

PRT Team visit day 2

Marketing plan – start with a SWOT analysis.

Bring in third party to assist in the creation of a marketing plan – to conduct surveys and focus groups to find out what is currently being perceived by the public attending SRJC and not attending – if not why.

Gen Y & Z – need to improve our technology to enroll in school – needs to be mobile friendly, make it as easy as possible.

PG: Before we do anything else, we need to: Analyze data to identify where we are losing students – should be a starting point for us. Need to go back 4 -5 years to see where the transition was and why they stopped attending. Work with OIR to find the attrition point and see why and what happened. Also – find out from them what they needed and why they left.

MK: Faculty are important in the high touch process, we need to help them as they begin their teaching career. Many enter with no prior teaching experience.

PG –Marketing and faculty are important together. Student contact is important as well. Sees the faculty as the first and last person who see or “touch” a student.

Kathy Matthies: Classified must be included in the marketing plan as well. They are the ones at the mall, doing outreach.

PG – it needs to be all of SRJC together.

Pedro – Outreach was there anything in specific you could provide us with on marketing.

PG – we like the proposal you presented and the style guide, single point of contact for marketing and plan should help this process.

LS – Outreach least crystalized of the areas presented.

Pedro –we are hoping you will acknowledge the need for a single point of contact for outreach.

MR – Funding around categorical funding appears to be in silos vs in a shared governance model. Columbia College started with one committee, including all other success initiatives (multiple measures, federal grants, SE) Goals, objectives and how are we funding them at the back end.

Look at current structure – make it more of a Council base vs a Committee. Focus on goals, activities and outcomes – not the money! Logic model process defines these pieces, makes it clear.

MH – We are in the process of developing a more integrated model at CoC, typically the issue has been SE/SSSP funding has been administered by SS.

MR - Going to a Logic model process – will take into consideration the goals, responsibilities can be a great way to move forward together.

TJ – we tend to choose a best practice model and if it works, we keep it going forward. Instead of looking at the true data – did it work because of the particular student involved?

JH – How do you create infrastructure which is sustainable, as categorical funding ebbs and flows.

MR – You need to relate programs to the education plan, ensure they are in agreement.

BUDGET:

JH – Revise the charge of the budget advisory committee.

MKR – History – IPC and Budget were completely separate, at the time of implementing the PRPP we considered integrating the committees but the past president was opposed to it.

JH – BAC is seen as an informational group, but not a planning group, not looking across the entire district budget, only general fund. Recommendation that it becomes more than an informational committee. Santa Monica College would be a good model for us to look at.

Julie T – Budget not my bailiwick, would need training in it. We should build the “new” BAC together, but would need training in it.

JH – What is the outcome of the model? Alignment to resources, strategic plan, educational planning.

Kathy M – Classified has a short history of serving on committees here.

JH – Look at a separate meeting with constituent leadership to understand the budget.

2. Clear connections between planning and budgeting –

a. Faculty allocations (including productivity targets) – needs to be disseminated and resource allocation based more on productivity. (Foothill/ DeAnza/ DVC) good examples of making this work.

b. FTF oversubscribed, when SRJC is talking about freezing classified and management, where are we in terms of faculty?

3. MKR – over the FON, first time in 12 years.

4. International student enrollment – address housing needs, would strengthen international program. With the district having property available, it should be considered.

Robert M – Focus should be on both international and homeless students – as we have students who are in need of housing as well.

Faculty housing is something others have done – San Mateo

Pedro – we are looking at housing solutions.

MR – Columbia College has housing on campus managed by an outside company.

UCSD and SBCC – Public/Private partnership for housing.

Shasta – on campus dorms

Development of the plan:

MKR – We have people in the room who represent different constituent groups today. We have identified 3 areas, we need to create something which works for us and we are not tied to what is in the PRT report.

LS – There will be a third visit with the PRT team in a few months after receipt of the funds.

MR – Plan soon after this meeting

Julie – We need to revisit the strategic planning goals and priorities to make sure we are honoring those as well. Jane will help with this – as well.

Pedro – What do you see as something which would have the largest impact?

LS – We sensed a shifting of your district's sense of self. These are issues the district has a great grasp on, planning - not to the point of paralysis, what is realistic and reasonable.

JH – Change management – push pull in an 100 yr institution.

MR – Focus on the integrating planning. It is a college wide initiative vs it is a BSI, SE

PG – Shared vision of who we are,

Pedro – Change management, all of these items relate to change.

EMS – Change has washed over us. We are using logos from the 70's.

MH – this is one time funding, limited. Maximize its use is critical. IVC went through the process last year and it was not well finished (DE coordinator funds). Think it through thoroughly to ensure where the funds should be spent.

MKR – Would like to start with some ideas to be shared with our constituents - to start the questions.

JST – We are approaching the last meetings of IPC, AS – and then we lose faculty over the summer.

JH – Some of the funds can be used to pay for faculty to assist with the plan over the summer. The process will help us in addressing the current fiscal issue.

Ensuing conversation about timing of plan completion and next steps. Classified Senate has day long retreat in June, would be happy to dedicate time to discussing this plan.

Bottom line: Identify objectives and resources needed – and ensure we are inclusive.