

**SANTA BARBARA CITY COLLEGE
COLLEGE PLANNING COUNCIL
February 15, 2005
3:00 PM- 4:30 PM
A218C**

MINUTES

PRESENT: J. Friedlander, S. Ehrlich, B. Hamre, J. Sullivan, K. McLellan, A. Serban, T. Garey, E. Frankel, P. Haslund, K. Molloy, E. Frankel, J. Schultz, L. Auchincloss, J. Jackson, B. Rice

ABSENT: L. Fairly

GUEST: Peg McQuade [for Fairly], Peter Naylor

1.0 Call to Order

Chairperson Jack Friedlander called the meeting to order.

2.0 Announcements

2.1 Peter Haslund is the SBCC recipient of the Hayward Award for Excellence in Teaching.

Peter Haslund was congratulated and applauded as the recipient of the Hayward Award for Excellence in Teaching. This award is given by the Chancellor's Office and is a well-deserved honor for Dr. Haslund and a wonderful tribute to his contribution to our college.

3.0 Information Items

3.1 Student Equity Plan (*Executive Summary and Goals and Objectives*)

Jack Friedlander provided the Council the Executive Summary and Goals and Objectives of the Student Equity Plan, which the Board of Governors requires each college to develop. A work group comprised of faculty, staff, administrators and students, developed the initial draft of this plan. The draft of the plan was discussed with the Academic Senate, with subsequent discussions with the ESL department and the Board at one of its study sessions. The Student Equity Plan will go the Academic Senate next week for final review and if acceptable, approval, and will then be presented to the Board for approval on February 24th. While the college meets the goals for access, the data show major gaps in performance rates among students in various under-represented population groups on several of the outcome measures. The plan addresses how we can increase the success of all of our students and at the same time close the gaps

that exist among the various groups on the various performance measures. This is a document that will enable us to engage in a planning process and to develop a plan to remedy the deficiencies identified. Dr. Friedlander acknowledged Andreea Serban for her work on this project, among others who contributed to this effort.

3.2 Summary of main points made at the February 14th College Planning Forum

Jack Friedlander reported that although the forum was not as well attended as the one on February 1st, it was well done. Steve Cushman, Executive Director, Santa Barbara Region Chamber of Commerce, who represented the private business sector perspective, said the uniform theme for the South coast is that unless there is a major change in state policy requiring communities to increase housing, the no-growth sentiment among policy makers and many leaders in our community will continue. The population will grow at less than one percent a year, or decline in many parts of the college's service area. Mr. Cushman recommended that SBCC build its own student housing.

He made another point stating that in the City of Santa Barbara alone in recent years there were 2,000 new businesses started, 60% of which are single-person business licenses. Jack Friedlander had inquired what kind of training do these entrepreneurs need. Mr. Cushman responded that these individuals are so consumed with getting their businesses off the ground that time is a challenge. Where they do need the most help is in the area of cash flow and management. In response to this need, Dr. Friedlander said that on the credit side, the only way we could offer courses in a cost effective manner is to develop eight hour modules and link them with work experience. These courses could be offered through the college's Professional Development Center. Jack Friedlander said, in his presentation to be given later in the agenda, he would express the need for a Business Institute which would house these short term type of classes which would meet that need and would be a partnership between the Professional Development Center and the Business Division in how we create and offer these classes as there is an enormous amount of potential in this area. He said that the Professional Development Center has identified at least 100 FTES in unmet training needs of area businesses. We could meet this need and generate at least 100 more FTES if we provide the PDC with the additional support staff it has requested in its CPP. Jack Friedlander also said that trustee Des O'Neill expressed a need to offer, through the Santa Barbara Bar Association, writing classes for attorneys.

Andreea Serban said the challenge from the two forums is to come up with something that will guide us for the discussion for the new college plan.

4.0 Discussion Items

- 4.1 Review of CPP reports: Jack Friedlander and Sue Ehrlich will present summary reports of the top priorities identified on the CPP reports for their respective areas.

Jack Friedlander discussed the expense reductions by function for the Educational Programs support area. He discussed the functional areas/services/activities for which he is proposing changes to reduce expenses, how the expense reductions could occur, the approximate dollar savings and the impact of the proposed changes. These items are detailed on the handout distributed to the Council. Dr. Friedlander will continue the discussion of the revenue generation and expense reduction ideas for the Educational Programs support office at the next meeting.

Sue Ehrlich will present her summary report for her area of Human Resources/Legal Affairs at the next CPC meeting.

- 4.2 Identification of major priorities in the CPP process (Tiers 1, 2 and 3) which have the potential for immediate cost savings possibilities for the college.

This item was not addressed.

- 4.3 Criteria for Tiers 1, 2 and 3 in CPP process

Tier 1: Items with potential cost savings/revenue generation that can be done quickly without additional analysis

Tier 2: Items with potential cost savings/revenue generation that need additional analysis/discussion

Tier 3: Items without money associated or with money but that cannot be accomplished within a short or medium range time frame or were already done and will not affect any new savings.

The Council was informed of these criteria as part of the discussion in item 4.2.

- 4.4 Next steps

The next steps in this process will be discussed at a future meeting.

5.0 Other Items

- 5.1 John Romo will be present at a future meeting to discuss the planning process for the College Plan 2005-2008 and the Executive Council's recommendations for tiers 1, 2 and 3 items in the CPP review.

6.0 Adjournment

Chairperson Jack Friedlander adjourned the meeting.