

**Minutes of the Study Session of the Board of Trustees  
San Mateo County Community College District  
July 9, 2008  
San Mateo, CA**

**The meeting was called to order at 6:05 p.m.**

**Board Members Present:** President Richard Holober, Vice President-Clerk Karen Schwarz, Trustees Dave Mandelkern and Patricia Miljanich, and Student Trustee Virginia Medrano Rosales; Trustee Helen Hausman was absent due to recent surgery.

**Others Present:** Chancellor Ron Galatolo, Executive Vice Chancellor Jim Keller, Skyline College Vice President of Student Services Lori Adrian, College of San Mateo President Michael Claire, Cañada College President Tom Mohr, and District Academic Senate President Patty Dilko

**Pledge of Allegiance**

**DISCUSSION OF THE ORDER OF THE AGENDA**

President Holober said there was a request to remove item 07-7-2A from the agenda; this item will not be considered at tonight's meeting.

**MINUTES**

It was moved by Trustee Miljanich and seconded by Trustee Mandelkern to approve the minutes of the Regular Meeting of the Board of June 25, 2008. The motion carried, all members voting "Aye."

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

Monica Malamud introduced herself to the Board as the new President of AFT Chapter 1493. She said she will be teaching on Wednesday evenings so will not be able to attend many Board meetings. Vice President Schwarz asked if another representative might be able to attend some meetings; Professor Malamud said she will try to arrange for this. The Board welcomed Professor Malamud as the new President.

**NEW BUSINESS**

**APPROVAL OF PERSONNEL ACTIONS: CHANGES IN ASSIGNMENT, COMPENSATION, PLACEMENT, LEAVES, STAFF ALLOCATIONS AND CLASSIFICATION OF ACADEMIC AND CLASSIFIED PERSONNEL (08-7-1A)**

It was moved by Vice President Schwarz and seconded by Trustee Miljanich to approve the actions in Board Report No. 08-7-1A. The motion carried, all members voting "Aye."

**Approval of Consent Agenda**

**ADDENDUM TO RENEWAL OF AGREEMENT WITH AMERICAN INSTITUTE FOR FOREIGN STUDY (AIFS), 2008-09 (08-7-1CA)**

It was moved by Vice President Schwarz and seconded by Trustee Miljanich to approve the renewal of the agreement as described in the report. The motion carried, all members voting "Aye."

**Other Recommendations**

**CONTRACT AWARD FOR THE CAÑADA COLLEGE BUILDING 8 PHASE 2 RENOVATION PROJECT (08-7-100B)**

It was moved by Trustee Miljanich and seconded by Vice President Schwarz to award the contract as described in the report. Regarding the statement in the report that "Staff believes that Schembri's bid, which is 2.07% over the Engineer's Estimate. . .," Vice President Schwarz asked if this percentage is within a normal range. Rick Bennett, Executive Director of Construction Planning, said it is and that it is also within the budget. Chancellor Galatolo

noted that there was a better bidder response than in the last couple of years. Trustee Mandelkern complimented the Construction Planning Department on their outreach efforts to attract multiple bidders. After this discussion, the motion carried, all members voting "Aye."

## **INFORMATION REPORTS**

### **PRESENTATION ON STATE BUDGET BY STATE SENATOR LELAND YEE (08-7-1C)**

Senator Yee introduced Dan Lieberman who is a District Representative in his office. Senator Yee said that in the latter part of last year, there was a precipitous drop in tax revenue, largely due to the drop in sales of luxury items as consumers became more cautious about spending. At the time of the Governor's January 2008 budget proposal, the State had a \$15 billion deficit which subsequently grew to \$16 billion. The legislature made mid-year adjustments, mainly through deferrals, which brought the deficit to approximately \$8 billion. However, the deficit has grown again and is currently approximately \$15 billion. Senator Yee said there is no clear solution. The Senate caucus has decided to make adjustments by implementing one-half budget cuts and one-half revenue increases. Proposals being discussed include increasing the tax rate on upper income residents and decreasing the child exemption. The State will borrow about \$10 billion through a Refund Anticipation Loan (RAL) to deal with anticipated revenue stream issues if a budget is not passed by early August. Senator Yee said there is a structural problem in the budget in that spending is continually higher than revenues; this structural problem needs to be addressed to prevent cobbling together a budget each year.

Regarding funding for education, Senator Yee said the Governor's budget was advantageous in that it did not call for suspension of Proposition 98; however, it did not allow for a COLA or growth.

Senator Yee asked the Board if they had questions. Trustee Mandelkern asked if it is likely that the Big Four (majority and minority leaders in both houses) proposal will gather support from Republicans and the Governor. Senator Yee said they have indicated no support for revenue increases and have been asked to present alternatives.

President Holober asked if there is a plan to target individual Republicans in order to win budget approval. Senator Yee said the change in Republican leadership, from Senator Ackerman to the more conservative Senator Cogdill, could make discussions more difficult; however, if the budget is not passed by early August and the State cannot pay its bills, there will be pressure on Republicans to help pass a budget.

Trustee Miljanich informed Senator Yee that she worked with troubled youth and asked if he has received communication from people who work with foster children as well as from community colleges. Senator Yee said that the foster child community has received substantial publicity lately but, because of the current economy, no extra money has been set aside for programs for this community. Regarding community colleges, Senator Yee said they are covered under Proposition 98 but have been a "stepchild" in terms of benefits and protection. He added that students have been the best advocates and because of their voices, along with parents and teachers, Proposition 98 funding was saved.

Continuing the discussion on Proposition 98, Chancellor Galatolo said community colleges receive 30% less funds than K-12 schools. Funding for community colleges is also shrinking relative to the UC and CSU Systems. Senator Yee said in the next couple of years, there will be discussion about a higher education master plan, including the roles of community colleges, UCs and CSUs. Chancellor Galatolo said the time has come to focus on a K-16 continuum, to break down barriers and examine the roles of the post-secondary institutions. For example, community colleges can deliver education for certain high-impact programs, such as nursing, most cost effectively. Community colleges can also deliver some baccalaureate programs such as the nursing and early childhood education programs offered at Cañada College through San Francisco State University. Senator Yee said the seamless concept articulated by Chancellor Galatolo is shared by many in the State Senate.

Chancellor Galatolo said mid-year budget reductions are very problematic for the District because of set costs and told Senator Yee that anything he can do to help prevent such reductions will be appreciated.

Trustee Mandelkern asked if consideration is being given to cancelling the rollback of vehicle license fees. Senator Yee said this would produce an ongoing revenue stream but that it is difficult politically because Governor Schwarzenegger promised he would protect the rollback. Trustee Mandelkern said that he attended a meeting at which State Senator Joe Simitian said citizens need to find a balance between levels of services and what they are willing to pay for.

On behalf of the Board, President Holober thanked Senator Yee for his presentation and for taking the time to answer questions.

## **STUDY SESSION**

### **REPORT ON ENROLLMENT, MARKETING, AND OUTREACH (8-7-2C)**

Barbara Christensen, Director of Community/Government Relations, reported that in a comprehensive effort to determine how to spend marketing funds, the District hired a firm to conduct a marketing audit. The Colleges are using the results of the audit to improve marketing to target audiences; a representative from each College will present a report tonight. Ms. Christensen said that at the District level, the "Find Your Future Here" career and technical education brochure has been very successful and required a second printing; it has been distributed at libraries, Chambers of Commerce, high schools and business resource centers. The "College Connections" brochure is targeted to high school students and their parents and, since its distribution, the District has seen significant increases in concurrent enrollment. The Distance Education Advisory Committee has developed a strategic plan and has been working on marketing efforts and the District has seen significant increases in distance education enrollments also. ITS helped develop a wait list system, which is an enrollment management technique and a marketing effort. Staff believes that implementation of the wait list option also positively affected enrollments. Ms. Christensen said that, as part of the Districtwide efforts focusing on career/technical education and concurrent enrollment, Jasmine Witham, Director of Web Services, developed web sites to compliment and extend the reach of the marketing brochures. The College Connections website for high school concurrent enrollment students has a content management system by which high school administrators can make changes. Ms. Witham also developed a Careers website on which students can perform a search of programs and careers. They can also complete a form requesting more information. The site is loaded into Google Analytic to track page views.

President Mohr said Cañada's marketing plan is based on the College's strategic plan which helps to assure that messages are targeted to specific groups. President Mohr introduced Robert Hood, Director of Public Relations at Cañada College. Mr. Hood distributed a summary of Cañada's marketing initiative; a copy is attached to the official minutes of record. The strategies include: distribution of the Cañada Viewbook to high schools and the community, with the central message that Cañada provides a caring, personal atmosphere with small class sizes; television and radio ads which can efficiently and economically target specific target audiences through use of information from the national Student Media Preferences Survey; free media coverage generated through press releases to local newspapers and feature stories on television and radio; this year's addition of advertising on Facebook; and hiring of a full-time college recruiter, Ariackna Alvarez, to organize outreach events at Cañada and in the community.

President Claire distributed a summary of College of San Mateo's strategic directions in marketing; a copy is attached to the official minutes of record. Highlights include: restructuring of the Public Information Office; use of a comprehensive enrollment management cycle approach based on results from the Students Speak survey; and development of a research-based strategic marketing plan. Research results show that students want a "high-tech, high-touch" approach, e.g., use of Facebook, Wikipedia, etc. President Claire introduced Bev Madden, Director of College Development and Marketing. Ms. Madden outlined accomplishments within the last year, including: the Vision Project; improvement in "Contact CSM" to more efficiently field questions; a Google ad campaign; addition of a full-time marketing and research position; targeted mailings; presence in the community including the County Fair; a student-produced spot on KCSM; and the addition of Instant Messaging on the Admissions and Records site. Ms. Madden said the CSM website is also being redesigned and the home page will be launched on Opening Day.

Vice President Adrian distributed a summary of Skyline's marketing plan and activities; a copy is attached to the official minutes of record. She said Skyline used information derived from the Fresh Look Focus Group Study and the Media Preferences Survey to develop an integrated marketing plan. The plan is strategic and is informed by the College mission, educational master plan, Board goals and College goals. Skyline's primary marketing tool is the schedule. Results of the Preferences survey show that students prefer to receive the schedule by mail and 90,000 copies are mailed to current students and local residents. The schedules have a consistent, upbeat look with dynamic photos. The 2007 schedules won the National Council of Marketing and Public Relations silver medal award. The fall 2008 schedule highlights Student Services. The schedule also contains a College Connection page, financial aid information, program highlights and community focus events. Other marketing activities include mailing postcards as promotional material and as a reminder to students to register, and distribution of program brochures such as Women in Transition. Major marketing projects in progress include the website redesign, a College View Book, and publications review to ensure more consistency and College branding.

Trustee Mandelkern asked if there is a formal program through which the Public Information Officers and other marketing staff from the Colleges meet to share ideas and information. Ms. Christensen said meetings are held on an ad hoc basis. She said the District will investigate development of Districtwide television and radio spots and is also discussing hiring a photographer to take pictures at all of the Colleges for use in marketing.

President Holober asked if College of San Mateo and Skyline also have a recruiter. President Claire said CSM utilized a vacant classified position to hire a recruiter. Vice President Adrian said Skyline is in the process of selecting an Outreach Coordinator.

**RECESS TO CLOSED SESSION**

The Board recessed to closed session at 8:08 p.m.

The Board reconvened to Open Session at 9:25 p.m.

**CLOSED SESSIONS ACTIONS TAKEN**

President Holober reported that, at the Closed Session just concluded, the Board considered the personnel items listed on the printed agenda and voted 4-0 to approve the actions in Board Report No. 1-A and 1-B.

**ADJOURNMENT**

It was moved by Trustee Miljanich and seconded by Vice President Schwarz to adjourn the meeting. The motion carried, all members voting "Aye." The meeting was adjourned at 9:26 p.m.

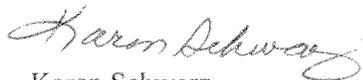
The next meeting of the Board will be a regular meeting on July 23, 2008 at 6:00 p.m. in the District Board Room.

Submitted by



Ron Galatolo  
Secretary

Approved and entered into the proceedings of the July 23, 2008 meeting.



Karen Schwarz  
Vice President-Clerk