Minutes of October 2, 2000
Approved as presented

Members Present: Arlene Kahn, Guido Krickx (Chair), Andrea Laird, Mark Nickerson, Robert Phelps, Steve Philibosian, John Primus, Richard Vrmeer

Guests: Herb Eder, Sue Schaefer

Note: Modification of the Agenda. The Contra Costa Director's Report was added at the suggestion of the Chair. This will be reported as item number 4 in the minutes.

1. Approval of the Minutes of the CCAC Retreat (Sept 15-17, 2000): Sue Schaefer had graciously volunteered to take notes at the retreat. There was some brief discussion of the Committee charge; should we avoid spreading ourselves too thin, by concentrating on one or two major tasks this year? There was also some comment regarding the categories of "stakeholder" groups in the community. Should prospective students be considered stakeholders? MSP/Primus/Laird to approve

2. Election of a permanent Secretary for this quarter: Steve Philibosian volunteered to be the Secretary this quarter. As there were no other volunteers, he was approved by acclamation.

3. Discussion of the Student Services Representative: This item was deferred until after the Contra Costa Campus Director's Report (see above)

4. Contra Costa Campus Director's Report (Mark Nickerson):

- Mark introduced our new Community Outreach Coordinator, Barbara Hudler. Barbara comes to the CCC from REI. All were appreciative of having her on board. Mark passed out current enrollment data for the Contra Costa Campus, which compare Fall of 2000 with Fall of 1999 (End of Registration versus the Census). Unlike the Hayward campus, which shows a small enrollment decline at this juncture, the CCC has held its own during Fall 2000 Census with 666.5 FTE (1301 headcount) versus 664.6 and 1294 respectively for Fall 1999. Both SFSU and SJSU have also reported enrollment declines.

- Assemblyman Tom Torlakson's Assembly Concurrent Resolution 179, was endorsed by the legislature and authorizes the following by May 1, 2001: that the CSU survey demographics and needs in the Contra Costa Campus service area, and conduct a feasibility study to determine the need for a separate California State University in the Contra Costa area. Note: Sue Schaefer at this point informed the Committee that she would distribute to the committee copies of the topical index to CPEC's evaluation criteria for the CSU Channel Islands campus. Assemblyman Torlakson is also hosting an informal workshop with invited Community College officials and other community leaders on October 18 to discuss issues regarding the CSUH-CCC relationship and the opportunity to expand programs. President Rees will also attend. This event is limited to invited guests.

- On October 15 and 16, the Contra Costa Campus and the Contra Costa Times Newspaper, the Commonwealth Club, and the League of Women voters will jointly sponsor an Election Preview debate featuring Congressman George Miller, Ellen Tauscher, State Senator Richard Rainey, Assemblyman Torlakson and others. Candidates will discuss their platforms on Sunday and the Electoral Initiatives (36, 38 & 39) will be debated on Monday.

- There will be Information Meetings on Thursday, Oct. 5 & Friday, Oct. 6 from 2-4 PM for those interested in a new Master of Social Work program offered in conjunction with CSU Long Beach. It is hoped that CSUH will have its own accredited program in the next several years.

- President Rees led a very productive internal meeting recently regarding CSUH-Community College relations. There seems now to be a strong interest in fostering Community College transfers.

- Mark urged all members of the Committee to read the new CCC Strategic Plan for 2000-2001, especially the section on Community College Relations.

- Lastly, Mark urged all to attend the concert scheduled for Friday, October 6 at the Contra Costa Campus.
3. **Student Services Representative on the CCAC** (deferred from above): With Harold Campbell's departure, the CCAC had asked the Executive Committee of the Academic Senate whether a temporary member could be appointed to take his place. ExComm advised the CCAC to wait until Harold's successor was hired at which time this person could join the Committee. Mark Nickerson also mentioned that there is a vacancy in our student representative position. Andrea Laird mentioned a possible interested party. It is difficult to find a student willing to serve the entire two year term.

5. **CCAC Meeting Schedule for Academic Year 2000-01**: Due to scheduling conflicts and faculty concerns regarding Winter Quarter teaching assignments; it was decided to schedule for Fall Quarter 2000 only. With the possibility of an additional meeting day on December 5, meetings would be scheduled from 1 to 3:30 on the following Mondays: November 13 and November 27. January might be scheduled once teaching assignments were known for Winter Quarter; possibly at the November 27 meeting.

6. **Discussion of implementation of action items agreed to at the CCAC retreat**. The following agenda items arose from the deliberations at the retreat (September 15-17, 2000) as reported by Sue Schaefer in the meeting notes discussed above.

A. **Needs assessment of different constituent groups in Contra Costa County** (i. Community Colleges, ii, Local government, regional government and business groups (eg. Chambers of Commerce), iii Local businesses, iv Alumni, v. Existing and potential students, vi. Other Groups): Discussion centered on a) identifying interested parties known as "stakeholders" in various conventional and unconventional settings (e.g Leadership Contra Costa) b) articulating what we are trying to do before reaching out to identified groups and individuals c) weighing the benefits/risks of using a hired consultant versus CSUH faculty in conducting focus group and other surveys, and assessing whether we have the personnel to conduct these properly. d) the benefits/risks of quantitative versus qualitative (interview) outreach e) the benefits/risks of allotting time to "present" CCC programs to community groups versus providing ample time to ask targeted questions of the identified groups regarding “future” programming.

Guido Krickx cited the implementation of the CSUH Engineering program as an example of the use of faculty rather than outside consultants and noted that getting community input was often a slow process. John Primus suggested the following strategy: 1) define needs 2) develop a promotional strategy 3) ensure that we make it understood that we may not be able to deliver everything discussed. Another suggestion proposed was to target the Academic Senate Officers at the Community Colleges. Also discussed was the desirability of informing the public that most of our programs can be completed in toto at the Contra Costa Campus; however time-to-completion may vary due to academic and individual student schedules. Some of our programs utilize a "cohort" approach where all students enroll and progress together; a method that tends to guarantee timely completion, but requires adherence to the academic schedule. It was suggested that the cohort approach could be applied to programs other than those currently using it (e.g. credentials, PACE and Educational Psychology).

- A two part motion was introduced by John Primus and subsequently discussed and modified to read as follows:
- That the Committee appoint a subcommittee to develop a set of common questions to be addressed to all focus or "stakeholder" groups in the community and that this subcommittee report to the Committee with this set of questions by the next meeting (November 13)
- That the Committee appoint a second subcommittee to discuss the logistics for meeting with the first "stakeholder" group, date not specified, and to later develop a set of questions for this group. This first "stakeholder" group to be approached will be the Community College and high school communities MSP/Primus/Laird to approve
- Composition of the subcommittees:
  1. Subcommittee one: Andrea Laird, Mark Nickerson, Guido Krickx and Robert Phelps
  2. Subcommittee two: Andrea Laird, Arlene Kahn and John Primus.
B. **Student Satisfaction Survey**: Mark asked the Committee if anyone would like to assist him in preparing a short article on the Noel Levitz Student Satisfaction Survey for the students and staff at CSUH. It could possibly be published in the VIEW as well as the PIONEER. Guido Krickx volunteered to help in evaluating the analysis in the Survey and to find insights that could be disseminated more widely.

C. **Further Discussion of 2001-2002 strategic plan and areas in the plan where the CCAC can assist**
   Director Mark Nickerson with the implementation: Mark requested Committee members to study the plan and provide feedback.

D. **Discussion of enrollment data and its implication**: Mark noted with interest that our enrollment data mirror exactly that of Diablo Valley College, the primary source of our transfer students.

7. **Other Old Business**: None

8. **Other New Business**: None

9. **Adjournment**: 3:50 PM

    Respectfully Submitted,
    
    Steve Philibosian
    Secretary