

Skyline College Council
April 26, 2006

MEETING MINUTES

Attendance: Lori Adrian, Taylor Angel, Carla Campillo, Donna Elliott, Peter Monrroy, Vicki Morrow, Regina Stanback-Stroud, and guests Eloisa Briones, Cathy Hasson and Sandy Irber. Recorder: Linda Ghio

Absent: Linda Allen, Ray Hernandez

Approval of minutes

Minutes from the March 22 were approved with the following corrections on page 2 under Smoking Policy. Sentence 3 was removed. A change was made in sentence 6 to read: "Carla said she felt that the two representatives from the American Lung Association had a bias toward a non-smoking campus." A recommendation was also made to include paragraph breaks in all future minutes.

Educational and Facilities Master Planning (EFMP) Project update

Cathy Hasson distributed a flyer announcing the upcoming town hall forums to review both the education and facilities draft master plans. The draft education master plan will be presented by Rick Voorhees on April 27 and the draft facilities master plan will be presented by Steinberg Architects on May 11. Cathy encouraged College Council members to attend. The draft education plan is also posted on the EFMP website and a partial copy of the plan (pages 50-70) was distributed to the council. The 20 pages boils down the plan and is a compilation of background information about programs and service areas, programmatic areas we want to strengthen, initiative proposals, and new program recommendations. In addition to the draft plan the website also includes the appendices.

The first half of this report is information that has been reviewed in the EFMP strategy sessions. The last 20 pages are the recommendations and Vicki encouraged the council to read these. At tomorrow's town hall meeting, Voorhees will summarize his background information and focus on his recommendations. This document, once finalized, will be what we use as a guideline for program decisions, initiatives, etc. We will need to determine which of these we might have a serious interest in because they require expanded or new space. It includes a look at how to enhance development skills, online offerings, credit/no credit options, linkages with K-12 schools further developed, enrollment strategies further developed, and student support services improved and it asks us to make decisions about enrollment priorities. Beginning on page 62, the education plan shows where it ties in with facilities needs and then follows with Rick Voorhees' recommendations. Skyline is interacting with him on what we like and don't like, so in the end it will be a resource tool that is as useful as possible for the college. If Skyline feels that things are not being addressed in the way we want them, and almost everyone has a concern, we want to capture the issues so when we start making choices about money, building, and programs we are focusing on the college's biggest priorities.

To prepare for the forum, Cathy said the council should take the time to review the document. If council members cannot review all of it, she encouraged the group to at least review these 20 pages which gives a background for the discussion on April 27. She expects 50 people to attend the April 27 forum. She hopes to have a fuller engagement with people so that this plan really represents the college.

Regina said Rick Voorhees hit the mark by looking at new programs and enhancing existing programs, and based on the culture of the college she liked his suggestions. Regina encouraged the council to raise questions. While this plan will be a resource, it doesn't mean that the college will do everything in there. She said that since Rick is coming from the outside he may not have gotten everything so it will be up to us to get things straightened out. Lori said we also want to make sure that we get what students want and what their needs are. She hopes that students will also attend the town hall forums. Cathy said to keep in mind that this is a good tool for accreditation and it is timely and rich with information.

Institutional Planning Unit Work Plans for 2006-07

This topic was removed from the agenda

Board approval of mission statement

Vicki said it is clear that the accreditation standards require approval of the college's mission statement. It is clear that the current mission statement that the college uses went through a governance process and was approved, but not formally approved by the board of trustees. We have talked about it on the heels of the EFMP planning process and agreed that we may want to revisit our mission statement and revise it next fall. Vicki asked the council what it thinks is the best strategy from both a Skyline point of view and also an accreditation point of view. Lori said it really is the mission/vision/goals, but the standard says it is just the mission statement that needs approval. Vicki said we may take it as a package to the board. Cathy said the goals have changed and Donna feels the mission statement is not good. She would like to see it redone and add some things that she feels are missing about diversity. Cathy said it seems that we are operating after the fact since we have been operating with the existing mission/values/goals. If we are thinking of revising it next year, Cathy said it would be more appropriate to bring it to the board at that time. If we do it in the fall, Vicki said we will have completed a big job in developing the EFMP plan, but we will still have the SLOAC and self-study projects going on. She asked the council if could the college can also take on the mission statement and Regina said it could be done. She said that although we should redo the mission and take it to the board, once we redo it she is very concerned that we are using a mission statement that was never approved. She thinks that the existing one is a good one, but doesn't reflect what the standards say it should be. Cathy said all the strategic and preparation work that leads up to the creation of a mission statement will have been done with the EFMP plan. Lori said that the writers on Standard I have had difficulty with this and would like clear procedures about what the cycle and process is when a mission/vision/goals statement has been created. Vicki asked whether the Institutional Planning Committee (IPC) is the right venue for developing the mission statement or if it

should be College Council. Regina said in the past the IPC took leadership in this, and then made a recommendation to College Council as IPC is a subset of College Council. Lori said that the IPC should map it all out. Vicki suggested that the process be that the IPC drafts a proposed mission in consultation with the writing Standard I committee relying on the drafted EFMP plan. The draft mission statement will be presented to College Council and its members will bring it to their constituent groups for advice. Their recommendations will be brought back to College Council, where it will be revised as needed, and then adopted by the council. Cathy said it would work, but she would like to make it a topic at the fall leadership retreat as this would be a good venue for discussion. Vicki agreed and asked Linda Ghio to add that to the agenda for the October retreat.

Vicki said she would like for there to be a timeline to start and finish the mission statement in the fall with all dates of action items on the timeline so that we have time to take it to the board. Eloisa said the advantage of completing the mission statement in the fall would be that we could integrate the budget process with goals, so that our priorities are driven by that. It is plugged into our standards calendar and is in synch with what the planning committee decided so that it is reviewed every three years.

Cathy will present the idea to IPC at its next meeting to let them know we are planning it for the fall. Regina agreed and said we should alert people now so that when they return in the fall, they will have had time to think about what should be in the mission statement. Vicki agreed and thinks it should be done to match planning with budget recommendations. Vicki plans to include the college's current mission/values/goals in her next *Skyline Shines* and Regina suggested she direct people to the accreditation standards as well so people can start thinking about it. Cathy has a one-page document that she will forward to Vicki. Cathy will ask the accreditation liaison officers at CSM and Cañada if they are getting ready to do revise their mission statement.

Employee survey

Cathy distributed a copy of the Employee Perception Study Survey Plan and said that the results from the student surveys will be available in the first part of May. Presentations on the student surveys will be made to the IPC on May 10, to the accreditation steering committee and writing teams on May 15-16, and on May 17 at a college-wide briefing, which Cathy hopes students will attend. The accreditation steering committee has been in the process of developing an employee survey instrument, which will be piloted in the summer. The employee survey will be administered in the fall. The plan outlines the general purpose of the survey which is to measure employees' perceptions relating to the following accreditation themes:

- Institutional commitment
- Dialogue
- Evaluation, planning and improvement
- Institutional integrity
- Organization
- Student learning outcomes

Cathy said that she would like to administer this survey every three years. This survey will provide baseline information for the next time around and when we are doing additional planning, mission/vision statement. It will give us a lot of external information in addition to what we need for accreditation. All employees will be surveyed (like a census), but it will not be an online survey so that we will get more results and confidentiality will be ensured. Also, because the survey is lengthy, it is easier to do a paper survey. In developing the survey, Skyline took some information from CSM's surveys and extracted those items that made sense to Skyline and would provide information for comparison. A classified staff survey was used and additional questions were developed around that. It is very comprehensive with about 71 close-ended items and two open-ended questions. Results will be presented and posted on the Skyline website.

Cathy read through the implementation which was shared and developed the various groups. The survey will be piloted with 35 people over the summer and it will be administered during the beginning of the fall semester. Three announcements are planned and employees will have a two-week window in which to take it. Survey information will be compiled in the first part of November, so writing teams will have access to the information.

Fresh Look Project update

Sandy Irber distributed the Skyline College Focus Group Findings and a project timeline. Sandy said the advisory group wanted the logo to speak for the college and express the idea of "excellent education." The group looked at a variety of logos and the consultant Mission Minded received the information on gauging the design direction. Design rounds were presented to cabinet and focus group testing was done at the end of March. There were several focus groups: three student focus groups, one faculty/Academic Senate group, two classified employee groups, and one which included Skyline managers and President's Council members. Logo 1 was the favorite of a majority of focus groups. Sandy read the findings. Sandy said that going in to this assessment of the response to the logos neither design has an investment by the college. The meaning of a logo comes with usage over time. Taylor asked how either logo expresses "excellent education." Sandy said they are conceptual designs, if we chose one and use it over time, the investment of the users ascribe the meaning of it over time. The council looked at options on page 10 of the Focus Group Findings handout. Vicki reminded the council about the process, which is that we have Mission Minded's options for how to respond to the findings, and there will be a subsequent meeting of the Fresh Look advisory committee on May 8 and they will review this report too.

Vicki would like College Council to provide feedback and their opinions from conversations with their constituency groups. Vicki said the process that was used was one that many people were informed about and people accepted. She is concerned because she has heard that some members of the college feel that there was not a fair process. Therefore, she would like to add another option to the five listed by Mission Minded, one that would potentially correct the perceived process flaw. She proposed that

the college simply take the process we used and roll it back to the point where it sounds like people became uncomfortable; that would be the point when the ideas were taken to cabinet and culled down by that group alone.

Carla agreed with Vicki and said she got the impression that we were going to have several to choose from and is concerned that the forum was not set up so that the groups could look at all of the logos. The council reviewed the January timeline for the project and Vicki noted that the process agreed to and published is the one that was followed, but that she recommended that we go back to when we had many logo choices and involve a larger group of people in the assessment of the options. Vicki asked College Council for their feedback on these options. Donna questioned the quality of the logos when reproduced in black and white. Vicki said that black and white versions were prepared, and that is what people would get to see. Donna's feedback was that the groups did not like that they could not see more than one logo. The classified staff focus group did not like either option and also felt that their voices would not be heard. She said that was a concern and also noted that staff has grown accustomed to the current logo and feel that it identifies Skyline. Vicki said she would like Donna to communicate on her behalf that she takes the input of colleagues across the college very seriously.

The students in the focus group indicated that there is a need to tell the story about who we really are, how the college depicts itself, the look of the website, printed materials, and signage. It should be a recognizable and punchy image that comes to be associated with Skyline and the current logo does not do this. Regina is leading an effort to strengthen what we offer when we offer to get students to Skyline, Lori is working on efforts to improve services, and the idea of a new logo should tell our story better. Donna has also heard people ask why we are spending money to design a new logo. A logo will not attract students to a college, it may pique their interest, but it won't make a difference as to whether or not a student comes here. Vicki said no one expects a logo to attract students to the college but it is part of a variety of things we are doing to enhance the reputation and visibility of the college in the community. We offer great things, special programs, and great services, but you cannot tell from most of the materials associated with these things that they are Skyline's. The goal is to get the college's name and mark on what we do so people in the community associate these things with Skyline College. Regina said she feels a logo is part of the face that we put forward in the community and her impression is that Skyline's representation of itself does such an injustice to the staff, faculty, programs and services that we have here. The picture we put out there is that we are poor and we have an amateur approach. She would challenge the perception that the logo is unimportant. We want the logo to say that we are a prestigious institution. Taylor agreed with Regina, but also with Donna. His thought is that when we pay for a logo it should come across as something recognizable and the logo we currently have does not have prestige. Lori agrees that the logo helps in creating an identity that exudes or articulates excellence. Vicki said we want it to attract students and tell the tale of what we do here. If it does this, it will be money well spent. Donna feels it insults people's intelligence to assume that these new logo options are conveying "excellent education." Vicki said the Fresh Look advisory group had very clear and strong (pro and con)

reactions to the logos. The artistic shapes do have an impact. She wants to do a process correction so people do feel that it is a fair process going forward.

The College Council did support the Fresh Look Project and the logo change, but Vicki wants to go back to the Fresh Look advisory group and wanted to make sure she had input from College Council and the constituencies first. Vicki said she wants to add the sixth option of making the process correction and the Fresh Look advisory group will talk about this and advise Vicki. Carla said on behalf of faculty that option 5 (Start over with the design of new logos and closely involve all staff and faculty in making decisions) or option 6 (an option proposed by Vicki, that would go back to when we had many logo choices and involve a larger group of people in the assessment of the options) are options that she is considering. Classified would prefer option 5, but would support option 6 if needed. Donna indicated that classified staff said they felt insulted and Sandy said that surprised her given all the communication. Carla said she thinks it is the culling down process that was the problem.

Vicki said we need to learn from this experience so that when we set up the next project, we need to make sure that we are touching the right bases as we design processes since we are the custodians of quality process on behalf of the college as a whole. Carla said we may need to be careful that there are certain cabinet decisions that may need to be made that won't have gone through the shared governance process. She recommended that the council read through documents more carefully. Regina feels that it would be a mistake to start over again because it would undermines the work of all the faculty, staff and students who have done the work up until now. She feels it is fine to revise the process. Regina said we could have tighter communication in the future and she appreciates the suggestion that there would be more people involved in the review process. Vicki finished by saying that she hopes the council realize that she and her cabinet take the feedback from the focus group participants very seriously.

Budget update

Eloisa reported that the District Committee on Budget and Finance has approved the resource allocation model and it will be implemented in FY 2006-07. This year the College Budget Committee (CBC) has listened to presentations and were given budget scenarios. The latest scenario prepared by Kathy Blackwood shows three levels of funding all based on FTES. The low revenue scenario reflects no change in FTES from FY 2005-06. The middle revenue scenario assumes a 2% increase and the high revenue scenario estimates a 5% increase. Even though the District has not provided 2006-07 site allocations, the CBC has gone ahead and listened to the budget presentations. These presentations include funding requests for expenditures that the college will incur next year that are not currently budgeted; requests for new classified positions; and requests for additional hourly salaries and discretionary funds.

On May 4, the CBC will deliberate on the budget requests. The committee is using a rubric to assess each proposal which ties it with the college's vision, mission, values, goals and strategies. The CBC will make decisions as to whether a budget request will be funded in 2006-07, not funded in 2006-07, or funded in 2007-08. Budget requests that

are approved for 2006-07 funding will be prioritized since the needs exceed the available new funding. At the next meeting, Eloisa and Carla will present to College Council the CBC's 2006-07 budget recommendation.

Carla raised the need to streamline the process and make sure handouts are available ahead of time. Vicki suggests moving CBC meetings to Room 1124 which may be more conducive for discussion. Regina said a projector could be brought in. Regina commented that there was confusion about how to use the rubric. As the CBC went through the process, she noted that everything was tied in to the rubric, every item met every requirement in the rubric and she felt that there might be frustration around that. She would have liked to have seen a prioritization of the goals and values. Regina said historically the process went smoothly when presenters go in with the recommendations, and a list of priorities for CBC to review. The pro of this method is that CBC is not starting from scratch and it makes it easier for people. The con is that after a while people question why they are even part of the CBC when they feel their input is not needed. Vicki said we will do a systematic look at what we did and reevaluate it for future years. Before the budget presentations were made, CBC members were informed that the committee will be asked to evaluate the process, so that improvements can be made before the start of the budget development process for 2007-08.

ASSC election update

Peter said the only students who are interested so far are females, although Taylor said there are two males. There are a total of eight people. Elections are May 15-18. The deadline to submit the application is May 8. A forum with the candidates will be held on May 11 on the quad. A candidate's attendance at the forum is a requirement to run for the office. It is an amendment, but Taylor said we can change it. If they miss the deadline they can be a write-in candidate. Lori would like to schedule another candidate orientation. Peter said that candidates need to attend the orientation because there are rules that they need to know prior to running for office. A recommendation was made to hold a one-on-one orientation with the candidates. Regina asked if we have ever considered looking at the rules so that by election to president of a student club you become a senator. Peter said the college did try it for a couple of years, but the leaders did not want the responsibility. Taylor said at their Tuesday morning meeting, there are some groups that have more members. He would like to speak with the BSU, LASO and the Filipino student union to get them involved. Elections are May 15 through the 18th.

Leadership retreat

The Skyline leadership retreat will be held on October 12-13 at Asilomar. Last year, the College Council was invited to the Friday meeting, but this year Vicki would like to invite the council to join the managers the night before and stay the night. The college would cover lodging and travel costs. They would join the group for dinner and be at the program all day Friday. She has not decided on the content of the retreat. Linda Allen will be classified president next year she is asking on behalf of them or their successors and they like the idea.

Skyline Shines Awards

Vicki reported that there are four nominees from Skyline and she would like to convene a special meeting to review the nominations. College Council agreed. Linda Ghio will find a date and location for this meeting.

Miscellaneous

Peter expressed a concern about an incident he experienced when he got stuck in the elevator for 20 minutes in building 2. He noticed that the permit had expired and he notified facilities. Lori Adrian will follow up on his complaint. She said she had also contacted facilities about an expired elevator permit in building 1. She was informed that it is not that their work has not been done, but sometimes the permit has not been sent back. She said the college keeps up with the inspections, but sometimes the permit has not been issued.

Special event

Peter said that the ASSC is planning an immigration forum in Room 2306 on Wednesday, May 10. Vicki asked him to give this information to Shelly Hausman, Skyline PIO.

Next meeting

Wednesday, May 24, in Room 1319.