



FOOTHILL-DE ANZA  
Community College District

Office of the Chancellor

## CHANCELLOR'S ADVISORY COUNCIL

### Meeting Summary

October 5, 2018

Present: Judy Miner, Becky Bartindale, Anthony Cervantes, Diana Cohn (for Craig Gawlick), Christina Espinosa-Pieb, Monica Garcia, Carolyn Holcroft, Kristy Lisle, Lorna Maynard, Kevin McElroy, Joe Moreau, Carolyn Nguyen, Chelsey Nguyen, Thuy Nguyen, Dorene Novotny, Kathy Perino (for Tim Shively), Lorrie Ranck, David Ulate, Chris White

#### 1. **Welcome and introductions**

Chancellor Miner welcomed council members and asked for self-introductions.

#### 2. **Approval of June 8, 2018, Meeting Summary**

The June 8, 2018, Chancellor's Advisory Council (CAC) meeting summary was approved by consensus.

#### 3. **Review and reaffirmation of council Charge, Purpose, and Ground Rules**

The council's Charge, Purpose, and Ground Rules were reviewed and reaffirmed by consensus. During consideration of subsequent agenda items, there was discussion of expanding the purpose of the council to incorporate the cross-district information sharing that has proven to be a valuable part of council meetings in past years. A proposed revision to the purpose statement will be presented for consideration at the December 7, 2018, meeting.

#### 4. **Confirmation of meeting calendar**

The council approved the meeting schedule by consensus. Judy asked council members to provide suggestions for the program highlights schedule, and Carolyn Holcroft stressed the importance of ensuring presentations fit with the council's purpose "to advise and consult with the Chancellor on district-wide governance, institutional planning and budgeting, policies and procedures..." and communicating to the council the intent of sharing the information. Dorene talked of the value of program highlights, which may not fit squarely in the council's advising role, but do help to build competencies and broaden perspectives, providing council members important information that can be shared with constituents.

Kristy suggested a future presentation on the dual enrollment program between Foothill College and Sequoia Union High School District.

5. **Review of 2017-2018 goals/accomplishments**

Carolyn Holcroft recommended more detail regarding outcomes be included and that each be tied to the purpose of the council (e.g. “Discussed enrollment management and advised the chancellor ...”) While it was noted that detail of discussions is included in meeting summaries available publicly on the Chancellor Advisory Council website <http://www.fhda.edu/about-us/participatorygovernance/cac-agenda-and-meeting-summaries>, Judy agreed to expand upon the outcomes in future summary lists if it would be helpful.

6. **California Community Colleges Board of Governors 100% smoke free resolution**

Judy asked council members if their constituents would be interested in considering a move toward eliminating smoking entirely on the campuses, noting that the California Community Colleges Board of Governors passed a resolution encouraging all community colleges to move toward becoming 100 percent smoke free. She added that grant money is available for cessation and enforcement efforts.

David mentioned that a smoking survey was conducted in 2016 and agreed to share the survey results <http://deanza.edu/ir/deanza-research-projects/2015-16/Faculty%20Memo%20Smoking%20Survey.pdf>. The council asked whether a new survey of staff and students is warranted, but David expressed concern about timing since other student surveys have been scheduled for the fall quarter.

Council members agreed to discuss the proposal with their constituents prior to the next meeting but expressed the following initial concerns:

- students and employees who smoke would continue do so in their cars or in hidden areas of the campuses, causing them to return late to classes and work areas after breaks;
- vocational students would be disproportionately affected; and
- might discourage enrollment.

7. **Enrollment management**

Judy explained to new members that the standing agenda item on enrollment management was added to provide an opportunity for the council to consider reasons for the drop in enrollment and strategies to increase enrollment and retention.

Thuy reported that Foothill College’s summer enrollment increased by 1.83 percent compared to last year and productivity improved as well, but fall enrollment is showing a decrease from 2017-18. She cited traffic congestion in East Palo Alto and East San Jose as possible contributing factors. Thuy spoke about using College Promise for retention in addition to recruitment. Kristy added that the college contacted 800 students who may be eligible for College Promise in support of that strategy and commended Sharon Luciw of Educational Technology Services for quickly responding to the request to set up a phone bank.

Christina advised that enrollment this fall is lower than last year at De Anza College, but productivity has increased. Lorrie spoke about the changes the college has made in its approach to cancelling courses, which includes instructors sending email messages to their networks to fill classes, and in the book voucher process, which now involves having students pick up vouchers at Financial Aid where they are encouraged to find out if they are eligible for additional aid. She stated that online enrollment is growing and success rates are strong.

Kathy shared that some faculty are under the impression that there is no way that the district will add even a full class because of the tight budget for part-time faculty and the hold harmless provision of the new funding formula. She suggested additional communication to faculty about the criteria for adding or not adding courses be considered. Christina and Kristy explained that classes were added to the fall schedule, but very strategically. Kristy shared information about waitlists, tracking, and research tools being used to determine which classes are added and the cost/benefit to the district.

Recognizing that high school enrollment has dropped, Chris suggested that research be conducted to determine current market demands, who our audience is and how it has changed, and what differentiates our colleges from others. Judy agreed that it is important to determine areas of demand and noted that the district does look to Joint Venture Silicon Valley's annual research report <https://jointventure.org/publications/silicon-valley-index> for trends in demographics and hiring. She spoke of work being done to distinguish the colleges' Career Technical Education programs as well as opportunities for noncredit curriculum (e.g. ESL classes targeted to specific industries). Kristy mentioned that research had uncovered the opportunity to focus more on attracting students attending four-year institutions, and advertising in university publications and participating in the CSU/CCC finish faster website are among the efforts the college is making to capture that market.

## **8. District governance committee/constituent group reports**

Discussion of this item was postponed to the next meeting. Meeting minutes for the district governance committees are available online at the following links:

District Budget Advisory Committee <http://www.fhda.edu/about-us/participatorygovernance/C-budget-advisory-committee.html>

Human Resources Advisory Committee/District/District Diversity and Equity Advisory Committee <http://hr.fhda.edu/diversity/c-meeting-minutes-and-agendas.html>

Educational Technology Advisory Committee <http://ets.fhda.edu/governance-committees/etac/index.html>

Business Process Alignment Task Force [https://www.yammer.com/fhda.edu/-/threads/inGroup?type=in\\_group&feedId=14505859](https://www.yammer.com/fhda.edu/-/threads/inGroup?type=in_group&feedId=14505859).

## **9. Other Information and Updates**

Thuy announced that Foothill College's redesigned governance structure is being implemented this quarter. She noted that committees are based on Educational Master Plan goals.

In response to Kevin's request for feedback regarding the Budget Town Hall meetings, Kathy advised that faculty attendees seemed to understand the new funding formula a little better, and Thuy commented that the questions asked suggested a level of understanding.

The meeting adjourned at 4:59 p.m.