



COLLEGE COUNCIL MEETING

Thursday, October 27, 2005

Don Bautista Room

3:00 p.m. – 5:00 p.m.

DRAFT

Present: A. Callahan, R. Griffin, J. Hawk, G. Ho, L. Hearn, L. Jenkins, B. Kline, A. LaManque, J. Miner, B. Murphy, O. Patlan, B. Seabra, D. Shannakian,

Absent: N. Canter, R. Covington, C. Espinosa-Pieb, R. Hansen, A. Khanna, K. Kyne, M. Winters

I. Introductions and Burning Issues

J. Miner recounted anecdotes from her recent accreditation site team visit to the Queen of the Holy Rosary College. Glen Ho, Vice President for Student Rights was introduced to the College Council members. R. Griffin reported on the Student & Community Services Building Grand Opening.

II. The College Council minutes of October 13, 2005 were approved by consensus.

III. Accreditation Team Site Visit Debrief

Discussion ensued regarding the timeline of the next phase of the accreditation process. The Accreditation Site Team Chair, Chris McCarthy will be sending a draft of the final report to B. Murphy who will have the opportunity to correct any factual misrepresentation. We will receive the final report in January and will need to respond if accepting the stated recommendations. This would be an ideal time to announce our staging, taking into account the IPBT & SLO work due in February.

Of the four recommendations cited, one can be acted upon in a short time frame: Professional Code of Conduct for Classified Employees. The remaining three recommendations are more global in nature and require prioritization of initiatives. The Student Learning Outcomes document and recommendation will be a multi-year process and involve the Academic Senate, among others.

IV. Winter Advertising

L. Jenkins reported on the advertising plans for this winter quarter. Print ads in the Metro and San Jose Mercury News (which recently acquired SV Community Newspapers) are scheduled to run for seven weeks beginning Nov. 23 through Jan. 4 in the Metro and Nov. 25 through Dec. 31 in the Mercury News. Radio ads are scheduled to run for Dec. 8 – 15 and Jan. 2 – 9, in addition to movie theatre ads during the holiday season, Nov. 18 – Jan. 5.

L. Hearn raised a question regarding the use of world languages in reaching non-traditional students while B. Kline mentioned the North Side Advocate in targeting specific neighborhoods. Discussion followed regarding direct mail and prohibitive cost factors, although we may explore targeted zip code mailings. The upcoming high school Speech and Debate Club will be an ideal venue for outreach efforts.

B. Murphy is seeking assistance from a marketing consultant who will review our current materials and make recommendations on how to rebuild our marketing function/fill T. O'Connor's position. He is also exploring a different type of advertising involving generating seeded stories in targeted local presses.

IV. Measure E Updates

J. Hawk announced the EIR (environmental impact report) timeline for the removal of the west cottage with a community meeting scheduled for November 16 at 7 pm in KC #112, followed by a public hearing on December 7.

J. Hawk provided updates with regards to the California History Center, athletic netting, Admin Building and Campus Center. Two unknown factors exist with regards to the campus center including the use of the kitchen and relocation during second level renovation. Discussion followed regarding the Performance Hall: initial estimates, escalating construction costs, state funding and additional funding to support this building (foundation and community monies, low interest loans, and funding for LEED buildings).

J. Hawk outlined the Measure E budget transfers which were approved by the college council with two abstentions.

D. Jones-Dulin provided illustrations of college signage for the College Council to review. The signage project is part of the Measure E signage project with a budget of \$900,000. Several types of signage were reviewed including, monument signage at each entry, LED shared signage with Flint Center, vehicular, directional and pedestrian signage. This project will go out to bid in Spring '06 with completion targeted for Summer/Fall '06.

V. Strategic Planning

Dan Salah, Jack Lynch and Matt Abrahams, who have corporate experience, are spearheading the planning process. They have reviewed district documents and have prepared a proposal appropriate for De Anza. B. Murphy will invite members of the Academic and Classified Senate, A. LaManque, vice presidents, deans and students to serve as a review group. Another possible steering group might include D. Shannakian, L. Hearn, A. LaManque and M. Winters. The strategic planning effort will stem from accreditation recommendations.

The strategic business plan will have a long-range focus which will define our role, strengths and focus areas. It is a strategic vision and long-term orientation for the institution. Planning assumption areas might include equity, ESL integration, enrollment, growth and partnerships with different communities with an implication for budget and personnel.

The process will begin in Winter '06 with a planned completion in Spring/Summer '06. Is the strategic business plan the equivalent of an educational master plan, encompassing facilities and technology?

VI. Bond Update

With the state higher education bond scheduled for November '06, the timeline for this bond is targeted for June '06. Do we have support to campaign? Discussion included:

- Magnitude (\$400 million)
- Bond uses: instructional equipment, acquisition, new facilities, Measure E expansion, NASA
- Pros and Cons of Timing: Why so soon since Measure E?
- Harder to pass this time? With Prop 39, less than 2/3 majority required
- Expansion in times of declining enrollment
- Ultimate cost/benefits for us?
- Difficult economic climate
- Argument to community, motivating voters
- Need for more information/better understanding
- De Anza's lack of competitiveness: technology (60% of the \$400 MM)
- Cost to individual taxpayers? Homeowners?
- Community's value of higher education

VII. Quick News

D. Shannakian shared information about the successful statewide student leadership conference from October 21-23, 2005. The event was co-chaired by L. Donna Yumori-Kaku and J. Cognition and was attended by over 650 students.