

# Planning and Budget Committee Meeting

APPROVED MINUTES

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Meeting date **Feb. 7, 2020** | Time **12:30PM** | Meeting location **District Office Board Room**

Meeting called by VC of Business Services  
Type of meeting Planning & Budget  
Tri-Chairs Doug Roberts, Rajeev Chopra & Cathy Gould  
Note taker Dawn Neideffer  
Timekeeper Doug Roberts

*Attendees:* Thomas Orf, Sarah Thompson, Noell Adams, Rosalie Roque, Rajeev Chopra, Michelle Diaz-Nava, Chasity Whiteside, Guisselle Nunez, Dale Wagoner, David Rodriquez, Sui Song, Ashley Young, Patricia Shannon, Cathy Gould, Theresa Fleischer Rowland, Miguel Colon, Roanna Bennie, Doug Roberts, Rajinder Samra, Mujeeb Dadgar, Chris Ytooma, George Walters and Dawn Neideffer

## AGENDA TOPICS | MEETING COMMENCED AT 12:36

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Time allotted | **2 min** | Agenda topic **1.0 Welcome and Quorum Check** | Presenter **Doug**

Discussion All welcomed; no new members or attendees.

Conclusion Quorum met with 13 voting members, excluding Doug.

### Action items

None noted

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Time allotted | **2 min** | Agenda topic **2.0 Approve Today's Agenda** | Presenter **Doug**

Discussion Doug asked for motion to approve, Dale moved, Tom seconded.

Conclusion Minutes approved, by consensus.

### Action items

1. Agenda approved, by consensus

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Time allotted | **3 min** | Agenda topic **3.0 Approve Previous Minutes** | Presenter **Doug**

Discussion Doug asked for a motion to approve, Dale moved, Tom seconded.

Conclusion Minutes approved, by consensus.

### Action items

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1. Minutes approved, by consensus

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**Time allotted | 10 min | Agenda topic 4.0 Review and Approve Public Relations/Marketing Strategy | Presenter Guisselle**

**Discussion**

Guisselle reviewed why Public Relations/Marketing (PRMG) strategy goes to PBC. Digital marketing is moving from Pandora to Spotify because that is what students are listening to, now. Street banners being added to this budget. Class schedules are included in strategy; there is an increased cost due to mailing. Implementing software called "Recruit"; PRMG is working with ITS on this project. This helps tracks communications. Focus group summary says students want to hear from CLPCCD on a consistent basis. Students want positive and motivational messaging as they progress. Recruit software dovetails with DegreeWorks.

**Conclusion**

PRMG strategy is presented to Colleges and vetted by executive teams before it's presented to PBC. PBC is to approve or deny budget request. Budget has increased due to mailings and changes to advertising platforms. A push in Financial Aid will be made with paid advertising. Rajeev would like PBC to see breakout later in fiscal year. Trish would like future report out to include student success in regard to wait lists, etc. Doug made a motion to adopt budget, Cathy made move to approve and Dale seconded. Motion approved with one abstention.

**Action items**

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1. PRMG strategy/budget approved by vote: Yes-11; No-0; Abstention-2

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**Time allotted | 35 min | Agenda topic 5.0 Presentation by CW/P on Other Multi-college District Allocations | Presenter George & Chris**

**Discussion**

Chris and George presented [Overview of New Model Creation](#). Doug asked how long BAM creation is going to take. Sarah said previous BAM was done in 6 months and felt the process was rushed; important to review what did not go well. Some college districts have a model that funds colleges 'District to College' and other models are 'College to District' funded.

**Conclusion**

Considerations to proposed timeline: 1) PBC BAM Taskforce deadline to deliver a draft of BAM to PBC is August 1, 2020; 2) deadline to adopt new BAM is December 1, 2020; 3) new BAM would be used in 20-21FY. Most colleges use a subcommittee to work on budget models. Such a taskforce can drill down into what worked and what did not with previous BAM. Significant points to consider in building an equitable model: 1) Identify inequities in current BAM, taskforce can develop solutions to the inequities, 2) some models have built in 'adjustment' sections to correct inequities brought on by State-wide requirements such as the FON and 50% law.

**Action items**

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None noted

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Time allotted | 25 min | Agenda topic 6.0 Scope & Timeline for New BAM | Presenter Doug

**Discussion**

Doug would like to set a goal for BAM completion. Sarah noted we are heading into Strategic Planning, Guided Pathways, Accreditation, SCFF projects and new BAM. This is going to affect how things operate on a daily basis. Sarah feels there is a lot of work that needs to get done all at once and proposes PBC break down tasks for creating a new BAM, and then have the model roll out at a slower pace. Trish said it is the same people doing the work in the committees and subcommittees; therefore, it's fair to ask if there is a way to slow-walk the development of the new BAM to address issues in old BAM that need fixing. Sui said to implement by 21-22, we need to approve new BAM by December 2020. Sui feels based on experience sticking to a timeline will help BAM development. Rosalie asked if we can change things in current BAM without creating the new BAM. Rajeev said we are looking at a post-SCFF model, so a new BAM in a shorter period will not address shortfalls that will happen during SCFF era. Noell said PBC spent time in 2018 addressing egregious issues in BAM and supports timeline proposed by CW/P. Roanna gave Rosalie an example of shifting faculty contract changes with reassign time. The reassign time has put significant pressures on LPC's budget and it'd help LPC to tweak that part of the current BAM. PBC group knows the problems and inequities in current BAM; Doug would like to move forward fixing current problems while simultaneously addressing the SCFF; Doug recognizes the multitude of projects happening District-wide, but doesn't want to wait to address new BAM creation. Doug suggested group addresses current inequities/problematic areas first so that moving to a different model makes more sense. Doug asked the PBC to be on track for 21-22FY. Ron came in and added that there is no room for delay if State does not give an extra year of hold-harmless, PBC can begin talking about what doesn't work in current BAM, right away. Sarah suggested PBC (and not a PBC BAM Taskforce) do all the work. Dale feels PBC as a whole is too large to be a good working group. Roanna feels we need new leadership at LPC before embarking on new BAM. Earliest implementation for new BAM can be 22-23; and current BAM issues can be addressed and fixed by 21-22. This makes two BAM models running at the same time. George from CW/P said we want enough time to 'test the waters' using various scenarios, and that we may find the SCFF is a reasonable model; it's a matter of seeing where it goes while also creating the new allocation model.

**Conclusion**

PBC members are proposing two timelines. The first is addressing current BAM issues by 21-22; and the second timeline is for the new BAM, which is projected to be done by 22-23. This item will carry over to next agenda.

**Action items**

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None noted

Presenter **Doug**

**Discussion** Ran out of time.

**Conclusion** This item is tabled for future agenda items.

**Action items**

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None noted

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Time allotted | **10 min** | Agenda topic **8.0 Discussion on Recommendation for SCFF Advocacy Funding** | Presenter **Doug**

**Discussion** At the FFC meeting on 1/17, Rajinder addressed the need for advocacy at the State level for the SCFF. Doug agrees advocating is important while SCFF metrics continue to be adjusted by State. Dave said there's a big equity gap for financial aid with Promise grants. Recommendation from FFC is to fund up to six people to travel to State meetings and advocate. Cathy asked for logistics. Ron will approve of who attends to advocate on behalf of CLPCCD.

**Conclusion** Sarah made a motion for a \$20K Recommendation to the Chancellor for a SCFF Advocacy Fund with a report out to FFC/PBC. Doug called for a show of hands for vote. Motion passed unanimously.

**Action items**

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1. SCFF advocacy fund approved, by consensus

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Time allotted | **3 min** | Agenda topic **9.0 Future Agenda Items** | Presenter **All**

Members suggested: 1) tentative budget (2; update on PRMG strategy/budget in April; 3) PBC Taskforce creation; 4) Devise Two Scopes & Timelines for New BAM.

**Summary of Actions Items:**

1. Agenda approved, by consensus
2. Minutes approved, by consensus
3. PRMG strategy/budget approved by vote: Yes-11; No-0; Abstention-2
4. SCFF advocacy fund approved with report-outs, by consensus

**Summary of To-Do Items:**

1. Carry items 6 & 7 over to next agenda

**Meeting adjourned at 2:34**