



Governing Council Meeting

Mar. 9, 2010 minutes

MEMBERS PRESENT

President	Diana Bennett	Language Arts	Daniel Keller
Vice President	Huy Tran	Library	Michele Alaniz
Secretary	Lloyd Davis	Math/Science	David Locke
Treasurer	Rosemary Nurre	P.E./Athletics	Joe Mangan
Creative Arts/ Social Science	Jim Robertson Benedict Lim	Student Services	Ruth Turner Kevin Sinarle

MEMBERS ABSENT

Business/ Technology	Ed Seubert Lilya Vorobey	Language Arts Math/Science	Kate Motoyama Tania Beliz
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OTHERS ATTENDING

AFT	Dan Kaplan	District Services/ Community Ed	Jan Roecks
COI	Laura Demsetz	SMCCC Foundation	Stephani Scott, Executive Director Carrie Ridge, Director Of Development
Math/Science San Matean	Charlene Frontiera Jeff Gonzalez		

SUMMARY:

- Jan Roecks spoke about **Community Ed**. Its courses are not transferable, and are funded only by student fees, of which instructors typically get about 30%. Instructors considering offering such courses should think about what content and marketing will attract students, and contact Lily Lau.
- Stephani Scott spoke about the **SMCCCD Foundation**. This year’s budget has \$350k for scholarships and \$300k for programs. Its \$5.5m endowment is restricted to purposes specified by donors. The Foundation works with donors to align gifts with college priorities. To move toward intergenerational equity, it will base future payouts on the rolling average of the market value of endowed funds. It will also begin seeking support from alumni.
- **Program reviews** are due March 25. Links to revised forms and PRIE data are in the minutes.
- The status of last year’s **approved PIV programs** will be discussed and reviewed at our March 23 meeting.
- TracDat training will be offered during March 10-12 **flex days**. There will be fewer flex days next year.
- Tickets for the **3/22 March in Sacramento** are available from ASCSM in B17 through March 17.

CALL TO ORDER The meeting was called to order at 2:18 p.m. in 36-109. MSU to amend the agenda to have a report on PIV programs right after Program Review. The amended agenda, and the minutes of Feb. 23, were approved.

COMMUNITY ED Jan Roecks, Director of Community Ed for five years and now Director of General Services for the District, spoke with Governing Council about Community Ed. The program now reports to her. Community education is part of the mission of the district. It offers fee-based classes to the community. With

no funding from either the state or the District, its revenue is self-generated. Student fees pay for instructors, materials, and overhead, including staff and marketing.

Community Ed classes do not have to follow strict guidelines, give no grades and often have no exams. There are no standards on hours or content. Students come for enrichment. Recently administration recommended many classes move to Community Ed because of low enrollment and other reasons. Some are well-suited. For example, yoga can be configured for three weeks or six weeks or longer. Courses geared for the community allow people to learn something about a field, but are not transferable.

Community Ed instructors are paid with a share of the revenue generated by their course, so no hourly pay can be guaranteed. There are no contributions to STRS or other benefits. They are like independent contractors.

Jan distributed FAQs about the program, along with a generic course proposal form. Instructors considering teaching in Community Ed should work with Community Ed director Lily Lau. Ask yourself who your target students are, and how you would market the course. Community Ed helps with that, but instructors are encouraged to be involved. Regular courses last 16 weeks and have a set course outline. Community Ed courses are more community-friendly. Students do not want academic credit. Ask what they do want.

Community Ed takes a percentage of course **fees**. Usually about 30% goes to the instructor. There are other employees on the payroll, and back-office expenses like maintaining the website, credit card charges, registration charges, and facilities clean-up. Part of Community Ed's mission is to at least break even. This model is used statewide.

Fees are determined differently for different Community Ed classes. For example, for yoga Jan researched yoga classes offered in the community, and for what hourly cost, and set fees accordingly. We need to market against our competitors. Tom Diskin helped price his home energy class based on costs of materials. The first time he didn't get many people, so the course was priced differently next time.

Community Ed does not undergo accreditation, so its courses cannot transfer. DAS has talked about offering certificates for students to take to employers. There may be legislation allowing some Community Ed and contract classes to offer credit, way down the road. Our district does not currently have a contract program.

Diana said the core values of the Board of Trustees concentrate on transfer, CTE, and BSI, not lifelong learning. Lifelong learning courses are available through Community Ed, ROP, adult ed, and local rec centers. With budget cuts, COI has had to bank or discontinue some courses. Diana has met with Mike, Susan and Jan to discuss how faculty and courses would migrate to Community Ed.

Laura suggested Community Ed classes could provide experiences students need for credit courses, such as individual study and special projects courses, which require participation in certain outside activities. She cited music as an example. Diana said for courses with milestones and deliverables, Community Ed courses could be part of the mix, though they cannot give units. Another model is courses in which students create a portfolio around some experience - cooperative work experience through Student Services, and Service Learning.

Some years ago Community Ed was \$250,000 in the red. Now it is about break-even. Any surplus stays with the District. The Chancellor would like Community and Contract Ed to be revenue sources, Community Ed revenue has dropped about 10% in each of Spring, Summer and Fall of 2009, with fewer people signing up,

Community Ed has always been a district entity, though it was housed at CSM. As a district entity, Community Ed is not charged facility rental rates as an outside entity would be. It does pay for materials, software for courses, the Music & Fine Arts Camp, overtime, and other extra costs.

Some adjuncts earn more teaching Community Ed classes than regular classes, but that is not typical. The most successful market their own classes. Comparison with adjunct pay is apples to oranges. Diana said when she taught in Community Ed she spent as much time as for a regular class, but was paid less. She was motivated

because she was using Community Ed as a bridge to move students into her program. A reason Tom Diskin came to Community Ed was to try out new courses. Community Ed is a great place for that. Welding used to be in Community Ed. Benedict Lim said he has taught Community Ed elsewhere, and while the money is much lower, most students are working adults, who are delightful.

Community Ed is offering 130 classes this spring. Contact Lily Lau about teaching a Community Ed class.

THE SMCCCD FOUNDATION Stephani Scott, Executive Director of the San Mateo County Community Colleges Foundation, and Carrie Ridge, Director of Development, met with Governing Council about the Foundation. The Foundation is a nonprofit 501(c)(3) organization, totally separate from the college and the district. It was established in 1966. Its 22 board members include community philanthropists, business and community leaders, retired faculty, alumni, two trustees, and as ex officio members, the chancellor and all three college presidents. Roxanne Brewer is administrative assistant and development associate. Its responsibilities include fund development and fund stewardship.

Fund development Planned giving provides major gifts and the largest share of assets. Other sources include events, annual campaigns, and, new this year, alumni outreach. The Foundation receives approximately \$8-\$10,000 per year through the Tuition Assistance Program: a program through which current students can make donations to the general scholarship fund when they register for classes. It makes sense to cultivate relationships with people who have affinity with the institution, including people with big names. Through the Foundation, CSM alumnus and distinguished genomic researcher Craig Venter granted an interview for *Affinity*, the magazine for California community college alumni.

Fund stewardship The Foundation establishes, manages, pays out from, and renews about three to four hundred scholarship and program funds. It also deals with the regulatory requirements for managing a nonprofit.

Funding sources: 44% individuals; 23% businesses; 27% other nonprofit foundations; 5% service organizations; 2% other, including government and car donations.

In fund development the Foundation works in coordination with donors, asking what their philanthropic interests are. Each year it develops an action plan around priorities that have been developed in coordination with the chancellor's office, college presidents and Foundation Board. Working with the Foundation's board, and one-on-one with the college presidents, the staff works toward fundraising for those priorities and reprioritizes accordingly.

Managing endowed funds is a big part of stewardship. The Foundation's endowment is about \$5.5 million, but 100% of that is restricted to the support of various funds. A testamentary gift to benefit a particular group, and its interest, is perpetually only for that group. It is very hard to raise unrestricted funds.

The Foundation also has about \$4 million in non-endowed funds, also connected to specific programs or scholarships as set forth by donors. These are scheduled to pay out certain dollar amounts each year. The Foundation's total assets are about \$11 million, including investments, furniture and fixtures and charitable gift annuities. Endowments must be managed to earn interest to provide respectable income and meet total return goals. The Foundation works with and pays investment managers, and supports the philanthropic goals of donors. The fund stewardship related to endowment and investment management is overseen in conjunction with an investment committee which looks at risk tolerances, spending practices, investment policies, and how to evaluate the various funds.

In the present economy we all must do more with less. There is higher demand, and endowment took a 17% dive during the last fiscal year. Donors are also impacted, as are grantor endowments and their donors. Foundation investments are not tied to the county. They were not affected by the Lehman Brothers hit, and are on the way back up from last year's lows.

In view of staffing and budget cuts, the Foundation needs to streamline its fundraising – reprioritize, depend more on other resources, and make more use of volunteers and social networking like Facebook. The Foundation invests for its general support, not just its endowment. Plans and actions should always assume fluctuations in the economy. Active endowment management in these times means moving from a policy of preserving principal and spending the remainder each year to one of smoothing for market conditions and competitive positioning in order to maintain equity across student generations. In good years there has been lots of support for students, but in bad years a whole student generation may not benefit as well as the previous one or the one subsequent to it. Now, investment managers have a goal of 7.25% total return, and we will pay out 4 or 5% of the rolling average of the market value of endowed funds. This will help assure no wild ride for the Foundation, donors, or students.

Alumni are an untapped well of donors. About 25% give if asked. The Foundation is excited to get that rolling.

The Foundation won a grant for a web-based high capacity database product for data intake and market segmentation (which allows for targeted communication), and is also using inexpensive social networking technology.

Planned giving has nothing to do with having money now. Most major gifts, and most of the Foundation's assets, have been testamentary. Many came as a surprise. The Foundation hasn't sought most of them out, but it can help such donors with information on how to proceed and about tax consequences and the like.

The Foundation reaches out through the Network of California Community College Foundations (NCCCF) and the Foundation for California Community Colleges (FCCC) to see how other foundations manage their funds.

The budget includes \$350,000 for scholarships, \$300,000 for programs, and \$195,000 for fund stewardship and development (fundraising) and \$96,000 for a variety of expenses including insurance, audits, rent, depreciation, IT, and part of staff salaries. Foundation staff gets salaries from the District, but reimburse the district for a portion, currently 1/3, that will go up each year until the Foundation is fully independent. Overhead is about 10% of the \$941,000 total budget. Development is part of the mission, so development expenses do not count as overhead. Fees to fund managers are about 1½ %, and come out of total return.

Anticipated income this year is \$750,000 for scholarships and programs, with hopes of clearing \$275,000 in investments and raising about \$25,000 from events like Canada's Arts and Olive Festival, \$20,000 in car donations, and \$25,000 in unexpected income. Next year there will be a major gala to benefit all three colleges, a first for the Foundation. This year seemed inappropriate for galas.

Some of the several hundred programs receiving monies from donors across all three colleges in the district include College for Kids, scholarships, speakers series, theater arts program, film festivals, mentorship programs, nursing, Child Development Centers, and Canada's honors program. Dan asked whether the Foundation can help mitigate curriculum cuts, as he has heard CCSF's foundation did. Stephani noted CCSF's foundation is very well staffed and funded. She and Carrie have developed funding strategies, including cultivating major donors, an annual campaign for alumni and parents of people in a program, and finding external foundations that are a good match. District faculty members are encouraged to talk to their college president regarding mitigating curriculum cuts.

Diana will ask Cabinet whether Foundation money is helping some programs while we are cutting others. Stephani said there is some room to redirect funds if the new use is closely enough related to the donor's original intent, particularly if the donor can't be reached and their funds are underutilized. The idea is to put money to work for students. Diana thanked Stephani and Carrie for meeting with us.

PROGRAM REVIEW ASGC members should remind their divisions that program reviews are due March 25. The only change to PRIE forms was making the format friendlier. The cumbersome boxes on the old form are gone, but no content or information has changed. Links to the friendly format forms, and to PRIE data, are Revised forms: http://collegeofsanmateo.edu/prie/program_review/program_review.php

Data update: http://collegeofsanmateo.edu/prie/program_review/programReview_instructionalv2.php
 If a review has been prepared on the old form, there is no need to redo it on the new form, but for a review being started now, please use the new form. E-mail questions to Diana, or make an appointment with PRIE for help. After March 25, PRIE will send out a survey on review forms and procedures.

FOLLOW-UP ON PIV RECOMMENDATIONS Are procedures being followed, and have the programs followed to approved recommendations. DAS President Patty Dilko will be at our March 23 meeting, at which we will review these programs. There are issues about who does what, and about whether people are clear on the status of their program.

FLEX DAYS – MARCH 10-12 The first rounds of TracDat training will be at Skyline in 8-121 (the business lab.) A Wednesday session is targeted for division lead faculty and a Thursday session for other faculty. Some had to be turned away. Diana emailed flex calendar updates this past week. She will recommend that in the future, the flex day coordinator determine the calendar and send out one message.

There will be fewer flex days in 2010-11, with one mid-Spring and the rest at the start of each term. The Senate approved this year's additional days a few years ago, because of our increased administrative duties. Be sure to fill out the flex form. AFT Local 1493 President Monica Malamud can answer questions on flex day pay for adjuncts and post-retirement faculty, or email Diana.

EDISON PROJECT Huy Tran reported the committee heard a possible compromise on the greenhouse this morning. It could be located just outside B12, between B12 and B10, and Horticulture could use one or several B12 classrooms. Having the classrooms close to the greenhouse means things would not have to be carried up and down stairs. The Chancellor has mentioned there may be a way to postpone a decision, to plan things out a little more, maybe attach it to the Northgate project so the college won't lose money. Charlene Frontiera reported the Edison project committee will visit Monterey Peninsula College on March 12 to learn about its greenhouse.

ADVOCACY/TEACH-IN Dan Kaplan reported for Kate Motoyama. The March 4 teach-in at the Theater was not as well attended as the February teach-ins. The best attended panels filled half the theater, about 200 people. The more successful presentations were on programs facing significantly reduced offerings. Affected students spoke from the heart on how they would be impacted by termination or diminution of such programs as DSPS and EOPS. Women basketball players talked on the theme of what they got out of basketball. In the lobby, students signed up for the March 22 rally in Sacramento. The No Cuts t-shirts on sale sold out. The students have rented two buses and may add a third. Mike sent out an email motivating faculty to turn it into a field trip if relevant. An ad hoc group of faculty and students is meeting about future activities. Tickets for the March 22 event are available from ASCSM in B17 through Wednesday, March 17.

President Claire emailed college guidelines for advocacy. The teach-ins went well at all three colleges.

ABCs are addressed in committee reports.

COMMITTEE APPOINTMENTS We are waiting to hear about current membership of the College Assessment Committee. The work of some FSA committees is in progress.

COMMITTEE REPORTS

Accreditation Oversight Committee Chair Fred Gaines is not here to give a report.

IPC Ad Hoc Steering Committee Co-chairs Huy Tran and Laura Demsetz reported the committee had a good discussion today and by the end of March will involve the campus in a way that will yield results.

College Council representative David Locke reported on what that group considered besides budget and construction. A new draft of an Art on Campus policy will be ready within a month. Diana brought up changes in committee structure in keeping with the new model. In Fall 2010, smoking will be allowed only in parking lots. Will parking lots have shelters for smokers? Will the policy be enforced? Smoking is restricted to

designated areas now, but students smoke in lots of places, and there is no enforcement. We need smoking ambassadors. The intent is for people get warnings, followed by disciplinary action. Diana will take the issue to ASCSM. We have fewer no smoking signs than before, and some are ambiguous. It is not clear to people where smoking is allowed. Diana will ask the smoking task force about the need for enforcement and new signage. *San Matean* reporter Jeff Gonzales said it would help if designated areas weren't in the middle of major routes, and outside the library. Huy modifies his walking routes to avoid smoke, and Diana sees cigarette butts on her walk up from B27. People smoke near Drip Coffee. Diana will talk to cabinet about enforcement.

OFFICERS' REPORTS President's Council: The Marie Curie Lot (formerly Lot 7, between B18 and B36), is now faculty and staff only. Diana is working to keep curriculum first in discussions of the Edison project (the horticulture area). As teach-ins continue, faculty and staff need to know the guidelines for activism on campus.

DAS will meet with AFT in April about clarifying their roles and responsibilities in various areas where they have different responsibilities, and collaborating in those areas..

DSGC continues looking at District Rules and Regs. A workshop on visioning will be held.

IPC met with the chairs of all its committees and went over their plans. It will meet with committees and chairs on what needs to be done to meet accreditation standards.

The ribbon cutting for the Health and Wellness building will be March 24.

DSPC had no meeting.

Accreditation: Our substantive change report, on Distance Education, was accepted. No problems are foreseen in preparing the October follow-up report, because of the hard we are addressing through IPC. On SLOs, we are mostly below level 4 and need to be finishing step 5. The use of TracDat will ramp up.

INFORMATION/ANNOUNCEMENTS KCSM and Broadcasting are having a spotlight showcase for high school students. Dan reported the Board of Trustees at its last meeting gave KCSM General Manager Marilyn Lawrence 30 days to finalize options for solving the station's financial problems. Also given more time were the Child Development Center at Skyline and CSM's Coastside program. Coastside is working with Cabrillo Unified School District in Half Moon Bay on accommodations for our courses. Our Board meets March 10.

FUTURE AGENDA ITEMS include a PIV update, service learning, and a final draft of Minimum Quals/FSA policy. Email Diana with other ideas.

ADJOURNMENT The meeting was adjourned at 4:06 pm. The next meeting will be March 23 in 36-109.