



## Planning and Budget Council

Minutes – **APPROVED**

October 10, 2022

1:30 – 3:00 PM

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**Attending:** Frank Chong, Li Collier, Patty Collis, Stephanie Dirks, Anne Donegan, Gene Durand, Robert Ethington, Maggie Fishman, K. Frindell Teuscher, Regina Guerra, Robert Holcomb, Kate Jolley, Sara Jones, Sean Martin, Rachel McCain, Jessica Melvin, Timothy Melvin, Eve Miller, Nancy Persons, Whitney Schultz, Sandy Sigala, Debbie Weatherly

**Absent:** D’Juan Brundidge, Jeremy Smotherman

**Guests:** Erin Bricker

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1. **APPROVAL OF 9.26.22 MINUTES**

Sean Martin will submit to the PBC Chairs edits to add to the minutes, and approval of the minutes will be moved to the next meeting.

2. **MEMBER ANNOUNCEMENTS AND CLARIFYING QUESTIONS FROM PREVIOUS MEETINGS**

Adding zoom option for members who are not able to attend a meeting was proposed, and it was decided to add zoom option on a trial basis to determine if participation is affected.

In response to a request for a hierarchy of institutional plans, this will be put on the PBC meeting calendar as plans are developed and updated.

3. **ENROLLMENT MANAGEMENT UPDATE, REPORT FROM PUBLIC RELATIONS AND RECOMMENDATION TO EXPAND THE ENROLLMENT MANAGEMENT WORKGROUP TO INCLUDE A REPRESENTATIVE FROM PUBLIC RELATIONS**

a. Robert Holcomb reported the Enrollment Management Workgroup continues to meet. They have organized and categorized the ideas generated during brainstorming to come up with a list of six themes that will serve as the framework for the Enrollment Management Plan.

- Schedule Development
- Data Analysis
- Organization Alignment
- New Enrollment Growth Areas
- Outreach, Engagement and Retention
- Marketing

Next steps are to fill in the details, timelines, and targets to develop the plan which will serve as a roadmap to enrollment management in spring 2023 and 3-5 years out.

b. Erin Bricker, Director, District and Community Relations, provided members with an overview of services provided by Public Relations (PR), marketing campaigns, and enrollment and retention efforts. [Link to Presentation](#)

- Photography improvements that include campus and programs specific student photos
- Creating Identify Guidelines for SRJC, different sites, and programs
- Tag Lines developed in student focus groups
- Interactive social media
- Development of resources such as the Student Services Guide and Campus Beautification Project
- *What's New at SRJC* expanded to students resulting in increased viewership
- Creation of News Center Webpage <https://news.santarosa.edu/>

Campaign efforts are aligned with similar messaging across print, digital, radio, video, and social media. At the end of each campaign, analysis data provides which platforms are effective. The Enrollment Management Plan will provide PR with directives on areas to expand and focus to inform the messaging for enrollment growth and retention.

With increased funding, PR has been able to try new types of marketing. She invited members to send ideas and encouraged faculty to collaborate with PR for student stories, photos, video, and marketing of programs.

- c. The Enrollment Management Workgroup is requesting to add a Public Relations representative to the workgroup. Council members agreed, and Erin Bricker was added to the workgroup.

#### 4. **COMMITTEE NORMS**

There was a discussion of comments made at the last PBC meeting and if agreed upon norms should be considered for PBC. Comments and suggestions included:

- SEIU reads a conduct statement before each meeting; Academic Senate follows Robert's Rules of Order
- Collegially debate and address issues but not directly relate issues to an individual
- Focus on the agenda; issues with a constituency group should be taken to that group
- Don't personalize or criticize someone directly
- Act with the assumption each is professionally competent
- Practice kindness and respect one another
- Dr. Chong referred to the email he sent in May [A Clarion Call for Civility](#). Create an environment where people feel safe to disagree respectfully and professionally and not personally.

Some voiced their concern, and said it was important for members to express opinions, to critique, and question decisions, data, ideas, etc. within this Council. It was emphasized the issue being referred to was a direct criticism of a person individually and not the information being presented.

Some members were frustrated with the overall discussion about the Strategic Plan Coordinating Committee (SPCC) at the last meeting.

#### 5. **ACCREDITATION UPDATE** – Robert Holcomb

By the end of this week there will be a Student Learning Outcomes (SLO) Faculty Workgroup from Academic Senate as well as two SLO Faculty Coordinators. SLO vendor demos will be scheduled between the 24<sup>th</sup> and 31<sup>st</sup> of this month. The infrastructure is being put into place to address the compliance requirements with the 18 month timeline for accreditation. In response to questions from Department Chairs, an [email](#) was sent to DCC/IM outlining a multi-semester plan through January 2024 when the ACCJC will review and vote on the status of our accreditation. Adaptions have been made that fall under the scope of bargaining.

#### 6. **STRATEGIC PLAN COORDINATING COMMITTEE CHARGE AND NEXT STEPS**

Members were referred to the November 8, 2021 PBC Minutes that included SPCC's charge. The expectation was that SPCC members would participate in town halls and gather feedback. The next step in the Strategic Planning process is to conduct town halls which focus on goals, objectives, and key performance indicators, and attendees self-select into groups specific to a theme to generate a goal and objective.

Discussion by the group included:

- Some SPCC members did not feel there was a lack of participation by members in the meeting and Town Halls.
- Finding a time for SPCC to meet with representation from the constituency groups is challenging.
- Re-envision how SPCC is set up.
- Add members to share the commitment to meetings between members. Identify who can attend which meetings.
- Clarify and specify the charge of SPCC.

Overall it was agreed SPCC serves an important function and should continue. Further discussion will be brought back to the next PBC meeting.

7. **PBC CONVERSAION TOPIC: “WHAT ARE WE NOT GOING TO DO ANYMORE” PROCESS AND TIMELINE**

This agenda item will be moved to the next meeting.

The meeting adjourned at 3:03 p.m.

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[PBC Committee Function](#)