



**Skyline College President's Council
Meeting Minutes
February 21, 2008**

Attendance: Laura Baughman, Susan Brissenden-Smith, Greg Cochran, Michon Coleman, Jim Comstock, Roxanne Cruz, Paula Duarte, Jamie Fong, Steven House, Jennifer Huang, Sandy Irber, Maritess Lagandaon, Patricia Lindo, Carolyn Livengood, Dave Mandelkern, Denise Miles, Vicki Morrow, Bill Nack, Cherie Napier, Sepi Richardson, Carol Tanzi, Tedi Vriheas. Recorder: Linda Ghio

Susan Brissenden-Smith welcomed and introduced Paula Duarte, representing Kaiser Permanente. Linda Monte is on temporary assignment in Fresno.

Alumni Mixer: March 21st

Susan thanked Roxanne Cruz for the Chairing the Alumni Mixer and the Breakfast Committee who have worked on the Alumni Mixer, including Jamie Fong for the event signage, Carol Tanzi, Roxanne Cruz, Cherie Napier and Laura Baughman, and the Skyline College Bookstore for providing donated baskets for the raffle drawing.

Susan noted that she talked with a few alumni and they are very excited that the President's Council is doing something like this. Vicki received an email from former ASSC president, Luis Padilla, who is now in the Marines. He received the invitation and would have liked to attend and talk to former students but he is going to Iraq. Carolyn asked if his remarks could be incorporated into her speech at the President's Breakfast and Vicki thought it was a good suggestion. Sandy said there have been 50 RSVPs and with the President's Council and the campus community, she hopes there will be 100-200 people in attendance.

President's Breakfast: April 1st

Cherie Napier and Denise Miles are co-chairing the breakfast. The fundraising goal is \$65,000 and so far \$24,500 has been raised. **Updated to \$29,500, almost half-way to the goal!

Invitations will be at the Alumni Mixer, and those attending will be invited. Cherie and Denise did a role play scenario on how to encourage people to personally invite their guests to attend the President's Breakfast. Denise encouraged council members to invite their friends and follow up with a phone call to their attendee mailing list. Cherie said the call can really make a difference. Sandy said the invitations will be mailed out on starting Tuesday, February 26. Copies of invitation lists will be mailed to each President's Council member in March for use in making personal calls.

Breakfast starts at 7:30 am sharp and some surprises are planned for April Fool's Day. At 7:40 the 10-minute breakfast begins and students will distribute the summer class schedule. Greg clarified that while the timeline says breakfast is 10 minutes, it is actually a leisurely breakfast throughout the program. Then Vicki gives her remarks and introduces the video. Following the showing of the video, there are student speakers and at 8:20 Susan does the request for donations. Every table captain, who has previously been given a packet, passes out pledge envelopes to their guests. Completed pledges are collected by the Table Captain and then are returned to Shelly and Sandy at the close of the breakfast.

The job of the table captains is to get people there and then facilitate the request when Susan gives the cue. Susan noted that there is a fine line between someone who is mesmerized by what Skyline does and gives a

contribution and with someone who doesn't contribute. A guest could provide another connection for Skyline. For example, they could take a schedule and offer it to a friend who may want to take a class.

Sandy said the President's Breakfast video is different this year. Rather than the past documentary style, the video is going to start and end with a person who has been transformed by Skyline College. Violetta Borjas will be featured and is a member of Skyline Stars – the college's Transfer Hall of Fame, a project which was funded by the President's Innovation Fund. The Transfer Hall of Fame focuses on those who have transferred, graduated, and are enjoying success in their career.

President's Update

Vicki Morrow said that Skyline launched a Fresh Look project about 2 ½ years ago to examine and enhance all the ways the college communicates with students and the community. A new logo was selected and the college redesigned the class schedule to make it more attractive and user-friendly. In fact, Skyline won a western regional award for it in fall 2007. The college is now embarking on a website redesign project which is the most complex and most deeply reaching of the Fresh Look projects. The college has a very comprehensive website, but it needs to be more user-friendly, improved structurally and tailored to its external audiences.

Skyline has hired a firm for the website redesign that has worked with other community colleges across the nation. An upcoming research component of the website redesign project involves receiving information from the college's audiences: high school and current students, community and business, and future students. The web site will visually appeal to each audience. Sandy distributed a flyer "Skyline College Needs You," which asks the business community to participate in a 45-minute "Q Sort" process on Tuesday, March 11 at either 6 p.m. or 7 p.m. This research project will inform the way the business and community home page will be organized. Dinner will be provided. President's Council members are encouraged to participate.

Deepening the Connection to the college

Once the President's Breakfast is over, Susan would like to set up a meeting to begin discussion around deepening the connection of the President's Council to the college. The council wants to create something along the lines of "adopting a division." Council members have skills and companies behind them that could assist Skyline by: talking to classes regarding opportunities in a particular field, job fairs, and scholarships. She would like to do the exploratory planning this year in hopes of launching it next year.

Susan would like to form a subcommittee to continue its exploration of building a stronger connection between the college and business. Vicki said the idea is for there to be a relationship – it should make sense for council members professionally or what they are trying to do in the community.

Vicki described the organization of the college. There are five instructional divisions: Creative Arts/Social Science, Business, Science/Math/Technology, P.E./Athletics/Dance and Language Arts and two Student Services Divisions: Counseling and Admissions and Records. Jim Comstock representing Seton praised Skyline's Allied Health department and he thought there would be a natural connection there. Patricia Lindo also expressed a need for business majors to help with her nonprofit. Cherie Napier said job shadowing might also be a good way for students to connect to businesses. Sepi Richardson suggested that students attend city council meetings or county supervisor meetings. Bill Nack said apprenticeships with unions may be another idea and he is already signed up to volunteer. Carol Tanzi and Mario Puccinelli may want to do something with the garbage industry/recycling and Denise Mile said Wells Fargo Bank may be interested. Carolyn Livengood suggested coming up with a kind of wish list to discover what could be needed in the departments. Laura Baughman said that students can be asked if they would like to sit on the San Bruno Chamber of Commerce board for one year.

Jennifer Huang asked what is the rate of students going on to graduate schools, or is Skyline more vocational? Vicki said that it is actually half vocational and half transfer-oriented. The college does not have figures about graduate school rates. Vicki said the college focuses its energies on the transfer to four-year school and there are a lot of guaranteed transfer programs with four-year institutions. Jim Comstock asked what is Skyline's number one transfer school and Vicki said they are San Francisco State, San Jose State, Cal State East Bay, UC Davis and a smaller number to UC Berkeley. The State Chancellor's Office did a research project recently trying to identify the reasons for transfer success for community colleges. There were seven community colleges chosen with high transfer success in the state and Skyline was one of them. A research team came to Skyline in mid-February, interviewing people at the college to find out why the Skyline is successful. Skyline's guaranteed transfer program is part of it and so are the learning communities, and there is an incredibly obvious collaborative spirit at the college. Vicki said Skyline faculty and staff are very committed to the students here.

DATES TO REMEMBER

- **April 1st at 7:15 am** **President's Breakfast (Breakfast starts at 7:30 sharp)**
Council members arrive early to pick up Table Captain packets and welcome your guests.
- **April 17th at 4:00 pm** **Final meeting of the academic year.**
Student and Community Center Room 6203
- **April 30th at 5:30** **North San Mateo Chambers Mixer and Student Art Exhibit**
Gallery Theatre