Members Present: Bette Felton (Acting Dean of the Contra Costa Campus), Guido Krickx (Chair), Andrea Laird, Charlotte Perry, Robert Phelps (via conference call from the main campus), Steve Philibosian, John Primus

Members Absent: None

Guests: Herb Eder, Kevin Horan, Robert Peyton

1. Approval of the minutes of the CCAC meeting of November 1, 2001
There was a question about the absence of Mark Radner, the newly designated Contra Costa student representative, at the November 1 meeting. It was made known that Mark has since moved to Ashland, Oregon. The Chair will inform the Academic Senate of Mark’s departure and the requirement for a new student representative. There was also a question as to Herb Eder’s appointment as the Emeritus representative involving his retired status during quarters when he is in fact teaching under the FERP program. The Chair will likewise inquire as to Herb’s status. The minutes were accepted by the committee with no changes.

2. Report of the Chair
Guido Krickx deferred to the Dean for a general report.

3. Report of the Dean
The Dean presented her new organizational plan to rationalize Contra Costa Campus operations. She hopes that the new organization will direct energy and resources to clearly defined university goals. To this end, staff titles will be renamed “unit coordinators,” and will assume responsibilities directly associated with stated unit functions. Dean Felton also met with the Provost to receive an exemption from the system wide hiring freeze to replace the recent losses in faculty support and advising staff. The Dean would like a replacement hire that would function as a full-time faculty support person who can also assist in advising potential community college transfer. She is currently awaiting the decision of the Provost in consultation with the Deans. Dean Felton noted that exemptions to the hiring freeze are supposed to be made only if such a hire can directly affect university enrollment.

Dean Felton then discussed her goal of developing two-year course progressions for up to nine majors. She hopes to gain the assistance of the involved departments to develop course progression plans and to facilitate student advancement through their majors.

The Dean next addressed the Health and Bio Science initiative at the main campus, pointing out that the CSUH brochure advertising the program to potential students could be used as a model for future program announcements at the branch campus.

There followed a general discussion of ways to develop departmental coordination with Contra Costa Campus plans. The Dean advanced her belief that if departments are to maintain an interest in the branch campus the Contra Costa Campus staff is obliged to advertise course offerings to ensure that
classes are full.

John Primus agreed that the campus must have a sustained marketing effort to generate enthusiasm.

Herb Eder brought up the fact that the smaller departments in ALSS are currently experiencing a faculty shortage. There is a lack of a “critical mass” of faculty needed to offer majors even at main campus, and assistant professors are pulled in too many directions to maintain academic effectiveness.

There was a general discussion of the faculty shortage. The committee agreed that the bottom line issue is risk. Campus must risk resources, particularly in the areas of marketing and program development, if the branch campus is to meet the needs of its service area.

Guido Krickx stated that the subcommittee reports will assist in this general effort to develop the campus. The Chair suggested one more regular committee meeting and then a half-day retreat to hammer out an action plan. He hoped that one of the end results would be a two-year schedule for ten academic programs at the campus. The critical point is to prevent a reinvention of last year’s committee work, where good information and ideas were generated but were not translated into definitive action.

John Primus suggested that the committee set a general action agenda for 2002 and 2003 in order to establish continuity of action even after the terms of current committee members expire.

Dean Felton concurred, and would like departmental commitments to developing their academic programs and corresponding advertisement programs in place by the end of her term in the Fall of 2002.

4. Report of the Subcommittees
The reports of the subcommittees followed.

Steve Philibosian reported on the institutional summary report by Kevin Horan and Barbara Hudler. In general, Contra Costa students are very satisfied, but the report identified student satisfaction performance gaps, with a noticeable current of dissatisfaction in the area of student services. Such gaps were important to identify, as the CSU is selling the services as much as the academic instruction and physical plant.

Problem areas included clarity of requirements in the majors, partially attributable to the lack of academic advising at the campus. A number of students identified the satellite campus’ library collections as inadequate. A lack of on-site tutors was also acknowledged.

Steve Philibosian noted a recent student complaint he dealt with in regards to the Contra Costa library collections moved to a general complaint about the lack of student services at the facility.

A general discussion of how to disseminate information to students concerning resources, policies, and avenues of communication, especially in regards to student complaints, followed.

Dean Felton suggested that the new faculty support member, if approved, can assist in this area. Information can be distributed in class by instructors as well. Charlotte Perry noted that the campus web site can also be used to distribute such information.
Guido Krickx proposed that the model for information dissemination should be more focused on electronic resources. The Dean however suggested that students have fewer problems when they have a staff member to interact with.

Kevin Horan noted that the campus was holding its open house from 12 noon to 330 on December 6 for DVC students.

Herb Eder then discussed his comparison of the needs analysis of the Tappan Munroe report with CSUH’s active catalogue. Herb noted the 5 rubrics identified in the report and discussed the need to gain the support of the various stakeholders and to identify the necessary actions to develop these programs at the campus. Herb emphasized the need to develop 2 plus 2 programs with community colleges in this regard. He also noted problems with interdisciplinary cooperation in establishing programs at Brentwood Science Center and that the alleviation of such conflicts over academic turf will be vital in the development of new programs.

Dean Felton agreed, and argued that Contra Costa should identify itself as an interdisciplinary and community service oriented campus.

John Primus then reported on his committee’s full review of the Tappan Munroe report. The subcommittee found that enhancing relationships with community colleges in the service area should be the main focus of the Contra Costa Campus in its effort to develop expanded programs. Along similar lines, the committee discussed plans to cooperate with the Brentwood Center to offer CSUH classes.

John also suggested that the satellite campus could look to retirees or interested “Ferpers” to enhance advisory capabilities. Annual course offering schedules are likewise absolutely vital for students. Such scheduling can allow students to plan two years of course work that will end in the successful completion of a degree.

The Dean noted that the School of Science has an annual schedule that is up on their website.

Guido Krickx then offered his study of Tappan Munroe. He identified as vital such items as community college outreach, seamless transitions between community college work and CSUH majors, and lower division work done at the Contra Costa Campus by community college programs.

New institutions at the campus, specifically the learning center and conference center, can act as “pull” factors in the development of a student population and community visibility. Core faculty located on campus will be vital in the coming years. A thorough analysis of East Bay educational needs is needed as well.

Guido then noted a recent analysis of university competitors in the service area. Such campuses offer more courses, but have found that roughly 20% of offerings are attended by 80% of students. Hence, university competitors are financially retrenching and streamlining their offerings. He then suggested that the committee next study gaps in course offerings by other CSUs. The study should determine how and why CSU Hayward is different from other campuses.

The Chair admitted that there was too much for the committee to do in six months. The committee must
then identify goals that are attainable. Many of the goals identified by the subcommittees and recommended in the various reports, such as the development of an annual academic schedule, are doable and will cost little financially.

There followed a general discussion of ways the campus can offer expanded services at little cost. John Primus suggested that Contra Costa could tap alumni to offer these services. Students can pay the fee for such tutoring, while the university simply has to maintain a database for those interested in providing the service. Kevin Horan then noted that the campus is developing a program for writing tutors that should be ready by Spring, 2002. A writing workshop is also being developed for Winter quarter.

5. Meeting Schedule Winter 2002
The committee then moved on to set the meeting schedule for the Winter quarter. The tentative schedule is as follows:

1pm-330pm on Thursdays at the CC Campus
January 24, 2002: 1pm-330pm
February 7, 2002: brainstorming meeting: 1pm-330pm
February 21, 2002: 1pm-330pm
March TBD

6. Other old business
There was none.

7. Other new business
There was none.

8. Adjournment:
4:32pm

Respectfully Submitted,

Robert Phelps, Secretary