

SANTA BARBARA CITY COLLEGE

COLLEGE PLANNING COUNCIL

October 18, 1988

M I N U T E S

PRESENT: P. MacDougall, J. Romo, M. Bobgan, J. Connell, J. Diaz, L. Fairly,
C. Hanson, D. Oroz, D. Ringer, G. Smith
RESOURCE: E. Cohen, J. Friedlander, H. Pugh, D. Sloane

APPROVAL OF MINUTES, October 4, 1988

M/S/C Garey/Connell - Unanimous

COLLEGE PLANNING

President MacDougall was present to lead the discussion on college planning currently underway in CPC. The primary purpose of these discussions, he restated, is to establish a comprehensive institutional "directions" statement of where we are headed as a college and to develop strategies for achieving stated goals and objectives.

With the President's leadership, the Council has been reviewing the Statement of Institutional Directions (formulated by CPC) and the Board of Governors 1988-89 Basic Agenda. Using these documents as a framework, members developed a list of issues or concerns which CPC feels should be the major focus of the College for the next several years. Members reviewed, refined and then prioritized these "directions" by assigning a numerical value (1 Essential; 2 Desirable; 3 If Funding is Available) to each component. The statistical information was tabulated by the Office of Research and the results of the survey are outlined below:

A. EDUCATIONAL EXCELLENCE

1. Make SBCC 1st choice institution.
2. Guaranteed admissions to 4-year colleges.
3. Assure basic skills competencies.
- 5a. Voc. Ed.: Identify programs that fulfill regional needs.
- 5b. Improve articulation with high schools and 4 year colleges.
- 5c. Develop program to facilitate transfers.

B. STUDENT ACCESS/SUCCESS

1. Improve retention rate/Reduce attrition rate.
- 2.5 Develop a marketing plan to bring successful programs to the community.
- 2.5 Increase financial aid for students.

C. HUMAN RESOURCES

1. Competitive salaries for faculty.
2. Meeting staffing needs by successful recruitment of quality faculty.
3. Renew commitment to Affirmative Action.
- 4.5 Explore programs that ensure minority student success.
- 4.5 Recognize changing demographics in recruiting minority faculty.

D. FISCAL

1. Maintain competitive salaries for classified staff.
2. Plan for equipment replacement.

E. COLLEGE GOVERNANCE AND RESEARCH

1. Design an institutional research program to enhance college effectiveness.
2. Develop process for decision making regarding continuation of high cost programs.

During the discussion which followed, members suggested that the comprehensive statement also include a concrete "agenda", delineating specific actions and operations, in order to make the plan workable and successful. The planning document, as envisioned by the President, would be addressed to faculty, staff and the community. It would probably require updating every two or three years.

PREAMBLE

It was agreed that the planning document should contain a preamble stating the College's commitment to:

1. Open Admissions.
2. The Mission Statement as redefined in AB 1725.
3. Institutional Values:
 - a. Excellence in our programs and services
 - b. Student Centeredness
 - c. Develop a cooperative, collegial approach for conducting affairs of the College
 - d. Develop an environment that is physically attractive and technologically invigorating

During the lengthy discussion which followed, members focused on the five major categories, and submitted the ideas and suggestions outlined below.

EDUCATIONAL EXCELLENCE

1. Make SBCC a First Choice Institution:
 - a. Using research methods, identify students for whom SBCC is a first-choice institution. Determine WHY student choose the College. Identify high achievement students from local high schools and develop s MARKETING PLAN aimed at this group.

- b. Reiterate SBCC's commitment to improving curriculum and instruction through program evaluation and review process, accreditation, staff development, innovative teaching strategies, research.
2. Improve ARTICULATION with 4-year schools.
 - a. Guarantee admissions to 4-year colleges.
 - b. Develop more articulation agreements; clarify them for easier interpretation by students.
 - c. Use Programs like Project Assist, Core Curriculum to assist students.
3. Increase student success/retention.
 - a. Increase student success by developing verifiable skill requisites for courses across the curriculum.
 - b. Examine learning/teaching strategies in effecting student success.
 - c. Define minimum expectations.
 - d. Emphasize skills in discipline content.
4. Vocational Education.
 - a. Identify programs which fulfill regional needs and fulfill these criteria:
 - 1). Will graduates be employable?
 - 2). Is employability sustained?
 - 3). Does program lead to post-secondary training?
 - 4). Is program certifiable by a state agency?
 - 5). Does program provide career advancement possibilities?
 - b. Make use of ADVISORY COMMITTEES to determine vocational technology needs.
5. Improve programs to facilitate transfers.
 - a. Increase transfer rates of minority groups.
 - b. Increase the number of articulation agreements.
 - c. Clarify articulation agreements to facilitate interpretation by students.
 - d. Identify potential transfers early-on through Matriculation program.

Recognizing that the business of the committee could not be completed during one session, members decided to divide into subcommittee to develop planning statements for the remaining components. The subcommittees and their members are:

EDUCATIONAL EXCELLENCE

J. Romo, Chair
J. Connell
C. Frank (student rep)
M. Bobgan

STDT ACCESS/SUCCESS

L. Fairly, Chair
E. Cohen
J. Diaz
G. Smith

HUMAN RESOURCES

D. Oroz, Chair
T. Garey
H. Pugh

FISCAL

C. Hanson, Chair
D. Ringer
D. Sloane

GOVERNANCE/RESEARCH

P. MacDougall, Chair
T. Garey
J. Friedlander

Subcommittees were asked to draft and submit their reports to Burt Miller by November 1. The final report will be developed and presented to the CPC on November 8.

The meeting was adjourned at 4:30.

The next meeting is November 1, 1988, 3:00 p.m., A218C.

JR/jdm

cc: Dr. MacDougall
Deans/Assistant Deans
Division/Department Chairperson
Mr. Miller
Mr. Pickering
Mr. Guillen