

College Council Meeting Minutes
September 12, 2014 - 1:00 p.m.
Library Meeting Room

J. Cummings, J. DeSantis, M. Falossi, D. Gast, Z. Ginder, P. Kersey,
J. Kevari, M. Plummer, S. Smith, and K. Coghill.

I. New Business

a. Shared Governance Document (J. Cummings)

Mr. Cummings thanked the group for coming to the first College Council Meeting of the new school year. Mr. DeSantis asked about the smoking taskforce and where Title XIII is relative to this topic. This item will be redefined for future discussion. Mr. Cummings verified that everyone was in agreement that the shared governance document that was sent out is the one we will use to make additional edits. This document shows the Board approved date of November 3, 2011 as most recently approved with notes from March 2014. Consensus was that this is the document that will be used for this purpose. The Mission Statement was reviewed and the group agreed to its accuracy. It was suggested that chief officer titles be used as they are a bit more generic and may not require change as often as time moves along. There is presently no assessment of function within the document and if it is working well or not. Tying the document to institutional effectiveness within the document was determined to be something that should be added. Since there is no longer a Chief of Campus Facilities, that title will be deleted and we need to add Zachary's position, and fix SLOAC to clarify that there are now two rather than one. This document will continue to be updated throughout the 2014-15 year.

b. Draft Student Success and Support Plan (G. Brown)

Mr. Brown was absent today, but the Student Success and Support Plan and the Student Equity Study Summary were provided as information to the group.

c. Student Equity Study Summary (G. Brown)

d. AP 4410 Field Trips and Excursions and form (P. Kersey)

Dr. Kersey reported that Ms. Alpin made some recommendations previously regarding this procedure from the Classified Senate. Another suggestion was to not have employees transporting students. Dr. Kersey clarified this policy meets California requirements, and reviewed the document changes. Her plan is to send this procedure to the Board next month and then it will be placed into BoardDocs for use. Considerable discussion took place regarding travel for extra-curricular activities and the possibility of renting or

purchasing a van for this purpose. Consensus was to move forward with this item.

e. Marketing and Advertising (J. DeSantis)

Mr. DeSantis reported that the faculty is supportive of making a new sign, billboards, direct/indirect marketing and efforts to increase FTEs. Mr. Cummings asked for additional recommendations. Ms. Alpin sent out information regarding the report that our students will record for the radio. Mr. DeSantis sent it to faculty and now we are receiving suggestions. Some discussion was held regarding the CMC website, Facebook postings, and other things that are being completed independently. The concern that the current website is not user friendly and makes us look bad was mentioned as well as individuals doing their own thing. A recommendation was made to find a way to establish some consistency. Mr. Ginder suggested a taskforce with multiple stakeholders that develop evidence to support a workable plan. Internet/social media policies need to be created as part of marketing and advertising plans. Another suggestion was to collect samples and bring them to College Council. Budgetary constraints, utilizing internal skill sets and the fact that we may need professionals to accomplish certain tasks are all areas of concern. Using a web design company was also discussed as well as the need to relate well with our students. A recommendation was made to form a task force and examine ways to get structure around marketing including outside organizations and a request for the Foundation to pursue it. In reference to forming the taskforce, a suggestion was made to include all constituency groups and ask for representatives including a chair. A recommendation was to include both Mr. Kevari and Mr. Jones on this committee. Mr. Cummings requested that recommendations be sent to Ms. Coghill and they will be brought back to the next meeting. We need to ensure all elements are included in the taskforce.

f. Sign/Marquis (J. Cummings)

Mr. Cummings mentioned one of his initial impressions of the campus was that we need some updated and visible signage. He did not want anything to come forward in a silo and mentioned the very tattered sign west of the campus. He added that we would like to paint the posts and put up new banners. This could be done immediately out of the marketing budget. He also suggested the possibility of working with the Foundation to construct a solar marquis on the Northeast corner of Highway 62 and Rotary Way. He asked if there was any objection from this group to move forward on the project signage. Consensus from the group was that this would be alright and we should proceed.

g. Student Success Scorecard (J. Cummings)

Mr. Cummings reported that it is a requirement that this item be presented to the Board of Trustees. Mr. Kevari is presently working on the project. Mr. Cummings wants to start with the Academic Senate, College Council and then the Board of Trustees. Mr. DeSantis assured the group that the Senate is alright to have the item brought up in other meetings before the Senate if necessary due to scheduling constraints.

II. Old Business

a. AP 4105 – Distance Education Status Update

Mr. Ginder reported this administrative procedure has been created, reviewed in Ed Tech and approved. It will be going to the Academic Senate and coming to College Council soon.

b. AP 6750 – Status – Parking Lot Signage Update

It was recommended that we check with Ms. Plummer and Mr. Phipps regarding status on this administrative procedure.

III. Other/Discussion

Mr. DeSantis asked about the Smoking Taskforce. Formerly there was discussion about the need to update the policy but it did not get past that point. A request was made for a taskforce to accomplish a revision of the board policy and administrative procedure.

Mr. Cummings reported that he is working with the Board of Trustees regarding Board and the Superintendent/President's goals. He plans to work with Title XIII to align Board goals with the Superintendent/President and Title XIII in order to ensure alignment. He requested input into how we can make this happen as an institution. He asked if the Staff Day is a good venue to have the institutional goals and alignment discussion, noting that consensus regarding priorities is necessary. He wants to do as much background work as possible for a new Strategic Plan and Ed Master Plan for when the new Superintendent/President is in place so as not to lose an entire year. Consensus was that this would be a constructive use of the time. Breakout sessions were suggested for this purpose as this technique worked well when it was used previously. Increasing enrollment and budget are two topics that he would like to include.

Next Meeting: Discussion was held that the document states College Council would meet twice monthly and then it was decided to meet once monthly. Due to the fact that there is quite a bit of work to accomplish, consensus was that we should go back to twice monthly as originally indicated in the shared governance document. The next meeting was scheduled October 3,

2014 at 1:00 p.m. Subsequently, this meeting date was changed to October 10, 2014 due to conflicting schedules.

Mr. Cummings mentioned the length of time for constituent group review and keeping track of moving parts seems to be an issue. When ideas and issues come up it appears we don't have a good process to track movement through the system. There also needs to be an equal opportunity to take ideas and issues forward as well as through the process. He mentioned the need for a form to move items through the process, perhaps it could be electronic. We need to establish something... how do things move forward? Mr. Cummings indicated that feedback and suggestions are welcome.

Mr. Cummings noted that the Student Services Minority Male Community Collaboration is all about faculty and touching/reaching out to students. The need for a feeling of welcomeness was discussed at length.

Mr. Cummings mentioned he will have "Lunch with the President" with various student groups including ASCMC, PTK, and Desert Studies. If any of the leadership would like to join him, they are welcome to participate.