

Faculty Senate
September 19, 2006
3-5 pm

Present: Marcy Alan Craig, Rebecca Arnesty, Jennifer Cass, James Durland, Mark Eastman, Paul Harvell, Steve Hodges, Sue Hoisington, Janice Keyser, Dorothy Nunn, Rory O'Brien, Adela Najarro, Diego James Navarro, Dave Reynolds, Georg Romero, Deborah Shulman, Topsy Smalley

Liaison: Dale Attias, Renee Kilmer, John Govsky, Fabian Gauthier

Guests: James Weekler, Bob Owen

1.0 Call to Order

The meeting was called to order at 3:04pm.

2.0 Minutes

It was moved, seconded and approved to accept the minutes of September 5, 2006 with one correction: Two sections labeled 5.1. "Instructional Report on Initiatives and Accomplishments," now labeled 5.2 and "By-Laws Changes," now labeled 5.3

3.0 Reports

3.1 President's Report--Rory Obrien

Tomorrow, September 20, is Constitution Day, 3:00-4:30pm in the Sesnon House. First and Second articles of the Constitution to be discussed.

News from Michael Mangin: solicited surveys to be sent out next week for Brian King's review committee (40 plus solicited surveys going out to people). There will also be an opportunity submit unsolicited surveys.

Rory noted that he is looking forward to plenary session in Newport Beach with Vice President, Steve Hodges

3.2 Vice President's Report--Steve Hodges

Steve reported that he joined Scotts Valley Planning Committee and is excited about upcoming trip to Southern California

3.3 Treasurer's Report--Paul Harvell

Today, September 19 is International talk like a pirate day—ARRRG.

Dues: "A year or so ago, I learned that faculty should be paying dues." Paul reported that some people are now paying dues. Paul will get a list of faculty and find out who is and is not paying dues. Paul reported that \$350 a year dues increase will cover classified staff lunch, transfer lunch, and scholarships.

3.4 SEIU Report—Dale Attias

Dale announced that she will be the SEIU representative on the Scotts Valley Planning Committee. She reported that there have been preliminary meetings with SEIU representatives, the Business Office and the Bookstore as these departments have had difficulties in the past, and they are now working together to improve working conditions

3.5 CCFT Report—John Govsky

John noted that there were changes made to the 2007-2008 calendar at their last meeting—most significant change to winter session [see section 7.0, Action Item]. He also commented that John Laird gave a good presentation at last CCFT meeting. John Govsky stated that the three-year contract cycle starts, there is overlap.

3.6 Student Senate Report--Fabien Gauthier

Fabien reported that John Laird spoke about current issues in Sacramento at Student Senate Retreat. Fabien said that welcome Back Week was a success. Fabien asked what the Student Senate could do to encourage faculty to encourage students to attend such events. He went on to report that the Student Senate will probably plan an event for Halloween, date TBA, likely to be low-key (perhaps an event in the Theater if there is a band). The Student Senate has discussed the possibility and evening or Saturday event. The Student Senate is conscious of concerns about noise.

3.7 Watsonville Center Report--Diego James Navarro & Rachel Mayo

Rachel announced the upcoming Pacific Rim Film Festival that will be at the Mello Center on Thursday, Oct. 5. Film also will be showed at the Watsonville Center on Sunday, Oct. 8.

Rachel reported that enrollment is down in Watsonville this semester. FTE is not down with a 10% increase in units enrolled. Rachel speculated that low enrollment could be caused by a variety of factors including the local economy and immigration raids

4.0 Items from the floor

No items from the floor

5.0 Watsonville Center Master Plan –Rachel Mayo

5.1 Rachel shared the Watsonville Center Master Plan. This plan is an update of first 2003-2006 Watsonville Master Plan. This plan will go for college review this month. Rachel explained that the “Environmental Scanning Summary” is a summary of the information and data that is out there. This information was the foundation from which they generated planning assumptions and is basis of the objectives.

5.2 Rachel asked the senate for feedback on the plan.

5.2.1 Topsy Smalley asked Rachel what excited her most about plan. Rachel shared that collaboration with CSUMB and UCSC [Objective 10 on page 13] was most exciting.

5.2.2 Janice Kaiser asked Rachel to clarify the meaning of number 8 under “Demographics.” Rachel will clarify the language in the final report.

5.2.3 Steve Hodges and Jennifer Cass submitted typographical corrections.

5.3 Rachel invited faculty to submit any further thoughts to Rachel

6.0 Marketing and Communication Update—Mary Planding

- 6.1 Presentation: “Marketing and Communications Perspective”
- 6.2 Marketing & Communications is conducting a S.W.O.T. Analysis (Strengths, Weaknesses, Opportunities, Threats) and invited faculty senate to contribute:
 - 6.2.1 Additions to “Weaknesses”: cost of living, online colleges, construction on campus
- 6.3 Competitive Analysis: “What other choices are there?” Other choices the senate offered: Individual research, the internet; private vocational training (sports—yoga classes, cooking schools, computer, emergency medical training), having children
- 6.4 “Business Problems need to be solved:” Increase FTEs
- 6.5 What Marketing and Communications (M&C) loses sleep over: Wasted marketing resources, Lost marketing opportunities, Inadequate funding
- 6.6 The “Yes” Cycle: Awareness, Interest, Inform, Consideration, Try Out (Web Sites, Auditing Classes, Phone Calls, etc.), Assuming they liked Try Out, they say Yes, Satisfaction leads to Cabrillo’s Brand Equity
- 6.7 M&C role is to make people aware, interested, to inform, consideration to generate the “try out” for Cabrillo...through effective brand marketing
- 6.8 What is brand? A brand is promise that Cabrillo makes to the people we want to have a relationship with (vendor, staff, student, parent, etc.). In other words, the total of all experiences (good and bad) an individual has with Cabrillo.
- 6.9 Why should you care?: Create rabid brand evangelists, have higher perceived value, attract and retain higher quality employees, attract higher quality alliances, stronger purchasing power, Protect against economic turndowns, protects against crises
- 6.10 Brand Marketing & Management Tools: Audits (Marketing, Brand, Web), Brand Identity (Architectures), Guidelines, Visual Vocabulary (Graphics, Voice, Style, Tone, Templates), Benchmarks, On-Going Metrics
- 6.11 Marketing Audit: Communications principles we live by: “less is more” no more than 3 messages, beware of boredom, measure, a confused mind says no
- 6.12 Visual vocabulary: translating images into messages that could be put into words, includes graphical elements
- 6.13 Marketing Audit Summary: tons of communications, stick to our principles, placeholder visual vocabulary
- 6.14 Next Steps: brand audit, web audit, catalog audit, schedule of classes audit. Mary invited discussion from the senate.
 - 6.14.1 Georg asked about the timeline for these audits. Mary explained that a brand audit shouldn’t take more than 6 weeks while a web audit will take a bit longer.
 - 6.14.2 Mark Eastman suggested that WebAdvisor be examined
 - 6.14.3 Bob Owen explained that IT has expressed concerns about user-friendliness of WebAdvisor to the vendors but that we cannot “cut and run.”
 - 6.14.4 Jennifer Cass added that we should be cautious that we are able to deliver on the promises we make, given that we make different

promises to accommodate a diverse range of needs. Mary responded that sometimes the promises we have to make conflict. We must examine who we are serving and who are we sending messages to

6.14.5 Topsy Smalley noted to the importance of testimonials

6.14.6 Fabian Gauthier asked if M&C want input from the students.
Mary would like to present at a Student Senate meeting.

6.14.7 Marcy Alanraig asked if there is help for programs from M&C.
Mary is available to consult with anyone.

7.0 Action Item:

7.1 2007-2008 Academic Calendar

A 2007-2008 Academic Calendar was already approved once by senate. CCFT made some revisions and approved this Academic Calendar.

Renee Kilmer presented the 2007-2008 Academic Calendar with revised Winter Session dates: Winter Session to start a week later than previous calendar [New dates: January 7-February 1] to allow for more preparation time.

Change to Winter Session was the only change.

Fall 2007 ends on a Friday. There was concern about the impact on Saturday classes but research revealed that only four full-term classes would be affected.

This revised calendar was approved by CCFT yesterday. This is the final draft.

There is some flexibility in the Summer 2008 dates.

There was a motion to approve the 2007-2008 Academic Calendar. The motion was seconded, and approved (with a resounding arrrrrg).

8.0 Information Item

8.1 By-Laws Changes—Paul Harvell

Paul will be proposing changes to the bylaws so the senate operates according to bylaws. Rory will put discussion of the bylaws on the agenda for the next meeting.

8.2 Additional Faculty Senate Meeting—Rory O'Brien

October 24 there will be an additional meeting with faculty senate and deans to view presentations and vote on the Faculty Prioritization process.

There will be no golden handshake this year per contract

9.0 Adjournment

Meeting was adjourned at 4:43 pm.