

To: President's Cabinet

From: Denise F. Noldon

Subject: President's Cabinet Notes

Date: November 8, 2013

**President's Cabinet
Friday, November 8, 2013
10:00 a.m., President's Conference Room**

Present: Denise Noldon, Tammeil Gilkerson, Mariles Magalong, Rick Ramos for Wayne Organ, Shondra West

Absent: Ysrael Condori

1. Constituency Reports –

Management – Denise said Management Council updated the Management Mission and Values statements. Managers will start reporting on our AUO's and SLO's at our next meeting and continue on a regular basis. Denise said she participated in the Walk-A-Thon to help with fundraising for a Veteran's Center on campus. The Walk-A-Thon was sponsored by the El Sobrante and San Pablo Rotaries. Rick said the El Sobrante Rotary is very active as they participate in life-altering projects such as installing water filters in underdeveloped areas in Mexico and South America. Denise continued to report that this afternoon we will be hosting a Veteran's reception for our students and those from the community who helped with the Walk-A-Thon. We want to get a sense from our Veteran students on what kinds of services they want us to provide. We received a donation of furniture for our Vet Center from Mechanics Bank.

Classified – Shondra said the Classified Senate has not met. There was a successful classified luncheon last Friday as many classified participated in that event. They are coordinating the classified Winter Retreat for this year to be held at Chevy's on Friday, December 13th. Shondra said she is asking Dr. Noldon for permission for classified to be released from 2:00 to 5:00 p.m. on December 13th to attend the Winter Retreat. Dr. Noldon said she would pass on the word to managers. Shondra said elections are coming up in March with vacant seats for the President and Secretary.

Faculty – Rick said the academic senate is meeting to update their by-laws. Gabriela and Wayne are at annual plenary session.

2. Budget – Mariles said there is a continued concern district-wide about meeting our FTES goals. There is also discussion about capturing restoration dollars remaining on the table for 2009-10 and 2010-11. This is the last opportunity to capture dollars for 2009-10.

We are struggling to reach our goal. Denise posed the question: Without the option of borrowing next summer, do we anticipate making our goal growing 15% this spring? Denise said we built a schedule that would allow for that growth but if we make it or not is not easily predicted. Denise said we were able to communicate via the Traveling Road Shows that we will have enrollment challenges. We have discussed the enrollment challenges in a number of venues and hope that faculty are discussing ways in which we can potentially increase our enrollment. However, we do not want to jeopardize the quality of our product. We want our instruction to remain at a high quality. We have to figure out if this is the size institution that we are, then we have to determine what we need to schedule in order to improve the likelihood that we meet our enrollment targets.

Denise said she had a discussion with Dr. Harter about AB86 – Adult Education at the community colleges. We are experiencing space challenges and Dr. Harter and Dr. Noldon discussed some options for using some of his facilities to us in order that we may offer some community college classes at his facilities. Tammeil said our productivity has decreased. And we have to cognizant of this when discussing budget. Rick asked if anyone has looked at intersession courses i.e. security academy or one-week curriculum offerings. If more courses are offered during intersession, we are not competing so

much for rooms. If we can find out the popular courses and those courses that can be taught at a faster pace, then can we offer them during our intersession. Denise said we don't want to offer any courses that compete with full semester courses in the fall or spring but we will not decline offers to increase FTES. Right now the closer we are to achieving our target, the better off we are especially if we don't have to borrow from summer as that puts us further behind.

Some enrollment trends within adult education might help us to identify students who are interested in pursuing a course of study at CCC. The largest ESL program in the area is offered at Richmond High School. ESL adult education is different than what is offered in the schools. We need to have everyone in the room talking about what we offer and when we offer it. Tammeil said there are plenty of rooms available on campus on Monday and Tuesdays evenings as well as Fridays and Saturdays. Tammeil said we need to work on optimization of the room book. This is a district-wide concern. All of the campuses need to maximum their space utilization. All of the products out there that help with room scheduling are expensive but purchasing something would be a cost savings in the long run. Denise said the other option would be to contract with someone in the district to develop a program to be used district-wide.

Mariles said the district is allocating \$20,000 for Tim Leong to use for marketing the entire district. DVC is spending \$90,000 on outreach mainly for mailing out postcards to their service area three times a year. Denise said we did a mass mailing last year and it is difficult to find out if that method is cost effective. Denise said we need to figure out what kind of marketing we want to do. The Red Plum advertising (weekly ads delivered to each household in the county) is what the district is looking at using as a vehicle to recruit students as it is delivered to homes in our service area on a weekly basis. It is difficult to say what we garnered out of the \$50,000 district's advertising budget last year. Rick asked what can we do on the cheap? Tammeil said we pulled students who declared majors but unfortunately, we have a huge number who have undeclared majors. We created new fliers that will be sent to our continuing students to register in a timely manner. Rick said all new students should have a course that tells them how to read a catalog, develop an education plan, etc. Tammeil said in the spring semester we will have students enroll in an orientation (Counseling) class in order to complete an education plan. During Super Saturday in the spring we will also have students develop an education plan. The Counseling course is a 6 hour.3 unit course. Denise said we should have curriculum available for new students that helps them choose a career or declare a major. Faculty's job is not just to teach students but connect the students with professions via internships, etc. We need to better coordinate our efforts. Tammeil said we hope to have pictorial mapping in the catalog soon to make it easier for students to understand what courses they need to take in order to transfer and/or graduate. Denise said our expectation for our students is for them to finish what they start. We need to connect them to a cohort with a goal that can be achieved. Denise said we can start talking to 9th grade classes partnering with CSU's and UC's discussing college options. We need to be focused on our high school contacts. Rick said he likes the idea of the counseling course. Rick said he will integrate the counseling course with the accelerated courses. Denise said we need to reduce the number of our undeclared students.

3. **Other** - President's Cabinet reviewed the Unsung Hero Process and applications.

Meeting adjourned at 10:45 a.m.

Respectfully submitted,

Melody Hanson
Senior Executive Assistant to the President