

CONTRA COSTA COLLEGE
Planning Committee
Minutes

Date: Oct. 02, 2020

Time: 12:30-2:30pm

Location: Zoom at [Zoom meeting link](#)

Invited:

2020 F Planning Committee Members:

Committee Structure:

Chairs: Dean of Institutional Effectiveness Mayra Padilla and
Planning Faculty Coordinator Jon Celesia

Ex-Officio: ~~President, Vice President(s)~~, Academic Senate, Classified Senate President, ASU
~~President~~, SLO Coordinator (Brandy Gibson)

Academic Senate President: Katie Krolikowski

Managers (4 voting positions): Monica Rodriguez, Evan Decker, George Mills, Rene Sporer

Classified (4 voting positions): Brandy Gibson, Christina Craig-Chardon, Demetria Lawrence,
~~Kate Weinstein~~, Hector Moncada

Faculty (4 voting positions): *Katie Krolikowski*, Jeffrey Michels, Joy Eichnerlynch, Jon Celesia

Student (4): *vacant, vacant, vacant, vacant*

Composition in Planning Committee Charge in Handbook:

4 faculty, 4 managers, 4 classified, 4 student, VP (ex-officio) and President (ex-officio)

Quorum: 50% filled voting seats + 1 voting member. (i.e. 9 if all voting seats are filled)

All official members (including chairs, not ex-officio) are voting members; chairs may serve as voting members for their voting constituencies

Time	Item	Facil	Documents & Outcome(s)	Discussion/Input	Decisions/Action Items
12:30pm-12:35pm	Introductions Confirm Committee Membership Changes? Quorum? Review Agenda Approve Minutes 5 min	Jon	Planning Members Fall 2020 Quorum is 9 voting seats Confirm this meeting time still works/ Classified 4/10 accommodations discussed	JC call to order 12:38 JM-why record? JC to help make minutes Attendance; Rod Santos is present for Marketing and Recruitment Quorum Approve agenda (JM moves, ED second, no objections/changes) 12:42 Approve minutes (no objections/changes, GM moves, BG second, abstain: JM, DL, MR, RS since not at last meeting; approve) 12:44 MP noted that any changes after approval must be brought back to the committee BG-classified that didn't modify schedule to accommodate meeting, can put in for overtime by emailing manager and copying BG; attach email to timecard	KK Dec. AGENDA - set meeting day/time BG-classified that didn't modify schedule to accommodate meeting, can put in for overtime by emailing manager and copying BG; attach email to timecard
12:35pm-12:40pm	Presentations from the public 5 min	Jon	Any topics or concerns we should work on or be aware of?	None	
12:40pm-12:45pm	CCC Website 5 min	Jon	Vote to make it an action-item to put a "CCC Committees" link under "About" on the CCC website	Vote to rec to KK discuss-big structural change to college, so make recommendation a bit less specific. JM ...friendly amendment, modify motion "Put 'CCC Com' in a prominent place on the CCC website, for example under about." MR-might be good in faculty/staff resources – JC both would be good (JM moves, MR second, no objections/changes, approved)	Make this rec to College Council
12:45pm-12:50pm	Marketing/Outreach Update 5 min	Rod/Larry	Marketing and outreach quick initiation Planning Structure & Charge	Rod reported on what he and Larry have been working on. First gave context: enrollment services been having meetings since March/COVID; now switched to bi-weekly mtg; included Workforce Development and HIS-STEM; been talking about enrollment, marketing and recruitment as a coordinated effort for some time now; and weekly mtg with Larry to continue the work; New is to include enrollment services managers including MR from financial aid, Joelle from outreach, Trinidad from A&R – make sure in synch and talking Some ideas: using Student Service hub as an icon in Canvas (Maritez been doing work on that); MR and Rod been talking about financial aid and marketing to increase students applying for FAFSA; Joelle talking about updating Comet Day and recruitment events; not only new, but ongoing students and retention is an ongoing conversation – hope to get more permanent staff for that; need for strategic enrollment plan that we all need to be involved with – are we putting cart before horse? How do we measure goals, esp. long-term? WHERE DOES STRATEGIC ENROLLMENT PLAN INTERSECT WITH MARKETING & RECRUITMENT and how does that work and coordinate in the future? High school pop is going down, also need to focus on adult pop, make sure part-time students can receive financial aid balance to keep FTES up; Yesterday's student success mtg Maritez talked about OER and that 70% of students that responded have dropped classes because of cost of textbooks = worth talking about Nationally about 100k less FAFSAs filed; trends that affect us are: >>>Black and urban white most likely to NOT go to school during COVID >>>Low income most likely to not attend college at all Locally, Hispanic and Latinx are disproportionately impacted by COVID (51% of drops) Shared and discussed working document of Marketing & Recruitment Com Marketing & Recruitment Charge Marketing & Recruitment Brainstorming Notes Sept. 2020 Marketing & Recruitment Composition KK: charge developed sp 2018, red is new from 2018 (just hasn't been updated in handbook) Rod- composition : for 2 faculty, good to have people that are already involved in recruitment strategies (Film/Media, Athletics, Counseling, Outreach); want reps from all divisions.; thought of adding a community member or Foundation Board member; ensure members of affinity groups African American, Latinx, API, Native populations, LGBTQ	

				<p>Agenda: develop strategic outreach and recruitment plan connected to strategic enrollment plan; Evaluate, determine, prioritize marketing financial resources (low operating budget); strategizing marketing campaigns for the college – examine and include Future Meetings throughout the year: marketing highlights, resources, Academic programs, REBRAND? ("CCC's Got You!); Partnerships, virtual events – virtual block party, retention efforts.</p> <p>KK- Marketing is a common request for many programs; there WILL be a Strategic Enrollment Committee (in the works and they can work with M&R and can take care of that); Charge: we cannot put in the charge of a participatory gov com that specific dept have a seat, but by making in 4 seats, Academic Senate can do its best to fill them across the divisions, as with Classified Senate; website design- planning has been talking about that; affinity groups-not in charge but work on as for hiring committees; dept with enrollment issues the Planning com can recommend that marketing work on promoting</p> <p>Rod – we have talked about rotating focus and ultimately promote all KK-Planning can help choose programs to first focus on JM – sounds good, but alarmed at crisis in enrollment that could have long-term effects, so need to work on short-term marketing, as going after our current students to let them know how much support we have: faculty have trained extensively, we have access to high speed internet and can help get it to you in your home, we have laptop loans, -- something to reach out and say we are handling this and if you come, it will be all right; evaluating financial resources...we need to SECURE the budget NOW for spring semester – a SHORT-TERM plan</p> <p>Rod – Student Success com is working on tech funding (laptop, parking lot wo-fi, headsets, ...) JM-but we must market...get the word out right away JC- we need some of Planning member on the com</p> <p>MP-these are the kinds of things, emergencies where we need resources to support our students because currently we need to go looking for who has money left, so need to think about this in Budget allocation process BG-even good students are struggling with online learning, spend hours a day with students in tutoring – help with ability to use, not just access JC – this shows how much we are connecting across committees</p>	
12:50pm -12:55pm	Ed Planning Report 5 min	Mayra	Program Review validation connection with District	<p>MP-the exists and Ed Planning Report at the end of the year that gets presented at District and to Board. Our work impacts this- how we have done PRev, including programs on watch or in trouble, being investigating, new, modified or discontinued – important to know the work of validating gets reported out publicly (including SLO). Good to think through as we look at next items. This is a culture shift to make documents that inform our work – valuable for our continuous improvement but not just work done internally JC-who reports it? MP-Pres assigns sections to different managers depending on who is leading what – instructional Deans create summaries about what's happening in division, institutional effectiveness on Prog Rev, AUO/SLO coordinator does a bit on where we are with that Current schedule which has not been completed from last semester will show up in the current report next week, so group val teams that are almost complete, whatever they complete will not show as incomplete</p>	
12:55pm -1:10pm	Program Review Process— “High level analysis”; WEPR report vs. Team summaries 15 min	Katie	<p>Clarify what, by whom, to whom, and when</p> <p>Confirm teams as subcom for 2019-2020 high level analysis report Team subcom to begin 2020-2021 high level analysis report</p> <ul style="list-style-type: none"> • Current state of WEPR • Explore next steps for incorporating eLumen • Schedule for next 5 years • Program Review Cycle 	<p>JC-Katie showed rearrangement of teams last time and I put that in our SharePoint prog rev folder and under agenda for today. KK- and I know I need to write up how the teams will be assigned and will do that for next time. Since WEPR not set up yet, best not to get into mechanics yet Planning can do meta-analysis (High level report) – see common trends, group in commendation trends and recommendation trends. Rather than pull reports, have the validation teams pull out the trends. Look for things programs should not have to tackle on their own, like specialized marketing, counseling/info sharing with students;</p> <p>BG-if I noticed some things missing in PR schedule, who should I notify? →</p> <p>JC: meta-analysis will help Rod/Larry in Marketing & Recruitment:</p>	<p>KK-write up guidelines for how validation teams are formed</p> <p>Create High Level report from Program Review validations as homework for Nov meeting. Goal: each team (old teams) do their own and come prepared next time.</p> <p>AGENDA item for next meeting to check/correct/complete the schedule.</p>

				<p>MR-Val Plan Teams 2020-2021 document...was this approved at last meeting? MP – No because we haven't had everyone formally join the committee MR- have received inquiries about whether due for PR this year, when do I hear? KK-managers reach out JC-Rene has replaced Jason KK- plan to set up shells and let managers know to reach out and then talk about it next time.</p> <p>MP – shared PRev Timeline, should have started notifying people May/June KK/MR- this timeline needs to be more realistic GM- need to establish process for programs that have requested extensions ED – third year we've adjusted the calendar, calendar is good and adjusting year to year doesn't work. We need something year to year. JC – we can reach out now and just acknowledge what we've been going through this time GM-need to make sure to adhere to the timeline next year BG-how do we handle those that didn't submit? New or old team? MP-didn't finish the process, MR created and uploaded forms, but haven't implemented the formal follow-up process MR-they stay the responsibility of the team they were with, makes sense; process for requesting hasn't been finalized. JC – they still have to stay on the same cycle, not be moved back; need a subcommittee (KK agrees)</p>	<p>KK will check which schedule go approved in May. Make sure correct version is in our folder</p> <p>KK will set up the shells and then let managers know</p> <p>AGENDA: check next time & look at Timeline (maybe where to share/post it)</p> <p>AGENDA – Homework: subcommittee MR, JC, MP and RS update postponement process (timeline, best practices to keep teams and Prog Rev on track), KK schedule for this year; then and approve in next mtg</p>
1:10pm-1:45pm	Preparation for Accreditation site visit 35 min	Mayra	Share additional evidence requested by visiting team Prepare Planning Committee to answer questions during interviews ISER	MP- report how the visit will go, who will be interviewed and when,	
1:45pm-2:25pm	Brainstorm ideas to improve validation and Program Review processes to adhere to ACCJC requirements 40 min	Mayra/Jon Brandy/Jason	<p>Conceptualize in PC and send to Academic Senate, College Council, and SLO/AUO committees to discuss</p> <ul style="list-style-type: none"> • Know compliance requirements • Faculty frustrations and rights • Validity of SLOs & AUOs 	<p>JC-set up discussion (as in agenda)... What are we committed to? How does our work align with this? MP-we've done a lot of work to improve our processes/practices, but still a lot of room for improvement; presented PowerPoint to get on same page on why making changes is important and why archiving evidence around processes and codifying them in writing is important I.A.2: Many places in Accredited where we are required to assess the mission of the college on instruction side and student services (Standard 1.A.2)...use data..mission directs institutional priorities; I.B.6: disaggregates (by subpopulations) and analyzes outcomes and achievements, identifies gaps, and creates strategies to address them; II.A.1: appropriate course offerings..."culminate in student attainment of identified student learning outcomes, and achievement of degrees certificates, employment, or transfer to other higher education programs." II.A.2 Faculty ensure content and methods...continuously improve...through systematic evaluation to assure currency, improve teaching and learning strategies, and promote student success. II.A.3: Institution identifies and regularly assess learning outcome for...(on course outlines and syllabi PowerPoint link – 6 slides CIC -Mark Won-on Course Outlines; Instructional Deans looking for syllabi; BG on SLO/AUO evidence, MR on AUO; KK and MP on Program Review...a LOT of time required to meet requests. Syllabi need work...We clearly have a process, but ***where do we keep this?! Program Reviews, SLO, syllabi, course outlines ...why not accessible? Where are they housed? Syllabi need to be up to date.</p>	

				<p>RS – it is a BIG job to redo syllabi and it would help if we had a checklist and repository somewhere, like P-drive; Makes life easier for students, faculty, counselors</p> <p>BG-asked to provide 10 syllabi and 10 Course Outline in which SLO were on both; campus wide tutoring always asks for syllabi, so has about 150 ... SLO often don't match, not sure where the SLO came from; will start spot-checking this regularly;</p> <p>A vibrant discussion followed, much of which called into question the validity (pseudo-science?) ...without identifying contributors</p> <p>"Shifting from compliance based to meaningful processes";</p> <p>No we're not. Saying it is not the same as doing it. This entire discussion is about how to meet ACCJC requirements. We aren't talking about improve teaching, which is what we should be talking about, but it's not. It's the whole problem with the SLO project – it isn't about policing syllabi. That's exactly the wrong approach.</p> <p>Important conversations and work needs to be related to direct work with students. Planning does not get to be in charge of instruction. Syllabi compliance goes to Academic Senate and Council of Chairs. Lots of places to bring this up, not planning. Similarly with SLO. But, if we are doing SLO we should do them as a campus in a way that helps us be better teachers. We are trying to comply. If we are going to do this, PLANNING CAN BE A CHAMPION FOR DOING THIS THE RIGHT WAY, we can't just say we are. We have to be the leaders to convince others to do these things and here is why.</p> <p>Some parts of the slide show may be addressed in the program reviews, but the program review may just verify that programs are engaged in a process where a different part of our campus, not Planning, has the expertise. The use of SLO in teaching I do not believe belongs in Planning. It is the job of the SLO committee to generate enthusiasm and utility. In thinking about the program reviews, we need to make sure that everything being asked to do is very useful to the work.</p> <p>We don't have to fix everything in Planning. We have to take care of Planning and interact with others, like note marketing, communicate what's going on and what ProgRev is trying to accomplish. eLumen will help us document almost everything: curriculum, SLO and ProgRev, BUT ProgRev doesn't have to encompass curriculum and SLO...eLumen stores and we can connect.</p> <p>We must stay in our lane and focus on students.</p> <p>Staying in one's lane may be counter to <i>integrated</i> planning. Good to hear each other and have this conversation.</p> <p>It's not that we aren't connecting, we are connecting across committees but we can't do the work for everyone.</p> <p>Classroom Assessment Techniques (CATs) are kind of what SLO are, but now it is made into something it can't be. People randomly set standards and criteria as if this is real research. Then they change the bar just because...without any justifiable reason. Never seen a report that informed teaching more than teaching – talking to students, exams, good practices. It disturbs me a lot to see ACCJC how SLO seep into everything even though it is not even built on sand. This has been a waste of time and money. You can't pin this down to data. So, in these slides, who is doing it? Just people that use it to say how great they are? Are they highly trained? This doesn't make any sense. The Emperor wears no clothes.</p> <p>We have to just bring the information forward. Improve the process. Let conversations happen. Figure out how being compliant doesn't strip our spirit.</p> <p>MP-What are we recommending as next steps? Who needs to bring the conversation where? What do we do as a committee?</p>	<p>RS –create a process for creating syllabi and is working on it. Much work is needed.</p>
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2:25pm - 2:30pm	<p>Program Review Validation— Schedule, Teams and assignments</p> <p>Planning Committee Annual Goals 5 min</p>	Jon	<p>Quick check; Look at Monica's practices Letters gone out? Teams met? <i>Homework:</i> Verify and adjust assignments PR Schedule Sp17-F22 (in meeting folder) Proposed PR Schedule (May '20) (in meeting folder)</p> <p>PR Teams F'20-Sp'21 (Adjust this template from the 2019 teams; in Program Review folder)</p> <p>PC Annual Goals '20-'21 (in meeting folder)</p> <p><i>Homework:</i> Prepare for breakout and brainstorm on goals at next meeting; what to do and how to achieve them</p>	<p>MR-sent outline to Mayra on how I facilitate my team. Maybe you can send that out to review around best practices.</p> <p>JC – is everyone OK setting aside time to have conversations (as we did today)</p> <p>ED – it's good, we just need a scaffolding and structure to hold the conversation so that we are responding to something more specifically and hold withing in a time limit and what we are going to get out of it.</p> <p>JC – with Marketing and Recruitment, Rod opened up the whole thing; so, too, with SLO/AUO we just ripped the band aid off...</p> <p>DL – discussions are great and it depends on what is on the agenda; if we have to cut the discussion short, it's OK to continue it in the next meeting. Sometimes people need to think about things and maybe do some research in between.</p>	<p>MP- Send an email follow up to create a group to help the leads of the validation teams look at Monica's best practices and think about bringing that back for feedback so we can all norm how we're engaging with our PROGRAM REVIEW Groups...</p> <p>JC- our group of MP, MR, JC can work on this.</p> <p>Send out Annual goals to look at in advance AGENDA – Set annual goals</p>

Ongoing Action Items & Parked questions for future meetings

- Go over Monica's processes for validation
- **Vision for Success/Equity;** IEPI -roll of Planning Com. → special session to review
- **Implementation of Strategic Plan;** Review/Discuss CCC Integrated Planning Model; Decision Making Process
Track, who is doing what?...subgroup, goal markers and strategies
Agreement on next steps

[SP Implementation Outline 4/20](#) ; Are these current? Do these need to be updated? If so, what steps?

[Integrated Planning Model](#) (In our SharePt folder)

- Marketing & Outreach subcommittee with Rod and Larry

- PC Annual Goals: Homework: breakout and brainstorm on goals; what to do and how to achieve them