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CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT BOARD OF TRUSTEES REGULAR MEETING

MINUTES
July 18, 2017

PLACE

Chabot-Las Positas Community College District, 7600 Dublin Blvd., Dublin, California, Board Room (3rd Floor).

CALL TO ORDER

The regular meeting was called to order at 4:30 p.m. by Trustee Gin, Recording Secretary Debra Nascimento called the roll. Trustee Donald L. "Dobie" Gelles was absent at the time of roll.

PUBLIC COMMENTS

There were no Public Comments offered at this time.

ADJOURN TO CLOSED SESSION

Motion No. 1

Motion made by Trustee Vecchiarelli and seconded by Trustee Dvorosky, the Board immediately adjourned to a Closed Session at 4:32pm.

Motion carried unanimously, 5-0 with Trustee Gelles absent.

OPEN SESSION

The Board readjoined in Open Session at 6:30 p.m. Recording Secretary Debra Nascimento called the roll. Trustee Gelles was absent at the time of roll.

ATTENDANCE

Members Present:

- Trustee Ms. Isobel F. Dvorosky
- Trustee Dr. Hal G. Gin
- Trustee Mr. Edralin "Ed" Maduli
- Trustee Dr. Marshall Mitzman
- Trustee Mr. Carlo Vecchiarelli
- Student Trustee Mr. Chris Romero

Members Absent: Trustee Mr. Donald L. “Dobie” Gelles (Excused)

Recording Secretary: Ms. Debra Nascimento

Managers Present: Dr. Jannett N. Jackson, Chancellor
Dr. Susan Sperling, President, Chabot College
Ms. Roanna Bennie, Interim President, Las Positas College
Mr. Ken Agustin
Mr. David Betts
Ms. Julia Dozier
Mr. Wyman Fong
Mr. Doug Horner
Dr. Krista Johns
Mr. Lorenzo Legaspi
Ms. Jeannine Methe
Ms. Guisselle Nunez
Dr. Stacy Thompson
Ms. Barbara Yesnosky
Dr. Matt Kritscher
Ms. Diane Brady
Dr. Nan Ho
Mr. William Garcia
Ms. Jennifer Druley
Mr. David Estrada
Mr. Amir Law
Mr. Rajindar Samra
Mr. Ron Gerhard
Ms. Diane Brady
Ms. Ann Kroll

Others Present: Ms. Rachel Ugale, District Classified Senate
Mr. Dave Fouquet, Chabot College on behalf of Dr. Charlotte Lofft, President, Chabot-Las Positas Faculty Association
Ms. Kimberly Tomlinson, Las Positas College

PLEDGE TO FLAG

Trustee Maduli led the pledge to the flag.

REPORT OUT: NO ACTION TAKEN IN CLOSED SESSION**1.6 PUBLIC COMMENTS**

There were no Public Comments offered at this meeting.

1.7 APPROVE CONSENT ITEMS (cc)

Consent Calendar items are designated by "cc" and are expected to be routine and non-controversial. They will be acted upon by the Board of Trustees on a single motion without discussion. Any member of the Board or Public may request that an item be removed from this section for later discussion.

No exceptions to the consent calendar items were made.

Board President Gin read the following: Summary of Government Code 54953(c) (3) which requires that, before taking final action, the Board must orally report a summary of the recommendation regarding the salaries, salary schedules, or compensation paid in the form of fringe benefits of a local agency executives. Therefore, I am making the following summary regarding such items appearing on the consent agenda.

Item 3.3 (Management Personnel), pertains to final action by the Board regarding the approval for the following contracts of employment:

- Steven Smith at Range 15, Step 2
- Stephany Marchena Chavez at Range 13, Step 1

All Contracts of Employment mentioned above are entitled to the same fringe benefit package as other managers per Board policy and procedures.

Item 3.4, (Executive Personnel), pertains to final action by the Board regarding the approval for the following hourly contract of employment:

- Susan Cota at \$140.09/hour, no benefits.

Trustee Dr. Hal Gin confirmed with Chancellor Jackson the readout of Government Code 54593 is a required statement moving forward.

Motion No. 2

Trustee Dr. Mitzman made a motion, seconded by Trustee Mr. Maduli, to approve the Consent Calendar. Trustee Mr. Maduli had questions on items 6.1 and 6.2 which he addressed with Chancellor Jackson.

Motion carried unanimously, 5-0.

The following items were approved on the consent calendar:

General Functions

1.8 Approval of Minutes of June 20, 2017 Regular Meeting

3.0 PERSONNEL

(cc) 3.1 Classified Personnel

(cc) 3.2 Faculty Personnel

(cc) 3.3 Management Personnel

(cc) 3.4 Executive Personnel

4.0 EDUCATIONAL SERVICES

- (cc) 4.1 Approval of Agreement between City of Hayward and Chabot- Las Positas Community College District for Community-Access Broadcasting Services, Chabot College
- (cc) 4.2 Approval for Foreign Travel- Faculty Member, Javier Espinoza to Attend the III International Colloquium on Languages, Cultures, Identity, in School and Society, in Soria, Spain
- (cc) 4.3 Approval of Agreement between Alameda Health Systems and Chabot-Las Positas Community College District for Allied Health Programs
- (cc) 4.4 Approval of Curriculum Changes, Chabot College
- (cc) 4.5 Approval to Renew Agreement-State of California, Bureau of Automotive Repair Smog Referee and Student Training Program with the Foundation for California Community Colleges at Las Positas College
- (cc) 4.6 Approval of Contract Renewal – First 5 Alameda County Every Child Counts Program, Contract No. PI-ECE-1718-106, Chabot College
- (cc) 4.7 Acceptance of an Amendment to the Subaward Agreement with California State University, East Bay (CSUEB), in support of the “Greater Bay Area K20 Basic Skills Consortium” (Subaward No.: W207600-232), Chabot College
- (cc) 4.8 Acceptance of Amendment #1 to the Basic Skills Student Outcomes and Transformation Grant from the California Community Colleges Chancellor’s Office, Division of Academic Affairs, to Chabot College (Grant Agreement No.: 16-068-046)
- (cc) 4.9 Acceptance of Amendment #1 to the Basic Skills Student Outcomes and Transformation Grant from the California Community Colleges Chancellor’s Office, Division of Academic Affairs, to Las Positas College (Grant Agreement No.: 16-068-059)
- (cc) 4.10 Acceptance of Amendment #2 to the Grant Agreement from the California Community Colleges Chancellor’s Office in Support of the Math, Engineering, Science Achievement (MESA) Grant Program, Chabot College (Grant Agreement No.: 16-109-007)

5.0 BUSINESS SERVICES

- (cc) 5.1 Approval of Commercial Warrant Registers
- (cc) 5.2 Approval of Payroll Warrant Registers
- (cc) 5.3 Approval of Award of a Piggyback Contract for Personal Computer Equipment for Arts, Media and Communication at Chabot College Using the State of California WSCA-NASPO VP PC Cooperative Purchasing Program
- (cc) 5.4 Approval of Agreement Renewal— d/b/a Stanford Health Care ValleyCare, Las Positas College

6.0 FACILITIES PLANNING AND DEVELOPMENT

- (cc) 6.1 Approval of Professional Services Agreement with Swinerton Management & Consulting for the Bond Measure Programs Construction Management Support Services, Chabot College
- (cc) 6.2 Approval of Professional Services Agreement with WSP USA, Inc. formerly known as Parsons Brinkerhoff, Inc., Bond Measure Programs Construction Management Support Services, Las Positas College
- (cc) 6.3 Approval of Contract Modification to the Existing Division of State Architect (DSA) Inspection Services Agreement with ABC Inspections, Inc. for DSA Inspection Services for the New Academic Classroom Building 100, Las Positas College

7.0 ECONOMIC DEVELOPMENT/CONTRACT EDUCATION

- (cc) 7.1 Acceptance of Standard Agreement Amendment No. 1 California Community College Chancellor's Office. Agreement No. C15-0071, District-Economic Development

9.0 OTHER ACTION

- (cc) 9.1 Adoption of New Board Policy 6720, Approving a Debt Issuance and Management Policy in Accordance with Senate Bill 1029
- (cc) 9.2 Approval of Board of Trustees Revised Calendar of Meetings-2017

1.9 PRESENTATION: MARKETING STRATEGY REVIEW

At the request of Board President Gin, Chancellor Jackson provided background and introduced the presenter.

Chancellor Jackson indicated that tonight's presentation is from our Public Relations Marketing and Governmental Relations Director Guisselle Nunez. She will give us an update on Marketing Efforts this past year and information we have received from our focus groups.

Director Nunez presented to the Board of Trustees a PowerPoint presentation titled "Marketing Strategy Review."

The presentation focused on providing the Board of Trustees with an overview of the 2016-2017 marketing strategy and highlights of the current 2017-2018 marketing strategy. Director Nunez noted that the marketing strategy included three parts: objectives to generate enrollment growth and brand awareness; tactics which included, but are not limited to, advertising, social media, direct email/mail and the production of collateral materials; and metrics of success, student headcount and number of press releases picked up by the media.

For this past year's marketing strategy, those metrics of success included approximately a 10% increase in student headcount, and of the 84 press releases distributed to the local media, 51 were published. Director Nunez stated that marketing's job is to get prospective students "to the door," but acknowledged that we also need to get these prospective students "through the door." New software and communications plans, of which she's working on with the Colleges, will hopefully provide the assistance necessary to increase the number of students who enroll in our Colleges.

Director Nunez added that in a time, and region where unemployment is at an all-time low of 3%, the fact that our District's headcount increased, allowed the District to at least remain flat in our FTES (Full time equivalent student) growth.

Additionally, Director Nunez stressed that marketing is one tool, of many others, that compliments what the Colleges are doing. Director Nunez also provided a summary of upcoming projects, including, RECRUIT/ADVISE, two new customer relationship management software that will assist the Colleges in tracking students from application, enrollment, and retention.

The College and District websites are under construction and the new re-designs will be rolled up in phases in the coming months. She also discussed, and passed out a handout outlining the 2017-2018 marketing plan focused on enrollment growth and brand awareness. She also played the ad spots for each College, currently playing on Comcast channels.

Trustee Mitzman asked why our students don't apply and enroll at the same time. Director Nunez explained that once you apply you still need to take the additional step to enroll in a class. Chancellor Jackson added that students apply to several colleges at one time, and they don't enroll until they receive an acceptance confirmation from each of them. Student Trustee Romero confirmed this practice. Trustee Mitzman asked whether a student can lose his ability to get a class if they wait too long to enroll. Student Trustee Romero replied yes. Trustee Mitzman replied that if that is the case, shouldn't we encourage them to enroll early. Director Nunez responded that indeed the Colleges do promote early enrollment, and once a student applies, they receive an email indicating the steps to enroll. Chancellor Jackson suggested we may want to start our fall application period earlier in the year so that we have more time to remind them about enrollment.

2.1 PRESIDENTS OF CHABOT AND LAS POSITAS COLLEGES FACULTY SENATES

Las Positas College Faculty Senate Kimberly Tomlinson reported on behalf of Melissa Korber, President on the following:

Reported out that they will not meet again until August. This summer, many faculty members participated in the Spotlight Series, an open-house event held on several different nights. A final Spotlight is scheduled for Tuesday, July 25, in the Learning Resource Center (Library).

In addition, many faculty members are teaching summer school, preparing for the upcoming school year, and meeting with students over the summer.

They were saddened to learn of the death of Art Deleray, retired Chemistry faculty at LPC and Chabot for 32 years, after an auto accident on July 6. Dean Nan Ho will have a sympathy card available in her office this week and will share information about the memorial service when it becomes available.

Chabot College Faculty Senate had no representation at this meeting.

2.2 PRESIDENTS OF CHABOT AND LAS POSITAS COLLEGES AND DISTRICT CLASSIFIED SENATES

Chabot College Classified Senate, Noell Adams reported on the following:

Reported that they are currently planning their retreat and setting goals for the year. Classified Leadership Institute for Professionals (CLIP) we've learned effective communication. They are still moving forward with making our College a Sanctuary College.

Las Positas College Classified Senate had no representation at this meeting.

Las Positas Classified Senate, Rachel Ugale reported on the following:

Reported she recently attended the CLIP Session and would like to recognize Joanne Bishop with the District for all her help in setting up the 1st and 2nd Cohort. Ms. Ugale applauded Dr. Arnulfo Cedillo as a Board member and, was sad she missed the last Board meeting to wish him well.

PRESIDENT OF STUDENT SENATE OF CHABOT AND PRESIDENT OF ASSOCIATED STUDENTS OF LAS POSITAS COLLEGES**Chabot College Student Senate Celena Zeng reported on behalf of Zaheer Ebtikar, President on the following:**

Reported they have been incredibly active this summer between transitioning from a strong Spring Semester and continuing that momentum to the Fall Semester. Throughout the summer they have already worked on several things.

Participating in the two New Student Welcome Days and coordinating having other student organizations participate as well. July 17th was Summer Bash in collaboration with Pop-Up Food Pantry. This event allowed students to learn about the programs and clubs offered on campus. The first team building retreat was in early July and the next one will be in August to build leadership skills, Communication and trust. The Student Senate has been doing training on the Ralph A. Brown Act and Roberts Rules of Order every Monday in July. These training sessions are to better their knowledge and efficiency in conduction meetings and making sure that our meetings are in accordance with the law of the State of California.

Associated Students of Las Positas College had no representation at this meeting.

GOOD OF THE ORDER

Mr. Michael Sugi sat in for Mr. William (Bill) Eddy mentioned that they met regarding the SERP.

Mr. Dave Fouquet, reported on behalf of Charlotte Lofft. Charlotte is recovering from a broken femur. It was recommended that the District advise the Faculty Senate on items such as the SERP in a timelier manner.

10.0 REPORTS-SENIOR LEADERSHIP AND TRUSTEES**10.1 PRESIDENTS OF CHABOT AND LAS POSITAS COLLEGES****Dr. Susan Sperling, President, Chabot College reported on the following:**

- Commended Ms. Guisselle Nunez on her Marketing Strategy Presentation
- The College recently had 3 Student Welcome Days, which 60 New Students attended. A presentation was given on all the support programs and campus affairs, they were also given a campus tour. She congratulated her colleagues as they did a beautiful job in putting everything together. Next date set is August 3rd.
- Good progress is being made on Spanish El Centro Welcome Center. This is not for Latino heritage students only, but for all students and their families.

Ms. Roanna Bennie (Interim President), Las Positas College reported on the following:

- Dr. Russell sends his warm greetings.
- Introduction of Steve Smith, Public Program Manager. Steve's background is with United Nations Work, Police Officer, most recently came from Google. We're delighted to have him.
- Review of Newsletter highlighting Summer Camps offered on Campus. Biotech as well as many others

CHANCELLOR REPORT

Chancellor Jackson reported we have received several inquiries regarding the opening for Trustee Area #3. She indicated the deadline is July 24th and encourages everyone to mention it to people who may be a good candidate.

She thanked our bargaining units regarding the SERP and entering info on MOU. The program is moving forward.

She reported we had our 3rd Annual Administrators Retreat on July 10th and 11th which 90% of our 56 Administrators attended. During the retreat we covered several topics including the Four Quadrant Leadership Training.

She thanked Chabot College for putting on the New and Continuing Students Workshop Thursday, July 13th focusing on how to pay for college, the first year experience, special programs and service career pathways. Individuals Recognized for their efforts in putting this event together: Dr. Matt Kritscher, Kathryn Linzmeyer, Jeanne Wilson, Paulette Lino, Kathleen Shields, Benjamin Barbosa, Kathleen M. King, Leticia Reyes and Amy Mattern.

Chancellor Jackson welcomed Dr. Susan Cota and thanked her for coming out of retirement as the Interim Chancellor. She thanked everyone who has called, sent cards and well wishes.

ADOPTION OF RESOLUTION NO. 01-1718 – ADOPTION OF RESOLUTION NO. 01-1718- RESOLUTION REQUESTING BOARD OF SUPERVISORS OF THE COUNTRY OF ALAMEDA AND CONTRA COSTS COUNTIES TO ESTABLISH TAX RATE FOR BONDS OF CHABOT – LAS POSITAS COMMUNITY COLLEGE DISTRICT EXPECTED TO BE SOLD DURING FISCAL YEAR 2017-18, AND AUTHORIZING NECESSARY ACTIONS IN CONNECTION THEREWITH. (Agenda Item 5.5)

Motion No. 3

Trustee Dr. Mitzman made a motion, seconded by Trustee Ms. Dvorsky, to adopt Resolution No. 01-1718 authorizing Board of Supervisors of the County of Alameda and Contra Costa Counties to Establish Tax Rate for Bonds of Chabot-Las Positas Community College District expected to be sold During Fiscal Year 2017-18, and Authorizing Necessary Actions in Connection Therewith

Motion carried by the following roll call vote:

AYES:	Dvorsky, Gin, Maduli, Mitzman, Vecchiarelli
NOES:	None
ABSENT:	Gelles
ABSTENTIONS:	None

TRUSTEE REPORTS AND/OR OFFICIAL COMMUNICATIONS

Trustee Ms. Dvorsky thanked and commended Ms. Guisselle Nunez for her presentation.

President Dr. Gin wished Chancellor Jannette Jackson well during her surgery and a fast recovery.

ADJOURNMENT

Motion No. 4

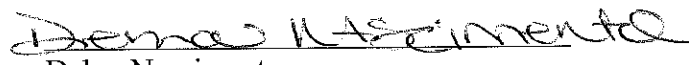
Trustee Mr. Vecchiarelli made a motion, seconded by Trustee Dr. Mitzman to adjourn the meeting at 7:24 p.m.

Motion carried unanimously, 5-0.

NEXT MEETING

The next Meeting of the Board is a Regular Meeting scheduled for August 15, 2017 at the District Office.

Minutes prepared by:



Debra Nascimento
Recording Secretary



Secretary, Board of Trustees
Chabot-Las Positas Community College District