



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

**MINUTES
April 19, 2022**

PLACE

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

CALL TO ORDER

Board President Sbranti called the meeting to order at 5:03 p.m. Recording Secretary Kelly Costello called the roll. Trustees Maduli and Reynoso were absent at the time of roll.

1.2 PUBLIC COMMENTS

No public comments were given.

1.4 CLOSED SESSION

The board adjourned to a Closed Session at 5:05 p.m., which ended at 6:30 p.m.

Motion No. 1

Trustee Gin made a motion, seconded by Trustee Heredia, to adjourn to Closed Session.

Motion carried, 5-0

Motion carried by the following roll call vote:

AYES:	Gin, Granger, Heredia, Mojadedi, Sbranti
NOES:	None
ABSENT:	Maduli, Reynoso
ABSTENTIONS:	None

1.5 OPEN SESSION

The Board readjoined in Open Session at 6:32 p.m.

Recording Secretary Kelly Costello called the roll.

ATTENDANCE

Members present:

Trustee Dr. Hal G. Gin
Trustee Ms. Linda Granger
Trustee Ms. Maria Heredia
Trustee Mr. Harris Mojadedi
Trustee Dr. Luis Reynoso
Board President Mr. Tim Sbranti
Student Trustee Ms. Viviana Patino, Chabot College

Recording Secretary:

Ms. Kelly Costello

Managers present:

Mr. Ronald Gerhard, Chancellor
Mr. Walter Blevins, District
Dr. Jamal Cooks, Chabot College
Ms. Julia Dozier, District
Ms. Jennifer Druley, District
Dr. Dyrell Foster, President, Las Positas College
Mr. Bruce Griffin, District
Dr. Theresa Fleischer Rowland, District
Mr. Wyman Fong, District
Dr. Matt Kritscher, Chabot College
Mr. Owen Letcher, District
Mr. Jonah Nicholas, District
Ms. Dionicia Ramos, District
Mr. Rajinder Samra, Las Positas College
Dr. Susan Sperling, President, Chabot College
Mr. Dale Wagoner, Chabot College
Dr. Kristina Whalen, Las Positas College
Dr. Jeanne Wilson, Las Positas College

Others present:

Ms. Sarah Thompson, Academic Senate President, Las Positas College
Mr. Kyle Johnson, President, Las Positas College Student Government
Ms. Rachel Ugale, Chapter President, SEIU
Mr. David Fouquet, President, Faculty Association
Ms. Jackie Carrillo, Las Positas College
Mr. Gregory Correa
Ms. Virginia Criswell, Chabot College
Ms. Maisha Jameson
Ms. Angie Lopez, Las Positas College
Ms. Elizabeth McWhorter, Las Positas College
Mr. Scott Minor, Las Positas College
Ms. Sheri Moore, Las Positas College
Ms. Mimi Munoz, Chabot College
Mr. Greg Rees
Mr. David Rodriguez, Las Positas College

Ms. Lara Wiedemeier, Las Positas College

REPORT OUT: ACTION TAKEN IN CLOSED SESSION

No action was taken in Closed Session.

1.6 PLEDGE TO FLAG

Board President Sbranti led the pledge.

1.7 PUBLIC COMMENTS

Mr. Greg Rees stated that he, his wife Sandi Rees, and Mr. Gregory Correa met with Chancellor Gerhard and VC Nicholas. He had concerns regarding the district's preparedness for the meeting and has requested the location of his employee records.

Mr. Gregory Correa stated that he will continue to fight for Mr. Rees's social justice. The problem needs a resolution. It was also stated that there is interest in creating a documentary on this landmark case.

1.8 APPROVE CONSENT ITEMS (cc)

Agenda Items 5.6 was pulled from the consent calendar.

Motion No. 2

Trustee Granger made a motion, seconded by Trustee Gin, to approve the Consent Calendar, minus item 5.6.

Motion carried, 6-0

Motion carried by the following roll call vote:

AYES:	Gin, Granger, Heredia, Mojadedi, Reynoso, Sbranti
NOES:	None
ABSENT:	Maduli
ABSTENTIONS:	None

The following items were approved on the Consent Calendar:

1.9 APPROVAL OF MINUTES

(cc) Approval of Minutes of March 15, 2022 Regular Meeting

3.0 PERSONNEL

- (cc) 3.1 Classified Personnel
- (cc) 3.2 Faculty Personnel
- (cc) 3.3 Approval of the Multiple Method Allocation Model Certification Form for Chabot-Las Positas Community College District
- (cc) 3.4 Presentation of Chabot-Las Positas Community College District Successor Agreement Proposal for the Collective Bargaining Agreement with the Service Employees International Union (SEIU), Local 1021, ending June 30, 2022
- (cc) 3.5 Presentation of the Service Employees International Union (SEIU), Local 1021, Successor Agreement Proposal for the Collective Bargaining Agreement with the Chabot-Las Positas Community College District ending June 30, 2022

4.0 EDUCATIONAL SERVICES

- (cc) 4.1 Approval of Curriculum Changes, Chabot College
- (cc) 4.2 Approval of Curriculum Changes, Las Positas College
- (cc) 4.3 Acceptance of Award Agreement between the Foundation for California Community Colleges and Chabot-Las Positas Community College District, Las Positas College to Advance the Implementation of the REACH Grant Initiative
- (cc) 4.4 Acceptance of the Strong Workforce Program Subgrant of \$480,079 and Subsequent Augmentations from Cabrillo Community College District, the Bay Area Community College Consortium's (BACCC) Fiscal Agent Responsible for Distribution of the Regional Share of Strong Workforce Funds to Chabot-Las Positas Community College District, Las Positas College

5.0 BUSINESS SERVICES

- (cc) 5.1 Approval of Commercial Warrant Registers
- (cc) 5.2 Approval of Payroll Warrants
- (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 Approval of the Award of a Piggyback Contract for a Network Switch Equipment Refresh for Las Positas and Chabot College with AMS.Net
- (cc) 5.5 Approval of Purchase Order for Broadcasting Equipment from KeyCode Media for the Chabot College TV Station
- (cc) 5.7 Approval of Lincoln Electric Classmate M Robotic Arc Welding Training Cell Requisition, Chabot-Las Positas Community College District, Las Positas College
- (cc) 5.8 Approval of Lincoln Electric Pantheon Pipe Welding Package Requisition, Chabot-Las Positas Community College District, Las Positas College
- (cc) 5.9 Approval of Award of a Piggyback Contract for Computer Equipment for Instructional Areas that Include Rooms 713, 2409, iPads and Laptops at Las Positas College. Foundation of Community Colleges Contract: College Buys-CSU Master Agreement #00004442 Apple (0000442)

6.0 FACILITIES PLANNING AND DEVELOPMENT

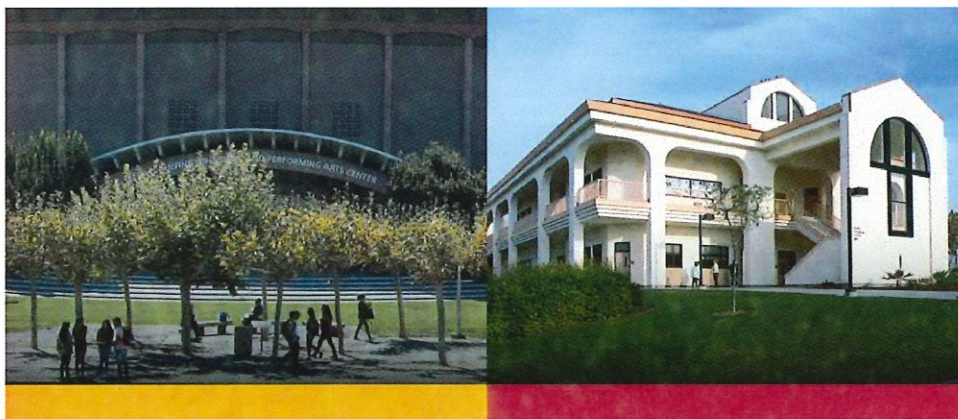
- (cc) 6.1 Approval of a Professional Services Agreement with Swinerton Management & Consulting for Project Management/Construction Management and Related Services for the Library and Learning Connections Building at Chabot College
- (cc) 6.2 Approval of Lease Agreement between Hayward Unified School District and Chabot-Las Positas Community College District for the property located at 2121 Depot Road in Hayward, California
- (cc) 6.3 Approval of Modification to the Contract with Robert A. Bothman Construction for the New Baseball Field Project at Chabot College
- (cc) 6.4 Approval of Modification to the Existing Design and Engineering Services Contract with ACMARTIN, formerly ATI Architects + Engineers for Agricultural Sciences: Horticulture Facility at Las Positas College

7.0 ECONOMIC DEVELOPMENT/CONTRACT EDUCATION

- (cc) 7.1 Approval of Standard Contract No. 00591-23 between the County of Solano and Chabot-Las Positas Community College District, Economic Development

1.10 PRESENTATION: Annual Marketing Strategy Update

Chancellor Gerhard introduced Ms. Dionicia Ramos, Director of Public Relations, Marketing, and Government Relations. Ms. Ramos gave the annual marketing strategy update.



CHABOT-LAS POSITAS | Community College District

Board of Trustees
Annual Marketing Strategy Update

April 2022



AGENDA

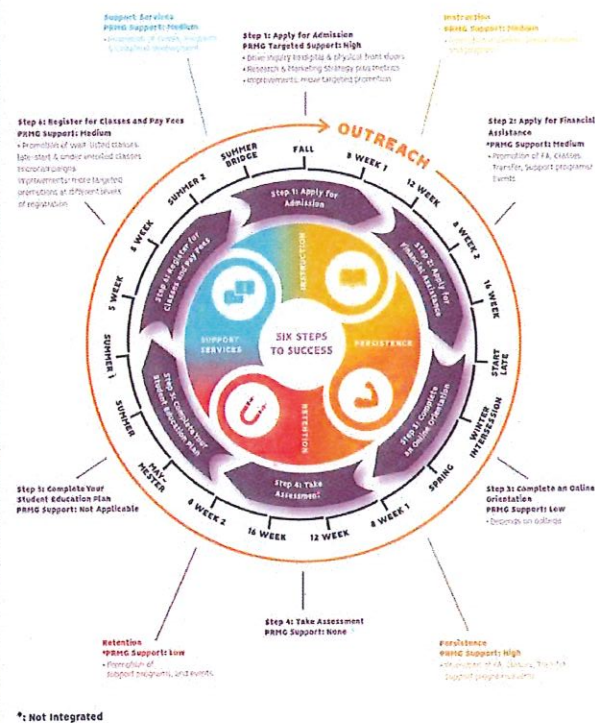
- Our Role in Recruitment & Enrollment Pipeline
- Annual Marketing Strategy Update
- Micro-Campaign Support
- Upcoming Surveying/Research



Slide: 2

The agenda was set to go over PRMG's role in recruitment and the enrollment pipeline. The role that PRMG plays in supporting the colleges with micro-campaigns will also be discussed.

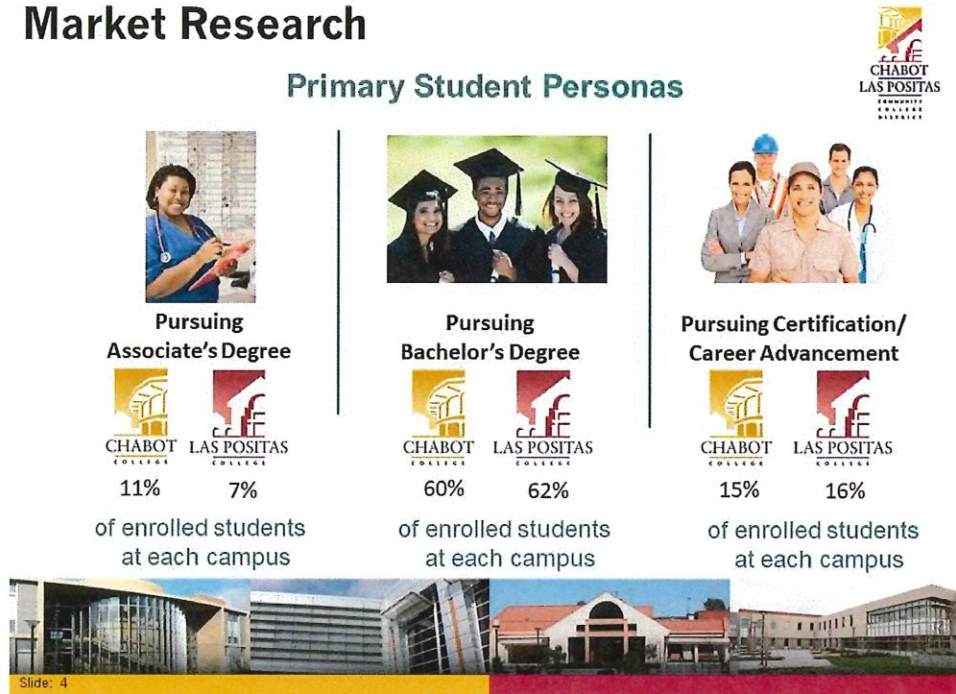
Current PRMG Integration with Recruitment/ Enrollment Pipeline



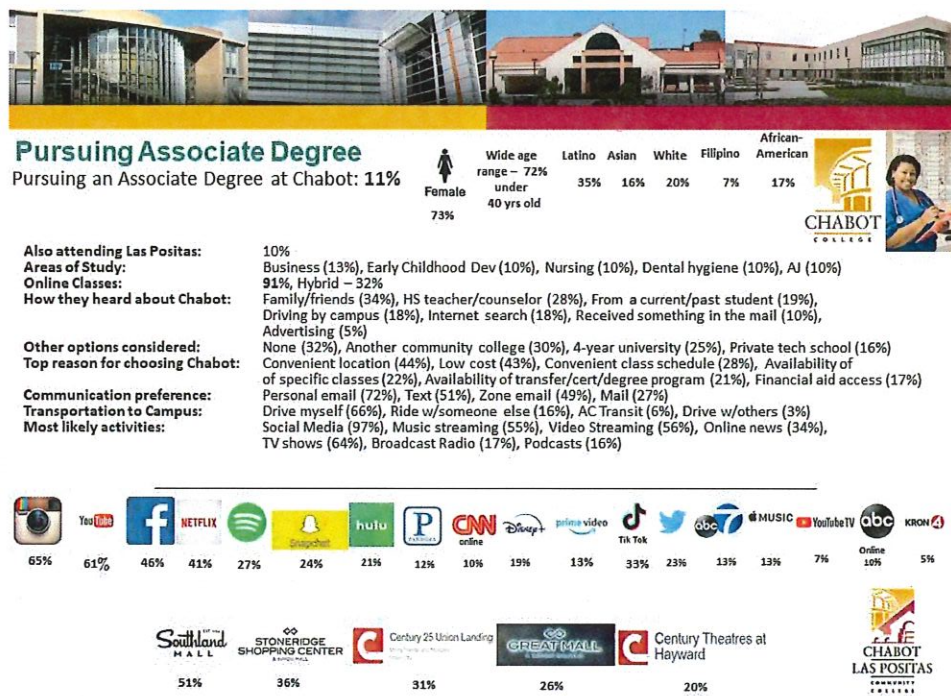
PRMG's role is to increase awareness about the colleges, which is step 1. There are many steps, but the colleges take a lead role and do that important work. PRMG sees their role as getting students through the pipeline.

Market Research

Primary Student Personas



The following is information about students pursuing an associate's degree, bachelor's degree and/or pursuing certification or career advancement.



We have information on how these students are learning about our colleges through the different sources of social media, which are really important influencers.



Also attending Las Positas: 15%

Areas of Study: Business (12%), Nursing (12%), Psychology (11%), Computer Science (5%)

Online Classes: 92%, Hybrid – 29%

How they heard about Chabot: Family/friends (42%), HS teacher/counselor (40%), from current or past student (22%), driving by campus (21%), Internet search (18%), received something in mail (7%), Advertising (6%), Member of staff/faculty (5%)

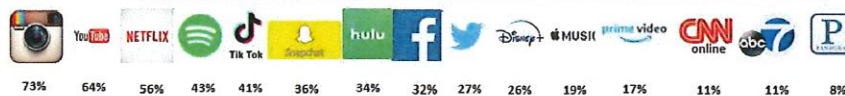
Other options considered: 4-year university (58%), Another community college (31%), None (18%)

Top reason for choosing Chabot: Low cost (59%), Convenient location (43%), Ability to apply credits to 4-year degree (27%), Availability of specific transfer/cert/degree (21%), Convenient class schedule (16%), Access to Financial Aid (18%)

Communication preference: Personal email (69%), Text (58%), Zone email (55%), Mail (23%)

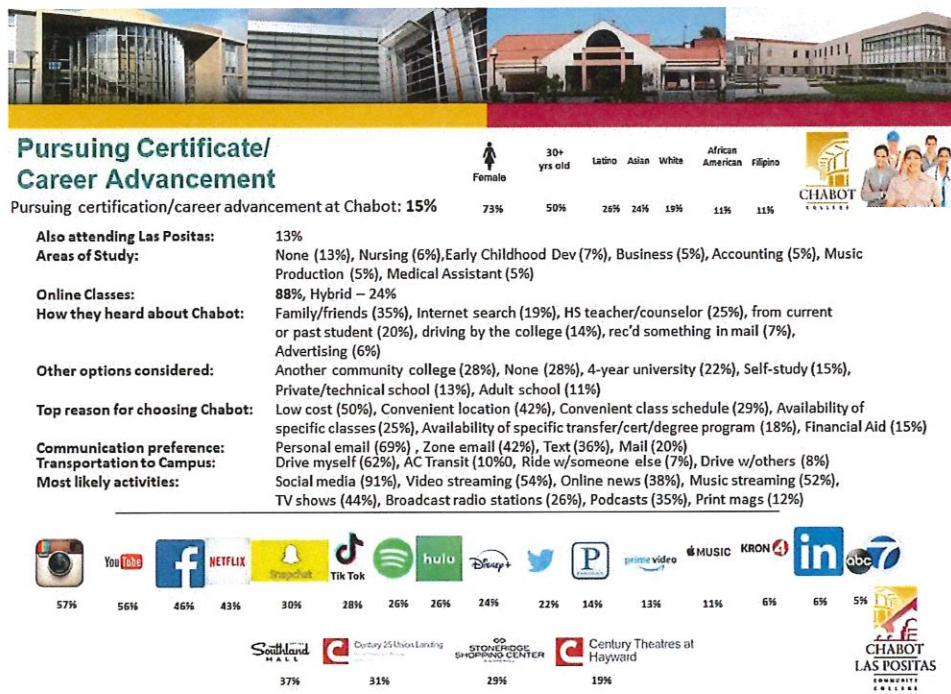
Transportation to Campus: Drive myself (61%), Ride w/someone else (22%), AC Transl (11%), BART (6%)

Most likely activities: Social Media (95%), Video Streaming (70%), Music streaming (67%), Online news (39%), TV shows (49%), Podcasts (31%), Broadcast radio (19%)



Slide: 6

The student pursuing a Bachelor's degree top reasons for choosing the college include affordability and transfer.



Slide: 7

Shown are those students pursuing a certificate or advancement at Chabot. The icons are the preferred platforms of our preferred audience. What is really important is that we are not implementing our strategy based on what the department's preferences are, but instead are listening to what the respondents are saying.

Chabot College Spring Creative

Chabot College Sponsored

Ready to get started on your future? Chabot College has it all, from certificates and degrees to get you started in your career or give you the push you need to advance in your field. We make sure you have what you need to move forward one step at a time. You may qualify for money to pay for college! Invest in the most important person in your life.

Invest in you

4 of 5 students would encourage others to attend Chabot College

REGISTER NOW

SAVE WORK TRANSFER LEARN

CHABOTCOLLEGE.EDU Apply Today, Start in January LEARN MORE

Like Comment Share

The words that resonate in our advertising are “apply” and “learn more.”



Chabot College Results

PLATFORM	IMPRESSIONS	CLICKS
FACEBOOK/INSTAGRAM	853,993	5,484
FACEBOOK/INSTAGRAM [APNR]	74,718	315
FACEBOOK/INSTAGRAM [STOPOUTS]	57,740	242
FACEBOOK/INSTAGRAM [DISPLACED WORKERS]	138,025	759
GOOGLE	429,221	35,924
YOUTUBE	35,923	76
SNAPCHAT	533,485	6,603
SPOTIFY	288,673	464
GEOFENCE [CURRENT STUDENTS]	191,603	216
GEOFENCE [EVENTS & LOCATIONS]	370,111	351
OTT	319,304	-
TOTAL	3,292,796	50,434



The clicks are the next step. For those not familiar with the term geofence, it allows one to create a virtual boundary. When a mobile device enters into that boundary, one might receive an advertisement for that target audience.



Pursuing Associate Degree

Pursuing an Associate degree at Las Positas: 7%

Female	Wide age range -- 84% under 40 yrs old	White	Latino	Asian	Filipino	African American
61%		55%	26%	13%	6%	5%



Also attending Chabot:

27%

Areas of Study:

Business (11%), Admin of Justice (8%), Early Childhood Dev (8%), Fire Science (5%)

Online Classes:

90%, Hybrid – 29%

How they heard about Las Positas:

Family/friends (38%), HS teacher/counselor (38%), from a current/past student (24%), driving by college (26%), Internet search (12%), rec'd something in the mail (6%), saw an ad (6%)

Other options considered:

Another community college (38%), None (38%), 4-year university (25%), Self study (16%)

Top reason for choosing Las Positas:

Convenient location (50%), Low cost (47%), Avail of specific transfer/cert/degree program (28%), Availability of specific classes (19%), Convenient class schedule (22%)

Communication preference:

Personal email (61%), Text (55%), Zone email (45%), Mail (13%)

Transportation to Campus:

Drive myself (90%), Ride w/someone else (6%), Drive w/others (3%)

Most likely activities:

Social Media (97%), Video streaming (74%), Music streaming (65%), TV shows (58%), Podcasts (32%), Online News (26%), Broadcast Radio (26%)



55%

42%

32%

26%

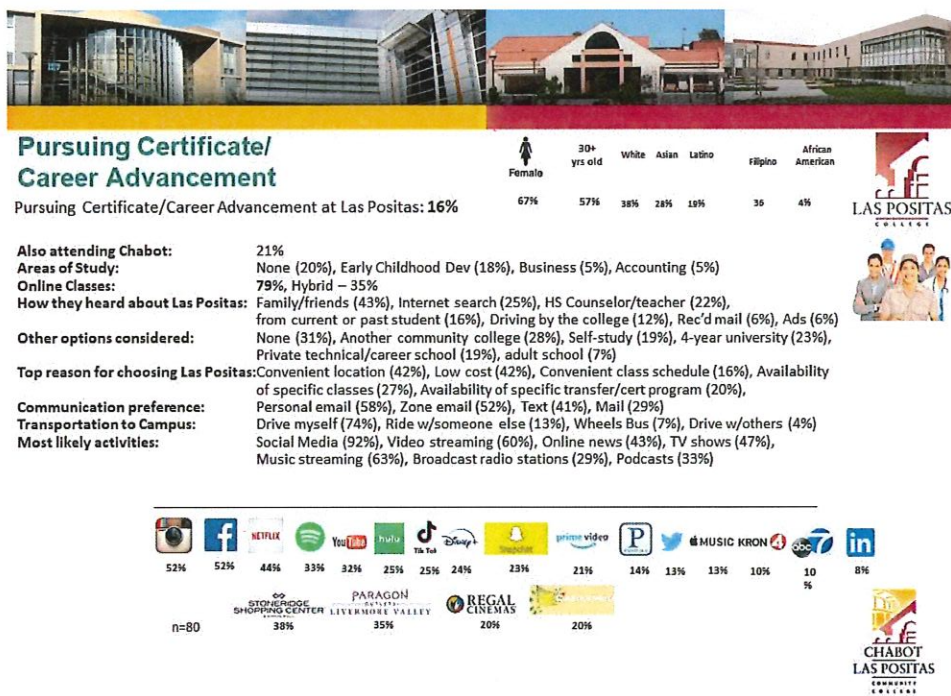


Slide: 10

Our respondents share where they shop and that is why you see our signs on buses.



Slide: 11



Slide: 12

Las Positas College Spring Creative

Las Positas College Sponsored · 4/9

Ready to get started on your future? Las Positas College has it all, from certificates and degrees to get you started in your career or give you the push you need to advance in your field. We make sure you have what you need to move forward one step at a time. You may qualify for money to pay for college! Invest in the most important person in your life.

4 of 5 students would encourage others to attend Las Positas College

Invest in you

▶ REGISTER NOW

SAVE WORK TRANSFER LEARN

LASPOSITASCOLLEGE.EDU
Apply Today, Start in January

LEARN MORE

Like Comment Share

Las Positas College Sponsored · 4/9

Ready to get started on your future? Las Positas College has it all, from certificates and degrees to get you started in your career or give you the push you need to advance in your field.

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Like Comment Share

This is the third year that we are utilizing this theme. In the focus group research, the students felt that the college cared for them. And if they took this step they felt like the college would support them.



Las Positas College Results

PLATFORM	IMPRESSIONS	CLICKS
FACEBOOK/INSTAGRAM	638,048	4,324
FACEBOOK/INSTAGRAM [APNR]	61,417	216
FACEBOOK/INSTAGRAM [STOPOUTS]	49,139	175
FACEBOOK/INSTAGRAM [DISPLACED WORKERS]	132,584	928
GOOGLE	68,308	8,283
YOUTUBE	37,064	91
SNAPCHAT	464,419	5,185
SPOTIFY	213,573	187
GEOFENCE [CURRENT STUDENTS]	180,529	171
GEOFENCE [EVENTS & LOCATIONS]	313,294	277
OTT	319,304	-
TOTAL	2,477,679	19,837



Slide: 14

We are not just competing with other community colleges but also four-year colleges. The Acronym OTT means over the top media service. All of those services are being used for advertising as well.



MARKETING CAMPAIGN SUMMARY

General Enrollment & Brand Awareness

SUMMER
FALL
SPRING
2022-23

*A "PIVOT FUND-COVID AgILITY" line item to each tabbed plan. This allows us to best match our advertising plan to COVID-current needs at the district and college level from semester to semester.

*Strategic segments were added to target for Retention, University, and Displaced Worker audiences.

TACTIC ADVERTISING		SUMMER 2022	FALL 2022	SPRING 2023
Billboard - Southland Mall	Billboard		May 15 - August 15	November 15 - January 1
Comcast Cable Television	Cable Television		July 15 - August 15	November 15 - January 1
Facebook: Custom Audience STAY ENROLLED	Digital	March 26 - April 15		
Facebook: Custom Audience REGISTER FOR FALL	Digital		July 1 - August 1	
Facebook: Custom Audience REGISTER FOR SPRING	Digital			November 1 - December 1
Facebook: Displaced Workers	Digital			December 15 - January 15
Facebook/Instagram	Digital	March 15 - June 1	May 15 - August 15	October 15 - January 15
Geo-Fence Events and Locations of Interest/Reverses	Digital		May 15 - August 15	October 15 - January 15
Geo-Fence Current Student/Household List	Digital	March 26 - April 15	July 1 - August 1	November 1 - December 1
Google	Digital	March 15 - June 1	June 1 - July 31	October 15 - January 15
OTT Streaming TV	Digital	March 26 - April 15	May 15 - August 15	October 15 - January 15
Smart Mailer	Digital		May 15 - August 15	
Snapchat	Digital	March 15 - June 1	May 15 - August 15	October 15 - January 15
YouTube	Digital	March 15 - June 1	June 1 - July 31	
Twitter	Digital	April 15 - May 15	April 15 - May 15	
La Raza 93.3 - Radio Only	Internet Radio		June 1 - July 31	November 15 - January 1
Pandora	Internet Radio		June 1 - July 31	
Spotify	Internet Radio	March 15 - June 1	June 1 - July 31	November 15 - January 1
Vietnamese Radio	Local Radio			November 15 - January 1
Southland Mall	Mail		May 15 - August 15	October 15 - January 15
Stoneridge Mall	Mail		May 15 - August 15	October 15 - January 15
AC Transit	Print		May 15 - August 15	October 15 - January 15
San Leandro Times/Castro Valley Forum	Print		July 15 - August 15	November 15 - December 20
CSUEastbay	Print/Digital	March 15 - June 1		
Daily Review	Print/Digital		May 15 - August 15	November 15 - December 20
San Francisco State Newspaper	Print/Digital	March 15 - June 1		
SJSU Newspaper	Print/Digital	March 15 - June 1		
UC Berkeley Newspaper	Print/Digital	March 15 - June 1		
World Journal/Vision Magazine	Digital		July 15 - August 15	
Pivot Fund COVID AGILITY: Advertising Design Fees	Print/Digital			



Retention-Audience:

- Current Students
 - Retention to complete the current semester
 - Retention to register for summer/fall before they leave for the summer
- Prospective Students
 - Last job due to crisis, looking to enhance career opportunities
 - Transfer to university
 - Pandemic Message Concept: Invest in You, Prepared with new, work, learn, and transfer.
 - University Students

* Message concept: Reverse transfer classes and study from Saturday 1st per credit.

* Message Concept: Stay Enrolled, Succeed from Home

We get the communication preference. They don't really check their school email. Texting is a preferred method of communication.



MARKETING CAMPAIGN SUMMARY

General Enrollment & Brand Awareness

SUMMER
FALL
SPRING
2022-23

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OTT Streaming TV	Digital		May 15 - August 15	October 15 - January 15
Smart Mailer	Digital		May 15 - August 15	
Snapchat	Digital	April 15 - May 15	May 15 - August 15	October 15 - January 15
YouTube	Digital	March 15 - June 1	May 15 - August 15	October 15 - January 15
Twitter	Digital	April 15 - May 15	April 15 - May 15	
La Raza 93.3 - Radio Only	Internet Radio		July 15 - August 15	November 15 - January 1
Pandora	Internet Radio		June 1 - July 31	
Spotify	Internet Radio	April 15 - May 15	June 1 - July 31	November 15 - January 1
KKQJ	Local Radio	April 15 - May 15		
Vietnamese Radio	Local Radio			November 15 - January 1
Livemore Outlets	Mail		October 15 - January 15	
Stoneridge Mall	Mail		May 15 - August 15	October 15 - January 15
Whisper Buses	Buses		May 15 - August 15	October 15 - January 15
CSUEastbay	Print/Digital	March 15 - June 1		
Livemore independent	Print/Digital		July 15 - August 15	November 15 - December 20
Pasadena Weekly	Print/Digital		July 15 - August 15	November 15 - December 20
San Francisco State Newspaper	Print/Digital	March 15 - June 1		
SJSU Newspaper	Print/Digital	March 15 - June 1		
UC Berkeley Newspaper	Print/Digital	March 15 - June 1		
World Journal/Vision Magazine	Print/Digital		June 1 - July 31	
Pivot Fund COVID AGILITY: Advertising Design Fees	Print/Digital	March 15 - June 1		



Retention-Audience:

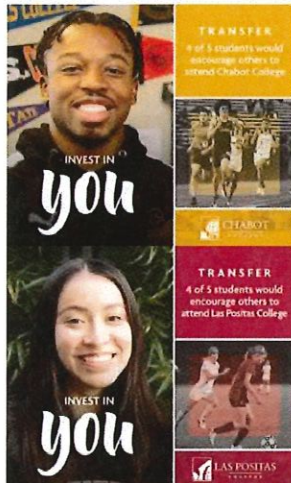
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 - University Students

* Message concept: Reverse transfer classes and study from Saturday 1st per credit.

* Message Concept: Stay Enrolled, Succeed from Home

Details are shown when ads are live for each term. We advertise in university papers and this really allows us to reach an audience of students that might need to take a summer course for credit or possibly students that are thinking about withdrawing.

2021-2022 Marketing Efforts Quick Stats



CHABOT COLLEGE

- Through the duration of this campaign, our platforms served over 3,292,000 ads.
- Over 50,000 qualified clicks were delivered to the landing page.
- Google, YouTube, Snapchat, and Spotify all performed above average.

Las Positas COLLEGE

- Through the duration of this campaign, our platforms served over 2,475,000 ads.
- Almost 20,000 qualified clicks were delivered to the landing page.
- Google, Youtube, Snapchat, and Spotify all performed above average.



Slide: 17

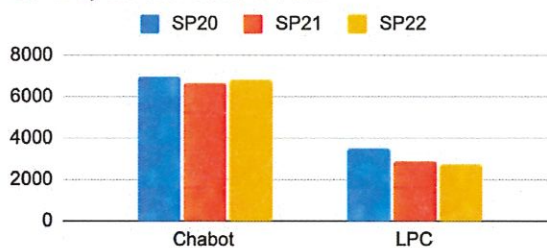
There are 3.2 million ads for Chabot College and 2.4 million for Las Positas College.

Metrics | Application Tracking



01/26/22			
SAME DATE Year-to-Year	SP20	SP21	SP22
Chabot	6945	6637	6833
Las Positas College	3542	2922	2739

SP20, SP21 and SP22



1/26/22



Slide: 18

Marketing Support | *Micro-campaigns Support*



PRMG also supports the colleges with micro-campaigns, which is a promotion of a specific program. At any given time, PRMG is working on 30 micro-campaigns with the colleges, sending emails to the students, writing press releases, creating videos, and website design. Some work that is on the horizon includes summer 2022 advertisements. PRMG is doing qualitative and quantitative research. High school counselors are important. What perceptions of the colleges is there? Focus groups will take place to see what messages resonate within our target audience.

Upcoming Marketing Efforts | Research and Campaigns



- Fall 2022 & Spring 2023
- Career Pathways (ie. Engineering Tech & Lawrence Livermore National Lab)
- Graduation
- Student and Faculty Profiles
- Summer Camps/Academies
- LPC Viticulture and Winery Technology
- Chabot Summer Bridge/SOAR/Learning Communities
- Surveying high school counselors
- Testing new messaging for spring 2023 with focus groups



In Support of the District's Strategic Plan



Strategic Direction #1

"Increase CLPCCD's reputation as an educational leader known for offering an outstanding student experience"



The PRMG Department is in support of our students with our work. Questions will continue to be asked and engagement with the internal audience will take place. Adjustments will be done accordingly.

Questions/Comments:

Board President Sbranti went around the room for questions and comments.

Mr. Kyle Johnson was thankful for the presentation. He loved that everything was highlighted. LPC is not just for high schoolers and it is important to get students in every way that we can. The information given was clear and appealing. Learn and save are the most important words.

One thing that was pointed out was the phrase, “four out of every five students would encourage others to attend our colleges.” That means that 20% of students are not going to recommend the college. That is concerning.

Ms. Vivianne Patino mentioned that it was an amazing presentation and liked seeing that every social media platform is used. She was surprised to see Spotify on the list. She has used Geofences for fundraising advertising before.

A question came up regarding serving high school counselors and how that is being done. At her former high school, community colleges were presented through the school’s resources. It is important for students to know that community colleges have resources for students. If the vision of community college is reformulated for high school students, it may take the stress off of them to know they do not have to go to a four-year school.

Mr. Johnson stated that adding information of student life and sports is important. As we get to a new normal, students are looking to reconnect with others. It is important to make sure that our social media platforms are updated because it is a great way to inform students of things that they may not be aware of.

Trustee Heredia asked how PRMG is engaging in the non-English speaking community with advertising.

Ms. Ramos stated that she was not able to fully go into all of the detail. Some of the ads are in Spanish and Vietnamese. We want to reach parents and families. Ideally, we would advertise on radio stations of other languages. It is really important. We are buying advertising from stations people are listening to.

Trustee Heredia mentioned that she was a counselor for many years. Students do not have one goal, but multiple goals. Ideally, we want to encourage students to build the highest level of achievement and sometimes they are not aware when they start. We should help identify their potential.

Trustee Mojadedi thanked Ms. Ramos for her leadership, as well as Mr. Mujeeb Dadgar’s work. He stated that he follows all of the district’s social media handles. His question was about underrepresented communities. Would it be possible to specifically target campaigns for grocery stores and such for these hard to reach communities? Ms. Ramos said we absolutely can target the ads to different audiences.

Trustee Granger thanked Ms. Ramos for the presentation. She asked if we are thinking about convening any high school students and getting feedback from future incoming students. Ms. Ramos stated that the market research was based on input from current students, but we are talking about how we can work with our area high schools to get that information.

Trustee Gin liked the tagline, “investing in you.” He also asked about applicant tracking and out of the number of folks that apply, how many are actually enrolling. Ms. Ramos stated that there are venues in place to track those students.

Board President Sbranti asked what happens when someone clicks. Are you looking at the website? People are going to register on a website and need to navigate it. Ms. Ramos stated that advertising is done in all these different venues, but the idea is to take each of those we reach to a landing page. This is where the students are directed to go and we keep the page clean and only give them the information needed. We can see how many clicks we are getting and where they are clicking. Trustee Sbranti stated that impressions are great, but enrollment numbers are what we care about. Ms. Ramos stated that one of the tactics that we are able to use is we can get a list of emails of all who have applied but have not registered. We can use those emails to give them specific messaging.

Trustee Sbranti also liked the, “invest in you,” tagline. It takes a little while to get taglines to resonate. It is also important to tell stories of our students. Seeing some of those people achieving their dreams.

2.0 REPORTS – FACULTY, CLASSIFIED AND STUDENT SENATES

2.1 Presidents of Faculty Senates – Chabot College and Las Positas College

Ms. Sarah Thompson, Las Positas College Academic Senate President, provided the following report:

Ms. Thompson mentioned that all the UCs are seeing their applications rise.

Amendments to the bill AB705 did not come out until this morning. From the first reading of the amendments, for those not familiar, it imposes measure to eliminate transfer. This bill assumes that students can skip fundamental concepts without any consequences. There was an article that has challenged AB1705 – a fast track to being approved. In terms of looking at accelerating basic skills, it can be effective when it is appropriate. Students who are really close to high school math, with a little additional support, they can make it. However, when we look at students experiencing learning loss, our students – the assumption that they will remember high school algebra, it is ridiculous. There are students coming from the high school system that did not retain the amount of appropriate learning. Unfortunately, there is no chance to amend the bill at all, but there are ways of opposing it and preserving remedial education. We are both the spring board and the safety net of our communities.

The Senate is excited that the final pilot program for auditing is closer. It was taken to Chancellor’s Council to request a change to offer auditing. CTO Bruce Griffin and his team were thanked.

There is a staff appreciation scheduled for April 27. This is the third year of doing a pandemic style of appreciation. The Academic Senate adopts classified professionals in lieu of a party. They are celebrated individually with gifts and notes.

Elections have finished. The new Academic Senate President is Tracy Coleman.

Mr. Miguel Colon, Chabot College Faculty Senate President, was absent from the meeting.

No report was given.

2.2 Presidents of Classified Senates – Chabot College, Las Positas College, and District

Ms. Jean O'Neil-Opipari, Las Positas College Classified Senate President, was absent from the meeting. Ms. Elizabeth McWorther gave the following report:

Ms. McWorther thanked the Board for having her at the meeting.

A Caring Campus update was given. The first Caring Campus coaching session was held on Monday, April 11. The in-person collaboration was wonderful. The next session will be held on Monday, April 25. What is learned from these sessions will be shared with the larger college community in the fall.

The classified scholarship team received and reviewed 10 applications.

It was mentioned that Ms. McWorther and Ms. Aubrie Ross coordinated some wonderful team building activities over the spring break week. Ms. Sophie Rheinheimer gave a yoga class. Ms. McWorther facilitated a LPC rocks activity.

In March, there was a Page Mill wine tasting fundraiser to help rebuild the scholarship fund. There will be a dine-out fundraiser planned for May.

A committee has been working and re-working the bylaws for a year. The final draft of the bylaws is up for a vote during the first week of May.

Ms. Heather Hernandez, Chabot Classified Senate President, was absent from the meeting. Ms. Virginia Criswell gave the following report:

Chabot's inclusive tri-chair shared governance model was recognized by our visiting accreditation team as an innovation leading to institutional excellence (core inquiry #10). The team would like to learn more about this process and how we work diligently to create and encourage broad participation in college governance and how the college supports classified professionals to effectively engage in our governance processes. This work was made possible by the revision of our shared governance structure through our first IEPI Grant in 2016. Having our then, Classified Senate President, Noell Adams, serving on the IEPI team provided insight on behalf of classified professionals and the vision for this tri-chair model and additional (and new) seats for classified on shared governance committees. We are finishing up our fifth year under the new structure and our

classified committee chairs have demonstrated outstanding leadership in their roles – many staying on for the full three-year term with their committees.

The Chabot College Professional Development Committee organized an outstanding agenda for FLEX Day on March 31, 2022. Classified Professionals hosted sessions on Caring Campus, Equity Scorecard, Learning Connection/Peer Tutoring, Supporting Constructive Diversity, Equity, and Inclusion Conversations in the Workplace. Other sessions focused on Gender Spectrum and Safe Zone Training – the information shared was impactful and focused on the equity and inclusion needs for our LGBTQ+ colleagues and students.

In support of the Program & Area Review process, the Classified Senate approved our recommendation on the most critical classified professional positions needed to support student success and college operational needs in the upcoming year. The recommendation took into consideration feedback from classified professionals from across the campus, feedback and rankings from administrators who submitted positions for their area, and college resource allocation priorities as identified in strategic planning documents. Once approved, the recommendation went forward to President Sperling and senior leadership for consideration. The recommendation can be reviewed here: <https://www.chabotcollege.edu/governance/classified-senate/docs/prioritization/cycle/2022-2023-cycle/recommendation-to-president-2022-23.pdf>

Nominations for seven new Senators are in and the election will be held the first week in May for seats opening up on July 1, 2022. We appreciate the assistance of Amanda Pisani for her help setting up this process in Class-web.

Nominations are also in for our new Rising Star Award and Linda & Robert Carlson Classified Professional of the Year Award. We revised our nomination process and criteria this year and look forward to honoring two deserving colleagues at Convocation in August.

Ms. Joanne Bishop, Chabot-Las Positas CCD Classified Senate President, was absent from the meeting.

No report was given.

The Board of Trustee adjourned for a brief recess at 7:40 p.m. and readjourned the meeting at 8:03 p.m.

2.3 Presidents of Student Senate of Chabot College and Las Positas College Student Government

Mr. Kyle Johnson, Las Positas College Student Government President, gave the following report:

It was mentioned that this is Mr. Johnson's last board report. Each and everyone in the room was thanked for creating a welcoming and positive environment for a student like him to take part in the governance of this district. It has been an honor serving and being the voice of the students at Las Positas College, and he is very grateful for this opportunity to be here.

This past month, LPCSG took six student leaders to Washington DC to advocate for the needs of Community college students. They met with Congressman Swalwell's Director of Legislation and Senator Feinstein's Legislative Correspondent for Education. The group took part in three days' worth of conferences to help us grow as leaders and learn more about the advocacy process. Also, eight students went to Sacramento for the Student Senate for California Community Colleges' General Assembly. At this conference, the group voted on legislative priorities for the organization and took part in workshops.

Between these trips, elections were conducted for the next cohort in LPCSG. Ms. Lara Wiedemeier, who currently serves as the LPCSG Vice President, will serve as president next year. A few positions remain vacant and a special election will be held at the discretion of President-elect Wiedemeier in the following months.

The other positions are as follows:

Vice President: Amy Attia
Director of Program & Services: Sangavi Suresh Kumar
Director of Events: Mona Gholikhmseh
Inter-Club Council Chair: Michel Ebeli
LPC Student Trustee: Hamza Sadiq Mohammed

The student government is excited to assist with the LPC Commencement, specifically regarding Grad Central. It is an exciting time, as this is the first in-person graduation ceremony in 2 years!

So many accomplishments have been made, and activities have taken place this past year. Without the team (not just students, but staff too), I would not be speaking in front of you all today. Each of them brought a new perspective and talent to the table, allowing us to tackle so many challenges. I want to thank them for their efforts and dedication to their positions. It has been a true pleasure serving with them.

Ms. Theresa Pedrosa, Chabot College Student Senate President, was absent from the meeting.

No report was given.

2.4 Constituency Reports: SEIU, Faculty Association

Ms. Rachel Ugale, SEIU President, gave the following report:

SEIU sent the district the sunshining letter and looks forward to a hearing at the May 17 board meeting.

Training took place and it was a great opportunity to get to know each other. In addition to gathering, SEIU organized members. There was a very well attended membership meeting. During the meeting, a breakout session was facilitated and it was a great opportunity to foster unity.

At the last chapter leadership meeting, Peralta CCD leaders became a tremendous help. Union leadership is always challenging. There was good conversation about COVID-19 safety plans.

The MOU sunsets in June.

Mr. Dave Fouquet, Faculty Association President, gave the following report:

It has been a busy time for the Faculty Association. The FA held its biennial election for E-Board officers last month; Mr. Fouquet has been elected for one more term as President, for the term June 1, 2022 through May 31, 2024.

Other officers elected for 2022-24 are as follows:

Vice Presidents: Jeff Drouin (CC); Tom Orf (LPC)
Membership Chairs: Jerome Manos (CC); Nadiyah Taylor (LPC)
Part-Time Reps: Shannon Lee (CC); Vicky Austin (LPC)
At Large Reps: Emmanuel Lopez (CC); Craig Kutil (LPC)

The FA also has a number of continuing appointed positions (not elected). They are:

Grievance Officers: Jason Ames (CC); Heike Gecox (LPC)
Chief Negotiator: Tom deWit
Continuing Negotiators: Fouquet, Drouin, Orf, Gecox, Austin
New Negotiators: Monique Williams (CC); Raphael Valle (LPC)
Treasurer: Debbie Fields
Secretary: Nancy Pinio
FA Representative to FACCC: Sarah Thompson

General FA meetings were held just before spring break, at which discussions started with membership about the process of negotiating the successor CBA. Discussions with the district will kick off next week. The FA's Negotiations Team has started to meet regularly to go through "The List" (FA issues of interest) and start considering what initial proposals might look like. In addition, meetings with faculty at both campuses are being set, to take input on certain focus topics. The most substantive of these is clearly Distance Education, but there are others.

On the legislative front, the FA has serious concerns over AB 1705, which proposes to eliminate remedial course offerings in Math and English. The FA stands with our statewide partners at CCCI and FACCC who are applying concerted pressure in Sacramento against the measure.

1.8 APPROVE CONSENT ITEMS

- (cc) 5.6 Approval of the Memorandum of Understanding (MOU) for the Las Positas College Student Mobility Initiative between Livermore Amador Valley Transit Authority (LAVTA), a Joint Powers Authority, and the Chabot-Las Positas Community College District, Las Positas College

Board President Sbranti stated that this is a great MOU and partnership. He continues to be frustrated regarding Chabot College not having the same opportunity. It was suggested that a letter gets sent to AC Transit with a copy of the MOU, from the Chancellor to the General Manager, or from the Board President, showing that this MOU with a local transit agency provides access to students is in place. This is an opportunity to show what is being done on behalf of the district.

Trustee Heredia agrees and stated that there is a similar partnership with the City of San Jose and San Jose State.

Trustee Mojadedi also agreed that this is a good partnership and would like to be included in any way that is helpful.

Motion No. 3

Trustee Sbranti made a motion, seconded by Trustee Heredia, to approve item 5.6.

Motion carried, 6-0.

Motion carried by the following roll call vote:

AYES:	Gin, Granger, Heredia, Mojadedi, Reynoso, Sbranti
NOES:	None
ABSENT:	Maduli
ABSTENTIONS:	None

8.0 INFORMATION AND DISCUSSION ITEMS (No Action)

8.1 Information Personnel Reports

9.0 OTHER ACTION ITEMS

9.1 2022 California Community College Trustees Board Election

This item was tabled due to the discussion regarding sending out a quick ballot to the Trustees where each would return back their votes to the Chancellor's Office. The Trustees gave direction for the Chancellor to submit the vote for the CCCT Board Election.

9.2 Approval of Resolution No. 09-2122 California Department of Education for the California State Preschool Program Continued Funding Application Fiscal year 2022-23 (CFA FY 2022-23), Chabot-Las Positas Community College District, Chabot and Las Positas College

Chancellor Gerhard mentioned that this item is for approval of the acceptance of the annual award and also for a resolution authorizing the signer for the contract of education. VC Fleischer Rowland stated that this is continued funding that has been approved in years past, but they are also asking boards to pass a resolution to accept the renewal funding.

Motion No. 4

Trustee Gin made a motion, seconded by Trustee Granger, to approve item 9.2 approval of resolution no. 09-2122 California Department of Education for the California State Preschool Program continued funding application.

Motion carried, 6-0.

Motion carried by the following roll call vote:

AYES:	Gin, Granger, Heredia, Mojadedi, Reynoso, Sbranti
NOES:	None
ABSENT:	Maduli
ABSTENTIONS:	None

- 9.3 Second Reading of New, Reviewed, or Revised Board Policies
- BP 5040 Student Records, Directory Info, Privacy

Motion No. 5

Trustee Reynoso made a motion, seconded by Trustee Gin, to approve item 9.3 to approve the second reading of new, reviewed, or revised board policies.

Motion carried, 6-0.

Motion carried by the following roll call vote:

AYES:	Gin, Granger, Heredia, Mojadedi, Reynoso, Sbranti
NOES:	None
ABSENT:	Maduli
ABSTENTIONS:	None

10.0 REPORTS – SENIOR LEADERSHIP AND TRUSTEES

- 10.1 President of Chabot College and Las Positas

Dr. Susan Sperling, President of Chabot College, gave the following report:

Dr. Sperling thanked President Foster and staff for hosting the board meeting. Board President Sbranti and other Trustees were appreciated for observing the difference in available transportation service for the students. The attempts for many years have been met with an attitude of denial. The agency in the Tri-Valley area is different than in Hayward and the MOU highlights the differences in attitudes and available services.

It was also noted that Chabot is very excited to welcome the Fulbright scholar next semester as part of a Fulbright exchange. A number of teaching fellows were interviewed and this will be a real asset to the work at the college.

There are a series of great Earth Week celebrations. The week was kicked off with a host of a Native American activist, Winona LaDuke. Included was an amazing ceremony to raise the flag and there was district and Board presence.

The permanent Academic Services Vice President will be finalized this week. It is hoped to have a recommendation to the Chancellor and then to the Board thereafter.

Dr. Sperling also presented a gift to Dr. Foster for the Chabot and Las Positas Colleges' basketball game wager loss.

Dr. Dyrell Foster, President of Las Positas College, gave the following report:

Dr. Foster stated that it was a pleasure to host the Board meeting this evening. He thanked Sheri Moore, Angelica Cazares, M&O and Art Valencia, ITS and Steve Gunderson, Michael Sugi, and Kelly Costello for making this meeting a success. The LPC Deans, VC Letcher, and Ann Kroll were also thanked for the campus tour.

It was also mentioned that Dr. Whalen hosted a wonderful celebration for the newly tenured faculty and Chancellor Gerhard was thanked for attending and being part of the celebration.

Kyle Johnson was also mentioned for his honor of being recognized for the Dreammakers and Risktakers Awards and for fearlessly helping to enhance inclusivity on the campus.

Ann Kennedy and Jean O'Neil Opipari were also acknowledged for the information night for summer and fall enrollment. It was a virtual event the last time it took place. There was a strong case made for doing it in person this time and it will take place on Monday of next week. The student government and leadership were thanked for providing tours.

Lastly, Dr. Sperling was thanked for the monthly meeting between the campuses that takes place between the Presidents and Vice Presidents to collaborate across the two colleges. It is something that the LPC team looks forward to each month.

10.2 Chancellor

Chancellor Gerhard gave the following report:

Chancellor Gerhard discussed the SCFF advocacy work that has taken place over the last few weeks. The conversations with legislators have been centered on the inefficiencies of the SCFF. The latest white paper points out glaring errors and offers solutions. Comments were well received. The conversations will continue with the Higher Education Committee and the Legislative Analyst's Office.

10.3 Recognitions

Chancellor Gerhard gave the following two recognitions:

Chancellor Gerhard recognized Ms. Maisha Jameson. She comes to the district with a wealth of experience and is going to be an excellent addition. Her start date is May 23rd.

Ms. Kelly Costello was thanked for stepping in and temporarily filling the position.

Ms. Julia Dozier put on an overwhelming ribbon cutting, and grand opening recognition, for EDCE. It has been a few years since we have had an event with a few hundred folks. It was a wonderful event with the Chambers of Commerce.

VP Whalen and President Foster were thanked for the nice tenure celebration for fourteen newly minted tenured faculty.

Lastly, President Sperling was thanked for the flag raising ceremony to honor the history on the land at which it rests.

10.4 Trustee Reports and/or Official Communications

Ms. Viviana Patino, Chabot College Student Trustee, stated her report will be extra-long to include Theresa Pedrosa's report as well. There were many people that submitted public comments regarding the AC Transit route 60. There is another campaign for public comments as well.

Student Senate elections are finished and Ms. Patino was re-elected as next year's Student Trustee.

Chabot students are being rewarded with \$30,000 of scholarships.

The process of recommending a student speaker for the commencement ceremonies is finished.

Friday, May 6, the student senate is hosting a night market.

This week is Earth Week, and the raising of the Ohlone flag was mentioned.

There was a job fair for student assistant opportunities and interns. And, a position will be offered for mental health from a student. As much as professionals help, a peer talking another peer helps.

Trustee Gin thanked Dr. Sperling and Chabot for the flag raising ceremony. It will be a part of the Chabot landscape from this point forward.

Ms. Dozier is amazing. The EDCE open house included a lot of happiness and joy. More than anything else, the facility is really nice. VC Letcher was acknowledged for having a part in picking that building.

Trustee Granger offer appreciation for the tour of Las Positas College and it was interesting to see how much has changed and all of the construction.

Trustee Granger appreciated the updates on the bills and SCFF issues and looks forward to doing her part when meeting with elected.

Trustee Heredia was thankful for all the reports and for President Foster for hosting the meeting. She attended the EDCE celebration and was amazed at how many people attended.

It was mentioned that she attended a special event for Cesar Chavez, which was a film documentary in San Francisco. It was recommended for everyone to see it. A book on Chicano history for the last twenty years was also presented and it was also recommended.

Trustee Mojadedi stated that he attended the EDCE Open House and Ms. Dozier raised the bar. He had the opportunity to tour the office space and learn about all of the work that is going into the programs. Ms. Dozier was thanked for her leadership.

The Chancellor, Ms. Costello, Dr. Foster, and Board President Sbranti were also thanked for making it possible for him to not have to choose between carrying out his trustee duties and participating in Ramadan. It was much appreciated.

Board President Sbranti acknowledge Ms. Dozier for the EDCE event. In addition to having a great time, the best part about the event is the growing awareness that we can meet workforce needs. What is even greater is what we have to offer our community.

Trustee Reynoso mentioned that this is a day of thanks. He thanked the first responders for being there for the campus shooting. He believes that the security officers should carry firearms.

Staff was also thanked for putting up with free speech. Employees should not have to put up with it. He mentioned that he will work with the other trustees to figure out a way to handle.

11.0 ADJOURNMENT

Motion No. 6

Trustee Reynoso made a motion, seconded by Trustee Gin, to adjourn the meeting at 8:56 p.m.

Motion carried, 6-0.

Motion carried by the following roll call vote:

AYES:	Gin, Granger, Heredia, Mojadedi, Reynoso, Sbranti
NOES:	None
ABSENT:	Maduli
ABSTENTIONS:	None

12.0 CLOSED SESSION

There is no need for a Closed Session.

13.0 NEXT MEETING OF THE BOARD OF TRUSTEES

The next meeting of the Board is a Regular Meeting, scheduled for May 17, 2022 at the Chabot College, Hayward, CA.

Minutes prepared by:



Kelly Costello
Recording Secretary



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