## Committee Name: Faculty Senate

**Date:** 8/26/2014  
**Time:** 3-5pm  
**Location/Chair:** Sesnon House, 1804

### Attendees:
- Eva Acosta, Arturo Cantu, John Govsky, Calais Ingel, Jay Jackson, Sheryl Kern-Jones, Brian Legakis, Jackie Logg, Michael Mangin, Robin McFarland, Dusty McKenzie, Diego Navarro, Lenny Norton, Ekua Omosupe, Jo-Ann Panzardi, Beth Regardz, Dan Rothwell, Pam Sanborn, Peter Shaw, Patricia Stokke, Sylvia Winder, Marcy Alancraig, Dale Attias, Christopher Reinoldson, Kathie Welch.

### Guests:

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<th>Topic, Time on Topic</th>
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<td>Approval of Agenda 1 min.</td>
<td>Meeting convened at 3:06pm</td>
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| Approval of Minutes 3 min | Action:  
  - Flex evaluation handouts  
  - No changes to May 13th minutes, except Diego’s emailed suggestions. Approved. |
| Standing Reports 45 min | President: (Michael)  
  - Re: CPC position recommendations (stage manager, assistant director CEED and Grants Manager):  
    - Voted to approve 3 self-sustaining positions  
    - All of them are not from the college funds  
  - Workforce Support Network grant – community & college resources  
  - CCFT:  
    - Re-negotiations over Article 17  
    - Negotiations taking place this year  
  - Recruitment effort Smarter Balanced – looking for community college teachers input  
  - ACCJC – SLO, self-evaluation may not enough  
    May be some statewide requirement that things be stepped up  
  - CCSF Update:  
    - They still exist, but have entered into a vague 2-year period of legitimacy that will end with ACCJC deciding CCSF’s fate |
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<td>- There is currently an injunction preventing drastic change in status quo</td>
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<td>- PRO is working on how to measure reasons why Cabrillo Students drop classes. Per some CC students, reasons for dropping include:</td>
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<td>- Financial concerns</td>
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<td>- Childcare</td>
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<td>- Transportation</td>
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<td>- IT e-mail changes:</td>
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<td>- FS attendees request directory or make e-mail addresses more universal</td>
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<td>- INTRODUCTIONS</td>
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Vice President: (Calais)
- CPC committee work, update on schools, CPC website has meeting plan, enrollment scenarios, 12 units to participate in Borrow a Book (Program) – fill out app ($30,000 put into program)
- Working on water conservation

Secretary: (John)
- Website has all necessary FS documents (e.g., minutes, agenda)
- Any feedback regarding the FS website, let John know
- Quick fixes to bylaws:
  - Might propose term limits to be adjusted for small programs and the Watsonville rep.

Treasurer: (Lenny)
- FS has increased number of dues paying members after last January's efforts
- We still have money
- Lenny attended the Great Teachers Seminar in Santa Barbara – 47 teachers, 8 or 10 community college teachers – highly recommends it

CCFT: (John)
- New President is Conrad Scott-Curtis
- Evaluation and Workload are going to be re-examined this year
- Barbara Schultz-Perez will be the new liaison for CCFT

CCEU: (Dale)
- Enrollment tracker shows an increase
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| Laurel is covering 5 seats in association w/CC extension programs | - New way that students now enroll:  
  - Student is able to do more long-range planning  
  - Feedback from students is that they like it as a new way of registering but it is very different from the previous process |
| Watsonville: (Eva) | - Working with the gallery (art pieces will also go over to Watsonville)  
- Outreach scholarships – Educators for Fair Consideration (www.E4FC.org) |
| ASCC: (Christopher) | - Cafeteria is not completed but soon to be finished  
- Water stations going in  
- Social media awareness efforts |
| SLO Coordinator: (Marcy) | - Schedule of CurricuNet SLO module for assessment reporting is on FS website  
  - There are instructions on website on how to process it online  
- Recommendation #2 ACCJC  
  - Would like to bring it as an agenda item to FS |
| Vice President of Instruction: (Kathie) | - No news at this time |
| Old Business 25 min | 4.1 Marketing Initiatives: (Kristin Fabos)  
- Marketing strategic plans executed include:  
  Speaking engagements, PR, social media, special events  
- Marketing campaign  
  - Mass post card mailing went out over summer 2014 to encourage enrollment (targeted 93,000 residents)  
- Radio campaign for 2014 summer enrollment (ran in both English and Spanish languages)  
- Internal marketing focus included:  
  Social media marketing (Facebook, Twitter), targeted posters and flyers (15,000 Scotts Valley residents, Watsonville residents), CC home page announcements, outside CC on-campus banners  
- Fall 2014 marketing campaign included:  
  - Both English and Spanish language commercials in various timed ads (e.g., 5 sec., 10 sec, 15 sec., 30 sec.) |
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| ● Cost for radio campaigns ran ~$15,000  
  - Did not do and will not be doing TV advertising as it is too expensive  
● Suggestion from FS member to bring back CC ad displays on the sides of buses  
● More marketing to be done to generate enrollment  
● Hired a new outreach specialist  
  - To help increase communications with high school students planning to attend college  
● Conducting a media survey  
● Hard copies vs. online version of Cabrillo College catalog:  
  - Suggestions from FS members on how to inform students about how and where to find the courses they need via online catalog and/or where can students go to on campus to locate hard copies  
● How to market/attract students and get away from the idea that community college is only an extension of high school  
● Online project “Workflow”  
● Open to suggestions for marketing the different academic departments  
● Total cost of 2014 advertising blitz (excluding the mailings) was ~ $20,000. |

4. 2 Student Success Update: (Vicki Fabbri)  
● Tasty Bites – 5 different sessions on Thursday  
● Statewide RP student success conference to be attended by ten Cabrillo reps  
● Next year we will present at RP

5.1 Enrollment Challenges: (Kathie)  
● High level enrollment projections 2013-2017  
● Confident in meeting the enrollment threshold for 2014-2015  
● Fall enrollment is 3-4% down  
  - 3.3% down as compared to FA 2014  
● This is our last year (2014-2015) of one-time TUs funding:  
  - Board is unwilling to use any further “one-time” TUs  
  - 2015-16, ~230 one-time TUs removed (100 FTES)  
  - Will have to decrease FTES  
  - Projects a 5% decline in FA14, compared to FA13; AND Sp15 as compared to SP14  
● Must maintain 10,000 FTES college-wide or lose one million dollars in funding  
● Must maintain 1,000 FTES at Watsonville Center or lose one million dollars in funding
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<td>Stability funding 13-14 and 15-16, so summers are not balanced</td>
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<td>Do as much enrollment education among staff and faculty as we can</td>
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<td>Issues/changes with opening of registration caused problems for some students who have not (as yet) registered</td>
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<td>Financial aid restrictions may be effecting enrollment numbers</td>
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**Agenda Building & Summary**

5 min

**Suggestions for future meetings:**

- Meet Michelle Donohue, Dean of Student Affairs
- Basic Skills Report
- Program vs. department – Accreditation Recommendation #2
- FS needs to know about changes in Faculty Grants Process
- FS needs to help design streamlined curriculum approval to meet CO demands
- Encourage better two-way communications between faculty and FS

**Information Requested – Action Approved**

1. FS Minutes 5/13/14 approved
2. Continue dialog between Marketing and faculty in programs
3. Year of Instruction calendar of activities
4. FS will provide notes within a few days of meetings for reps. to report to divisions

**Meeting Summary or Take Away:**

1. *Have a great year!*
2. 
3. 
4. 