

**Minutes of the Study Session of the Board of Trustees
San Mateo County Community College District
July 14, 2021 – San Mateo, CA**

This was conducted remotely via Zoom. A video recording of the meeting can be accessed at: <https://smccd.edu/boardoftrustees/meetings.php>.

The meeting was called to order at 5:04 p.m.

Board Members Present: President Thomas A. Nuris, Vice President Richard Holober, Trustee Maurice Goodman (not present at roll call–joined meeting in progress), Trustee Lisa Petrides, Trustee John Pimentel

ANNOUNCEMENT OF CLOSED SESSION ITEMS FOR DISCUSSION

President Nuris said that during closed session, the Board will take up items as listed on the printed agenda, including: (1) Hold a Conference with Legal Counsel – Anticipated Litigation: Significant exposure to litigation pursuant to Gov. Code, § 54956.9, subd. (d)(2): Two cases, (2) Hold Conference with Labor Negotiator for Employee Organizations: AFSCME, AFT, CSEA and Unrepresented Employees, (3) Consider Liability Claims pursuant to Gov. Code § 54956.95 – Workers’ Compensation Claim: One Case, and (4) Consider Employee Discipline, Dismissal, Release.

STATEMENTS FROM THE PUBLIC ON CLOSED SESSION ITEMS ONLY

None.

RECESS TO CLOSED SESSION

The Board recessed to closed session at 5:06 p.m.

RECONVENE TO OPEN SESSION

The Board reconvened to open session at 6:05 p.m.

Board Members Present: President Thomas A. Nuris, Vice President Richard Holober, Trustee Maurice Goodman, Trustee Lisa Petrides, Trustee John Pimentel, Student Trustee Ashley Garcia

Others Present: Chancellor Michael Claire, Chief Financial Officer Bernata Slater; Skyline College President Melissa Moreno, College of San Mateo President Taylor-Mendoza, Cañada College Acting President Manuel Perez, District Academic Senate President Kate Williams Browne

ANNOUNCEMENT OF REPORTABLE ACTION TAKEN IN CLOSED SESSION

(Time Stamp: 59:59)

President Nuris stated that no reportable actions were taken in Closed Session.

DISCUSSION OF THE ORDER OF THE AGENDA

(Time Stamp: 1:01:32)

There were no changes to the order of the agenda.

STATEMENTS FROM THE PUBLIC ON NON-AGENDA ITEMS

(Time Stamp: 1:01:47)

- Chancellor Claire welcomed Kate Browne to her new role as District Academic Senate President and Dr. Jennifer Taylor-Mendoza as College of San Mateo President.
- Jennifer Carson commented on campus re-openings and offering more in-person courses in the fall semester.
- Lucia Lachmayr read a statement from an adjunct faculty member regarding cancellation of low-enrolled, online courses for fall semester.
- David Lau read a statement from an adjunct faculty member regarding cancellation of low-enrolled, online courses for fall semester.
- Evan Kaiser spoke about cancelling low-enrolled ESL courses for fall semester.
- Marianne Kaletsky spoke about the impact of cancelling low-enrolled, online courses for the fall semester on students and adjunct faculty.
- Shannon Hoang spoke about the impact cancelling online classes in fall semester would have on her as a student.
- Kolo Wamba read a statement from an adjunct faculty member regarding cancellation of low-enrolled, online courses for fall semester.
- Nicholas Marin spoke about the impact cancelling online classes in fall semester would have on him as a student.
- Eric Brenner read a statement from an adjunct faculty member regarding cancellation of low-enrolled, online courses for fall semester.
- Rika Yonemura-Fabian read a statement from an adjunct faculty member regarding cancellation of low-enrolled, online courses for fall semester.
- Kassidy Corbin spoke about the impact cancelling online classes in fall semester would have on her as a student.
- Kristina Brower spoke about the impact of cancelling low-enrolled, online courses for fall semester.

NEW BUSINESS

Approval of Personnel Items: Changes in Assignment, Compensation, Placement, Leaves, Staff Allocations and Classification of Academic and Classified Personnel (21-07-01A)

(Time Stamp: 1:43:52)

Motion to Approve by: Vice President Holober

Second by: Trustee Pimentel

Action: Approved, with Trustees Nuris, Holober, Petrides and Pimentel voting Aye and Trustee Goodman abstaining.

Summary of Discussion: None.

Public Comment: None.

NEW BUSINESS: Other Recommendations

Approval of District Equal Employment Opportunity Plan (21-07-101B)

(Time Stamp: 1:44:36)

Motion to Approve by: Vice President Holober

Second by: Trustee Pimentel

Action: Approved, with Trustees Nuris, Holober, Petrides and Pimentel voting Aye and Trustee Goodman abstaining.

Summary of Discussion: Trustee Pimentel asked about the flexibility the District has in setting goals under this plan. Human Resources Director David Feune responded that the goals of the plan are worked through the District EEO Committee.

Public Comment: None.

STUDY SESSION

Marketing and Outreach Operations Update and Discussion (21-07-01C)

(Time Stamp: 1:50:25)

Summary of Discussion: Vice Chancellor and Chief of Staff Mitchell Bailey contextualized the presentation as a tool in the District's and colleges' toolbox in addressing declining enrollment and community engagement, but reminded all that it was not the only tool. He also acknowledged the amount of coordination, cooperation and collaboration between the three colleges on marketing, communication, community relations and recruitment efforts. Mr. Bailey introduced the team of presenters which included Megan Rodriguez Antone, Director of Community Relations and Marketing at Cañada College; Dave McLain, Acting Director of Community Relations and Marketing at CSM; and Connor Fitzpatrick, Communications Manager at Skyline College.

Ms. Rodriguez Antone, Mr. McLain and Mr. Fitzpatrick provided the Board with an overview and responsibilities of the campus marketing offices, a summary of the website re-designs and new builds as a result of COVID-19 operations, highlights of the Here for You Districtwide/countywide marketing campaigns – rounds one and two – along with a preview of the third installment of the campaign currently underway. This new campaign, which is designed to stem enrollment declines and to outreach to underrepresented communities, includes focused efforts for English as a Second Language households, the Promise Scholars Program, general enrollment and workforce and career education programs for in-demand sectors. The team also provided an overview of the colleges' community outreach to high schools and other organizations.

Trustee Pimentel thanked the team for their continued efforts, particularly during the challenging time of the pandemic. He asked for suggestions or ideas about how the District could do better or get to the next level. Mr. Bailey suggested that the teams are working to create an institutionalized cycle rather than chase one and that efforts to enhance efforts in areas such as social media, among others, would likely require additional staffing and funding resources. Chancellor Claire noted that the District needs to develop a strategic marketing plan to identify key areas of focus and needed resources.

In responding to a question from Trustee Pimentel regarding high school outreach, the college recruiters each noted that their teams' presence at high schools depended on the respective schools, but generally teams were on-site on at least a weekly basis if not more frequently.

Trustee Petrides stated that she was curious about how the marketing plan aligns and supports the District strategic plan. She also referenced social media activities and noted the opportunity to leverage informal resources and local sourcing of content such as that from students.

The college presidents acknowledged the work of their teams and agreed that moving to the next level was a priority. They noted the need for internal and external communications plans, a need to expand efforts to be deeper and broader in connecting to focused populations within the county to ensure that prospective students can connect on a personal level with current students who have shared life experiences.

President Nuris thanked the team for their presentation and explained that this was a priority topic for the Board and suggested that a strategic marketing plan be developed and resources outlined and brought back to the Board at a future meeting.

Career Education Programming Update and Discussion (21-07-02C)

(Time Stamp: 2:36:55)

Summary of Discussion: Vice Chancellor Tom Bauer introduced the Workforce Development team: Tammy Robinson, Vice President of Instruction at Cañada College, Julian Branch, Director of Workforce Development at Cañada College, Alex Kramer, Director of Workforce Development at College of San Mateo, Andrea Vizenor, Dean of Strategic Partnership and Workforce Development at Skyline College and Jonathan Bissell, Executive Director of Community, Continuing and Corporate Education.

Dr. Branch defined Career Education as a group of programs that provide students with hands-on training while building comprehensive skill sets necessary for in-demand jobs. He noted there are 71 different Career Education programs across the District that serve over 21,000 students and award over 1,500 degrees and certificates. Dr. Vizenor discussed the development of Career Education programs which are created and led by experienced faculty members familiar with the industry. The curriculum they design prepares students for careers in critical workforce sectors throughout the county. Faculty and Workforce Development leaders at all three campuses collaborate and utilize labor market data trends and industry expertise to ensure that students have the necessary skills to enter in-demand careers and earn livable wages.

Mr. Kramer introduced different types of Career Education programs that offer pathways to meeting long-term, short-term and immediate career goals. Dr. Branch, Mr. Kramer and Dr. Vizenor provided the Board with a summary of how different workforce programs are distributed across the District and gave examples of a few noteworthy programs at each college. In closing, they discussed next steps and opportunities to expand Workforce Development to make a larger impact.

Trustee Holober asked a question about the discrepancy between enrollment headcounts and certificates awarded in some of the programs. Mr. Kramer noted that some classes may be included within other program disciplines which may not pertain to that particular certificate. Dr. Vizenor added that students have different goals and pathways and may take a class but decline to get a certificate. Trustee Petrides asked how they could use the data to determine the success rate for each certificate program. President Nuris summarized that the data is there to provide statistical information and not necessarily to show a measurement of success.

Trustee Petrides asked if there was coordination between the three college campuses in determining class offerings. Dr. Robinson and others responded that the three colleges were able to collaborate during the pandemic to avoid overlap or competition in courses.

Trustee Holober noted he would be in favor of granting certificates automatically after all necessary courses are completed rather than have students go through the petition process. Trustee Petrides stated she agreed with Trustee Holober and wanted to reiterate the importance of removing barriers for students and also providing them with information on how to best utilize their certificates once received.

Trustee Pimentel asked how many students received jobs upon completion of their program and how many kept their jobs. Mr. Kramer responded that based on available statistics at the College of San Mateo, over 70% of students obtained a job related to their field of study and over 80% of students found a job after completion of their program.

Trustee Goodman asked for employment statistics for not-for-credit programs. Mr. Bissell noted that a lot of these programs are new and their outcomes are currently being tracked. He will provide additional information to the Board once it is available.

Trustee Petrides asked if there was data available on achievement rates for women and minorities and if there were existing grants or initiatives in those areas. Dr. Branch answered that they have been intentional in the development of their Career Education programs and offer a number of programs specifically targeted to minorities. Mr. Kramer noted he could share additional statistics with the Board on these issues.

Trustee Pimentel stated he would be interested in seeing an actual headcount of students placed in jobs or solutions as to how these could be tracked. President Nuris thanked the presenters for providing an excellent, in-depth presentation to the Board in an efficient and timely manner. Trustee Petrides requested information on how Career Education programs use Open Educational Resources and how student costs for materials are addressed.

Public Comment: None.

INFORMATIONAL ITEMS

Review of Draft Interim Board Policy Regarding COVID-19 Vaccination Requirement (21-07-03C)

(Time Stamp: 3:54:54)

Summary of Discussion: There were no additional edits from the Board and President Nuris recommended that the Chancellor finalize the policy and bring it back for Board action at the next meeting.

Public Comment: None.

Update on District Fall 2021 Return to In-Person Work Preparations (21-07-04C)

(Time Stamp: 5:30:32)

Summary of Discussion: Chancellor Claire invited Michele Rudovsky, Director of Facilities Operations and Maintenance, to provide an update on the District's air handling and ventilation systems. Ms. Rudovsky noted that currently all buildings can be used and meet Cal/OSHA criteria. She explained that the current goals are to (1) maximize outside air, (2) improve air filtration, (3) improve air movement, and (4) instill confidence. Ms. Rudovsky noted that all building HVAC systems are different and some have central heating and cooling systems, while others have natural ventilation systems. She explained that the facilities team continuously monitors ventilation controls across the District.

Ms. Rudovsky offered that COVID-19 ventilation response to date has included enhancing airflow and ventilation to spaces on campuses, and where achievable, increased outside air, improved filtration and inspected and confirmed functional all restroom exhaust fans. She explained that ongoing efforts include staying abreast of current requirements, completing an analysis to establish ventilation requirements for all spaces, purchasing portable HEPA air cleaners and identifying and funding capital projects that improve HVAC systems where needed.

Chancellor Claire noted that the District continues to follow data and science to respond to the pandemic and will continue to do so in guiding the District to a return to in-person work.

Trustee Pimentel complemented the team on a thorough presentation and noted that it leaves him with a lot of confidence in the District's systems. He noted that the technology referenced in the presentation was best in class.

Public Comment:

- Linda Allen expressed concerns about a need for communication about physical space accommodations, particularly with classified staff.

COMMUNICATIONS

(Time Stamp: 4:33:10)

Chancellor Claire noted that one communication had been received regarding return to in-person classes and he would be responding for the Board.

STATEMENTS FROM BOARD MEMBERS

There were no comments from Board members.

President Nuris announced that the next meeting of the Board of Trustees would be a regular meeting on July 28, 2021.

RECONVENE TO CLOSED SESSION

The Board recessed to Closed Session at 9:39 p.m.

RECONVENE TO OPEN SESSION

The Board reconvened to Open Session at 11:01 p.m.

ANNOUNCEMENT OF REPORTABLE ACTION TAKEN IN CLOSED SESSION

President Nuris announced that the Board took no reportable actions in Closed Session.

ADJOURNMENT

The meeting adjourned by consent at 11:02 p.m.

Submitted by
Michael Claire, Secretary