

To: Management Council From: Denise F. Noldon
Subject: Management Council Notes Date: April 25, 2013

Management Council Agenda
Thursday, April 25, 2013
2:00 p.m., Fireside Room

Present: Denise Noldon, Teresea Archaga, Karl Debro, Nick Dimitri, Terence Elliott, James Eyestone, Vicki Ferguson, Catherine Fites, Donna Floyd, Aleks, Ilich, Helen Kalkstein, Bruce King, Susan Lee, Jennifer Ma, Mariles Magalong, Jose Oliveira, Mayra Padilla, Darlene Poe, John Wade

Absent: Priscilla Leadon

Guests: Satish Warrior and Tim Leong

1. **Collective Bargaining** - Mariles said Local 1 has not yet met.
2. **Infrastructure Project and E-Mail Distribution Lists** - Satish gave a presentation on the district's infrastructure project. The district office is finding the membership lists to be cumbersome and obsolete. Distribution maintenance should be much easier with the migration. All membership lists such as *All Full and Part-Time Faculty* and *All Classified* will be maintained at the district. All other lists will be maintained at the campus level with a designated campus "owner." Maintenance of these lists will be easy: double click on the distribution list, click to modify members and add/remove members. Satish will work with James and give him a current distribution list. Denise asked if we could obtain a list of the new owners for the distribution lists. Satish said yes as he will supply James with the new list.

Satish showed the new simplified formatted names in the e-mail listing i.e. 00 Academic Senate Presidents@CCCCD will now be All Academic Senate Presidents, another example would be 02 Cashier@DVC will now be DVC Cashier.

The IUP Overview is as follows: the Portal, E-mail and Internet Physical Cabling (Copper & Fiber Optics) has been reviewed. The next step they will replace the network electronics and battery backup. Then district will replace security (firewalls) and then add network management. The last part will be to add on a new phone system by the end of the year. Everyone will have a new ten digit direct dial. All publications will have to be replaced. The new individual voicemail system may be viewed as an e-mail. The new system also includes an enhanced 911 and emergency broadcast system. We also will have new wireless system on campus. The new system allows callers to be placed in a queue until the first available phone (employee) is available to receive the call. This system would be used in A & R, Financial Aid, etc.

Satish asked for the college's assistance to help him organize our initial campus phone voice directory, i.e. in what order do we want direction given after dialing our campus main number such as dial 1 for Admissions, dial 2 for Financial Aid, etc.. Catherine asked if there is room in the budget for headsets. Satish said headsets would have to be obtained from the campus budgets. This project may entail disruptive construction work. Satish is asking for a liaison with the CCC campus to find out the least disruptive times that this work may be completed. Denise said we have a new project management team with our construction occurring this summer so we will have to meet with them first in order to avoid confusion. Denise asked if Satish will provide an outline of the project so we may decide how to make decisions about construction. Satish said yes, they projected a four week work schedule at DVC which seemed to work best. Any projected schedule that is longer than four weeks, does not allow for contingencies along the way.

Actions: Satish will give the list of “owners” for the e-mail distribution lists to Denise once he obtains names from the College.

- Satish will provide four week incremental schedules as construction begins for the phone project.
- The College will provide Satish with a prioritized voicemail greeting for the college number i.e. press 1 for A & R, press 2 for

3. **Media Training** – Tim Leong said one of his roles is to work with the media and answer media questions. Tim addressed the most recent news story about CCC written by David DeBolt. The story was picked up by four news channels and a radio station. The district was confused about why this story was being written. Tim suggested that all managers notify the District of any media inquiries to the district. Chancellor’s Cabinet, along with a few managers from each campus, will participate in a formalized media training workshop hosted by the district. Helen asked Tim how the confidential records were released to the press. Tim said reporters use a PRA (public records act) to obtain confidential papers. John asked when employee’s names are posted in a news article that the district call and alert the employee so the employee may deflect the media to the district or the appropriate campus person. Denise said in this particular recent incident, we talked to the affected managers involved in the article. In the future, we will make an effort to contact all of the managers.

Tim addressed the district-wide campaign that was borne from Chancellor’s Cabinet due to the FTES shortfall. Chancellor’s Cabinet is hoping the campaign will spark more interest in summer enrollment at all three campuses. The district has banners at BART stations and on trains. Since Chevron bought up the BART advertising space at the El Cerrito BART station district advertised at the Richmond BART station. The district advertised at the Hayward, San Francisco and Berkeley BART stations (the stations closest to the universities). The district also included ads in the local UC newspapers. DVC sent out a mailer to its service area that specifically addressed DVC summer classes. The district campaign was an umbrella campaign. Tim would like to extend the district campaign from the initial one month timeline. Tim said he didn’t use the correct logo for CCC and should have added our name. Denise said we are in the process of drafting a style guide and College Council, at its last meeting, did agree to add “Contra Costa College” to the logo on future advertising. Denise said the district conducted a zip code study and it shows that very few students residing in our service are attending DVC or LMC. Tim said the district also paid for bus tags, specifically with the 72 line for our service area. Tim said all three campuses need to continue to push for summer enrollment. Donna suggested running ads in the movie theatres if there is any remaining marketing money. Tim said his department did not have allocated money for this campaign. This campaign has cost \$50,000 thus far which has come from the chancellor’s budget and that money was originally dedicated for achievement gap projects. The district marketing office does not have a budget. It will be up to the campuses to find additional money for any further campaign ideas.

After Tim left the meeting, Denise said we should engage in campus department conversations to bring any marketing ideas to enrollment management. Denise said we didn’t earmark any funds for marketing but since we are 380 plus below our 12-13 FTES target we will have to prioritize our budget accordingly. Thus far we have placed a lot of energy in working with high school students from our feeder high schools. Saturday, May 11th we will have another marketing opportunity with Super Saturday where we will be hosting 300 plus high school students and their parents. Our summer schedule should be promoted in the classrooms through faculty. A Student Forum is scheduled on Monday and we should ask how many students have registered for summer at that event. Denise said she cannot impress the importance to all of us about meeting our FTES target. Summer will make or break us. If we don’t make our summer FTES goal, we will be fiscally further behind. We need to work collectively and have a plan on how we are going to address this issue. Denise said we will discuss this issue at the May Management Council meeting after the Governor’s May revise budget has been published as that will give us more information. We have placed a couple of banners advertising our summer schedule on El Portal Drive and have sent e-mail blasts to our students. Denise believes we are going

to have to be more assertive than just e-mail blasts. Denise said other ideas need to come from the managers and she encouraged them to help with developing new ideas. Catherine said she doesn't mind promoting the college at festivals and public events, but we don't have anything (marketing promos) to give the public. Denise said we did print some schedules and Donna will be printing more. Priscilla had some printed that we distributed at the Food and Wine Event. The schedule is the best marketing tool we have. The CTE counselors are taking the summer schedules to the high schools. Traditionally our students have registered late for summer classes. We have four weeks left.

Karl said that perhaps we don't have as many students because of the experiences they are experiencing such as computer problems when trying to register. Denise said she is not aware we having IT problems. Catherine said she applied to the college three weeks ago and still has not received a "welcome" letter. Catherine said there are still some processes that are not complete such as not posting prerequisites on our unofficial transcripts which makes frustrates students. Mayra said many students don't know their student IDs and they can't see a counselor without an ID. Denise asked if we could have a FAQ posted in Student Services to help students register. Denise said we need to have a smooth transition for the high school students on Super Saturday. John said he and his wife could not navigate our on-line registration system to register his son for summer classes here at CCC. Denise said we need to convene a group of people and troubleshoot any registration problems. James said there is a tool to find your ID number on the district website. The majority of our clientele access our information on a mobile device. . Denise said we will schedule more meetings to continue this discussion.

Actions: Selected managers to participate in district media training.

- Managers to develop new marketing ideas and bring them to the Enrollment Committee.
- Managers to convene a subgroup to troubleshoot IT registration issues.

4. **Program Discontinuance** – Denise said she is not sure how program discontinuance reached College Council. The way the process is written, we have to keep programs that we cannot afford. Recommendations for discontinuance and suspension should be made to the President. Denise will redraft the Program Revitalization, Suspension or Discontinuance policy to bring back to College Council. Mariles and Denise will meet with each manager to discuss each of the college's program's cost. Part of this process will give us an opportunity to see if a program is not cost effective, beyond program review, and then decisions can be made to suspend and ultimately discontinue programs and services. Denise said management did not follow a viable process with the current suspension of the Dental Assisting program. It is difficult for Denise to stand by a process that is not viable. The College Council will review the revise of the Revitalization, Suspension or Discontinuance policy and learn about the decision that will be made with Dental Assisting.

Action: Denise will bring revised Program Revitalization, Suspension or Discontinuance policy back to College Council.

5. **Measure A – Construction Update** – Donna said there are no drastic changes. We are still looking at May 20th to move into the Music Building and there is still work to be done with four outstanding areas. Darlene said she and her staff need to have access to the building before any moves are made in order to seal the floors. Denise said we have exhausted every strategy to have this building completed in a timely manner. At this point, we may have to take occupancy before we would like to as we cannot allow this extended timeline of completion to interfere with the groundbreaking of the new construction of the College Center planned during the summer. We have an outside project management team for the College Center. Bookstore portables have received DSA approval and are leased and the move is planned for mid-summer. The district is still looking at the possibility of renovating the R Building for Student Life occupancy during the construction phase. A meeting will occur tomorrow on the Student Life move.

Action: Meeting to discuss Student Life move into former Child Care Center in R Buildings.

6. **Committee reports – DGC** – John said the district spent \$685,000 for the parcel tax measure. DGC discussed the governor’s revise budget. Denise concurred the district spent double what was budgeted for the parcel tax measure and now they are asking where funds are going to come from for the upcoming proposed bond measure. It could be even more money to fund this bond measure.

DMC still working on meet and confer items. The next Health Engagement and Anthem Blue Cross presentation is scheduled on Monday, April 29th at 10:00 in LA-100.

7. **Budget Update** – April 30 and May 3rd are scheduled for the combined Planning and Budget Committees to make budget resource allocation recommendations on 39 applications. The recommendations will be brought to the May 8th College Council meeting. Since there requests total less than the money available, chances are everyone will be funded.

8. **Around the Table** – Karl said Gateway was honored by the Richmond City Council for their participation in Global Youth Service Day and in addition Gateway was also honored at last night’s school board meeting. Gateway’s national report was published and it shows our Gateway program outperformed all the other Gateway programs in terms of persistence, grades, and attendance.

Mayra announced a wonderful peace celebration month. However, the three workshops offered for faculty had no faculty members in attendance on a Friday. They had two faculty members attend the workshop on gang prevention and they had about 12 students participate in ride alongs with Richmond PD. Mayra said if we are trying to teach our students that this is the place they want to be then we have to set an example. We have to encourage our faculty and managers to participate in our events. Jose said that San Pablo PD conducted asafety training on campus and only three students were in attendance. Donna said she was the only staff member who attended that training. Mayra said our faculty members are feeling discouraged because we were severely cut with resources over the last couple of years. Donna said faculty are feeling overwhelmed with work and more is being asked of them. Helen said the police officers who attended her division meeting were well received.

Vicki announced Super Saturday on May 11th. Vicki said she has to plead with faculty to attend this event. Thus far she has eight instructional tables and mostly student services for all of the other tables. Susan said that we have to show appreciation and we can’t nourish people without nourishing ourselves. We can’t ask people to work an event without motivating them.

John said the crab feed is on May 4th at 6:00 p.m. in the gym.

James announced May 9th is Bike to Work Day.

Meeting adjourned at 4:00 p.m.

Respectfully submitted,

Melody Hanson
Senior Executive Assistant to the President