Members Absent: J Andrews, P. Duren

1. Welcome: Dean Wilson introduced our new student member, Dennison Seelinger, to the Committee. Seelinger has been instrumental in helping develop the Green Apple Teachers group (Gate) at the Contra Costa Campus. This group has been working with nine local school districts with respect to hiring and other issues.

2. Review of the Minutes of November 9, 2004: S. Philibosian passed out copies of the November minutes to the membership. The minutes were approved without changes.

3. Meeting Schedule for 2005: Given numerous conflicts in teaching schedules among the membership, it was decided that a Wednesday morning schedule would work best:
   A. Wednesday, January 12, 9 AM to 11 AM
   B. Wednesday, February 9, 9 AM to 11 AM
   C. Wednesday, March 9, 9 AM to 11 AM
The meeting schedule for the rest of the academic year will be discussed at a later date.

3. Agenda for 2004/2005: The Chair asked the membership to consider what the Committee should have as its focus in the coming year. The previous Chair, Robert Phelps, had been instrumental in developing a Faculty Engagement Grid for the purpose of identifying faculty resident in the Contra Costa area, as well as other faculty who would be interested in working with the Committee on curricular, enrollment and other issues. Faculty were given a questionnaire focusing on areas of interest and a goodly number of individuals met at a reception last year. The Dean wished to develop a critical mass of faculty who could liaise with the community in various ways. For example, there was a highly successful Faculty to Faculty program held at Los Medanos College earlier this year. Faculty could also be useful as guest lecturers in classes held at the Contra Costa Campus. Faculty could also be useful in working with community organizations which might be able to provide external funding or programs. Several engagement opportunities include our recently held Hispanic Chamber of Commerce event which attracted some 300 high school students as well as a Puente Day event scheduled Saturday, December 11, which should attract a number of community college students from Contra Costa, Diablo Valley and Los Medanos Community colleges. The Dean is anxious to develop Program Coordinators among the faculty, who could help develop the campus. He cited the example of the Palm Desert Campus, where program coordinators from Cal State San Bernardino attended the recent dedication of a new campus building. The CCC should develop office space to house our coordinators here.
The CCAC should also endeavor to get Contra Costa community leaders attend the meeting on Cal State Hayward’s name change, to be held on January 11, 2005. It is hoped that the new “Cal State East Bay” name will attract local leaders to help develop a CSUEB Concord campus, once the “Hayward” name is removed. Nicole Howard, of the Committee agreed to check with the former Chair, Robert Phelps to locate the Faculty Engagement Grid mentioned above. Steve Philibosian also intended to look through his binder of Committee documents.

4. Campus Update (Wilson):

- The Dean spoke at more length of the Puente Day event scheduled at the CCC from 8:30 to 4 PM Saturday, December 11. Some 90 individuals have signed up so far, with the largest group coming from Contra Costa College.

- The Concord Campus Council, a student group, held its first meeting on Friday December 3. Krista Kohlberg is the President and a Vice President and Secretary have also been chosen. The C3, as it calls itself, has filed for status as a campus organization. On its agenda is the enhancement of food services at the CCC. Attending its next meeting, on Friday Jan 21 at 5PM, will be Monica Pacheco of the University Union. It is hoped that students at the CCC will be able to utilize more of the approximately $250,000 in fees paid by students here for local services. It is important that a negotiated compromise is effected to help gain student support for any new fee increases.

- Our first scheduled Strategic Planning meeting is scheduled for this Friday at 9 AM.

- The CCC has received a $425,000 set aside from the Federal budget which is to be shared with local community colleges. These funds will enable us to increase the number of smart classrooms as well as establish a wireless network on campus.

- The campus will be replacing one of our labs. Machines displaced by this project will be used to replace aging units in the faculty offices.

- We will be upgrading our old distance learning classroom, Li 150 to be a videoconferencing room. The Dean feels that we should be moving toward web based instruction rather than compressed video. Our other former distance learning classroom, Li 250, will be converted to a smart classroom.

- It is hoped that when the TII project is completed at the CCC, we can consider having desktop conferencing in our offices. The Chair hoped that a high tech presence at the Contra Costa Campus could help serve to differentiate us.

5. Concord Campus Enrollment Management: The Dean passed out copies of the Strategic Enrollment Plan: Concord Campus Initiative to committee members. This document was originally development by Robert Strobel Vice President for Enrollment Services. Dean Wilson has added an additional front page which summarize what he sees as the main focus of the Initiative. There are three main areas:

- Develop a full enrollment management model and program for the Concord Campus including:
Historical analysis of enrollment patterns. Where do our students come from? 
More specifically how many transfer students from local community colleges 
attend at Concord or at Hayward?

Market specific branding which identifies and differentiates the Campus from 
competitors

Publications package using a combination of Concord specific and Hayward 
media.

Direct mail program for prospective students utilizing both e- and s- mail.

Tracking system for prospective students from initial contact through enrollment.

Assessment system for enrollment management at Concord

Fully implement new student recruitment program including:

High School outreach program for our unique service areas: Donna Strobel has 
been active in developing our outreach to local high schools.

Community College outreach programs for our service areas: Marcie McDaniel 
has been working with local community colleges.

Graduate recruitment program for credential and Master’s degree programs 
offered at Concord: We have noted that there has previously been little 
advertising for graduate programs offered at the Concord Campus. We have very 
little data about where our graduate students come from.

Develop and/or expand specific programs focused on primary Concord target market

The Committee will be asked to serve as an ad hoc Strategic Enrollment Plan Concord 
Campus Initiative Subcommittee. Its charge will be to assist in the review of data 
compiled in the furtherance of the first goal noted above. In addition, the CCAC will be 
asked to provide guidance in addressing the other two goals of the initiative. An 
important factor in the growing programs at the Concord campus will be the direct 
involvement of the faculty, especially at the Departmental level. It is equally important 
that as we attract larger numbers of applicants to our campus, we have an adequate 
number of evaluators process the growth in applications. Otherwise prospective students 
will choose other campuses.

6. Other:

Scholar-Olli: Eder passed out copies of the Scholar-Olli Winter Schedule. There 
will be a program on Machu Picchu followed by an End of the Year Reception for 
Scholar-Olli members on Wednesday, December 8. This in turn will be followed 
by a reprise of the California Historians roundtable featuring Robert Phelps and 
Alison Barzelli. There will also be a program celebrating the City of Concord’s 
centennial next year. Scholar-Olli’s Osher grant is slated to run out at the end of 
next year and the program will be continued through an endowment. It is hoped 
that additional funds will become available to supplement the endowment.

7. Adjournment: 6 PM

Respectfully Submitted,