

**Minutes of the Annual Retreat of the Board of Trustees  
San Mateo County Community College District  
February 9, 2008  
San Mateo, CA**

The meeting was called to order at 9:10 a.m.

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

**Others Present:** Chancellor Galatolo, Executive Vice Chancellor Keller, Skyline College President Morrow, College of San Mateo President Claire, Cañada College President Mohr, and District Academic Senate President Dilko

**Pledge of Allegiance**

**DISCUSSION OF THE ORDER OF THE AGENDA**

None

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

Chancellor Galatolo updated the Board on the recent actions of the Accrediting Commission regarding Cañada College and College of San Mateo.

**NEW BUSINESS**

**APPOINTMENT OF REPRESENTATIVES TO FOUNDATION BOARD (08-2-1B)**

Trustee Miljanich nominated Vice President Schwarz and Trustee Hausman to be the representatives. The motion was seconded by Trustee Mandelkern. The motion carried, all members voting "Aye."

**STUDENT FEEDBACK (08-2-1C)**

President Morrow presented the highlights of the research Skyline College undertook regarding student feedback.

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|-------------|---|
| Fall 2005   | Launched Fresh Look project.<br>Findings: Skyline is perceived as cozy and inviting; the schedule is used to promote/market programs and services; students want more cultural/social events on campus.   |
| Spring 2006 | Student Campus Climate Survey <ol style="list-style-type: none"><li>1) Concern about distraction caused by construction</li><li>2) College again described as cozy and inviting</li><li>3) High satisfaction with faculty</li><li>4) Want more opportunities for campus feedback</li><li>5) Students want early notification of poor performance (implemented in spring 2007)</li><li>6) Safety, security and parking were concerns</li></ol> |
| Fall 2006   | Media Preference Survey to determine how best to communicate with students.<br>Learned that malls, theatres and coffee shops are good places to advertise.<br>Students indicated they don't read newspapers and prefer that schedules be mailed to their homes. Students also rely on the Web for information.  |
| Fall 2006   | First Year Experience study yielded approximately 50 recommendations which the College is addressing.   |

Spring and Summer 2007 Additional interviews with students regarding high school preparation and college orientation. Students did not know about a lot of student services. Most students supported a college orientation class, which is being developed.

Fall 2007 Survey found that most students learn about the College by referral.

President Morrow said that Skyline College will continue its efforts to learn firsthand from students about their impressions and concerns about the College.

President Claire presented the report on College of San Mateo. He said the major focus of his first year as President was to revamp the management team. This past year the College hired two vice presidents and three deans; also, several directors were hired this year. This year, his major focus will be on response to the accreditation report, development of a strategic marketing plan and improvement of enrollment management. He said the College needs to identify target markets and develop different messages for each.

President Claire said the Students Speak initiative is a survey of students regarding their impressions about the College.

- 1) Students believe CSM is a quality academic institution.
- 2) Students expressed frustration with the College intake processes, which are currently under study and will be revised.
- 3) Matriculation is a barrier for older students who take only one class.
- 4) The College needs to "brand" itself consistently.

President Claire distributed a paper (attached) which identified the immediate actions the College will take to improve services and more effectively communicate with students. He also described a new email advertising strategy utilizing "sponsored links" which the College has launched.

President Mohr presented the report on Cañada College. He said that Jim Collins, in his book "Good to Great," lists five items that distinguish an institution. Chief among them are:

- Leadership
- "Hedgehog Concept" – you need to recognize what you're best at and what differentiates you from your competitors

President Mohr also described feedback received from basic skills students:

- High school counselors are not very good and have little regard for community colleges.
- More outreach to middle school students is needed. These students' parents do not know much about the community colleges.
- Summer bridge courses are very good.

ESL students surveyed said they need additional help with registration, and they complained about the lack of information regarding transfer courses.

President Mohr also learned that students:

- Want more articulation agreements with four-year colleges
- Want more foreign languages
- Think counseling needs improvement
- Want more clubs
- Want more library hours and more classes at 10:00 a.m., 11:00 a.m. and noon

- Love small classes
- Rated faculty highly

President Mohr described the results of the Noel Levitz survey which was included in the Board's packet.

Vice President Schwarz asked whether Skyline is advertising at Tanforan; President Morrow reported that they have not but may do so in the future.

The Board and staff discussed dual enrollment, in which a student can be accepted at a UC or CSU and take the first two years at a community college. The Board asked for more information on the topic at a future meeting.

#### **STUDY SESSION AGENDAS – 2008 CALENDAR (08-2-2C)**

Trustee Mandelkern asked that the March 12 session also include apprenticeship programs. He also asked for discussion of the location and fit of career/technical/apprenticeship programs at each College.

Regarding the April 9 meeting, Trustee Mandelkern asked that the Colleges report on articulation of courses between and among the Colleges.

Trustee Miljanich asked that a report on foster youth and other at-risk students be included in the "Closing the Achievement Gap" session.

Trustee Mandelkern asked that a session on distance learning be added, possibly at a November study session.

Trustee Mandelkern also asked for a report on KCSM/Telecourses at the March regular meeting.

President Holober said the Board may hold a study session on the budget prior to adoption.

Employee benefits may be another topic for a study session.

#### **DISCUSSION OF STATE BUDGET (08-2-3C)**

Chief Financial Officer Kathy Blackwood distributed a budget update which is attached.

The Board asked staff to gather more information about generation of enrollment by program area and by the type of student (transfer, basic skills, etc.).

President Holober asked for a report on WSCH/FTES/Enrollment/Load. Vice Chancellor Luan will provide this report.

CFO Blackwood said the State is proposing a \$400 million cut to Proposition 98 this year, including \$340 million at the K-12 level and \$40 million for community colleges. The State Chancellor's Office has funds to cover \$26 million of this deficit; \$14 million remains. The SMCCCD share of this is \$280,000. CFO Blackwood said the District has enough money to cover this deficit if need be.

Budget assumptions for 2008-09 include 0% COLA and 1% growth (to which the District is not entitled). The property tax increase for 2008-09 is assumed to be 6.9% statewide. CFO Blackwood also said there is talk about increases in student fees.

The District is examining options with regard to retirement incentives and benefits.

The budget assumptions will be brought to the Board in March.

**COMPRESSED ACADEMIC CALENDAR 15/5/15/5/5 (08-2-4C)**

Vice Chancellor Luan, District Academic Senate President Dilko, CFO Blackwood and Skyline Vice President of Instruction Regina Stroud presented this item to the Board (see attachment). Trustee Hausman suggested that students should be surveyed regarding their preferences on the calendar.

**DISTANCE EDUCATION (08-2-5C)**

Vice Chancellor Luan led the discussion on this item; a printed copy of the presentation is attached.

Trustee Mandelkern suggested that the Board adopt a policy that equalizes how the load is determined for all courses: telecourses, online and regular classroom classes. Trustee Mandelkern also suggested that, to be successful, the District should focus on which courses need to be included in order to offer a meaningful program, rather than having individual faculty developing courses they want to offer.

Chancellor Galatolo said there will be future discussions about this topic.

**BOARD GOALS – 2008 (08-2-6C)**

The Board discussed and made modifications to the 2008 proposed goals; they will be brought back to the Board at the February 27 regular meeting.

President Holober said the Skilled Trades Prep program was a 2006 goal; he is concerned that after two years, the goal has not been implemented. President Claire said he has been working to accelerate implementation of this goal. Implementation was slowed because of difficulty finding teachers. President Mohr said he believes the Sequoia High School District should be ready to adopt this program. President Holober said the original concept was to move students from this program into apprenticeship jobs on District projects and that District contractors would set aside some slots for these apprentices.

**ADJOURNMENT**

The meeting was adjourned by consensus at 3:10 p.m.

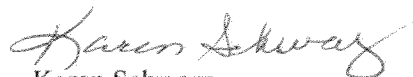
The next meeting of the Board will be a regular meeting on February 27, 2008 at 6:00 p.m. in the District Board Room.

Submitted by



Ron Galatolo  
Secretary

Approved and entered into the proceedings of the February 27, 2008 meeting.



Karen Schwarz  
Vice President-Clerk