



COLLEGE COUNCIL MEETING
Thursday, January 19, 2005
Conference Room A
3:00 p.m. – 5:00 p.m.
DRAFT

Present: B. Baldwin, A. Callahan, N. Canter, C. Espinosa-Pieb, R. Griffin, J. Hawk, R. Hansen, L. Hearn, G. Ho, L. Jenkins, A. Khanna, A. LaManque, J. Miner, B. Murphy, B. Seabra, P. Setziol, D. Shannakian, M. Winters

Absent: R. Covington, O. Patlan

I. Burning Issues

Newly-elected College Council members for the academic year 2005-2006 were introduced.

B. Murphy shared information regarding the Governor's budget which is relatively good; it includes \$130MM in equalization funding and a fully-funded COLA. M. Brandy is scheduled to present a Budget Town Hall on February 7 from 3:30 – 5:00 p.m.

With regard to the community college initiative and short timeframe, R. Hansen made the suggestion of gathering signatures on campus.

B. Murphy requested feedback and response to the technology reorganization proposal distributed at the last college council meeting. There is continuing discussion of the responsibilities for Director, Technology Resources Group position. The technology organization will continue to serve Instructional and Student Services programs and augment Distance Learning with 1 FTE. This proposal is being discussed at next week's Academic Senate; L. Hearn will bring information back to the next meeting,

J. Hawk provided further clarification regarding the January 17 board item regarding Printing Services and the restoration of a 12-month schedule. Instead of closing the month of August (for a 8% reduction) the print shop will experiment closing targeted Fridays and hours (for a 5% reduction).

B. Baldwin mentioned the odd and unhealthy idling of the Altrans vehicles on campus; J. Hawk will have D. Jones-Dulin contact Valley Transit.

J. Miner introduced Celine Pinet, a division chair in Applied Arts from West Valley who is also her ACCA mentee.

II. The College Council minutes of December 8, 2005 were approved by consensus.

III. Noel Levitz Research

A. LaManque provided information regarding Noel Levitz, a respected national research consulting group working with De Anza on retention and marketing. We have agreed to a 2-pronged proposal which includes free services for 2 years (approximate value of \$200,000). The math department has administered an inventory survey and last fall employees and students completed a satisfaction survey.

On January 18 and 19 the consultant met with selected administrators, deans and faculty for retention suggestions. February 16 has been assigned as a planning day to outline retention

initiatives. Discussion followed regarding the opportunity to be a pilot institution, tracking inventories for retention in the math area, and implications for changes in pedagogy and curriculum development. This research will serve as a cross reference for Equity for All, Good Works Project and Segmentation studies.

IV. Bond Project List Review

J. Hawk reviewed the different projects included in the bond project list; those slated for renovation, maintenance, small and large cap. This is a “snapshot” list and will change between now and February 6, when submitted to the Board for review. B. Murphy asked College Council members to review and provide any input to their deans, respective vice-presidents and J. Hawk for inclusion in the list by end January. J. Hawk stressed broad categories as levels of specificity are not required at this time.

Discussion followed regarding potential uses of the Mediated Learning Center, part-time faculty offices, classrooms and need for “shared” space for faculty, staff and administrators. The Mediated Learning Center has been included in the Facilities Master Plan since 1998 and was board approved in 1999. The building provides the most flexibility with regard to space. The board will need to approve the magnitude of the bond by February 21, but current the projection is \$500MM.

At next College Council, J. Hawk will review the summary of 15-year furniture and equipment needs and breakdown of overhead and contingencies.

V. Strategic Planning

The projected increase in enrollment for Winter 2006 compared to Winter 2005 was due largely to a substantial increase in Job Corps student enrollment at off campus sites. On campus enrollment is down. Questions: how do we sustain enrollment, retention and challenges?

D. Salah and M. Abrahams presented the Strategic Planning Process which is a 7-step process which includes:

- Case for Change
- Taking Charge
- Cascade
- Alignment
- Execution
- Report or Revise
- Process Review

The process is based on story-based planning where small groups would co-author a story or multiple stories. The stories are based in reality but allow for creativity, commonality, vision, goal setting, and the creation of action plans. Strategic plans often fail due to lack of stakeholder involvement, but this process includes accountability and personal commitment. Stories are created, evaluated for feasibility, and the need for an outside consultant/facilitator is critical for reviewing alignment of strategies and decisions. Results would be reviewed, revisited and improved based on the culture of the organization.

Lively discussion followed the presentation regarding student participation, visual arts, convergent stories, ownership, and challenges. The group will return to College Council at a future date.