

EL CAMINO COLLEGE
Planning & Budgeting Committee
Minutes
Date: February 1, 2018

MEMBERS PRESENT

- | | |
|--|--|
| <input checked="" type="checkbox"/> Amy Grant – Academic Affairs | <input checked="" type="checkbox"/> Jeff Hinshaw–Administrative Services |
| <input checked="" type="checkbox"/> Ken Key - ECCFT | <input checked="" type="checkbox"/> Jackie Sims -Management/Supervisors |
| <input checked="" type="checkbox"/> David Mussaw - ECCE | <input type="checkbox"/> Dean Starkey – Campus Police |
| <input checked="" type="checkbox"/> Rory K. Natividad – Chair (non-voting) | <input checked="" type="checkbox"/> Greg Toya – Student Services |
| <input type="checkbox"/> Alex Ostrega – ASO Student Rep. | <input type="checkbox"/> Josh Troesh – Academic Senate |
| <input type="checkbox"/> Jose Anaya – Community Advancement | |

Alternate Members: K. Iino, S. Waterhouse

Support: I. Graff, A. Leible, J. Miyashiro, R. Miyashiro, J. Shankweiler

Other Attendees:

The meeting was called to order at 1:04 p.m.

Approval of the January 18, 2018 Minutes

1. The minutes of January 18 were presented to the committee for approval.
2. Page 2, OPEB Summary, **correct:** OPED **to:** OPEB
3. The minutes were approved and will be posted on line.

Chancellor’s Office Vision for Success– I Graff (presentation)

1. Some of the important points from the last meeting regarding the Chancellor’s vision for success were noted. The student-focused funding formula:
 - 50% base grant (FTES)
 - 25% supplemental grant (low-income students served-Pell/BOGFW)
 - 25% student success initiative grant

The student success initiative grant which provides additional funds for the number of students who meet one of the following metrics:

- Number of awards / degrees and certificates
- Number of students who complete an award in three years or less
- Additional funds for Associate Degrees for transfer

In five years the goal is to increase the number of students earning an associate degree, credential, certificate, or specific skill set by 20%. The focus is on in-demand jobs. The goal of the number of CCC students transferring to a UC or CSU is hoped to increase by 35%. Also noted was decreasing the average number of units accumulated by CCC students earning associate degrees and reducing equity gaps.

2. Corresponding to the adoption of a new funding formula, the budget proposes requiring community colleges to incorporate the goals of the Vision for Success within each college’s educational master plan (EMP) and, aligning each college’s budget with their educational master plan.
3. It was suggested the committee can get the word out regarding the new funding formula and its implications even though it is still a proposal. The committee can also monitor the implementation

and evaluation of the EMP and evaluate the annual progress on the Vision for Success metrics. Strategic action items should also be reviewed for relevancy by the committee.

4. A question was asked if we have looked at the number of students who are trying to take their 12 units and who may be constrained because classes may be full or the scheduled offering of the class may be limiting to the student. It was noted this was a good point. An analysis on this topic has not been done. A brief discussion then ensued as to aligning the budget with our EMP.
5. It was stated in the initial year of the implementation of the new funding formula, each district would be held harmless to the level of funding that the district received in 2017/18. This will give all the colleges time to move to this new funding process.

Marketing and Communications – A. O'Brien (presentation)

1. The new Executive Director of Marketing and Communications, A. O'Brien, was introduced to the committee.
2. A. O'Brien informed the committee in addition to supporting the enrollment and management goals of the college, one of her primary goals for the next couple of months will be raising the awareness of the college in our community. A high priority is the college's website; it is not mobile responsive which is critical with our users' experience.
3. A branding strategy was launched earlier in the year. This will assist in relaying our messaging and marketing strategy. Data will be accumulated from a survey which will go out to the community in the next few weeks. The information obtained from this survey will be given will assist in developing a robust marketing strategy for the college.
4. Over the next few months, A. O'Brien will be evaluating all of our publications and social media to assist with launching a strategy around developing social media we have not utilized in the past. Students need to get the information of everything happening at the campus; not just a few things.
5. Her team is evaluating the navigation and landing pages to improve the look and feel of them. It was noted the college does not have a video library which is something we need to showcase our programs. Digital signage is another item that needs to happen at the college. This would assist in getting out our message and would also help with emergency management.
6. A. O'Brien noted she would like to bring in a new communication service to email and text our students. There are other systems that provide more analytics which would be of great value.
7. New marques are on the list to be replaced. The budget cost for this is not known yet.
8. The new structure of A. O'Brien's department was relayed to the committee. An addition that is new is the area of Government Relations and Public Information. Mark Stevens is the director of this area.
9. Another area that will be addressed is improving the welcoming nature of the campus. The fences which circulate the construction zones will be adding a banner of the story of what is being built.
10. Another area A. O'Brien will be working on improving is the option of food offerings around campus. The plan is to launch something new this upcoming fall semester.
11. I. Graff made a proposal that in all entities, we try and start going paperless. She would like to have everyone's thoughts on this issue. A suggestion was made to get all managers a laptop to assist in this endeavor. For the next meeting R. Natividad will not print out any materials. He will send all information in advance to the members and if they want, they can print their own material out if needed.

Adjournment – R. Natividad

1. The meeting adjourned at 1:45 p.m. The next meeting will be held on **February 15, 2018** at 1:00 p.m. in Library 202.