campaign will be based.
- Hire consultants to do the surveys to determine where there is or isn't support for the projects we have prioritized for possible inclusion in a bond. The college needs to hire consultants that are in tune with our community and that have a track record of success.
- To a considerable degree, the approach we take to address growth-related challenges to the college's need for a bond will be a critical factor in whether or not it passes. The college will need to demonstrate that the projects in the bond measure are not needed to expand its capacity to serve more students but rather, are required to maintain our buildings and infrastructure and to modernize these facilities to better serve future students and the community. . In addition, we need to have a solid response to the question of why we need to invest in buildings at a time when future enrollments in the college may decline as a result of the decline that is taking place in K-12 high school enrollments. We need to assure the voters that the projects in the bond measure will not add pressure to the communities' housing and traffic congestion problems.
- The promotion campaign needs to be designed in a way that makes the members of the community feel a sense of ownership and pride for the college and the significant role it plays in enhancing the quality of life in our community. A potential campaign theme could focus on "my college". A public relations plan should be initiated before the bond campaign to highlight what is happening academically at SBCC, as well as the positive affect it has on students, its contributions to the economic, cultural, and civic vitality of the community. The college's efforts to incorporate sustainable practices in its operations and in projects to be included in the bond should also be featured in the campaign.
- The promotion campaign for the bond should capitalize on the college's Centennial celebration. In fact, the Centennial celebration should be designed to help promote support for passing the bond measure.
- Survey staff for their support for supporting a bond measure. Liz Auchincloss believes we need to make a more concerted effort than we did last time or to date to engage classified staff in identifying the projects to be included in the bond measure as well as any aspects of the proposed projects that could affect their work at the college if the measure were passed.

- Planning for the projects to be included in the bond measure must take into account the source of funds to pay for any additional costs associated with the projects such as cleaning, equipping and replacing items in the buildings.
- Incorporate sustainable features and technologies into the buildings (green buildings). These efforts may help reduce the costs of operating these buildings which would allow the savings to be allocated to meet staffing and maintenance needs.
- Make the public aware that taxpayer funds are not being used to promote passing the bond. The funds to do so are being provided by the Foundation. Dr. Friedlander said that any time spent in planning for the bond campaign needs to be spent outside of the college business hours. Sue Ehrlich said college employees can speak at forums that are educational forums but are not to advocate for the passage of the bond but just to identify issues/concerns affecting the college. For the last bond campaign an attorney provided us with strict guidelines as to what was and was not allowable. Tom Garey suggested we enlist people who are well-respected in the community but are not part of the college per se to become very public advocates. Those kinds of people can probably be approached through the Foundation. Sue Ehrlich said the in campaigning, people remember a personal story; the human face that is associated with something. We can select the kinds of success stories that come from SBCC that have some tie-in to city college that the entire community is proud of and that the community sees as part of its economic success and vitality. That campaign can also be a general enrollment campaign that flows into the bond campaign.
- Need to enlist strong advocates of the college as well as those who have not been identified with the institution to serve as spokespersons and endorsers of the bond.

D. Analysis of the effectiveness of the steps that have to be taken to strengthen the college's consultation process

Jack Friedlander informed the Council that our self-study for accreditation has to be written next year and one of the areas on which we need to work is improving our consultation process particularly as it involves the classified staff and students. The evaluation and discussion will be brought back to CPC as to what has been done and what needs to be done so that when we do our self-study next year we will be where we should to meet the new accreditation standards.

E. Method for allocating resources to meet infrastructure needs required to support FTES growth

Dr. Friedlander said the infrastructure needs of the college have been under discussion for years. He said as our resident and non-resident student FTES increased there has not been a mechanism in place to fund the infrastructure needed to accommodate growth. He suggested that the Council consider developing a formula that allocates a percentage of the growth funds to support infrastructure needs required to support the growth. This need was addressed last year as CPC went through the ranking process which was primarily infrastructure. However, after due diligence by CPC, we are still waiting for the funds to be released to pay for the ranked items. There needs to be some mechanism in place to give us a degree of assurance that as we grow and receive new revenues, a certain portion of that revenue goes to fund infrastructure. That is an appropriate budgeting item for CPC, either as a Council or as sub-committees to work on this item.

- F. Update college's mission statement and related institutional documents to correspond with the college's institutional student learning outcomes (ISLOs) and commitment to the SLO process

The college's mission statement as well as all other related documents needs to be updated to correspond to the new accreditation standards, especially those that require us to specify ISLOs and SLOs. Dr. Friedlander said the Accreditation Commission is indicating that whatever colleges articulate in their written publications that students will learn and achieve as a result of completing its General Education, certificate and degree programs needs to be supported with specific and verifiable evidence that support the validity of these claims.

Tom Garey added to this list the need for the passage of the Community College Initiative in February. He said it is clearly in the interest of the community and of our college and students that this initiative be approved by the voters. He has learned that there will be some objection voiced to it by the California Teachers Association.

The above items A-F are what EC has identified as major priorities for CPC.

### 3.2 Governor's budget for community colleges and implications for SBCC

- A. Enhanced status of Basic Skills funding

There is a hold on Basic Skills funding to the college until the Governor signs the state budget. This presents a hardship in not knowing the actual amount and restrictions on the allocation of Basic Skills funding for this year that have been targeted to support the second year of the PSS initiatives. The Governor wants to direct a portion of these funds to support efforts to increase the number of high school students in need of some remediation to gain the competencies they need to succeed in college. The rationale for redirecting funds from the community college's budget to assist high school students to be

better prepared to succeed in college is that it would give those students a better chance of doing so than if the funds were used to assist them after they entered college. The governor is also pressing for using a performance-based funding mechanism to determine a college's Basic Skills allocation.

B. Status of enhanced non-credit course funding

The System Office and the Governor's staff are discussing how to reach agreement on the criteria that needs to be achieved before these funds are released. The issue that needs to be resolved is the method for evaluating the extent to which the enhanced non-credit funds are achieving their intended purpose. The belief is that agreement between the System Office and the Governor will be reached in the next month or so on both the enhanced non-credit funds and the Basic skills funds and each will be distributed to the colleges some time in the fall semester.

3.3 Update on last year's CPC resource rankings

Jack Friedlander said that President Romo has indicated that until there is final closure to the state budget, probably in October at best, there will not be a decision on the funding of the resource requests ranked by CPC. He said some of the members of the Board are reluctant to commit any ongoing funding given the lack of adequate money to pay for the District's match for the state funded construction projects. The passage of a local bond to pay for these construction projects is the primary source of funds to meet the college's match for these projects. However, the Board has not agreed to a bond measure. Moreover, if it did so, there are no assurance that a bond measure would be passed. John Romo does not feel he can go to the Board until he has more information on the end-of-year budget and this year's revenues from the state.

3.4 Proposal to allow Antioch University to offer its upper division Bachelors Degree programs on campus on Friday evenings, Saturdays and Sundays

Jack Friedlander said it was originally proposed to lease the Main School in Carpinteria to create a higher education center where SBCC and Antioch University would offer some of its classes. Antioch University was willing to move their office to Carpinteria and pay the full cost of the rent and SBCC would pay the cost of equipping and cleaning the classrooms it uses as well as its share of utility expenses. The restrictions and requirements identified by the committee that is reviewing proposals for the use of the Main School are such that our proposal is no longer financially viable for Antioch University. As a consequence, we have withdrawn our proposal. Dr. Friedlander said he approached President Romo and Vice President Pablo Buckelew with the proposal to offer Antioch's upper division classes on our campus on Friday nights, Saturdays and Sundays. They would need five or six classrooms and would utilize off-campus sites for its offices. Dr. Friedlander has spoken to the president of Antioch University and he is very interested in offering his upper division baccalaureate degree programs here as well as developing new ones that correspond

to the areas that we believe our students and members of the community would be interested in pursuing. Antioch University would pay the full commercial rate for space which would cover the costs of additional custodial staff needed to clean the classrooms they use on the weekends. A meeting has been set for this Friday with the president and pertinent deans and department chairs from Antioch University as well as the deans, department chairs and faculty from the disciplines at SBCC in which upper division classes could be offered by Antioch. The president of Antioch University is also willing to reduce fees by 20% for the classes his university offers on our campus. Antioch has a similar agreement with Allan Hancock College which is working well. Jack Friedlander said once he gets feedback from the faculty he can take it to the Board to determine how to proceed.

### 3.5 First year Partnership for Student Success (PSS) evaluation (Distributed)

Jack Friedlander said part of the first year effort wasn't implemented until a portion of the year had transpired because it takes time to implement the programs. He said it is impressive and we're off to a great start and said that John Romo and the Board was extremely pleased with the results of our efforts to increase the success of students targeted by the PSS initiatives. The report not only shows that we are getting positive results in a short period of time but we have learned a great deal about what needs to be changed to make these initiatives even more effective in increasing student success. It has been a great process in terms of allocating money, taking a risk but putting in strong accountability lines. Kathy Molloy said there has been a sharing of ideas within the programs so that things have been refined as the year has gone on and expects that the results of these changes will be evidenced in the findings of the PSS Initiatives evaluation reports for this year and next year.

## 4.0 Other Items

### 4.1 Need to change September 18<sup>th</sup> CPC meeting to September 25<sup>th</sup>.

Unless there is a pressing agenda item, there will be no meeting on September 18<sup>th</sup> or 25<sup>th</sup>. The next meeting will be on October 2<sup>nd</sup>.

## 5.0 Adjournment

Chairperson Jack Friedlander adjourned the meeting.