

SANTA BARBARA CITY COLLEGE
COLLEGE PLANNING COUNCIL

March 20, 2001

2:00 – 5:00 PM

A218C

MINUTES

PRESENT: J. Friedlander, B. Hamre, S. Ehrlich, B. Fahnestock, L. Fairly, K. McLellan, A. Serban, L. Rose, K. O'Connor, K. Hanna, T. Garey

DTC MEMBERS: L. Vasquez, M. Ferrer

EXCUSED ABSENCE: J. Lynn

1.0 Call to Order

1.1 The meeting was called to order by chairperson Jack Friedlander.

1.2 The minutes of the February 20, 2001 CPC/DTC meeting were unanimously approved, without motion, with the correction to the language in Item 2.3, changing "backup lighting" to "backup batteries" [for the fire alarms].

A motion was made [Rose/Hamre] to approve the minutes of the March 6, 2001 CPC meeting. They were unanimously approved with a change to the language in Item 21, para. 3, as follows:

Bill Hamre stated that since Brian Fahnestock's request for this reorganization has been approved by Dr. MacDougall, and the funds for this reclassification reside in the Business Services budget, Brian ~~should be able~~ has the authority to make the changes ~~he wants~~ to have his division operate as effectively as possible. ~~CPC's involvement is at these times at which new resources are being requested.~~ CPC's role in such actions is limited to information only, unless new resources are required to implement such departmental reorganizations.

1.3 Announcements

There were no announcements.

2.0 Hearing

2.1 The workgroup chairs gave an overview of top-ranked PFE proposals from the following workgroups:

VOCATIONAL WORKGROUP: *Gayle Baker*

Dr. Baker presented the vocational education cross-functional team's top-rated items. The committee's first request was to use PFE dollars to pay for the part-time LTA positions that have been funded through VTEA funds. Dr. Baker stated that VTEA rules have changed and that those positions cannot be supported with those funds on an ongoing basis. Therefore, the district is currently out of compliance and may be vulnerable to an audit claiming the inappropriate use of VTEA funds to support ongoing positions. If that were the case, the district would either have to abandon supporting those positions for which the programs have depended upon for their basic operation or, look for district funds. Since this may be the last opportunity to allocate new funds in general and PFE funds in particular to address this ongoing problem, it would be in the district's best interest to do so at this point in time. Dr. Baker reiterated that a number of these positions have been funded by VTEA for 11 years and with the changing rules of VTEA and greater compliance, she expressed concern that we are vulnerable to an audit.

The committee's second top-rated item was a salon technician in support of the Cosmetology program. Dr. Baker noted that the Cosmetology program has the largest lab at the college but it has no full-time support staff for that facility. The faculty members at Cosmetology Academy are with their students 40 hours a week and they have no time to perform lab and program support activities. In addition, since the facility is located off campus, the faculty are responsible for taking care of a lot of the facilities, services and day-to-day program support needs of this large and complex instructional program. This is causing problems in properly maintaining and supporting the facility and program and it is becoming increasingly difficult for the faculty to continue to assume these tasks, particularly at a time that we are expanding the Cosmetology program.

The third top-priority was a request for a full-time ICLC position to support the photography and new entertainment technology facility. Dr. Friedlander noted that funds have already been committed to support that position and therefore the request should be removed from the PFE consideration. At that point, Dr. Baker said that the committee would like to move the 4th choice to the 3rd slot and request \$20,011 for an hourly classified staff member to assist with the Alcohol and Drug Counseling Program. This is a very large, complex program that is offered off campus and would benefit by having hourly staff.

ENROLLMENT MANAGEMENT: *Pablo Buckelew*

Pablo Buckelew presented the top priority items for the enrollment management cross-functional team. The top priority request for the team was the full-time senior secretary to assist the coordinator for the Dual Enrollment and Professional Development Studies programs. Dean Buckelew reported the growth of the Dual Enrollment program from 3 classes to 45 classes in the last three years and an increase from 75 students to over 1,000 per semester for this program. Last year this program generated 92 FTES. Dean Buckelew stated how much time it takes to work with the teachers and administrators at four high schools with whom we are working plus with our faculty members on campus to coordinate the course offerings. The workload will expand in each of the next two years with the introduction of the academies that are scheduled to take place at San Marcos and Dos Pueblos high schools. More specifically, at San Marcos High School

there will be a health technology academy in the fall and possibly an information technology academy as well starting this fall. In fall 2002, there will be an engineering technology academy at Dos Pueblos high school. These programs are very labor intensive to operate and our capacity or even maintain programs in these areas would not be possible without full-time secretarial support.

In addition to the dual enrollment program, we have witnessed tremendous expansion in the Professional Development Studies program. In the matter of two years, that program has gone from 4.6 FTES to over 50 FTES this year with anticipated significant growth in future years. However, without full-time secretarial support for the director, we will not be able to pursue any new courses in this area because we will not have the capacity to do so given the demands on Diane Hollems' time.

The committee's second highest request is an augmentation to the marketing budget of \$20,000. These funds are needed to pay for the expanded schedule of classes and color covers for the class schedules; update and create program brochures; and do niche marketing. Included in the \$20,000 request are funds to pay for staff to answer the new information extension 7222. In May of 1999, the college received 3,000 phone calls to ext. 7222. From May to July 2000, that number increased to 5,100. This is a critical service to members of our community because they are able to get accurate and consistent answers to the questions. Furthermore, it takes pressure off the switchboard operator and the admissions staff who are extremely busy during the peak enrollment times and have not in the past had time to adequately handle the volume of calls to the college requesting information.

STUDENT SUCCESS: *Keith McLellan*

Keith McLellan presented the top six priority items that were ranked by the Student Success cross-functional team. The committee's top recommendation was to augment the general tutorial budget by \$40,000. The funds are needed to respond to the increasing demand for tutors among instructional departments. Furthermore, there is a move to incorporate tutors into classrooms which, based on feedback we received from the faculty who are doing so, is proving to be an effective model of ensuring students who need tutoring avail themselves of that service.

The second priority of the group was to fund a new program called "Gateway to Success". This program is designed to target introductory courses with large enrollments that students are likely to take during the first or second semester at the college. The program is designed to be pro-active in identifying and addressing student learning needs so that they will be successful not only in the introductory Gateway course, but also other courses in which they are concurrently enrolled. It is more cost effective to prevent problems at the front end than to respond to problems after they have developed. The funds will be used to pay for the faculty to participate in the program, peer advisors, travel and conference and consultants to assist the college in developing effective strategies in promoting student success.

The third priority was to create a full-time LTA position for the Communication Lab. Currently there are funds to hire part-time staff. It has been difficult to find qualified staff for the lab and the high rate of turnover has made it very difficult to provide

program continuity for this important instructional facility. The absence of a full-time LTA in the communication lab has resulted in substantially increasing the workload on department faculty and preventing the facility from realizing its full potential.

The fourth item was the LTA for the ESL/Foreign Languages (ESL/FL) Computer Lab. Currently the ESL/FL Lab is open Monday through Friday and Saturdays. It has one ICLC and the rest of the hours are staffed by hourly LTAs. It has been extraordinarily difficult to find qualified hourly LTAs to staff the lab during the evening and weekend hours. The high turnover rate has made it difficult to effectively manage the program. The ESL/FL departments have made this a top priority for each of the past couple of years the lab has been open.

The fifth item was to allocate funds to provide mentoring for new faculty in the LVN and ADN programs, particularly in the clinical areas. There is a great deal of mentoring that needs to take place.

A motion was made [O'Connor/Garey] and unanimously passed to amend the first sorting of the PFE proposals of the individual workgroups as follows:

Workgroup	Proposal	Amount
Student Success	Transcript Analyst/Evaluator	\$62,714
Student Success	Isla Vista Student Retention/UCSB Transfer Project	\$60,343
Voc Ed	Funds for Alcohol/Drug Counseling Certificate Program	\$20,111
Voc Ed	Eliminated: ICLC position (\$58,706)	
Voc Ed	Added to One-time: Cosmetology Salon Technician	\$43,464
Faculty Develop.	Dept. Chair Training	\$15,000
General	Atkinson Gallery	\$35,821
General	Eliminated: System and Database Administrator (\$114,955)	
Technology	New Technology Initiative Funding	\$66,648

2.2 Dr. MacDougall joined the meeting at 3:00 to inform CPC of his priorities for ongoing PFE funding. He noted that at this time unless additional funds are in the state budget for PFE requests, he is not likely to support funding of ongoing requests beyond considering the following five top priorities.

Priority Proposal	Amount
1. Network Security Specialist	\$92,500
2. Campus Pipeline/WebCt: Systems Administrator	\$82,755
3. New Technology Initiative	\$66,648
4. Gateway to Success Program	\$89,467
5. General Tutorial Augmentation, Learning Support Services	\$40,000
TOTAL	\$371,370

Dr. MacDougall said his rationale for identifying these items as priorities is that they serve college-wide needs and they are critical for the college to move forward in achieving its goals and objectives in the College Plan. He noted that his initiatives were drawn from the top priority list submitted by the five workgroups. He also stated that it

should not be assumed that the five expenditures for on-going funds will be made. That judgement will be made in the fall.

Kathy O'Connor expressed concern that Dr. MacDougall's priorities did not include ongoing funding to support new technology initiatives. She noted that we could not move forward with new technology initiatives unless ongoing funding is available. Dr. MacDougall said we could look at growth funding or other sources of funds as a placeholder to allow the purchase of new technology equipment until we get clarity on the amount of funds the college will receive from the state to support the purchase and replacement of technology equipment.

Dr. MacDougall stated that before one-time funds for new technology initiatives could be approved, an ongoing commitment for replacement dollars needs to be in place. Dr. Friedlander asked about the timing to purchase new technology equipment given that the decision to release the ongoing PFE funds needed to replace the equipment may not be made until late in the fall semester. Dr. MacDougall noted that we can look at growth funds to pay for the ongoing equipment replacement which would enable us to purchase it in the summer with the hope that there would be funds in the governor's budget to use for ongoing support for new technology initiatives.

The question was asked, given Dr. MacDougall's focus on just the top five priority items, does it make sense for the college community to continue with the ranking process. Dr. MacDougall stated that we should go through the process of ranking the items because there may be funds in the state budget for PFE and Tech II funds as well as COLA for PFE funds. If these funds are in the budget, then there would be dollars to support a number of the PFE requests.

Dr. MacDougall said that there would be anywhere from \$700,000 to \$900,000 of PFE dollars for 2001-2002, depending on the Governor's decision on whether or not to include a COLA for PFE allocations.

In response to a question about whether some of the PFE funds would be used for salaries, Dr. MacDougall stated that it cost approximately \$400,000 for each one-percent raise increment. He stated that it would not be appropriate at this time to commit using PFE funds for salary adjustments.

Dr. MacDougall said that he was inclined to support the top items in the list of one-time requests and he would make a final decision regarding the one-time requests when he receives the finalized list from the College Planning Council. The one-time requests would include the 18.5% allocation for Continuing Education.

In addressing the one-time funds, Dr. MacDougall is supportive of funding Speaking of Stories for one year. That would allow time to try and raise external funds to support this program in subsequent years. With respect to the technician position requested to support the Cosmetology program, Dr. MacDougall said that one-time funds could be used to support this position for next year with the expectation that the position would be continued from the revenue generated from sales after 2001-2002. Dr. Friedlander noted that the amount that should have been requested was \$17,172 and asked to have that noted in the list of one-time requests. In regard to the use of the one-time funds for staff

incentive, Dr. MacDougall stated that it should be used to support team projects and training for Oracle implementation and not for individual staff incentives. The focus of the funds should be to support teams and projects to move on college-wide objectives.

3.0 Information Items

3.1 Priority setting for Web development plan

This item was postponed until the next CPC meeting.

3.2 Update on campus gathering place project

Dr. MacDougall spoke of Louise Lowry Davis' generous contribution for the student gathering place to be constructed by the Campus Center. Her intent was to have a place on the campus where students could develop friendships and talk. Dr. MacDougall and Brian Fahnestock presented the site design for the project and discussed the options of improving the disabled access to the area.

3.3 Continuing Education one-time and ongoing requests for PFE funding

Lynda Fairly reviewed the list of PFE requests for Continuing Education. The list was in priority order based on the assumption that Continuing Education would receive 18.5% of the one-time and ongoing funds distributed.

4.0 Discussion items

4.1 Review of revised Vision Statement

Dr. MacDougall distributed the revised vision statement that took into account suggestions made by members of the council. He asked that the vision statement be reviewed by the various consultation groups and again by CPC.

4.2 Appropriate role of CPC for approving new or reclassification of positions when they do not require new dollars

Dr. Friedlander noted that the item is being discussed at Cabinet and that he would provide a response to the question of what the role of CPC is in reviewing proposed staff reclassifications at a future meeting.

4.3 Draft of steps and timeline for completing the College Plan

Dr. Friedlander reviewed the steps and timeline for developing the 2002-2005 College Plan. Andreea Serban announced that it had been arranged for presentations to be made on April 25th by Michael Couch, Assistant Superintendent for Secondary Education, Santa Barbara School District; Don Olson, Director, City Special Projects, and Michael Brown, County Administrator Officer. On May 9th, a presentation will be given by Steven Velasco, UCSB Director of Institutional Research and Planning, and Dr. Bill Watkins, Executive Director, UCSB Economic Forecast Project.

Presentations on both dates will take place from 3:00 to 5:00 p.m. in SS250.

4.4 Dates for CPC retreat

Dr. Friedlander noted that he had received a request from Andreea Serban to change the dates of the CPC planning retreat in June from June 4th through 6th to June 5th through June 7th from 8:30 a.m. to noon in A218C. CPC members agreed to the new meeting dates. Dr. Friedlander said he would change the time of the June 5th Deans Council meeting from the morning to the afternoon to accommodate the change in dates for the CPC planning retreat.

5.0 Other Items

There were no other items.

6.0 Adjournment

On motion [Garey] Dr. Friedlander adjourned the meeting.