

CALIFORNIA STATE UNIVERSITY HAYWARD

CONTRA COSTA ADVISORY COMMITTEE

Annual Report: Academic Year 2003-2004

May 2004

1. MISSION

The Contra Costa Advisory Committee is a Senate Committee charged with:

“...Advising the Senate on policy issues related to Cal State Hayward’s Contra Costa Campus. Recommendations from the CCAC on matters pertaining to the affairs of students, curriculum and instruction, research, faculty affairs, technology and/or resources will be subject to review and comment by other committees of the faculty as determined by the Executive Committee.” (95-96 BEC 10)

2. COMMITTEE COMPOSITION

During the 2003-2004 Academic Year, the CCAC was composed of Peter Wilson, Dean of the Contra Costa campus, Kevin Horan of CC Student Affairs, Jim Mitchell of Education, Joy Andrews of Chemistry/Biochemistry, Steve Philibosian of the Library, who acted as Secretary for the year, John Primus from Management and Finance (Lecturer Representative), Guido Krickx from Management and Finance, Herb Eder from Geography and Environmental Studies (Emeritus Representative), and Robert Phelps of History (Chair). In addition, the Committee benefited greatly from the contributions of Robert Peyton, Barbara Hudler, Donna Strobel, and Ed Free, who regularly participated in the activities of the CCAC. The position of CCAC student representative remained unfilled, a traditional problem for the committee due to the unique time commitments of interested Contra Costa students.

3. VITAL STATISTICS OF THE CONTRA COSTA CAMPUS

The CCAC believes that its reporting responsibilities can in part be met by presenting statistical data to the Academic Senate regarding the health and character of the campus, including such information as total student enrollment, the racial, ethnic, and gender makeup of the Contra Costa student body, and the breakdown of Contra Costa students by major. In regards to the total number of enrolled students at the Contra Costa campus, Tables 1 and 2 demonstrate that the campus more than held its own during the 2003-2004 academic year, with enrollment even improving in some quarters compared to the previous year, in spite of the current budgetary difficulties experienced by the CSU.

Table 1
Student Enrollment Contra Costa Campus, Summer 2003-Winter 2004

	Summer 03	Fall 03	Winter 04
FTES	373.4	792.3	767.8
Headcount	855	1575	1544

Table 2
Student Enrollment Contra Costa Campus, Summer 2002-Spring 2003

	Summer 02	Fall 02	Winter 03	Spring 03
FTES	351.8	768.7	750.9	738.5
Headcount	836	1541	1560	1565

In regards to student composition, roughly 38% of Contra Costa students identified themselves as white, while the next the largest ethnic group consisted of Asians and Pacific Islanders, who made up 16% of Contra Costa students in the Fall 2003 quarter. 11% of our students identified themselves as Hispanic, and 9% identified themselves as African American. A significant percentage of Contra Costa students failed to respond to the question.

Table 3
Contra Costa Students by Race and Ethnicity, Summer 2003-Winter 2004

Ethnicity	Summer 03	%	Fall 03	%	Winter 04	%
Asian/Pac Is	178	21	255	16.1	269	17.3
Black	71	8	142	9	162	10.5
Hispanic	85	9.6	176	11.1	148	9.6
No response	188	21.2	327	21	303	19.6
Other	33	3.7	78	5	70	4.5
White	332	37.4	606	38.3	595	38.5

With respect to gender, traditional Contra Costa Campus patterns continue, with over two thirds of our students consisting of females.

Table 4
Contra Costa Students by Gender, Summer 2003-Winter 2004

Gender	Summer 03	%	Fall 03	%	Winter 04	%
Female	592	67	1059	67	1038	67
Male	293	33	519	33	507	33

In regards to the strength of major programs, Business and Liberal Studies majors continue to dominate the major choice of Contra Costa students. However, Human Development, Sociology, Psychology, Post Baccalaureate studies, and other programs also have a strong presence on the campus.

Table 5
Contra Costa Students by Major, Summer 2003-Winter 2004

CCC Majors	Summer 03	%	Fall 03	%	Winter 04	%
Business Administration	326	37	503	32	484	31
Counseling	4	0.5	23	1.5	23	1.5
Criminal Justice Administration	8	1	36	2.3	28	1.8
Education	3	0.33	30	1.9	6	0.4
Educational Leadership	2	0.23	26	1.7	17	1.1
English	26	2.9	41	2.6	26	1.7
Human Development	22	2.5	106	6.7	93	6
Liberal Studies	113	12.8	241	15.3	244	16
Nursing	12	1.4	14	0.9	14	0.9
Post Baccalaureate Unclassified	188	21.3	254	16.1	262	17
Psychology	46	5.2	100	6.3	85	5.5
Public Administration	15	1.7	31	2	40	2.6
Sociology	43	4.9	48	3	78	5.1
Undeclared	10	1.1	28	1.7	21	1.4
Other Non CCC Majors	66	7.5	94	6	120	7.8

4. GENERAL ACTIVITIES OF THE CCAC FOR 2002-2003

With the exception of Dean Wilson and Professor Mitchell, the majority of CCAC members served on the committee the previous year. In the first meeting of the fall quarter, Robert Phelps was chosen to continue as Chair of the CCAC. Together, the Committee decided that, due to the current budgetary situation, its membership should focus on a number of essential goals:

- A: To familiarize Dean Wilson with traditional campus issues.
- B: To improve communication between the CCAC and College Deans regarding vital issues confronting the campus.
- C: To continue efforts to recruit additional faculty for campus projects.

5. COMMITTEE ACTIVITIES BY QUARTER

FALL, 2003

The Fall 2003 quarter was once again a period of transition for the Committee. CCAC activities consisted of acquainting ourselves with the vision of the new Dean, familiarizing him with the history of the campus as well as the CCAC's traditional positions on various opportunities and challenges, and setting goals for the Committee for the upcoming year.

Discussions with Peter Wilson, new Dean of the Contra Costa Campus

Specifically, the committee forwarded the Dean its strategic vision, formalized in an extensive list of recommendations presented to the Senate in the 2002 and 2003 CCAC reports.

After these initial discussions with the CCAC, Dean Wilson began to develop his own planning program, creating a Strategic Plan designed to address some of the challenges faced by the

campus. The Dean determined that, although past planning efforts were valuable, a more comprehensive approach was necessary to move the campus forward. Hence, Dean Wilson proposed that a broad based task force consisting of “senior staff and faculty drawn from all major university constituencies,” including the University Librarian, Contra Costa student body, Enrollment Services, the community colleges, and the CCAC be formed. The resulting Strategic Plan will ultimately be forwarded to the University President, and will contain the following:

- History of the Contra Costa Campus
- Mission
- Relationship of the Contra Costa and Hayward campuses
- Service Area Economic and Population Realities
- Assumptions and Implications for Planning
- Enrollment Projections
- Academic Program Initiatives and Plans
- Extended University Initiatives and Plans
- Instructional and Student Support Programs
- Distance Learning Initiatives
- Personnel Needs, Staff and Faculty
- Time Line for Development

The Dean also communicated his desire to develop a Facilities Master Plan to guide the development of the Contra Costa campus site, a topic that has occupied many CCAC meetings in the past, but which has yet to be addressed. The plan will consist of the following:

- Campus Mission, Academic Vision and Planning Assumptions
- Enrollment Projections for Campus and Programs
- Planning and Space Standards
- Facility Space Plan
- Physical Analysis of the Site
- Surrounding Area Land Use Plan
- Building System Analysis
- Proposed Campus Master Plan
- Design Guidelines: Architecture and Landscaping

Like the Strategic Plan, a broad based task force will be selected to develop the Facilities Master Plan, including faculty members nominated by the CCAC, with the final document being presented to the University President.

Improving Communications with University Leadership

As noted in the introduction, the CCAC spent part of the fall discussing ways to improve communication with important figures within the CSUH administration, with the goal of decreasing the relative isolation of the campus and promoting the advancement of successful degree programs. As the new dean of ALSS, Dean Reimonenq was the first official to meet with the Committee.

Dean Reimonenq was very positive about the role of ALSS in the future development of the campus. Most importantly, the Dean communicated an interest in committing both junior and

senior faculty to advise and teach full time at the campus on a rotating basis. The Dean also indicated his interest in the development of the PACE program at the campus, the need to collaborate with local community colleges to develop programs at Contra Costa, and the necessity of responding to local workforce educational requirements without sacrificing the values of a traditional liberal arts education. Since the meeting, Dean Reimonenq has assigned Tom Acord, Associate Dean of ALSS, to regularly attend CCAC meetings in order to keep the Dean up to date on campus developments.

Reaching Out to Contra Costa Faculty

During the 2002-2003 academic year, the CCAC identified approximately 100 full and part time faculty involved in some way with the campus, either through teaching, committee appointment, scholarly or promotional work, or by residence in Contra Costa County. Recruitment of such faculty could assist the Dean in the development of a “faculty presence” in Contra Costa County, and assist in the advancement of various campus initiatives without further straining the university budget.

To further that end, the Committee prepared a reception for those Contra Costa faculty who were identified last year as having an interest in the development of the campus. The reception was held in early December, and a total of 12 volunteers attended. Roughly twenty additional faculty voiced an interest in volunteering on various campus projects, but could not attend the reception.

Volunteers were informed of the vital need of a service commitment among faculty of all levels, and potential opportunities for specific service commitments. Volunteers were also given a short survey, by which they could communicate their service interests to the committee for future engagement. By the end of the quarter, the Committee was confident it had identified a core group of roughly 25 faculty that the campus could rely on for future assistance.

WINTER, 2004

During the Winter 2004 quarter, the Committee’s efforts at advising the Dean and improving communications with university faculty and administration continued.

Discussions with the Dean of the Contra Costa Campus

The CCAC spent the Winter quarter assisting the Dean with various questions pertinent to the development of the campus. In regards to the former, Dean Wilson presented the Committee with a new organizational structure for the Contra Costa staff. Among the changes, the new arrangement will address an expanded outreach mission, particularly to area high schools, and create an Administrative Services Director to coordinate various campus functions. Ed Free was appointed as the Assistant to the Dean in order to enhance budget management and preparation. Dean Wilson hopes that eventually an Associate Dean will be assigned to the campus, allowing the Dean to spend more time developing campus ties with the community, particularly in regards to fund raising.

The committee dealt with at length with problems pertaining to compressed video classes conducted at the campus. The committee determined that most of the difficulties originated from outdated or poorly maintained equipment. At the end of the quarter the Dean determined to

suspend compressed video classes for the remainder of the academic year, replacing the courses with live classes conducted by resident faculty.

Improving Communications with University Leadership

At its first meeting of the Winter Quarter, the Committee discussed the success of the conference with Dean Reimonenq, and determined that it would be wise to invite all the campus Deans to garner their views of their college's programs at the Contra Costa campus.

In March, the CCAC met with Dean Michael Leung of the College of Science. Dean Leung discussed the advancement of the sciences at the campus, the critical issue being the availability of laboratory space for such disciplines as chemistry and, to a lesser degree, biology. In the matter of generating a faculty presence at Contra Costa, Dean Leung stressed the use of individual development plans geared towards Contra Costa service in order to protect and encourage junior faculty assigned to the campus. The Dean advised that a regular sequence of courses each quarter as well as two year course commitments from all departments will help build a cadre of students at CCC. Dean Leung promised that he would do his utmost to make certain that the College of Science follows those guidelines.

Reaching Out to Contra Costa Faculty

The Committee also began discussion of various areas of engagement for our Contra Costa faculty volunteers. Specific conversations were held between the CCAC Chair, Barbara Hudler, coordinator of campus outreach programs, Robert Peyton, Special Assistant to the President, and Herb Eder, coordinator of community college outreach. Specific volunteer assignments began in the Spring quarter (see below).

SPRING, 2004

During the Winter 2004 quarter, the committee's discussions with the Dean and its efforts at reaching out to university faculty and administration continued.

Discussions with the Dean of the Contra Costa Campus

The CCAC continued to discuss Dean Wilson's ideas to develop the campus and minimize the impact of the current budgetary crisis, particularly in regards to budgetary issues, administrative reorganization, and various outreach initiatives.

Improving Communications with University Leadership

During the Spring Quarter, CCAC continued its discussions with the College Deans. On April 1, the committee met with Dean Arthurlene Towner of the College of Education and Allied Studies. Discussions surrounded the College's multi-faceted presence on the campus. Beyond the training of single and multiple subject teachers, the College of Education also oversees programs in Counseling (Educational Psychology), Recreation, and Kinesiology. Also discussed were problems associated with the lack of full time faculty. Credential students are organized into cohorts, each guided by a team leader drawn from faculty. Given the critical shortage of faculty, CEAS faces a difficulty in meeting the requirements of prospective credential majors, particularly in fast growing Contra Costa County, where there is critical a need for new teachers. The committee discussed various ways to assist the credential students and faculty at the Contra

Costa campus, including the development of “Fast Track” teacher preparation programs, an informational/support reception for new Teacher Education Team Leaders, and ways to attract junior faculty from the College of Education and Allied Studies by assisting them with their research agendas, a critical requirement in the awarding of tenure.

Reaching Out to Contra Costa Faculty

The Committee began the process of assigning volunteer faculty to specific campus assignments. For example, the committee chose former CCAC members Andrea Laird and Don Wort as its choice for service on the Dean’s Strategic Plan Committee. Both were drawn from the committee’s list of volunteer faculty and their appointments serve as a model for future assignment. Secondly, Contra Costa volunteers are being organized to participate in an outreach event at Los Medanos Community College in Pittsburg. The event will pair faculty representatives from specific majors in order to coordinate future collaborations and generate additional transfer to CSUH in general and the Contra Costa campus in particular.

6. OUR RESULTS AND CONCLUSIONS IN 2003-2004

In total, the CCAC was successful in facilitating the new Dean’s evaluation of the opportunities and challenges facing the Contra Costa campus. Further, the committee continued to develop creative ways of generating a faculty presence on the campus through the identification of committed individuals interested in service work in Contra Costa, and by identifying areas where such faculty could be employed. Finally, the CCAC created what we hope will be a new tradition, namely the holding of regular discussions with key administrative figures overseeing vital programs at the Contra Costa campus.

7. FUTURE WORK

As we approach the end of the academic year, the CCAC will experience significant turnover in committee membership. The terms of regular members Guido Krickx , Robert Phelps, and John Primus will expire, and Robert Peyton, a traditional guest of the committee, will begin to limit his participation. The injection of fresh ideas will be welcome, but to avoid the constant “reinvention of the wheel,” it will be important for the committee to continue its efforts in the following year under the leadership of new members. With that in mind, the CCAC should:

- A) Continue to assist the new Dean in his work to develop the Contra Costa campus.
- B) Continue engaging a core group of faculty volunteers in service work at the campus.
- C) Continue developing the committee’s relationship with key CSUH administrators.
- D) Continue communicating key information regarding the campus to the Academic Senate.

8. OTHER MATERIALS

Minutes of the monthly CCAC meetings have been distributed by the CCAC in the past and are currently available online on the campus website. Additional supporting materials are available upon request.