California State University, Hayward  
Contra Costa Advisory Committee  

Minutes of February 21, 2002  
Submitted for Approval  

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

Members Absent: None  

Guests: Herb Eder, Barbara Hudler  

1. Approval of the minutes of the CCAC meeting of February 7.  
The minutes were approved by the Committee with no major changes.  

2. Report of the Dean  
Dean Felton reported that the campus has not had a public safety officer for the past two weeks. Efforts are being made to hire a part time replacement officer as soon as possible.  

Herb Eder announced that Dick Orsi’s lecture, “The Rape of Eden: The Environmental Destruction of the American West” was a great success. Over thirty people attended the talk at the campus on February 13.  

Dean Felton then deferred to the Chair in order to continue the Committee’s discussion on short-term action items to pursued by the Contra Costa Campus.  

3. Report of the Chair  
Guido Krickx reported that efforts continue to make Kevin Horan a full member of the Contra Costa Advisory Committee. However, the Chair reported that Herb Eder’s FERP status continues to prevent him from being named an official member of the CCAC.  

Because of Herb’s invaluable service and the difficulty of finding Emeritus Faculty to serve on university committees, the CCAC recommended that both FERPed and Emeritus faculty, whether active or inactive, be considered for full Contra Costa Advisory Committee membership.  

A motion to recommend this change to the Academic Senate was carried unanimously.  
In regards to specific members, the CCAC will also request that Herb Eder be appointed as a full member of the Contra Costa Advisory Committee.  

Guido Krickx then continued the roundtable on possible action issues to be presented to the Academic Senate and pursued by subcommittees of the Contra Costa Advisory Committee. Again, the roundtable represents the Committee’s attempt to move beyond discussion and toward concrete activities designed to meet campus needs. Today’s meeting was a continuation of the discussion held during the meeting of February 7, which focused on those actions that can be accomplished in a short time frame with little in the way of resources. It was determined that once a list is developed, the Committee will prioritize these activities, begin forming related sub-committees, and communicate action items to the appropriate bodies.  

The Chair presented an example of proposed template to use for the Committee’s future presentations to the Academic Senate as well as such bodies as the Office of the President, the Provost, or the various deans. The Chair’s example centered on the marketing plan of the Contra Costa Campus, and proposed increased funding to effectively compete with other universities operating in the County.
The Chair then continued the roundtable begun at the previous meeting.

4. Roundtable on CCAC Action Plan
As with the meeting on February 7, the roundtable centered on the following areas:

- Curriculum Development
- Support Development
- Retention
- Resource Issues
- Academic Development
- Recruitment
- Governance
- Other Issues

5. Retention
The Committee began by continuing its discussion on the issue of student retention. The following recommendations for action were made.

**A:** Increase coordination between campus services such as student services, enrollment, admissions, and outreach to promote all campuses of CSUH.

**B:** Identify short terms ways to improve student service at the bookstore, library, and cafeteria. Improvements should aim to assist in the development of a student and faculty presence on the campus.

**C:** Integration of Cal State Hayward informational tools such as brochures, flyers and websites in the marketing of the campus.

**D:** CCAC Faculty Support personnel should determine the makeup of the Contra Costa Faculty. Because the satellite campus generates 10% of total enrollments for CSUH, such a study would determine if the Contra Costa Campus is staffed with a proportional number of full time faculty.

**G:** Recognize faculty who serve at Contra Costa during the annual CSUH convocation to promote faculty interest in the satellite campus.

**H:** Attract student groups from the main campus to establish branch organizations at Contra Costa to attract a student presence on the campus. Initial focus should be on the development of a Contra Costa Campus Student Club. Additional clubs could branch from that point depending on student interests.

**I:** Purchase a supply of lawn chairs for check out from the library. Students currently have no outdoor area to congregate. Lawn chairs could be utilized in open areas, replicating the outdoor gatherings of concert evening.

**J:** Provide a special regalia accessory for Contra Costa graduates at commencement to promote campus pride.

6. Governance
In the area of campus governance, the following recommendations were made.

**A:** Clarify responsibilities and powers of the campus Dean, particularly in regards to budgetary control. Specifically, the University should increase the Dean’s control of the campus budget, especially in regards to the development of discretionary funds for campus innovation as well as facilities repair.
B: Clarification of the relationship of the CCAC to the Dean of the Contra Costa Campus. Specifically, it is proposed that the CCAC would advise the Dean, while the Dean would regularly report to the Committee along the lines of an Executive Director.

C: Formation of an external advisory group made up of constituencies in politics, business, neighborhood groups, etc. to help guide the campus and create a more visible presence.

7. Academic Development
In the area of academic development, Committee members recommended:

A: The formation of an adjunct faculty made up of educated individuals throughout the County, particularly those in business and non-profit agencies. Such an adjunct faculty could teach regular and extension courses and help strengthen the ties of the campus to the wider Contra Costa community.

8. Resource Issues
In the area of campus resources, the following recommendations were made.

A: Investigation of whether the costs of enforcing parking permits in the campus’ underutilized lots outweigh the revenues gained from enforcement.

B: Further investigation of whether such soft monies as grants and outside contracts can help drive campus development.

9. Other old business
The Chair distributed a number of studies conducted by students in the Business Department. Committee members are to review the documents, one of which indicates that the Contra Costa Campus is losing market share to other universities in the County.

10. Other new business
The Committee then determined its meeting schedule for the Spring quarter. CCAC meetings will be held on the following days. Subsequent meetings will be determined at a later date.

March 21: 1pm-3:30pm
April 25: 1pm-3:30pm

11. Adjournment: With that, the Committee adjourned at 3:26 pm

Respectfully Submitted,

Robert Phelps, Secretary