

**Minutes of the Study Session of the Board of Trustees  
San Mateo County Community College District  
July 16, 2007  
San Mateo, CA**

The meeting was called to order at 6:13 p.m.

**Board Members Present:** President Hausman, Vice President-Clerk Holober, Trustees Mandelkern and Schwarz, and Student Trustee Young

**Others Present:** Chancellor Galatolo, Executive Vice Chancellor Keller, Skyline Vice President Stanback-Stroud, CSM President Claire, Cañada President Mohr, and District Academic Senate President Kapp

**Pledge of Allegiance**

KCSM General Manager Marilyn Lawrence and Broadcast and Electronic Media Professor Michelle Brown conducted tours of the KCSM TV and FM studios.

**DISCUSSION OF THE ORDER OF THE AGENDA**

None

**MINUTES**

It was moved by Vice President Holober and seconded by Trustee Mandelkern to approve the minutes of the Regular Meeting of the Board of June 27, 2007. Vice President Holober requested a change in language under "Approval of Resolution No. 07-8 in Support of California State Senate Bill 840, the Single Payer Health Care System (07-6-4B)." The second sentence in paragraph 4 will be changed to read "The District would pay for both the employer and the worker portion, which would be a combined amount in the range of 12%." The motion to approve the minutes as amended carried, all members voting "Aye."

**STATEMENTS FROM THE PUBLIC ON NON-AGENDA ITEMS**

Chancellor Galatolo asked Executive Vice Chancellor Jim Keller to respond to the July 2, 2007 newspaper article critical of the deluge system in the Planetarium at College of San Mateo. EVC Keller said that the District has a very good working relationship with the Division of the State Architect (DSA) and there is no "schism" as alleged in the article. EVC Keller explained that, while most structural items must be approved by DSA before beginning construction, deferred approval is allowed for fire protection, elevator and alarm systems. In accordance with this policy, installation of the deluge system went forward while awaiting DSA approval of the system. The system was neither approved nor rejected; dialogue with DSA was continuing when the malfunction occurred. The District's insurance carrier is issuing checks to pay for repairs and installation of the new wet system. As the investigation continues, it will be determined which parties should share in the expenses. There is no indication that insurance rates will increase due to the malfunction. The new wet system has been approved by DSA.

**NEW BUSINESS**

**APPROVAL OF PERSONNEL ACTIONS: CHANGES IN ASSIGNMENT, COMPENSATION, PLACEMENT, LEAVES, STAFF ALLOCATIONS AND CLASSIFICATION OF ACADEMIC AND CLASSIFIED PERSONNEL (07-7-1A)**

It was moved by Trustee Mandelkern and seconded by Trustee Schwarz to approve the actions in Board Report No. 07-7-1A. The motion carried, all members voting "Aye."

**APPROVAL OF CONSENT AGENDA**

The Consent Agenda consists of the following Board Reports:

- 07-7-1CA Denial of Claim against the District by Dorothy Cu Unjieng
- 07-7-2CA Denial of Claim against the District by Winslow Rouse

It was moved by Trustee Schwarz and seconded by Trustee Mandelkern to approve the items on the Consent Agenda. The motion carried, all members voting "Aye."

**INFORMATION REPORTS**

**PROPOSED POLICY LANGUAGE FOR CONTINGENCY RESERVE (07-7-1C)**

The Board Report and attachments were distributed to the Board; a copy is attached to the official minutes of record. Executive Vice Chancellor Keller referenced the first attachment, Title V, Section 58311. Principles for Sound Fiscal Management, and said that the District takes these principles very seriously. In the second attachment, a memo from California Community Colleges Assistant Vice Chancellor Frederick E. Harris dated October 25, 2005, it is stated that one of the criteria used in assessing a district's financial condition is that "the minimum prudent unrestricted general fund balance is 5 percent." In addition, a description of the purpose of the proposed contingency reserve and the procedure for measuring the amount of this fund is included with the Board Report. EVC Keller said that this information report serves as the basis for further discussion.

Trustee Schwarz asked if the District reserve is currently at 5%; EVC Keller responded that it is at 5% since the Board approved this level at the meeting of June 27, 2005. Trustee Schwarz asked if the proposed level of the contingency reserve, equal to 3% of the budgeted unrestricted general fund (Fund 1) revenues, is meant to be permanent. EVC Keller said that the level could change as a new budget is proposed every year.

Vice President Holober suggested that the proposed policy be brought to the Budget and Finance Committee and/or Shared Governance Council. He also asked if the proposal includes funds for the contingency reserve for the current fiscal year; EVC Keller said that it does.

Trustee Mandelkern said that the wording of the proposed policy does not capture the intent of the Board because it can be interpreted that the contingency reserve will always be set at a minimum of 3%. Chancellor Galatolo said that the proposal suggests a target contingency of 3% but it could be adjusted as necessary. Trustee Mandelkern suggested removing the word "minimum" and changing the wording to a "target of 3%" in order to clarify intent. President Hausman agreed that flexibility is needed and also suggested spelling out how the contingency reserve will be used.

Trustee Mandelkern noted that the proposed policy states that use of the contingency reserve will require a two-thirds positive vote of the Board, and said he believes this requirement could negatively impact the Board's ability to act. EVC Keller said that a two-thirds vote for any budget revision, including use of a contingency fund, is required by regulation. He added that some districts put funds into a budgeted account rather than a contingency fund, and these funds can be used with a simple majority vote; EVC Keller will draft language for the Board's consideration.

President Hausman noted that the District has a retirement fund which should be considered when putting money aside. EVC Keller agreed that, even though the District is far ahead of most districts in funding for retirement benefits, it is still a concern.

Chancellor Galatolo said that Vice President Holober's suggestion to take the proposed policy to the Budget and Finance Committee and the District Shared Governance Council will be followed. He added that, because of the timing issue of when the budget must be approved by the Board, the contingency reserve may not be included until the next fiscal year.

**STUDY SESSION ON KCSM (07-7-2C)**

KCSM TV and FM General Manager Marilyn Lawrence began the presentation; a printed copy is attached to the official minutes of record. General Manager Lawrence reported that KCSM-FM has the third largest jazz audience in the United States. It conducts three pledge drives per year. Seventy-two percent of programming is live, and 3% is pre-produced locally. With the popularity of Internet music listening, Internet streaming brings an additional 1,500 listeners to the station. Internet pledges represented more than 10% of pledge revenue during the last pledge drive. KCSM-FM has a strong presence in the community, with participation in jazz festivals, "Jazz under the Stars," presentations to civic groups and teaching "Jazz from the Hill," among other activities. KCSM-FM faces challenges such as streaming costs and the fact that fewer people listen to radio because of the popularity of satellite radio, iPods and Internet listening. "What's Next" for KCSM-FM includes a larger internet connection, new website, new production facility, and radio broadcasting classes.

General Manager Lawrence next reported on KCSM-TV. The station provides PBS programs plus other programs acquired by KCSM for the other hours; this is the time that garners viewer financial support. With the breadth of PBS programs, the station struggles to find the "what's in it for me" factor for viewers. Promotions have included "Did you know?" spots and "Steve's Picks" spots. KCSM-TV is promoted as "The Bay Area's Education Station," providing the District 12 hours per day for broadcasting telecourses, and offering programs on world events and world perspective seen nowhere else in the Bay Area. In addition, it offers alternative listening for KCSM-FM and Bay Area traffic and weather reports. KCSM-TV has involvement in the community, including plans for a high school film festival program and an email newsletter. "What's Next" for KCSM-TV includes an updated web page, build out of the production facilities, the end of analog TV and Sutro Tower retrofit, and continued monitoring of FCC matters.

The Broadcasting program, for television only, returned to College of San Mateo in Fall 2006 with a new digital facility, one full-time faculty and three adjuncts, and an enrollment of 200 students. Professor Michelle Brown was hired as the full-time faculty member for the program and General Manager Lawrence asked her to share highlights of the program with the Board. Professor Brown reported that seven different classes are being offered for Fall 2007. Some student assignments serve the community, such as development of a Redwood City Fire Department training video. Other projects benefit College of San Mateo, such as 30 second TV promos for College programs and a recruitment video for the football team. There is an ongoing effort to increase enrollment in the Broadcasting program, such as a transfer agreement with San Francisco State University, targeted emails, postings on websites, and videos on You Tube, MySpace and Facebook. Professor Brown commented that the College of San Mateo broadcast program is far superior to that of other local programs in terms of facilities, equipment and training. Beginning in Spring 2008, audio courses will be offered. Other goals for the future include offering broadcast engineering classes, a student-produced radio show, and KCSM-TV broadcast of student-produced shows featuring stories of local interest.

General Manager Lawrence next spoke about the financial aspects of KCSM. She reported on capital expenses already spent and upcoming. Regarding KCSM-TV support for the District, General Manager Lawrence said that, although enrollment in telecourses is declining, they still provide \$786,411 net revenue to the District. In addition, 51 TV College promotions and 40 FM College event promotions were run, and staff served on District and College committees. General Manager Lawrence said that KCSM-FM breaks even. There is lower than normal revenue, partly because the direct mail campaign started late. Attempts are being made to increase revenue through increasing web pledges, an FM electronic newsletter, more festival presence, member supported messages outside pledge times, and jazz special events. KCSM-TV is in deficit, partly because of renewals being sent out late; having no clear message of what we do; and having no outreach effort. Corrections include stressing a local identity, going back to renewals with reply envelopes, more local production including the high school film festival, and taking back unused telecourse hours for fundraising. In addition, if resignations occur, the positions will be evaluated to see if they should be filled or reconfigured. There will be a rent decrease in March 2008, providing a full year saving of approximately \$150,000.

Trustee Mandelkern asked if podcasting is being employed. General Manager Lawrence it is not being used at this time, but will be in the future.

Trustee Schwarz commented said she is impressed with the transition to the up-to-date facilities. She also commented that the outreach to high schools and the community fits well with what the Colleges are doing.

Vice President Holoher asked if KCSM-TV receives underwriting funds. General Manager Lawrence said that a small amount is offered, but only for specific programs; KQED gets most of the underwriting.

Trustee Mandelkern asked about the "pledge drive to end the pledge drive." General Manager Lawrence said this works, especially if people are asked to pledge before the pledge drive starts.

Vice President Stanback-Stroud said the revitalization of KCSM is exciting. She suggested contacting the local NAACP regarding the initiative to increase the number of African American students in broadcasting. She also asked if the outreach effort is targeted to the entire county. General Manager Lawrence said the effort is countywide.

Trustee Mandelkern expressed support for the emphasis on local programming and marketing KCSM-TV as the education station. He commented that the station still shows a large number of PBS programs such as "Masterpiece Theatre." President Hausman noted that good drama is educational and that many people contribute because they like certain programs such as "Masterpiece Theatre." General Manager Lawrence said that "theme nights" are being offered during prime time.

Trustee Mandelkern suggested offering more Spanish language programs. General Manger Lawrence said that she has spent much time looking for educational programs in Spanish but KQED has already purchased much of what is available.

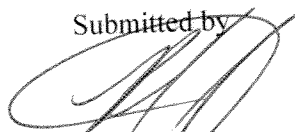
#### **CLOSED SESSION**

President Hausman announced that there will be no closed session; the items listed on the closed session report will be deferred to the meeting of July 25, 2007.

#### **ADJOURNMENT**

It was moved by Trustee Mandelkern and seconded by Vice President Holoher to adjourn the meeting. The motion carried, all members voting "Aye." The meeting was adjourned at 9:05 p.m. The next meeting of the Board will be a Regular Meeting at 6:00 p.m. on July 25, 2007 in the District Board Room.

Submitted by



Ron Galatolo  
Secretary

Approved and entered into the proceedings of the July 25, 2007 meeting.



Richard Holoher  
Vice President-Clerk