

# OFFICIAL COPY



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

MINUTES  
September 17, 2019

### PLACE

Chabot- Las Positas Community College District, 7600 Dublin Blvd, Dublin Ca 94568

### CALL TO ORDER

The regular meeting was called to order at 5:00 p.m. by President Maduli, Recording Secretary Debra Nascimento called the roll.

### PUBLIC COMMENTS

There were no Public Comments offered at this time.

### CLOSED SESSION

#### Motion No. 1

Motion made by Trustee Gin and seconded by Trustee Mitzman, the Board immediately adjourned to Closed Session at 5:05 p.m.

Motion carried unanimously, 7-0.

### OPEN SESSION

The Board re-adjourned in Open Session at 6:35 p.m. Recording Secretary Debra Nascimento called the roll.

### ATTENDANCE

Members Present:

- Trustee Dr. Hal G. Gin
- Trustee Linda Granger
- Trustee Maria Heredia
- Trustee Mr. Edralin "Ed" Maduli
- Trustee Dr. Marshall Mitzman

Trustee Ms. Genevieve Randolph  
Trustee Mr. Tim Sbranti  
Student Trustee Valeria Gavino Pena

Recording Secretary: Ms. Debra Nascimento

Managers Present: Mr. Ronald Gerhard, Interim Chancellor  
Dr. Susan Sperling, President, Chabot College  
Ms. Roanna Bennie, Interim President, Las Positas College  
Mr. David Betts  
Mr. Walt Blevins  
Ms. Diane Brady  
Ms. Julia Dozier  
Ms. Jennifer Druley  
Mr. William Garcia  
Mr. Bruce Griffin  
Dr. Matthew Kritscher  
Mr. Owen Letcher  
Dr. Kristin Lima  
Ms. Guisselle Nunez  
Mr. Doug Roberts  
Dr. Stacy Thompson  
Dr. Kristina Whalen

Others Present: Ms. Sarah Thompson, President, Las Positas College Faculty Senate  
Mr. Miguel Colon, President, Chabot College Faculty Senate  
Ms. Noell Adams, President, Chabot College Classified Senate  
Mr. David Rodrigues, President, Las Positas College Classified Senate  
Mr. Bob Buell  
Mr. Gregory Correa  
Mr. Mujeeb Dadgar  
Ms. Cari Elofson  
Mr. Dave Fouquet  
Mr. Michael Garr  
Mr. Jose Hernandez  
Ms. Maria Hurtado  
Ms. Sarah Holtzclaw  
Ms. Ann Kroll  
Mr. Stuart McEldery  
Ms. Dawn Neideffer  
Mr. Arnold Paguio  
Mr. Gregory Rees

Ms. Sandi Perry-Rees  
Ms. Danita Romero  
Mr. Todd Steffan  
Ms. Debbie Trigg  
Ms. Rachel Ugale  
Mr. Jim Yoke

## **REPORT OUT: ACTION TAKEN IN CLOSED SESSION**

President Maduli reported the Board of Trustees took action in closed session to adopt a Resolution affirming the Administration Determination of the District denying an appeal by the following vote:

AYES:                   Gin, Granger, Heredia, Maduli, Mitzman, Randolph, Sbranti  
NOES:                   None  
ABSENTION:           None  
ABSENT:               None

### **1.5 PLEDGE TO FLAG**

Academic Senate President, Mr. Miguel Colon led the pledge.

### **1.6 PUBLIC COMMENTS**

Mr. Greg Rees expressed his concerns regarding a Joint Statement he recently received from the District.

Mr. Gregory Correa request social justice and an investigation of the District.

President Maduli pulled Agenda Items Resolutions 6.7, 6.8 and 6.9.

### **1.7 APPROVE CONSENT ITEMS (cc)**

#### Motion No. 2

Trustee Granger made a motion to approve the agenda as amended, seconded by Trustee Gin, to approve the Consent Calendar.

Motion carried unanimously, 7-0.

The following items were approved on the Consent Calendar:

## **GENERAL FUNCTIONS**

### **3.0 PERSONNEL**

- (cc) 3.1 Classified Personnel
- (cc) 3.2 Faculty Personnel
- (cc) 3.3 Management Personnel

#### **4.0 EDUCATIONAL SERVICES**

- (cc) 4.1 Approval of Amendment to the Memorandum of Understanding (MOU) – Umoja Community Education Foundation with Chabot-Las Positas Community College District, Chabot College
- (cc) 4.2 Approval of Agreement between StoneRidge Creek Retirement Community and Chabot-Las Positas Community College for Health Services Programs: Emergency Technician and Medical Assistants, Chabot College

#### **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 Declaration of Surplus Property to be Sold at Public Auction Sale and Donation or Disposal of Any Items Not Sold
- (cc) 5.4 Approve Community College League of California Consortia Contract for Library Materials, Chabot-Las Positas Community College District, Las Positas College – Library
- (cc) 5.5 Approval of Banner Maintenance Agreement - Ellucian Company L.P., for the Ellucian Higher Education Banner System (basic modules) maintenance fees for the period of 12/1/2018 through 6/30/2019
- (cc) 5.6 Award of Bid No. 19-20/00, Graphics and Printing, District-wide Class Schedules

#### **6.0 FACILITIES PLANNING AND DEVELOPMENT**

- (cc) 6.1 Approval of Modification to the Existing Contract with ABC Inspection for Material Testing and Construction Inspection Services for Biological Science Building 2100 Annex at Chabot College
- (cc) 6.2 Approval of Award of Design/Build Contract with Robert A. Bothman Construction for New Baseball Field Project, Chabot College (RFP K-19.1)
- (cc) 6.3 Approval of Modification to the Existing Design Contract with Harley Ellis Devereaux for Design Services of Building 2100, New Biology Building at Chabot College
- (cc) 6.4 Approval of Award of Contract with Sandis Civil Engineers, Surveyors, Planners for Engineering Services for the Infrastructure HW/CW Electric Project, Las Positas College
- (cc) 6.5 Approval of Award of Contract with tBP/Architecture, Inc. for Design and Engineering Services for Agriculture Sciences: Viticulture Facility at Las Positas College

#### **7.0 ECONOMIC DEVELOPMNET/CONTRACT EDUCATION**

- (cc) 7.1 Acceptance of a Workforce Innovation and Opportunity Act (WIOA) Grant Award Alameda County Workforce Development Board (ACWDB) to the Tri-Valley Career Center (TVCC), District - Economic Development

- (cc) 7.2 Approval of Agreement between Oakland Private Industry Council (OPIC) on behalf of the Alameda County Workforce Development Board (ACWDB) and Chabot Las Positas Community College District - Economic Development, Tri-Valley Career Center

## **8.0 INFORMATION AND DISCUSSION ITEMS (No Action)**

- 8.1 Informational Personnel Reports

## **9.0 OTHER ACTION ITEMS (No Items)**

### **1.8 PRESENTATION: EDCE**

Interim Chancellor Gerhard introduced Executive Director Ms. Julia Dozier. VC of Education Services Fleischer Rowland recognized Ms. Dozier's 15 years of service with the Chabot Las Positas Community College District. She stated she knew of Ms. Dozier before meeting because of her outstanding leadership in the state and Department of Economic Development and Contract Education. She stated in this evening's presentation you will see that this department for consequent years has outperformed any other college district. Additionally, Ms. Dozier has built a talented team of classified professionals and managers that directly serve our community, Alameda County and Skill Builders in a multi-state region. Lastly, she stated the Economic Development and Contract Education Department is flexible, agile and one of the districts assets. She stated we are in deep conversations with the colleges around enrollment growth and how the EDCE Department can support the work ahead.

### **INCREASING WORKFORCE DEVELOPMENT SKILLS FOR STRONGER ECONOMICS**

- Contract Education (Employee Training)
- Fiscal Agency (Comm. College statewide student-focused programs)
- Tri-Valley Career Center
- OSHA Training Institute Education Center
- Apprenticeship Programs
- Child Welfare Training

### **EDCE CONTRIBUTIONS**

- Community Involvement
- Employer Collaborations
- Revenue Generation
- Growth and Expansion Opportunities

### **1. COMMUNITY INVOLVEMENT**

Participating in organizations that support workforce development

- IEPI Executive Committee

- Alameda County Workforce Development Board
- Dublin Chamber of Commerce
- East Bay Leadership Council
- East Bay Economic Development Alliance
- Tri-Valley Career Center
- Volunteer Income Tax Assistance (VITA)
- \$28,152 Average Household income for participants (\$138,000 area median)
- \$1,573 Average Federal Refund
- 557 Federal Tax Returns filed 2019
- 5 Las Positas College Students

## 2. EMPLOYER COLLABORATIONS

OSHA Training Institute Education Centers -Apprenticeship Programs  
 “The Future of Apprenticeships in Calif.”

- Latest trends and goals
- Grant funds available
- Mental health resources
- OSHA safety regulations

## 3. REVENUE GENERATION

Economic Development & Contract Education as an ongoing revenue source for CLPCCD

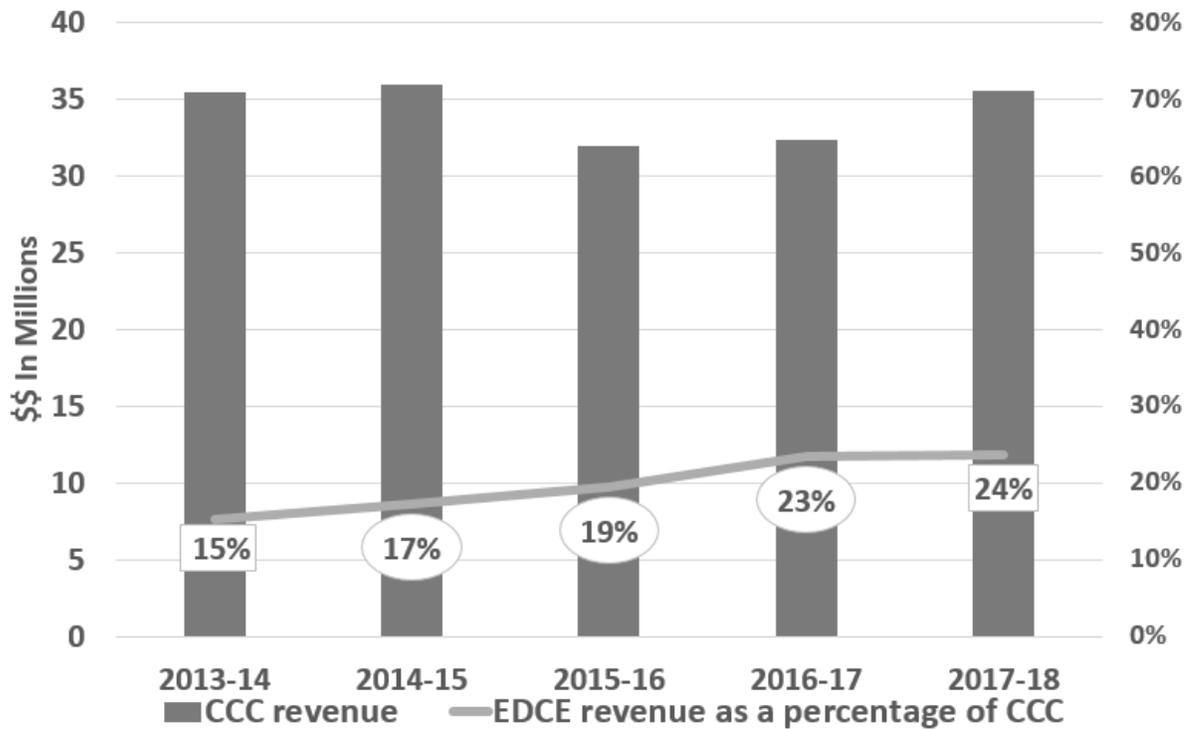
Fiscal Year 2018-19

- Gross Revenue: \$15,074,892
- Net Revenue: \$3,344,586
- OPEB: \$1,672,293
- BAM, 3A: \$1,003,376
- Growth Funds: \$668,917

General Fund Balance

- General Fund Balance: \$7,237,951
- OPEB: \$3,618,975
- BAM, 3A: \$2,171,286
- Growth Funds: \$1,447,590

### 3. REVENUE GENERATION



### 4. GROWTH OPPORTUNITIES

#### Child Welfare Training

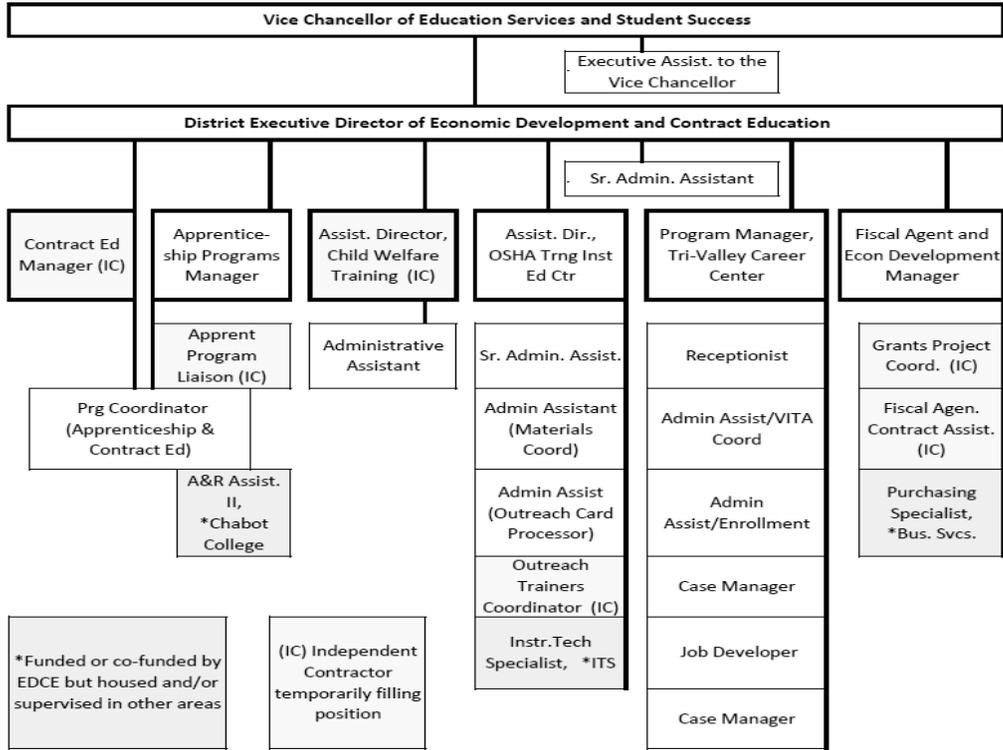
Example: Creating Pathways with our Colleges

1. Start with a successful program
2. Leverage current relationships to expand to other counties
3. Expand beyond original scope of work

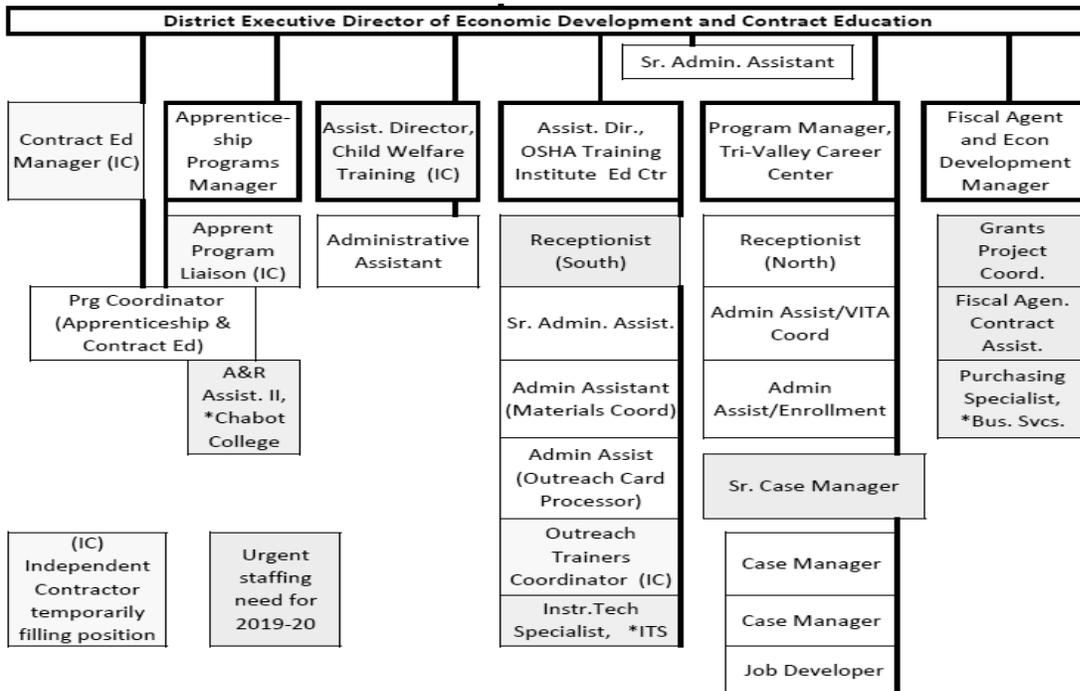
#### Social Welfare Staff Pathway

- a. Create pathway for social welfare staff
- b. Develop a hybrid online program for statewide student access
- c. Create opportunities for promotion for students, and address labor market gaps

**CURRENT STAFF**



**STAFF FOR GROWTH FOR 2019-20**



### Questions and Comments

Trustee Gin stated he is always impressed with Ms. Dozier's positive report and he sees green rather than red every time. He asked given the economy, do you see any reasons why we could potentially see any short falls. Ms. Dozier replied she is not concerned, the fact that they have been able to remain fairly strong and growth wise even when the economy dipped is due to the diversity of programs they provide.

Trustee Randolph asked are there specific employers EDCE is in discussion with now that show promise and potential. Ms. Dozier stated their OSHA Training Center works with a number of companies throughout the state and region. She stated they have provided ABNI Foundry in San Leandro several services to enhance their programs.

Trustee Mitzman stated he looks forward every year to Ms. Dozier's presentation. He asked how does EDCE open up further opportunities for the entire District? Ms. Dozier stated she has an incredible staff. She stated with the states push they will be expanding the Apprenticeship Programs at Chabot and Las Positas College. She stated with the new Funding Model they are looking at how they can take the certificates that they are offering in their areas and work with the colleges and faculty to find out how they can create a program that will benefit the District as a whole in terms of funding. Trustee Mitzman asked how the Trustees can help support the program. Ms. Dozier stated the reason they are successful is because we have the trust and flexibility of the Board to try new programs, move quickly when a contract comes and negotiate with many programs.

Trustee Sbranti stated he had the privilege to attend the Future of Apprenticeships event and was able to see the diverse amount of people and be a part of the discussion and the great things that are moving forward. He stated he received positive feedback from members of the Pleasanton Rotary from the update he gave on the District and EDCE's Apprenticeship Program. He stated he is supportive of the college integrations. He asked what new opportunities will the new facility bring and how do you expect to grow your programs. Ms. Dozier stated the new facility is located on Owens Drive, with direct access to Bart. She stated the collaboration and crosspollination of our programs makes them even more successful. She stated the new facility will accommodate all employees and provide more classrooms. Trustee Sbranti asked what criteria do you use when you are growing your programs. Ms. Dozier stated a procedure has been put in place when a new program is presented.

Trustee Heredia stated the programs seem like a consortium of sorts, what is the success you have here compared to other districts that have similar programs. Ms. Dozier stated she does not get questions from other districts regarding her programs. She added within the state, two thirds of districts have a Contract Education Program and report Contract Education revenue. She added of the 72 districts, 15 districts participate which make half a million dollars or more; it is not a model many districts capitalize on.

Trustee Granger thanked Ms. Dozier for her presentation and the support that is given to people filling out their tax returns. She asked how Chabot students can access those services, is there potential or opportunity to duplicate that same model. Tri-Valley Career Center Program Manager

Ms. Holtzclaw stated the county offers the VITA services in Hayward and Chabot College would be an ideal place to offer the SparkPint Center.

President Maduli thanked Ms. Dozier for her work. He stated when he attended Las Positas 25 years ago they struggled to bring in half a million dollars, and now to see the department bring in 15 million dollars is great.

Interim Chancellor Gerhard stated Agenda Item 6.6 is a joint Facilities and Ground Use Agreement between the City of Hayward and Chabot College for the Fire Training Facility.

VC Letcher stated this project started ten years ago with Dr. Sperling and Mr. Buell having a vision and partnering with the City of Alameda County in developing the program. He stated Fire Chief Contreras and Hayward Assistant City Manager Ms. Maria Hurtado are here this evening in support.

Chief Contreras stated the City of Hayward is excited about the collaboration and partnership with Chabot College. He stated this is an opportunity that will allow the Fire Service and broader regions to hire and recruit firefighters directly out of the communities; accomplishing the diversity that we are fortunate to have within the communities we serve. He added, this is a natural transition to have that diversity to enrich our profession in the fire service. He thanked Dr. Sperling, Dr. Thompson, Mr. Buell, Dr. Lima, VC Letcher and Board members that have been proponents of the project.

Ms. Hurtado stated what a great journey it has been and expressed her gratitude to the Board, Fire Chief and staff. She stated she looks forward to working with everyone in the future.

Mr. Buell stated because of the foresight that was put through the ability you will have at this facility is going to spread beyond this region. He stated a fire department and college district alone would have not been able to do this, the strengths of both will make this better for not only our constituents but the people around that need this ability. He added, they are working with the DECA Program to make the facility more community oriented by it not only being for adults but K12 to college to career. He thanked VC Letcher, Interim Chancellor Gerhard, Dr. Sperling, Dr. Thompson, Dr. Lima, Chief Contreras and the Board for believing in the program and supporting the mission.

Trustee Mitzman stated he had the pleasure of being in discussions with this partnership and thanked the City of Hayward, Mayor and City Council for their support and collaboration.

Motion No. 3

**6.6 APPROVAL OF GROUND LEASE AND FACILITIES USE AGREEMENT BETWEEN THE CITY OF HAYWARD AND CHABOT COLLEGE**

Trustee Mitzman made a motion, seconded by Trustee Gin to approve the Ground Lease and Facilities Use Agreement Between the City of Hayward and Chabot College.

Motion was carried unanimously, 7-0.

Interim Chancellor Gerhard introduced Director of Public Marketing and Government Relations Ms. Nunez who presented on our Marketing and Out Reach Recruitment Efforts.

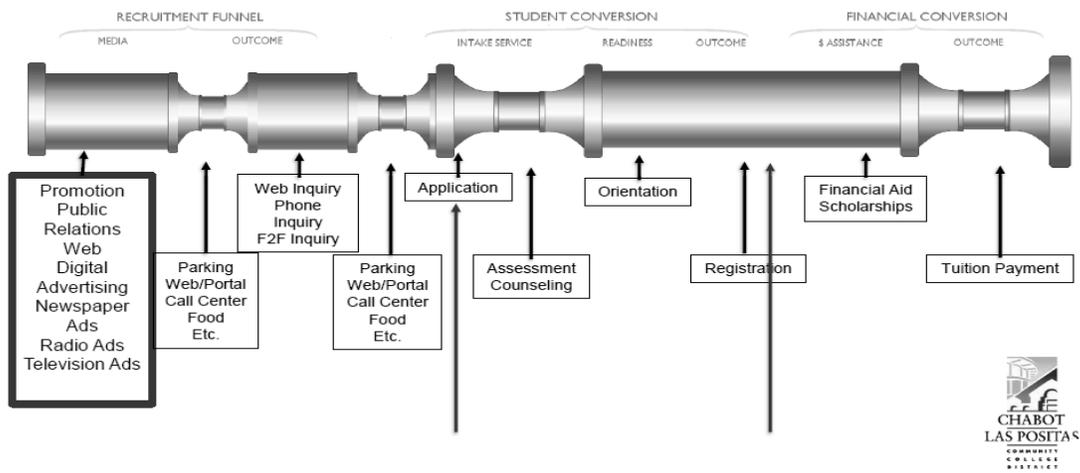
**1.9 PRESENTATION: MARKETING UPDATE 2018-19**

Ms. Nunez stated she will be highlighting their annual brand and enrollment marketing strategy with an overview of marketing’s role within the enrollment pipeline and support of the college’s strategic enrollment efforts.

She stated the Public Relations, Marketing and Government Relations Department has four key roles and responsibilities: Public Relations, Government Relations, Executive Communication and Marketing. She acknowledged Marketing and Relations Associate Mr. Mujeeb Dadgar.

She stated that the Marketing Strategy comes from the college strategic goals and priorities which are set by the colleges and are unique to each college. She stated as a marketing support function to the colleges they work with the VPs and the Executive Team Leadership and they communicate to us, regularly, their priorities and goals. She stated the target audiences are based on what the college priorities are, generally focusing on perspective students with educational goals that include associate, transfer degrees, certificates and career education. She stated how and who they focus on varies based on what the priorities are for the colleges throughout the year. Lastly, she complimented the work of the Colleges College Enrollment Management Committee, CEMC as they work diligently on refining their strategic enrollment plans.

**ENROLLMENT PIPELINE**



**MARKETING STRATEGY UPDATE/MARKET RESEARCH**

**Chabot College**



**Las Positas College**



**2019-2020 MARKETING CAMPAIGN THEME**



# MARKETING STRATEGY SUMMARY 2019-2020



**MARKETING CAMPAIGN SUMMARY**  
General Enrollment & Brand Awareness

**SUMMER FALL SPRING 2019-20**

TACTIC ADVERTISING	SUMMER PLACEMENT DATES	FALL PLACEMENT DATES	SPRING PLACEMENT DATES
AC Transit		8/28-8/31	TBD
Century Hayward (Hayward)	5/19-5/22	8/30-9/3	TBD
Century Union Landing (Union City)	5/19-5/22	8/30-9/3	TBD
Comcast Cable Television		8/28-9/4	TBD
CSUEastBay	5/1-6/16		TBD
Daily Review		8/22-9/3	TBD
Facebook/Instagram 60/30	5/13-6/3	8/28-8/31	TBD
Google/YouTube	5/15-6/15	8/28-8/31	TBD
India Currents		8/21-9/22	TBD
La Raza 90.3		7/6-7/27	TBD
Geo-Fence and SMART Mailer		7/1-8/31	TBD
Newspark Mail Theater (Newark)	5/19-5/22	8/30-9/3	TBD
OTT Streaming TV		8/28-9/3	TBD
San Francisco State Newspaper	5/1-6/16		TBD
San Leandro Times/ Castro Valley Forum		8/22-9/3	TBD
SJSU Newspaper	5/1-6/16		TBD
Snapchat	5/19-5/23	8/24-9/4	TBD
Southland Mail		7/1-8/30	TBD
Spotify	5/15-8/21	7/1-8/30	TBD
	Digestionals 4/28 Student Orientation 5/8 Summer 5/15, 5/21, 6/8	Fall 8/24 Winter 8/20, 8/30 App Not Reg 7/1	October

**AD SAMPLES**



**DID YOU KNOW?**  
Over 80% of students who apply for financial aid are awarded.

**Invest in you**  
Summer Classes Start 5/28, 6/10, 6/17, and 7/2. REGISTER TODAY.

**DID YOU KNOW?**  
4 of 5 students would encourage others to attend Chabot College.

**Invest in you**  
Register Today: [www.chabotcollege.edu](http://www.chabotcollege.edu)

**DID YOU KNOW?**  
4 of 5 students would encourage others to attend Chabot College.

Fall Classes Start August 27



**MARKETING CAMPAIGN SUMMARY**  
General Enrollment & Brand Awareness

**SUMMER FALL SPRING 2019-20**

TACTIC ADVERTISING	SUMMER PLACEMENT DATES	FALL PLACEMENT DATES	SPRING PLACEMENT DATES
Cinema West (Livermore)	5/19-5/22	8/30-9/3	TBD
Comcast Cable Television		8/29-9/6	TBD
CSUEastBay	5/1-6/16		TBD
Facebook/Instagram	5/10-6/21	8/29-8/31	TBD
Google/YouTube	5/13-6/17	8/29-8/31	TBD
India Currents		8/22-9/15	TBD
KQIQ	5/1-5/18	8/21-9/3	TBD
La Raza 90.3		7/1-7/18	TBD
Livermore Independent		8/27-9/3	TBD
Geo-Fence/SMART Mailer		7/1-8/31	TBD
OTT Streaming TV		8/29-9/3	TBD
Recreation Weekly		8/27-9/3	TBD
Regal Hacienda (Dublin)	5/19-6/22	8/30-9/3	TBD
San Francisco State Newspaper	5/1-6/16		TBD
SJSU Newspaper	5/1-6/16	8/22-8/31	TBD
Snapchat	5/21-6/13	8/24-9/16	TBD
Spotify	5/15-8/28	7/1-8/30	TBD
Sonoridge Mail		7/10-8/31	TBD
Tracy Press		8/27-9/3	TBD
Tracy Theaters - Cinemark-Movies 14	5/19-5/22	8/30-9/3	TBD
Wheels Buses		8/30-8/30	TBD
<b>Pre, Post Semester Push</b>	Fall Post 3/19, 4/6 Summer 5/11, 5/21, 6/8	Fall 8/24 Winter 8/20, 8/30 App Not Reg 7/1	

**AD SAMPLES**



**DID YOU KNOW?**  
Our engineering technology program is award-winning.

**Invest in you**  
Summer Classes Start 5/28, 6/10, 6/17, and 7/2. REGISTER TODAY.

**DID YOU KNOW?**  
4 of 5 students would encourage others to attend Las Positas College.

**Invest in you**  
Register Today: [www.laspositascollege.edu](http://www.laspositascollege.edu)

**DID YOU KNOW?**  
4 of 5 students would encourage others to attend Las Positas College.

Fall Classes Start August 19

REGISTER TODAY

Video Assets: OTT, Cinema, Television <https://www.dropbox.com/sh/edq142ck75eh1hp/AAAYtd1-HccAXG3UtwMhP5a7d1-o>

**METRICS/APPLICATION TRACKING****CHABOT**

7/11/18:6291  
 7/11/19:6168  
 7/23/18:6856  
 7/23/19:6735  
 7/24/18:6945  
 7/24/19:6807

**LPC**

6/29/18:2941  
 6/29/19:3434  
 7/31/18:3651  
 7/31/19:4327  
 8/1/18:3692  
 8/1/19:4363

Summary: On track with above average application intake for LPC and steady intake for Chabot.

**METRICS/ CONVERSIONS & FREQUENCY ON CAMPAIGN LANDING PAGES**

	LPC FALL 2018	LPC SPRING 2019	LPC FALL 2019
Days to Convert	5.20	5.85	3.98
Number to Clicks to Convert	5.08	1.91	1.73

	Chabot FALL 2018	Chabot SPRING 2019	Chabot FALL 2019
Days to Convert	2.73	4.53	3.87
Number to Clicks to Convert	2.10	3.31	1.91

With improved messaging and new graphical treatments, both colleges have significantly decreased the number of clicks and number of days to convert.

**UPCOMING MARKETING EFFORTS/CAMPAIGNS**

- Marketing Campaign Spring 2020
- SCFF Support
  - Financial Aid
  - Student Success
  - Concurrent Enrollment
  - Transfer
- Marketing Strategy and Plan for 2020-2021

**UPCOMING MARKETING EFFORTS/MIRCO-CAMPAIGNS**

- Fall “Nudge” Enrollment
- Chabot “Program for Adult College Education” (PACE)
- Chabot College Social Justice and Student Leadership
- Las Positas College Google IT Certification Program
- Career Education
- Degree Works
- And More

### Questions and Comments

Trustee Granger complimented the “Invest in You” campaign theme.

Trustee Heredia asked when the Spring Campaign would start. Ms. Nunez stated mid-October. Ms. Heredia asked what other languages are we recruiting for and why is BART advertising missing from the campaign. Ms. Nunez stated BART doesn’t show up on the market research as an advertising channel to target and the colleges do different things for their outreach and recruitments to supporting different ethnicities and language needs.

Trustee Sbranti stated he is excited about the Micro-Targeted Campaigns since we are trying to drive enrollment. He asked if we are looking to expand our marketing, suggested using pictures of our students to drive our Fire Technology, Nursing etc., programs. Dr. Sperling stated at Chabot they have had a lot of outreach into the Spanish speaking community for their Early Child Development Programs. She added they piloted years ago and continue to teach content based mono lingo early childhood development at the college which is associated with English as a second language class. She stated at the same time your receiving the content and moving towards a certificate or a degree you are also getting the language. Trustee Sbranti stated the general ads are helpful, but having students see specific opportunities and pathways will get them excited. Ms. Nunez stated conversations are happening at the colleges, there is more to come.

Trustee Mitzman asked if the models in the marketing ads are Chabot and Las Positas were actual students. Ms. Nunez replied yes, they are our students. Trustee Mitzman suggested an ad showing the cost comparison to go to a four-year school compared to Chabot. Ms. Nunez that they have tested that information with students but that they haven’t figured out a way that presents well and so students are not sold on the information as being useful. Trustee Mitzman stated he has a concern regarding investment and returns on advertising in the Daily Review Newspaper, smart mailers and ads in the various local 4-year universities. Ms. Nunez replied that those ads target 4-year students who want to accelerate their credits by taking summer classes at our colleges. He asked if the advertisement on ACE Transit Buses are on the outside. Ms. Nunez replied yes they are on the outside. Trustee Mitzman asked what efforts are being made with the high school counselors in recruiting students. Ms. Bennie stated they host counselor meetings to help inform them of what programs are available and to build relationships. Dr. Sperling stated they too host high school counselors and help them understand what they have to offer. Trustee Mitzman stated Cal State is not included. Ms. Nunez confirmed advertisement is placed there. Ms. Nunez stated parents are the top three influencers in a student’s decision and that traditional newspaper ads target that specific audience.

Trustee Randolph asked to see the data on the campaign for the SCFF goals at a later date. She also thanked the Public Relations Department for the presentation they provided her that she recently presented at a Rotary meeting.

Trustee Gin complimented Mr. Dadgar and Ms. Nunez for all their efforts. He agreed the ads speak to the audience and are very powerful. He asked if International Students will be included in the future marketing plans. Ms. Nunez stated yes. President Maduli asked what the Annual Marketing

Budget is. Ms. Nunez stated each college spends three to four hundred thousand dollars for their marketing strategy, this does not include what the Public Relations Department supports which is one hundred fifty to two hundred thousand dollars that includes the backend support of the marketing strategy.

Student Trustee Pena stated she thinks our advertisement is effective as she has seen it on social media, buses and malls.

## **2.0 REPORTS, FACULTY, CLASSIFIED AND STUDENT SENATES**

### **2.1 PRESIDENTS OF CHABOT AND LAS POSITAS COLLEGES FACULTY SENATES**

**Chabot College Academic Senate President, Mr. Miguel Colon reported on the following items:**

He stated one topic that has come around again is that the Senate will be looking at is the concept of changing our classes to 16 weeks. He stated he is getting excited about looking at it as they have seen significant growth in their summer programs.

**Las Positas College Academic Senate President, Ms. Sarah Thompson reported on the following items:**

She reported the past two days have been busy with Presidential interviews, 13 one hour interviews over a 36-hour period, is no small feat. She stated she is blessed to have a thoughtful committee and very strong finalists, so here's hoping for some phenomenal forums next week. She stated it is with a bit of sadness, though, that this process will ultimately mean the tenure of our incredibly dedicated Interim President, Roanna Bennie, will come to a close at the end of her contract. She stated she thinks that the strength of the pool is reflection of where she has positioned us, so thank you from a grateful community.

She stated the month began with some unlikely success at state advocacy on the part of a rag tag bunch of Chabot-Las Positas College renegades- namely: Mr. Fouquet, Dr. Sperling, Mr. Colon and herself. She stated the four of them as well as a colleague from Ohlone and the leadership of FACCC went to the SCFF Oversight Committee on September 4<sup>th</sup>. One of the Oversight Committee's charge is to make recommendations as to definition of a low-income student and whether to adjust the point system to better reflect low-income students and whether to adjust the point system to better reflect low-income students in regions of the state with a high cost of living. The subcommittee on this matter decided against making a recommendation to include a cost of living index in their definitions of "low income" which would disproportionately affect students in our, and indeed, most Bay Area districts. She stated Mr. Fouquet, Dr. Sperling and herself spoke during the public comments portion of the meeting to present data that challenged this recommendation, and we were successful as the motion to approve the recommendation failed, and the task sent back to the subcommittee with instructions to delve further into the data surrounding this issue. She stated interim Chancellor Gerhard was the instigator and original organizer of this field trip, so they can now be assured that Chabot Las Positas Colleges have the attention of

Sacramento. She stated they can only hope that our sister districts follow our lead and join in the process of data collection that supports broadening the definition of poverty beyond the overly simplistic income metric.

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

### **Chabot College Classified Senate President, Ms. Noell Adams provided the following report:**

She reported she is focusing her efforts this year as Classified Senate President on three main priorities:

1. Ensuring classified professional are engaged in our college and district decision-making processes.
2. Supporting and strengthening professional and leadership development opportunities for classified professionals.
3. Supporting activities for classified professionals to give back to the Chabot community.

She reported recent activities to engagement in the decision-making process:

1. Classified Senate representatives serving on the Instructional & Services Technology (IST) Committee and Guided Pathways Steering Committee have been participating in developing a new college-wide technology plan.
2. Classified Senate recommended the Chancellor's Council revisions to Board Policy 2310: Regular Meetings of the Board.

She reported recent activities related to professional and Leadership Development:

1. Classified Senate has been consulting with their Classified Tri-Chair of the Professional Development Committee as well as SEIU representatives to develop a recommendation regarding the use and oversight of the Classified Professional Development Block Grant funds allocated to the college (approximately \$22,000).

She reported recent activities related to giving back to the community:

1. Classified Senate established a "Senate Gives Back" workgroup to coordinate initiatives related to giving back to the Chabot community. The workshop has already met twice this past month and they plan to propose several initiatives for Classified Senate's consideration at their upcoming senate meeting.
2. Classified Senate members volunteered to help their college Fresh Food and Life Pantry during their distribution event in August.

**Las Positas College Classified Senate President, Mr. David Rodrigues provided the following report:**

He reported the Classified Senate is actively engaged in conversations on how to be creative and innovative as they pursue progress on their goals this year. He stated the senate has been developing approaches to improve effective communication to keep Classified Professionals informed of relevant college and District matters.

He reported the Classified Senate is working with SEIU representatives to help identify an appropriate oversight model of Classified Professional Development Grant Funds. He stated they hope that the funds enable them to move the needle on providing meaningful and engaging opportunities for professional development that meets the needs of Las Positas Classified Professionals as they support the college mission.

He stated the Senate leadership has developed a draft list and tentative timelines for key activities to support this year. He stated they will be fleshing out the details and developing a fundraising strategy alongside with the Classified Senate Governing Council to supplement their efforts. He stated their goal is to promote broader engagement, institutional efficiency, healthier work environments and greater comradery among Classified Professionals.

He reviewed the Senate Goals for 2019-2020

1. Improve Communication and Voice
  - i. Strengthen Voice
  - ii. Clarify Purpose and Brand
  - iii. Consistent, Relevant, and Accessible Updates
2. Relevant Dialogue and Meaningful Action
  - i. Enable Equitable Participation
  - ii. Facilitate Inter-Departmental Communication
  - iii. Increase awareness of available resources for students
  - iv. Discuss college matters especially:
    1. Safety and emergency preparedness and
    2. College funding and budget
3. Support Professional Development
  - i. Share Best Practices
  - ii. Promote activities for Career and Educational Development
4. Promote Networking and Wellness Activities
  - i. Promote relationship building
  - ii. Recognizing and Acknowledge Colleagues

**PRESIDENT OF STUDENT SENATE OF CHABOT AND PRESIDENT OF ASSOCIATED STUDENTS OF LAS POSITAS COLLEGE**

**Las Positas College Student Senate President, Ms. Blessing Nkrumah reported on the following items:**

She reported today's Food Pantry served 175 students and community patrons. She stated Wednesday and Thursday Club Rush will be in the quad where clubs can recruit for members and advertise. She stated the Senate will be collaborating with Un Douc Alloy Task Force for Hispanic Heritage month. She stated their main goal as Student Government is to encourage students to be politically active on campus. She stated elections for Student Trustee closed Sunday, September 15<sup>th</sup> and they will be making introductions at their next meeting. Lastly, she stated they have a full Executive Board, 17 Senators and Advisor Mr. Jose Hernandez.

**Chabot College Student Senate**

Chabot College Student Senate had no representation at this meeting.

**GOOD OF THE ORDER**

Ms. Rachel Ugale, Chapter President SEIU, stated she recently participated in an East Bay Leadership Retreat for SEIU Chapters for Alameda and Contra Costa Counties. She added she co-facilitated with Peralta's Chapter President two breakout sessions regarding: 1). How to Improve New Employee's Orientation 2). How to Strengthen Chapter Leadership Teams. She stated SEIU California is continuing their work on promoting the schools and communities First Campaign which can potentially restore up to 11 billion dollars to schools and local communities. Lastly, she stated they look forward to returning to the bargaining table on September 25<sup>th</sup>.

Mr. David Fouquet, President, Chabot-Las Positas Faculty Association, stated they are in the process of reviewing the agreed upon articles and changes in the tentative agreement and preparing to release to the faculty to review by the end of the week. He stated Question and Answer Sessions are set up at the end of the month to move forward with vetting language with the constituents. He stated they are still hopeful for the ratification vote by the second week of October. He provided the Board with a packet regarding the SCFF's "Supplemental" Allocation's Reductionist Structure. He stated he has calculated that it is possible to construct a Supplemental Allocation that hurts no one and helps all of our disadvantage students in an equitable way. He stated out of the 26 Districts that are losers from the Supplemental Allocation that represents one in a half million total financial aid that are recognized state wide for under the supplemental allocation, 37% of them occur in Districts by which the Supplemental allocation either gives no new funding too or takes funding away from. Lastly, he stated this is as a metric that is intended to provide enhanced support for low income students.

## **10.0 REPORTS- SENIOR LEADERSHIP AND TRUSTEES**

### **10.1 PRESIDENT OF CHABOT AND LAS POSITAS COLLEGES**

#### **Dr. Susan Sperling, President, Chabot College reported on the following items:**

She thanked the Trustees on behalf of the communities for their support of the Fire Science Partnership between the City of Hayward and Chabot. She celebrated the intrepidity and vision of Professor Mr. Bob Buell and Fire Chef Contreras for their support, commitment and persistence in bringing us a state of the art training facility. She stated the City, College and District has embraced this project and service to our community. She thanked Interim Chancellor Gerhard, VC Letcher, Dr. Lima and VP Thompson for their support and enabling this to come to fruition.

She encouraged everyone to watch the segment KQED ran on Chabot's First Year Experience Program.

Lastly, she stated it was an honor to be a part of the "Road Show" for the State Oversight Committee, complementing Interim Chancellor Gerhard, Mr. Colon, Ms. Thompson and Mr. Fouquet for their team efforts.

#### **Ms. Roanna Bennie, Interim President, Las Positas College reported on the following items:**

She congratulated Dr. Sperling for the Fire Science Partnership. She stated she is dully charmed with the presentation to the Oversight Committee and thanked the "Road Show" team for representing.

She thanked Student Senate President Nkrumah for her leadership and efforts in staffing the senate.

Lastly, she stated they kicked off Hispanic Heritage month today with a luncheon.

### **10.3 CHANCELLOR REPORT**

Interim Chancellor Gerhard recognized Dr. Sperling, Mr. Colon, Mr. Fouquet and Ms. Thompson for stepping up when it mattered and representing not only our District but the region at the Oversight Committee meeting. He stated he is hopeful to be a part of the October 10<sup>th</sup> meeting.

## **TRUSTEE REPORT AND/OR OFFICIAL COMMUNICATIONS**

Trustee Mitzman thanked Las Positas College for hosting the regional training program for the Sheriff's Academy and inviting him to attend the graduation ceremony. He thanked and complimented the presenters for their presentations.

Trustee Sbranti stated he is in support of public safety, whether it is the Fire Science in Hayward or the Sheriff's Academy. He acknowledged Mr. Todd Steffan for all the great work he does with our

Veterans, First Responders and Military Program and putting together a wonderful ceremony. He acknowledged Ms. Bennie for her kind remarks at the Sheriffs Graduation.

Trustee Heredia stated she was honored to be a part of the inspirational Sheriffs Ceremony. She thanked all the presenters for their presentations, it gave her a clear lens of our District and the work we offer our students.

Student Trustee Pena stated she is a part of the Luna Group and they are collaborating with Chabot's Justice Art Collective in solidarity with immigrants and undocumented students and will be hosting a Lunas Real Talk Series on September 25<sup>th</sup> at the Chabot College Events Center.

President Maduli stated he will be out of the country for two weeks.

## **ADJOURNMENT**

### Motion No. 4

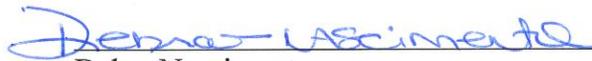
Trustee Gin made a motion, seconded by Trustee Mitzman to adjourn the meeting at 8:45 p.m.

Motion carried unanimously, 7-0.

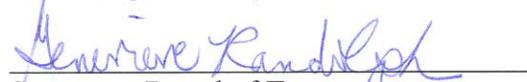
## **NEXT MEETING**

The next meeting of the Board is a Regular Meeting scheduled for October 15, 2019 at Chabot College, Hayward.

Minutes prepared by:



Debra Nascimento  
Recording Secretary



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