PLANNING AND BUDGETING COUNCIL MEETING MINUTES
Wednesday, April 6, 2016

Members present: Doug Hirzel, Debbie Joy, Megan Rodriguez Antone, Michelle Marquez, Joanna Dai, Magnolia Huang, Paul Naas, Nick Carr, David Johnson, Peggy Perruccio**,** Supinda Sirihekaphong, Lorraine Barrales-Ramirez, Rachel Corrales, Jennifer Hughes
Members absent: Lezlee Ware, Gregory Anderson, Kim Lopez, Anniqua Rana, Winnie Kwofie, Chialin Hsieh
Guests and others present: Leonor Cabrera, Heidi Diamond, Lizette Bricker, Cathy Lipe, Vickie Nunes, Sarita Lopez, Marcella Grant, Anna Camacho, Celeste Kidd, Max Hartman, Timurhan Vengco, Diva Ward, Mary Chries Concha Thia, Erin Moore, Trish Guevarra, Barbara Bucton

AGENDA ITEM	CONTENT	PRESENTER
1) APPROVAL OF MINUTES	Meeting called to order at 2:10 PM Motion to approve Minutes of the March 16 meeting passed unanimously.	Co-Chairs Debbie Joy and Doug Hirzel

2) BUSINESS
A. IEPI Matrix Follow up
	Motion to recommend as the two additional IEPI (Institutional Effectiveness Partnership Initiative) indicators:
	    1. Student achievement metric focused on basic skills students and
	    2. Student achievement metric focused on transfer rate.
	
	At the March 16 PBC meeting, Jennifer explained that in Year 2 of the Initiative, colleges were asked to add one metric focused on student achievement and one optional metric, chosen at the college's discretion. Through constituency group discussions, there was consensus gathered to move forward on the basic skills metric. PBC members expressed thoughts that the transfer rate criteria needed to be refined beyond what the state uses.
	Jennifer informed that PRIE Dean Chialin Hsieh advised that overall completion rates data can be disaggregated to include only transfer students. We would (1) identify students who began in 2009-10 and would be tracked through 2014-15, (2) document interventions that were made and (3) determine their impact. The completion rate would be narrowed to only include transfer students, but still be described as Completion Rate.
	
	With PBC recommendation, we will move forward with these two indicators. The next steps are to discuss with constituency groups to establish what those targets will be. Chialin has had preliminary conversations with the Academic and Classified Senates about these targets. The constituencies' and senates' recommended targets will be returned to PBC for approval. If approved, the targets and data will be forwarded to Vice Chancellor Kathy Blackwood. VC Blackwood would compile the info for presentation to the Board of Trustees, likely in late May or June.
	
	Motion to recommend as the two additional IEPI (Institutional Effectiveness Partnership Initiative) indicators:
	    1. Student achievement metric focused on basic skills students and
	    2. Student achievement metric focused on transfer rate.
	Motion passed unanimously.
		Jennifer Hughes

| B. Marketing Plan | Megan Rodriguez Antone, Director of Marketing, Communications and Public Relations, provided information on the College's Marketing Plan Presentation highlights:
• Name of department is: Marketing, Communications and Public Relations. Includes Megan, Visual Communications Coordinator Jose Garcia and College Recruiter Mayra Arellano.
• Outreach became part of Marketing beginning Fall 2016.
• Marketing is responsible for all visual materials and advertising – anything that supports the College. This includes, but not limited to:
  - College catalog and schedules
  - Olive Hill Press and Board of Trustees reports
  - Videos/commercials/campus photography
  - Social media campaigns
  - Event planning
  - Department needs and web updates
  - College and department branding and logos
  - College presentations
• 2016-17 PROM goals:
  - Continue to work with faculty, staff and students to develop effective marketing strategies
  - Support students' educational goals through dissemination of student success stories
  - Strengthen and increase community relationships
  - Increase College's web and social media presence
• Described extended service area through Mtn View into San Jose.
• Garner information from students to help determine most effective means of communication, seeking their motivations on coming to Cañada as well as their success stories.
• Reach potential students through high school counseling departments also local library events
• Developing other means to get student stories out there: bus ads, commercials, Instagram student interviews, print ads that appear at local businesses.
• Launched "Cañada in the Community"
  - Ravenswood School District Holiday Jacket & Toy Drive
  - Partnered with ASCC Second Harvest Food Bank Can Sort
  - Upcoming: Puente de la Sol Festival on April 29.
• Building on current social media methods; tracking usage and exposure.
• Developing brand consistency; will revise brand and style guide for communications; act as resource for social media guidelines.
• Looking forward to developing strategies and marketing plans for Cañada's 50th Anniversary, 1968-2018.

Question posed on the status of College mobile app - timeline should be shorter. Ideally, this would be a shorter timeline, but staffing and workloads impede this progress. Pro bono work and student workers were discussed, however, liability and confidentiality concerns may be barriers to this.

Question posed on updating or customizing college's landing page and other info. Please contact Megan or Jose regarding these areas. | Megan Rodriguez Antone |

C. New Positions
  Hiring Decision
	Interim President Jennifer Hughes announced her hiring decision for the Spring 2016 Hiring Process.
	
	• Thank you to faculty and staff for the proposals and presentations. Time and efforts to put these together are recognized.
	• Process that was completed by PBC and planning councils was thorough and provided a platform for helpful and open dialogue.
	• Academic Senate prioritizing effort was an attentive and comprehensive process. Also, appreciate the thoughts and feedback received from the Deans, VPs and College staff.
	• Two key observations:
	  1. We agree that the hiring process and decisions are important for the institution and in working toward student success. Every step was approached with care and attention by participants.
	  2. There is respectful observance of the process. Its transparency and openness reinforced that everyone was welcome to participate.
	
	Faculty positions
	No faculty positions were approved for the Spring 2016 cycle.
	  Key factors:
	• Each faculty position request was important and its strengths and needs documented, however, none stood out as more compelling than the others.
	• The prioritizing efforts at the Academic Senate reinforced this close ranking, with no clear front runner.
	• Postponing faculty hiring until the next cycle (Fall 2016) would not pose significant problems.
	• Budget forecasts may prove either more limited or promising in the near-term. Postponing faculty hiring for budget considerations is a prudent consideration.
	
	Classified Positions
	Four classified positions were approved to move forward:
	• International Students Program and Services Coordinator(1.0 position)
	• Alternative Media Instructional Aide II (1.0 positon – 50% funded by DSPS funds)
	• Athletic Trainer (.48 position)
	• Shipping and Receiving Clerk (.48 position)
	Key factors:
	• the need to ensure college compliance with federal and state regulations, thus reducing potential liability for the College;
	• the ability to carry out basic college operations; and
	• addressing potential safety issues for students
	
	Other Requests:
	• Other funding, possibly Innovation Funds will be explored to help fund the Instructional Technology Specialist (1.0 position) and the Accessibility position (1.0 position district wide; .33 funded by each college.
	• Digital Communications Coordinator: Will not fill this position at this time, however, we will look in to using resources in the short term to address some of these needs.
	• Office Assistant II – Puente: Will not fill this position at this time. Will look into providing clerical assistance with existing classified staff.
		Jennifer Hughes

	Jennifer will be sending out an email to all employees, including this information and giving further details pertinent to her process and decision. PBC Co-Chair Doug Hirzel thanked Jennifer for her thoroughness and thoughtful presentation	
D. Establish Workgroup to Develop Process for Institutional-ization of Programs and Initiatives	Jennifer presented on Establishing Workgroup to Develop Process for Institutionalization of Program and Initiatives. Jennifer advised that this item was initially brought up at College Cabinet. Cañada is out in front in pursuing grant opportunities and pursuing initiatives – but what happens when the grant ends? Jennifer advised that these programs can vary greatly in scope. For example, the STEM Speaker Series is a defined program, limited and contained in its design. Other grants involve multiple departments, significant staffing and resource requirements. The institutionalization process needs to be able to encompass this spectrum. Would like to discuss possibly creating a PBC workgroup to devise a process on next steps or asking the PBC co-chairs to work with Jennifer and Cabinet members to brainstorm a process. This draft process would be brought back to PBC late spring or early fall. Michelle Marquez advised that another part of this discussion is that grant authors should be aware of what the grant commits the College to provide from the beginning. Discussion highlights: • Institutionalization is usually part of writing the grant. • Suggest that grant authors participate in the workgroup and process discussions. • The appeal of a grant is to see if an idea works, if the endeavor is worthy. Would not like to see this inquisitiveness stifled. • The initial workgroup would be time-limited. Develop the process concept and then PBC and interested parties would weigh in on moving forward. • This proposed process is not how to decide on the institutionalization of a program, instead, the process is to determine what is needed to do so and the factors to consider. Discussion on this topic will continue among members of the College cabinet and PBC Co-Chairs. Progress will be reported to PBC.	Jennifer Hughes
E. Professional Development Committee Membership Discussion	Erin Moore discussed the formation and possible structure of a College Professional Development (PD) Committee. The new PD timeline includes the formation of a PD committee. Establishing such a committee has been a long-held view among constituencies. Would like to begin discussion on committee structure and membership Discussion highlights: • Committee should represent the interest of everyone on-campus, honoring existing efforts and guidelines (such as faculty and classified PD committees, Senates' by-laws.) • Committee should be sustainable and provide for growth in the program. • Faculty, staff, administration and students should be represented, Moreover, specific constituencies such as transfer faculty, Academic and Classified Senate representatives, etc. may be considered.	Erin Moore

	• Research of other institutions show similar committees range from five to 32 members. No standard formula on this. What would be the appropriate number of members for a college of our size? • Committee areas of interest and responsibility: 1. Put together PD plan 2. Plan and facilitate professional development activities 3. Plan and facilitate flex days 4. Have working knowledge of College plans 5. How are members and committee leadership appointed? PBC Members are requested to discuss this with constituencies and return with feedback. The PD timeline allows for thoughtful discussion within constituency groups.	
F. District Innovation Fund	Michelle Marquez announced proposals are being solicited for the 2016-17 District Innovation Fund. The District is providing $2.0M funding for innovative and effective programs that support District's strategic goals and strategies for the upcoming fiscal year. The faculty and staff at the three colleges as well as District office staff have the opportunity to submit proposals for funding to support new programs or to 'scale up' existing effective programs. Innovation funds will be awarded through a competitive process that involves a campus-level review and a District-level review. Funds awarded will be on-going and annual reports are required. There is a strict timeline for submitting these proposals. They are due to the President's Office by Wednesday, April 20, 2016. From there, they will be discussed at the Chancellor's Cabinet, who will determine which proposals are funded and at what level. Michelle revealed the proposal template which was designed to address the District criteria. Discussion highlights • Whatever funds are awarded, they will be ongoing every year. It will be part of our annual site allocation. • Important to review criteria and align proposal with strategic goals. • There will be a reporting component every year. • The District expressed that small amounts (<$20k) should not be submitted. If your project requires a small amount of money, please discuss with your Dean or supervisor. The small-amount projects could possibly be bundled with others of a common theme and put forward together.. • Any questions can be directed to Michelle, appropriate Dean or VP. Jennifer will be sending out a campus-wide email on District Innovation Funding and Proposals.	Michelle Marquez
G. Staffing Update	New Employees and Staffing Update: • Kim Lopez, Vice President of Student Services, effective March 17 • John Omar, Instructional Aide II, effective Feb 16 (.48 position) • Karen Arnold, Instructional Aide II, effective Feb 8 (.50 Fund 1 and .50 STEM grant)	Michelle Marquez
H. Matters of Public Interest	Request for Faculty and Staff Support at Commencement Please join to support our graduates and certificate recipients on their special day. Commencement is Saturday morning, May 28. See Team Commencement guide to see what duties are requested.	Misha Maggi

	Request for volunteers at Connect to College: Our 2nd Connect to College event on Thursday, April 28. Welcome incoming Cañadians and their families as they learn about our campus, programs and activities.	Megan Rodriguez Antone
	President's Student Leadership Award: Nomination process is open. Due date is Thursday, April 28. Faculty, staff and students may nominate a student.	Jennifer Hughes
3)	Meeting adjourned at 4:15 pm.	