



**College Council**  
Wednesday, October 24, 2012  
2:10-4:00 pm, Building 4, Room 4343  
**Approved Minutes**

**Attendance:**

Linda Allen, Joi Blake, Kate Browne, Barbara Daley, Sarah Perkins, Leigh Anne Shaw, Jose Sanchez Sosa, Regina Stanback Stroud

**Absent:** Katelyn Smathers

**Recorder:** Theresa Tentis

**Approval of September 26, 2012 Minutes**

(M/S/U – Daley/Sanchez Sosa) The CGC approved the September 26, 2012 Minutes.

**Classified Council Report**

Barbara Daley reported that the Classified Council did not meet in early October because they cancelled the meeting in order to encourage participation in the Call to Consciousness Lecture Series presentation of Dr. George Lakoff. Future meetings will be resumed. The Council has scheduled noon meetings in order to encourage Classified staff participation.

**ASSC Report**

Jose Luis Chavez reported that some of the members of ASSC attended the California Community Colleges Student Affairs Association (CCCSAA) conference. Student representatives from throughout the state meet to focus on networking, student professional and leadership development and issues of student affairs. Jose also reported that ASSC concluded the toy drive for Toys for Kids with Cancer. They collected a large quantity of toys – Chavez stated, “We have hundreds of toys to give out!”

**Academic Senate Report**

Leigh Anne Shaw reported that the Academic Senate send a response on behalf of the senate to Nina Floro on how to engage in the Performance Evaluation Task Force (PETF) discussion with more faculty. It is of great interest to Faculty. Shaw also reported that the Academic Senate discussed the idea of the IPC/CBC merger and there was general support of the idea. Some potential benefits were discussed. The District Academic Senate has been discussing the confusion regarding the grade submission deadlines communicated to faculty and students in the schedules and in websmart. They are working with the district to resolve the confusion. Shaw reported that the curriculum committee has passed the comprehensive program review. Area B was October 9<sup>th</sup> met. Transfer was a topic of discussion

### **Administrative Leadership Unit Planning and Review (ALUR)**

President Stanback Stroud shared the ALUR with the council and reported that this format has been adopted in order to expand the administrative unit planning to incorporate service area outcomes and add a program review element. The form incorporates the college goals, balance scorecard strategies, service area outcomes, resource needs including staff, facilities, equipment and professional development.

This form will also allow for the collect of data that will inform future staffing plans. The report also looks at what has happened in the past and what is being planned for the future and what are the needs of the department. Regina wanted to share the information with the council to show them of the work that is being done throughout the campus. Shaw confirmed that the department program reviews will inform these plans as well. Perkins indicated that the faculty is creating an annual planning process and end of 6 years there is a comprehensive review. Looking at patterns and projecting where the program is going.

### **Strategic Priorities**

IPC is recommending the strategic priorities to the council. These priorities were informed by various college activities and narratives including PIF initiatives, Board Goals, College Goals, Employee Voice Survey, Program Review, Community feedback (President's Council), and general college initiatives, discussions and activities. The IPC asked that we include examples of each strategic priorities. Regina explained the different strategic priorities and some of the examples. This document will be reviewed annually according the planning and budget calendar. Shaw asked to confirm that there would be nothing that would lock the college onto a course and not give room for a change. President Stanback Stroud confirmed that we would always have the opportunity to evaluate our course and use the governance processes to take the best course for the students, community and the college.

(M/S/U – Blake/Browne) The CGC recommends the adoption of the [Strategic Priorities](#).

### **Reordered Goals with BSC Strategies**

President Stanback Stroud reminded the council that three goals were added last year. Initially, the new goals were integrated into the old goals such that the numbering on the old goals changed. This change stood to require major modifications in the balanced scorecard system. To avoid such disruption, the IPC is recommending that the college goals be numbers to add the three new goals to the end.

(M/S/U – Shaw/Daley) The College Governance Council recommends the reordering to the [goals](#) in order to preserve the integrity of the BSC accountability system.

### **Balanced ScoreCard Strategies**

Additionally, the council recommended the adoption of BSC for the new goals.

6. *Play a central role in the preparation of the regions workforce and expand networks and partnerships with business, the community, and non-profit organizations.*

*Strategy 6.1. OUTREACH & RESPONSIVENESS TO COMMUNITY NEEDS: Broad outreach efforts that build partnerships and respond to educational community needs.*

*Strategy 6.2. INNOVATIVE PROGRAMS, SERVICES & MODES OF DELIVERY: An innovative and comprehensive balance of programs, courses, services and modes of delivery that meet student and community needs.*

*Strategy 6.3 MARKETING, OUTREACH & CONNECTIONS TO ACADEMIC & BUSINESS COMMUNITIES: Broad outreach and marketing efforts that incorporate continuous evaluation of community needs for comprehensive planning to build public awareness.*

7. *Establish and maintain fiscal stability and alignment of programs and services to the core mission, vision and values of the college.*

*Strategy 7.1. INTEGRATED PLANNING & INSTITUTIONAL PERFORMANCE MEASUREMENT: An integrated planning system that responds to all stakeholders and tracks and measures college-wide performance indicators.*

8. *Internationalize the educational experience by enriching the college with a diverse community of learners representing the collective resources of humanity and engaging in a vibrant dialogue that engenders an understanding of others.*

*Strategy 8.1 CULTURAL CENTER FOR THE COMMUNITY: A position and presence in the community as a major cultural center.*

*Strategy 8.2 MARKETING, OUTREACH & CONNECTIONS TO ACADEMIC & BUSINESS COMMUNITIES: Broad outreach and marketing efforts that incorporate continuous evaluation of community needs for comprehensive planning to build public awareness.*

*Strategy 8.3. STUDENT ACCESS & SUCCESS: Student access and success through availability, quality and assessment of support services and student learning outcomes.*

*Strategy 8.4 INNOVATIVE PROGRAMS, SERVICES & MODES OF DELIVERY: An innovative and comprehensive balance of programs, courses, services and modes of delivery that meet student and community needs.*

*Strategy 8.5 STUDENT ACCESS & SUCCESS: Student access and success through availability, quality and assessment of support services and student learning outcomes.*

(M/S/U – Daley/Shaw) The College Governance Council recommends the BSC strategies to go with the new goals.

### **Governance and Planning Handbook**

President Stanback Stroud reminded the council to review the draft of the Governance and Planning Handbook. When reviewing the draft you will notice some template language, mission vision values and institutional student learning outcomes. The philosophy statement was drawn from the approved governance statement. The committee information comes from the compendium of committees. In putting the information together, President Stanback Stroud reminded the council that as it reviews the structure, it will want to consider whether the CBC recommends the budget to the president directly or through the College Council. The Budget Committee is a subcommittee of the College Council (as is the IPC). At the next college council meeting President Stanback Stroud will ask for a recommendation from the council on the Governance and Planning

## **Planning and Budget Calendar**

IPC is recommending a planning and budget calendar college council. President Stanback Stroud reviewed the calendar with the council. And explained that the strategic priorities are discussed toward the end of the year in order to announce the next year priorities at Opening Day. All the planning and budgeting is linked.

(M/S/U – Blake/ Shaw) The College Governance Council recommends the integrated planning and budget [calendar](#).

## **SEED Vision Strategic Priorities Goals Matrix**

IPC is recommending the adoption of the matrix to demonstrate the connection and integration of the strategic priorities, goals, and SEED Vision statements. Part of the intention behind this matrix is to be sure that all the side things are connected and to particularly take care that the great work being done in the area of diversity is not separated from that work of the overall college. Recommendations for revisions to show further connections include connecting the following:

- College goal number 5 is connected to SEED vision number 3
- Connect College goal 2 to strategic priority 3
- Connect college goal number 2 to Strategic priority number 6

(M/S/U – Blake/Browne) The College Governance Council recommends the [matrix](#) as amended to be used as to show integration.

## **Decision Matrix**

President Stanback Stroud reported that Chancellor Galatolo asked each of the college presidents to enhance clarity of how decisions are made and how items enter the governance processes. This is also a standard in the accreditation process. Using a table prepared at CSM, President Stanback Stroud distributed a draft table that describes how decisions navigate through the Skyline College processes. Ultimately, this table will be a part of the Governance and Planning Handbook. All of the representatives are asked to review the table and make any recommendations on ways it can be improved.

## **Skyline Red**

President Stanback Stroud reported The Office of Marketing, Communications and Public Relations has been working to develop a consistent brand for Skyline College including a pallet of colors for design purposes. One of the challenges we face with the “official” Skyline College red is that it is not very versatile and has a significant amount of orange in it. In an effort to create designs more pleasing to the eye, an alternative red is being recommended by the department to the Colleg Council for adoption. The “red” would be included in the style guide to be used when designing marketing collateral such as flyers, brochures, screen ads, portal ads, etc. The addition of this color does not change anything about the logo or the previously identified official colors. It simply adds another option that is better used when designing backgrounds. President Stanback Stroud explained that many different hues of red have been used lately as individuals struggle to produce marketing materials, resulting in a disjoint presentation of the college to the public. The Style Guide will be updated. Shaw asked that particular attention be paid to disseminating the information because sometime student’s workers

and staff are creating the materials. Daley raised a concern about the look of the website and the colors as well. She will discuss that concern offline.

(M/S/U-Chavez/Blake) The College Governance Council recommends the addition of Skyline Red to the Style Guide. (**Printed Color** - Pantone Coated – 201 C /4-Color Process – 22 : 99 : 93 : 13 - **Screen Color** RGB – 174 : 35 : 42 - HEX CODE -#af232a)

### **Mission Vision Value Campaign**

Vice President Blake is recommending that we launch a Mission Vision Values Campaign to increase college ownership of the college statements. Flyers and posters would be prepared with pictures of people in their various units and departments. The MVV statements would be included and as students and the public enter offices, they would see the statements either posted or on the countertops. The PIO provided different styles of the cards. On the back of each card will be a message from the President about Skyline. Concern was expressed that the cards would be discarded. Vice President Blake clarified that the cards would not be distributed to students, they would be displayed to welcome students to the area.

The committee members gave additional feedback for the marketing office to take into consideration.

- White type is difficult to read. Black or Red color type is easier to read. Please use simple font. Less clutter. Font – Arial, clean simple to read.
- If use white type, consider shadow edging
- Consider making larger signs for visually impaired students to be placed in key areas.

Vice President Blake explained that different areas can or will have a different looks to the campaign. Doesn't have to be standard. Can have different sizes and different fonts.

(M/S/U – Perkins/ Chavez) The College Governance Council recommends the MVV campaign be implemented.

### **Announcements**

Barbara Daley announced that she received funding to sponsor a speaker. She will be hosting made a speaker from Kenya who formerly worked for Nestle Corporation on November 15 11 a.m. 4301. Targeted students includes students of sociology, ethnic studies and other multicultural communities. Daley has already connected with the International Students program and the CITD. The speaker will be invited to attend the International Students' Thanksgiving party at 2 p.m. on that day. President Stanback Stroud asked Daley to provide information to Skyline Shines.

Vice President Blake reminded the group that Dr. Pamela Cox will be presenting on generational communication at the lecture series tomorrow. All are invited.

Adjourned 4:07 p.m.