Members Present: Guido Krickx (Chair), Andrea Laird, Mark Nickerson, Charlotte Perry, Robert Phelps, Steve Philibosian, John Primus

Members Absent: Scott Devenney (CCC student representative)

Guests: Herb Eder, Kevin Horan, Barbara Hudler, Robert Peyton

1. Approval of the Minutes of the CCAC Retreat: Guido Krickx was not able to have the minutes ready for the meeting. He will have them ready within a week.

2. Welcome of New Members of the CCAC: New members not yet present.

3. Approval of Agenda: Mark Nickerson notified the committee that Marc Ratner will be unable to serve as Emeritus member and proposed that Herb Eder serve in his place. As the change will require approval by Excom, Mark Nickerson will speak with Bob Strobel. The CCAC will make a similar motion to appoint Kevin Horan, CCC Student Affairs Director, to the committee.

4. Report by the Director: Mark Nickerson informed the committee that Fall Quarter enrollments are up slightly, 670 FTE as compared to 665 FTE last fall, or an increase of 2%.

A number of events are upcoming at the Contra Costa Campus. The Fall 2001 Free Lecture Series will continue on October 23 with Dr. David Alexander’s discussion of NASA solar research. Additional lectures are scheduled with Prof. Xeno Rasmussen on "Cognitive Changes and Aging (Nov. 13), and Prof. Emeritus Bill Reuter on "Jacksonian Democracy" (Dec. 4).

The Distinguished Faculty Lecture Series also continues. Mark reported that Hank Reichman’s talk on the History of Baseball in the Oak Room was well attended and received. A number of high school students were present, and were apparently present at the talk as part of a school assignment. Future speakers will include Michael Orkin on gambling (Nov. 8) and Jessica Weiss (Dec. 6) on her analysis of postwar cookbooks.

Mark then reported on the meeting held with officials of Los Medanos College’s branch campus in Brentwood. Mark and Robert Peyton represented CSUH. The Brentwood Center conducts night and weekend classes exclusively and currently serves 900 students. Most courses are geared toward the preparation of students for transfer to a four-year institution. Los Medanos is developing a partnership with JFK University, which offers a business course at the center. Cal State Stanislaus has shown interest in offering compressed video courses in Brentwood as well. Mark and Robert discussed the opportunities the Brentwood Center presents for the development
of a CSU Hayward presence in East Contra Costa County. Robert suggested surveying Brentwood Center students’ on course needs. Mark has knowledge of a survey already conducted by Los Medanos and plans to meet with the City Manager of Brentwood and Los Medanos officials on acquiring the data necessary to determine student interest in course offerings.

Herb Eder suggested developing a version of the PACE Program at the Brentwood Center.

Andrea Laird then proposed the establishment of a nursing program at the center. Charlotte Perry pointed out that Los Medanos College is currently turning away nursing students. There followed a general discussion of the possibilities and difficulties of developing such a program on a satellite campus. The Brentwood Center has no science or compressed video capabilities and some student work would have to be completed at the Contra Costa Campus or Los Medanos’ main facility. Mark brought up the fact that many CSUH departments lacked resources and stressed the need for creativity in expanding new programs. Andrea Laird suggested the possibility of developing a partnership with Kaiser Permanente to solve these limitations.

A discussion was then held about general funding issues for the Contra Costa Campus. Mark again stressed the need to be creative while working within the CSU budgetary framework. Guido Krickx proposed that the Committee look into the possibility of funding expansion efforts by looking into “out-of-the-box” alternatives such as selling or leasing some of the unused land around the satellite campus, and to make recommendations based on that investigation.

Mark brought up the fact that there is approximately $2.2 million dollars committed to the Contra Costa Campus by the Chancellor's Office that is not being utilized. The funds are currently in an interest bearing account and consist of easement money from the Crystal Ranch residential development and funds originally slated for a now canceled project to bury above ground transmission lines. This resource could be used to develop such projects as faculty housing or as seed money for the conference center proposed in the Tappan Munroe Report.

Guido Krickx then proposed the formation of a subcommittee to look into developing programs at the Los Medanos Center. Charlotte Perry agreed to serve.

John Primus pointed out the large population of retired seniors in East Contra Costa County, and suggested looking developing continuing education courses for the Brentwood Center. John also proposed that CSU administered courses could also be conducted at facilities operated by various senior citizen organizations.

A general discussion of financial issues followed. Concern was voiced that Continuing Education courses generate revenue but not FTE’s. Herb Eder pointed out that such programs in the Brentwood area could generate future FTE’s by promoting regular degree programs among relatives of those enrolled in Continuing Education programs. Robert Peyton then informed the Committee that CSU Hayward had just appointed Jim Kelly as the new Associate Vice President for Extended and Continuing Education. Dr. Kelly will begin his responsibilities on November 5, and Robert agreed to garner his expertise to guide the committee’ recommendations for the above issues.
Mark Nickerson then reported on Contra Costa County's negotiations to renew AT&T's local cable franchise. As part of the re-franchising agreement, the County is requesting that AT&T construct 2-3 Community Media Centers, complete with production and editing facilities to serve the general public. The plan would also incorporate the connection of each county school to the media centers with fiber optic cable. The Contra Costa Campus is being considered for one of the media center sites. Beyond the promotional and general educational benefits of such a facility, the fiber optic network would allow the university to offer advanced placement classes for area high schools. Mark will report on the progress of the project as negotiations continue.

5. Report by the Chair: Guido Krickx reported the formation of a student team from the College of Business to conduct a competitive analysis for the Contra Costa Campus. The study will attempt to build on the Chancellor’s Tappan-Munroe Report by collecting and analyzing detailed competitive data on course offerings, enrollment and degree programs of educational institutions operating a campus in Contra Costa County. A second team will be formed to analyze the date at the macro level (growth in career demand, degrees programs, etc.) to pinpoint opportunities for the Contra Costa Campus. Robert Peyton suggested that he might be able to provide raw data from the Tappan-Munroe Report to facilitate the competitive analysis.

John Primus pointed out the increased demands on city and county officials for enhanced security training and suggested that the committee also examine the opportunities of offering such training courses at the Contra Costa Campus.

The Chair then moved that the Committee develop action plans based on discussions carried out at the Retreat. Issues identified during the retreat include faculty presence at the Contra Campus, revenue generation, program development, and campus promotion.

Mark suggested forming subcommittees to work on each item. There was general agreement on Guido's suggestion that CCAC subcommittees work closely with and seek the input of other faculty members to achieve substantive change.

Herb Eder commented on the need to increase faculty outreach to local Junior Colleges and reported on his current activities as University Outreach Coordinator. This led to a general discussion of the need for a permanent faculty at the Contra Costa Campus, a need recognized in the Tappan-Munroe Report, for the vital tasks of program management and development, recruitment, and student advising. Mark Nickerson addressed the possibilities of departments assigning faculty to the CCC on a rotational basis.

A discussion of various funding possibilities to gain assigned time for faculty interested in serving at the Contra Costa Campus followed. Robert Phelps argued that the problem was not the lack of assigned time at the Campus, but the general lack of tenure track faculty. Departments would be unwilling to shift resources to the Contra Costa as long as full time faculty were over stretched at the main campus. There was general agreement on this observation. John Primus suggested using the funds currently held by the Chancellor's Office for assigned time. The Committee discussed the best means of gaining support for assigned faculty and agreed to develop proposals for examination by the Deans of the various colleges. The Committee determined that it would be best to identify and prioritize those programs in most need of permanent faculty prior to requesting resources.
6. Committee Action Plan: The Committee then moved to the task of creating subcommittees to implement the various initiatives discussed during the Retreat. Guido Krickx suggested that the best course of action was to create a prioritized action plan based on the recommendations contained in the Tappan-Munroe report.

The Committee agreed and Guido Krickx, Robert Phelps, John Primus and Mark Nickerson volunteered to serve on a subcommittee to develop the action plan.

Charlotte Perry and Andrea Laird volunteered to serve on a subcommittee to develop a prioritize action plan from the reports. The full committee will then compare the separate results at the next meeting and decide on an action plan for the coming year.

7. Meeting Schedule for CCAC (Fall 2001): The Committee then discussed the meeting schedule for the Fall 2001 quarter. It was decided that the full Committee will next meet on Thursday, November 1, from 8:30am-11:30am. A second meeting is scheduled for Tuesday, December 4, from 8:30am-11:30am.

8. Other Old Business: There was none.

9. Other New Business: There was none.

10. Adjournment: 11:45

Respectfully Submitted,
Robert Phelps, Secretary