Santa Ana College Mission Statement: *Santa Ana College inspires, transforms, and empowers a diverse community of learners.*

| Administrators | Academic Senate | | Classified | Guests | |
|---|---|---|---|---|---|
| **Bart Hoffman, co-chair** | **William Nguyen, co-chair** | **Monica Zarske** | Omelina Garcia | **Jorge Forero** | **Denise Bailey** |
| Jim Kennedy | Jim Isbell | Brandon Rocke | **Mark Ou** | **William Reardon** | **Kelvin Leeds** |
| Jeffrey Lamb | **John Zarske** | Jennie Beltran | | **Dalilah Davaloz** | |
| Vaniethia Hubbard | Merari Weber | **Joshua Mandir** | Student Representatives | | |
| Robert Manson | **Kelly Nguyen** | | **Elizabeth Rocha** | | |
| Madeline Grant | | | | | |
| | | | | **Bold = present** | |
| 1. WELCOME and INTRODUCTIONS | | | | Meeting called to order 10:06 am  Meeting adjourned at 11:30 am | |
| | Welcome and introductions were made. | | | Motion moved to amend agenda to begin with non-action items was moved by John Zarske, and 2nd by Joshua Mandir | |
| 2. PUBLIC COMMENTS | DISCUSSION/COMMENTS | | | ACTIONS/ FOLLOW UPS | |
| | None | | | | |
| 3. APPROVAL OF MINUTES | DISCUSSION/COMMENTS | | | ACTIONS/ FOLLOW UPS | |
| | Approval of March 1, 2022 minutes | | | Motion was moved to approve March 1, 2022 minutes by John Zarske and 2nd by Monica Zarske | |
| 4. UPDATES/REPORTS | DISCUSSION/COMMENTS | | | ACTIONS/ FOLLOW UPS | |
| | **COVID-19 Updates –** No report to due Dr. Hubbard's absence. | | | | |

| 5. SCFF REPORTS | DISCUSSION/COMMENTS | |
| --- | --- | --- |
| | **FTES Metrics** – No report due to Dr. Lamb's absence. | |

| 6. OLD BUSINESS | DISCUSSION/COMMENTS | ACTIONS/ FOLLOW UPS |
| --- | --- | --- |
| | Second Read of FY22.23 Budget Priorities | Motion moved to approve Second Read of FY22.23 Budget Priorities by Monica Zarske and 2nd by John Zarske. |

| 7. NEW BUSINESS | DISCUSSION/COMMENTS | ACTIONS/ FOLLOW UPS |
| --- | --- | --- |
| | Marketing Presentation – Dalilah Davaloz presented the 22.23 Marketing Strategy presentation. Some of the highlights from her presentation were:<br>✓ Year-round Advertising and Term-specific Promotions<br>✓ Strategic Planning vs Reactive Marketing<br>✓ Data-driven Decisions<br>✓ Targeted Messages to Key Demographics<br><br>The Marketing plans includes the following strategies to support their marketing goals:<br>✓ Direct Advertising (mail, email, text messages)<br>✓ Digital Advertising (Google Search, Facebook, Instagram, etc.)<br>✓ Media Advertising (OC Register, Radio, print)<br>✓ Community Partnerships and Events<br>✓ Out-of-Home Advertising (billboards, bus stops, campus marquee, etc.)<br>✓ Campus Experiences and Opportunities (open houses, Earn Cash for Credit, campaigns)<br>✓ Public Relations (medial releases and engagement)<br>✓ Social Media<br>✓ Print<br>✓ Giveaways<br><br>Comments that were made:<br>Kelly Nguyen was concerned if any mailers were sent out to the households were sent out in other languages other than Spanish. Dalilah responded that mailers, radio and emails are sent out in English, Spanish and Vietnamese. She also added that all high school students should be invited to events not just high school seniors. Dalilah responded that Dr. Nery would like to plan a "Noche de Familia", meaning Family Night, on campus so that all family members can attend and engage in our environment. | |

| | | |
|---|---|---|
| | John Zarske stated that it would help if families of high school students were invited to come see our campus so they can see how beautiful the campus is and it is not in the middle of the barrio as many people think. He also added that Orange County high school counselors should market Community Colleges and not just push them to transfer to a 4-year college. Community Colleges should be a first choice due to flexibility, cost, quality of education and programs. Mark Ou voiced that possibly displaying our low per unit rate on banners may help bump enrollment for those that want to take enrichment classes. He added that targeting the adult learners and university students that are home for the summer may also help increase enrollment.<br><br>Dalilah asked for $500,000 from this committee to meet all their 22.23 marketing goals. She also shared the Projected Marketing Budget Breakdown for this coming year.<br><br>**P & B Meeting Calendar** – Dr. Nguyen shared the P & B Meeting Calendar for FY 22.23. The April 14, 2023 meeting will be held on Friday and kept on the calendar.  No changes were made. | |
| **8. STUDENT UPDATE** | DISCUSSION/COMMENTS | ACTIONS/ FOLLOW UPS |
| | Elizabeth Rocha reported that three ASG students went to Sacramento to participate in the Student Senate for California Community Colleges. They participated in leadership workshops, heard keynote speakers, and elected the States SSCCC officers for the next academic year. The students stated that this was an eye-opening experience, and they want to incorporate leadership conferences like this in the future. She added that Student Government applications are closing on April 20th and would like for staff faculty and administrators to promote ASG candidates for next year. | |
| **9. SACTAC** | DISCUSSION/COMMENTS | ACTIONS/ FOLLOW UPS |
| | Jorge Forero shared the 5-Year Aging Report for Computers. He mentioned that the replacement computers will be like-for-like for both the classes and administration. His reported emphasized the following area:<br>   ✓  Aging Report by Fiscal Year<br>   ✓  Aging Report by Cost by Fiscal Year<br>   ✓  Detailed Aging Report by Device<br>   ✓  Detailed Aging Report by Cost<br>   ✓  2022-2023 Forecast<br><br>Jorge reported that SAC Cabinet approved a total of $1.15M in funding to update 817 computers. The funds came from HEERF funding and General funds. To date, 518 computers deployed besides the 817 mentioned in this report and 179 laptops and 89 desktops have been | |

received out of the 817. There has been supply chain issues in receiving the computers.

Bill Reardon asked if dual monitors will be received when replacing computers. Jorge stated that the replacement plan is to do a like-for-like replacement. If someone already has dual monitors, they will be receiving dual monitors. He also added that there is a difference between instructional and non-instructional computers. Instructional computers are used in the classrooms by instructors and students and non-instructional are computers used by administrators, staff and faculty.

The ask of this committee is $1.15M towards the computer replacement costs.

Dr. Nguyen asked if the District or ITS plan on switching to solid state drives and if so, will that make the computers last longer than five years. Jorge responded that the new standard is solid state drive and all the new computers that have been ordered will have solid state drives. He added that from an industry standard, the five-year term has been identified as the sweet spot because after five years new software has been developed. Deploying a virtual desktop environment would save costs by increasing the horsepower in the back end without replacing the actual desktop. The virtual desktop environment is being piloted right now by using HEERF funds. This will be revisited after it is tested and validated.

Jorge Forero will present the mediation equipment report at the next committee meeting.

| 10. ACCREDITATION | DISCUSSION/COMMENTS | ACTIONS/ FOLLOW UPS |
|---|---|---|
| | Monica Zarske reported that accreditation work does not stop. The ACJCC has a policy to monitor institutional performance and federal regulations and they require an annual report to be submitted. We just submitted our report. It was data driven on information regarding headcounts. The report shows a three-year trend. The report showed a decrease in headcount for FY 20.21, drop of enrollment in the three degree applicable credit courses but we had a 39% headcount increase in distance education due to COVID-19. Other information in the report included, aspirational goals, student achievements, certificate degrees, transfers and also CTE information. We also included our marketing efforts and enrollment management plans. | |
| 11. FUTURE AGENDA ITEMS | | |
| | • Strategies to improve revenue of Student Centered Funding Formula (SCFF) Metrics | |
| GENERAL INFORMATION | | |
| | https://www.rsccd.edu/Departments/Business-Operations/Pages/Fiscal-Resources-Committee.aspx | |

| NEXT MEETING | May 3, 2022 | |
|---|---|---|

Submitted by Maria Cardona