



## Planning and Budget Council

Minutes – **APPROVED**

November 14, 2022

1:30 – 3:00 PM

---

**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, Eve Miller, Nancy Persons, Debbie Weatherly

**Absent:** Whitney Schultz, Sandy Sigala, Jessica Melvin, Timothy Melvin, Jeremy Smotherman, D’Juan Brundidge

**Guests:** Matthew Long, Josh Pinaula as proxy for Sandy Sigala

---

1. **APPROVAL OF 10.24.22 MINUTES**

The minutes from the 10/24/22 meeting were approved as presented.

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

None

3. **ENROLLMENT MANAGEMENT WORKGROUP UPDATE**

Robert Holcomb discussed the sections of the Enrollment Management plan. They began with a brainstorming of ideas to create a list that was very vast and comprehensive. They organized the ideas to develop a framework for the plan. They created a webform to gather specific ideas. Drafting process on November 30<sup>th</sup> and on December 7<sup>th</sup> this will allow us to present to PBC on December 12<sup>th</sup>. There will be time for final edits and that will complete our goal this semester to have a comprehensive management plan by the end of the semester.

There was a comment that there are lots of other districts going through this same thing. Has the group had the opportunity to reach out to other similarly situated districts to see what they plan to do? It was noted that there has been anecdotal discussions. This is something we should do as we move forward. We want to make sure we’re not operating in silos. The plan is being crafted so that we’ll roll out some things as early as spring, such as around rolling things out around dual enrollment, non-credit, and reinstating partnership with our local community advocacy groups.

It was pointed out that this will also be coming to the Senate for review on November 30<sup>th</sup>.

4. **STUDENT EQUITY PLAN 2.0 REVIEW**

Matthew Long shared a PowerPoint presentation on the Student Equity Plan 2.0 update.

Group discussion on shared ideas.

Large discussion with part-time student group. The chancellor's office doesn't identify this as a group at all. Comments included that council members would like to see a “just in time scheduling feature” available for all sections and to press the chancellor’s office on life-long learning. Brought up how frustrating our application process is. It isn’t helping anyone with how awful the process is. There is a disconnect to say we are “student focused” when that is our entry point for students.

More discussion around application and how cumbersome it is for everyone.

Discussion about self-placement in Math and English. How to help students be successful. Explaining adding/dropping/W’s better to students.

5. **USA NEXTGEN Grant**

Benjamin Goldstein presented an opportunity that's coming from the US Dept of Agriculture. NEXTGEN Grant. It's all about diversifying the future federal workforce in food and agriculture, particularly within the USDA job classifications in agriculture sciences. The lead partner on this is Cal Poly Humboldt. Humboldt is ramping up its growth and its enrollment strategies. They reached out to three community colleges. SRJC, Bakersfield College, and College of the Redwoods. We'll be requesting funding for the part time student internship program, we're also requesting funding for a 0.8 FTE Project Coordinator. Want to hire somebody to coordinate this cohort, to liaison with Cal Poly Humboldt to work with student services, to work with the transfer center. It would be a set 5-year position.

The total grant amount between Cal Poly and the three community colleges is \$10 million over five years. SRJC portion would be about \$2 million averaging about \$500,000 a year. We'd be targeting 30 to 45 interns a year, so a total of 120 to 180 students getting paid for learning. Benjamin will be sending info to Kate, Stephanie and Whitney to make sure everything is there that SRJC needs.

Some group discussion on the 5-year position and what that entails.

6. **PBC CONVERSAION TOPIC: "WHAT ARE WE NOT GOING TO DO ANYMORE" PROCESS AND TIMELINE**

**Kate Jolley gave an overview.** Survey went out, suggestion came back. About 184 submissions, currently being vetted to see what's possible, timelines etc. The results will be viewed at PBC at Dec 12<sup>th</sup> meeting. Scheduled to go to board and implementation in the spring. The majority of feedback was about events, including multiple suggestions around using EMS more efficiently, Day Under the Oaks not doing so many grants, keeping Adobe signing, and keeping paperwork electronic. There were a few questions around graduation and vaccine mandate and parking. It was noted that some suggestions were a little bit out abstract and not concrete.

There was a reminder that the faculty, especially the Senate has a strong role in changes to instructional programs and that needs to go through the 3.6 process. Everyone agreed that instructional areas were not part of the survey.

Group discussion about survey and results.

Concerns about Banner and the new software, especially with HR not adopting new software. There are issues on multiple levels with onboarding from multiple sides, like IT and faculty. Another was concerned that the new software won't support professional development. Kate pointed out that no software supports professional development at this point. During the RFP process, group looked at how to get as integrated as possible and then looked at what do we need to do to integrate the rest of what we do.

Group discussion on new Banner software.

It was mentioned that enrollment is our biggest challenge and how do we maximize some of our facilities, like Southwest Center and new construction project in Petaluma. Maybe we should have a strategy, maybe in alignment with some of the other districts to try to renew support for lifelong learning. Dr. Chong advocates for reexamining that decision, and not even to change repeatability, but to change Adult Education and Lifelong Education. There seems to be a lot of support for it. Robert Holcomb mentioned it's in the works as early as the spring to make use of KAD facilities, and older adults programming. Developing courses that will allow our community to attend these courses.

Nancy mentioned that we also need this advocacy for the current mission of the California Community Colleges. We are the biggest and loudest group, at 55k faculty members, we need to advocate for this.

## 7. **ZERO TEXTBOOK COST (ZTC) GRANT**

Mary Catherine Oxford and Jen Carlin-Goldberg presented a ZTC (zero textbook cost) and OER (open educational resources) PowerPoint slide. Five publishers control about 80% of the market and are very aggressive in their marketing and aggressive in their price structure. Grades and retention improved when students have access to textbooks. Phase one is not competitive. That's \$20,000 that is allocated through apportionment that's already arrived at the college.

Discussion on different phases and what they mean. There was some confusion on this. Workgroup will make recommendations.

It was mentioned that the other problem with the textbook industry is oftentimes the new editions are not better editions. Faculty are finding it harder and harder to get a bookstore to seek out used copies of old editions. Robert E. will work with bookstore on old editions.

Discussion about ancillaries. The library is well-equipped on open access and can help license faculty work.

The Creative Commons certification for educators and librarians' course was brought up. Wanted to mention the point of the 20k grant is to have a group put together plans for applying for one of the big grants to create a completely ZTC program.

Academic Senate is going to do a call out for 4-6 faculty.

**There were discussions around the** vision for the future, where the bookstores are, and will they go away and the mechanics of how it would work for students. Ideally, when somebody enrolls in the class, they get access to access to their Canvas course, their textbook is sitting in there, digitally.

It was pointed out that the grant is not focused on 100% implementation of anything. That's the faculty workgroup to decide what to do. The Chancellor's office wants to encourage the focus on one program.

Robert Holcomb mentioned that in talking with regional CIOs it's the opportunity to have a contingency with ztc and ztc course offerings, right across the curriculum, and then making that attribute searchable for the students. Great strategy to support our enrollment goals, and on equity strategies.

Group discussion on grant.

## 8. **PROPOSED AGENDA ITEMS FOR NEXT MEETING – NOVEMBER 28**

No proposals for new agenda items were presented.

The meeting adjourned at 2:59 p.m.

---