



The mission of Santa Ana College is to be a leader and partner in meeting the intellectual, cultural, technological and workforce development needs of our diverse community. Santa Ana College provides access and equity in a dynamic learning environment that prepares students for transfer, careers and lifelong intellectual pursuits in a global community.

Administrators	Academic Senate		CLASSIFIED	GUESTS	
Mike Collins, co-chair	Ray Hicks co-chair	Brian Sos(a)	Omelina Garcia (a)	Esmeralda Abejar	Teresa Mercado-Cota
Bart Hoffman(a)	Elliott Jones(a)	John Zarske	Denise Hatakeyama	Eve Kikawa	
Jim Kennedy(a)	Monica Porter	George Wright	Jimmy Nguyen		
Lilia Tanakeyowma	Student Rep.		Leslie Wood-Rogers		
	John Olivares(a)				
1. WELCOME					Meeting called to order 1:35p.m. Meeting adjourned - 2:58p.m.
		Self-introductions were made.			
2. PUBLIC COMMENTS		DISCUSSION/COMMENTS			ACTIONS/ FOLLOW UPS
		Today marks the 104 th anniversary of the sinking of the Titanic			
3. MINUTES		DISCUSSION/COMMENTS			ACTIONS/ FOLLOW UPS
		The March 1, 2016 Planning and Budget minutes were presented for approval.			The approval of the March 1, 2016 will be tabled to the April meeting due to a lack of quorum.
4. BUDGET UPDATE		DISCUSSION/ COMMENTS			ACTIONS/ FOLLOW UPS
		State <ul style="list-style-type: none"> Total State revenues of \$7.40 billion outpaced projections in the proposed budget released in January by 3 percent (corp. tax up, sales tax up, personal income tax down)- this also represents the performance of our state through 9 months of the Fiscal Year—0.7% (\$512 million higher than the Governor’s January budget proposal). UCLA Anderson national economic forecast released last Wednesday- in essence stating that California should experience steady but slow economic growth through 2018 – and outperform most other states. Good news for higher education in California, as we rely on capital gains and income tax to fund our college budget and programs through prop 98 The state’s innovation centers in San Fran, LA, and Orange County are driving the state’s economy- but as we all know, relying on the state’s wealthiest earners and innovation is bust and boon... We’ll see how the Governor reacts to the positive economic news and revenue reports when he releases his May revise. 			

BUDGET UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>District</p> <ul style="list-style-type: none"> • The District is not growing, and actually is at risk of producing less FTES than last year. • Standing by for ratification of the agreement with CSEA. Appears that FARSCCD has not settled. Tough to build our tentative budget when we don't know what impact settlements will have on our budget availability, and how it will affect our discretionary budgets. • In the last FRC, it was recommended that for any deficit the District might encounter at tent. Budget, all three budget centers will have to cover the deficit, with the District Operations cutting their budget by the percentage allocated off the top of apportionment revenue (approx. 17.7%), and the SAC and SCC will cover remaining amount in accordance to their FTES split outlined in the Budget Allocation Model. • While an increase of \$250k in legal fees will be paid for by the colleges, the District will not provide marketing funds to the colleges to drive DIST enrollment for FY 16-17. Any marketing funds will have to be budgeted for by the colleges. <p>SAC</p> <ul style="list-style-type: none"> • Currently in the middle of our Tentative Budget build. In essence, balancing back to our adopted budget for FY 15-16, with the exception of our increasing personnel costs and other fixed costs, and taking into consideration the revenue shortfall at this point in tentative budget development, in light of our increasing expenditures related to fixed costs. • As is stands right now, there is an approx. \$3.6 million District deficit at tentative budget. SAC's portion of this is approx. \$1m, which will come out of our ending balance in lieu of making significant cuts to our already thin discretionary accounts. Important to remember that these are one-time funds covering this potentially ongoing revenue deficit. Also, remember that this deficit may decrease or potentially increase at Adopted Budget, so stand by for more information as we roll down the track. • There are concerns about the significant increase in FY 15-16 LHE outlay and the decrease in FTES production as a college. This was seen for both the fall and spring semesters. It is critical that our college become more efficient and productive with our instructional expenditures and our schedule, particularly when FTES revenue is decreasing and expenditures are increasing. • The budget office has produced our cash flow report for March month-end, and the college is under budget at this point in the FY, and it is anticipated that the college will carry a solid ending balance that is intended to bridge the gap between our potentially decreased FTES revenue and our increasing operating expenditures in the very near future. 	

5. ENROLLMENT UPDATE	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>The following was reported for Spring 2016:</p> <ul style="list-style-type: none"> • Cred – down 2.9% or 167.78FTES <p>This reflects an improvement from last week. Gr8 offerings are helping.</p> <ul style="list-style-type: none"> • Non-Credit – down 15.4% or 246.64FTES <p>It was noted that an increase is anticipated on the non-credit side.</p> <p>A strong Summer was noted in credit/non-credit. A strong Fall was also reported in non-credit.</p> <p>YTD SAC is at tracking 45FTES down or .25%. District is down 97FTES or .37% YTD.</p> <p>Intersession schedule offered high demand classes. Offerings become stepping stones for student pathways as well as attract outside students looking to pick up some general ed. classes. It was noted that it is not clear as to how the Intersession offerings impact Spring.</p>	
6. STUDENT UPDATE	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	No update.	
7. SACTAC	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	No update.	
8. MARKETING UPDATE	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Teresa Mercado Cota provided the members with an update on the college’s marketing efforts. The marketing team consistently is looking for innovative ways to market the college both internally and externally. The college is engaging in a number of advertising means.</p> <p>A quick overview of the college marketing buys was presented. External efforts are going beyond Santa Ana Unified and reaching out all over Orange County. Funds are being used to effectively market SAC’s programs and quality faculty.</p> <p>Members were advised of the following new efforts to increase the college’s visibility and increase awareness in our local population.</p> <ul style="list-style-type: none"> • Printed materials have been translated into Farsi to reach the Farsi population attending CEC from Irvine. • Billboards off freeways and on main streets, specifically the billboard off of the 22fwy and Harbor. This billboard is generating 685,000 impressions per week. • Partnership with OCTA for coverage on the busses. From Cal State Long Beach all the way down Westminster Ave. The college is also leveraging this relationship with other routes within the SAC service area. • Centennial street banners will be replaced with new SAC marketing banners. • Looking at options for banners in the city of Santa Ana. • Through the Smolarcorp group, the college is working with a SAC Alum who is specifically focusing on Social Media. SAC’s social media followers are increasing each week. <p>It was also noted that the college enjoys several strong community relationships such as City of Santa Ana, Chambers of Commerce, SAUSD, Consul of Mexico and</p>	

MARKETING UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>community based grass roots organization. These relationships often allow for free advertisements in their newsletter thus increasing SAC's exposure.</p> <p>Members were reminded that the funds being used for Marketing are a combination of the 15/16 one-time funds (\$250,000) and Equity funds (\$100, 000).</p> <p>Eve Kikawa shared the discussion with the Ryan Smolar (Smolarcorp) regarding the possibility of the El Don becoming the newspaper of Santa Ana thus expanding the college's exposure.</p> <p>Dr. Collins extended his appreciation to Teresa for her work noting that the college is doing much more than ever before in the marketing area.</p>	
ACCREDITATION	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Members were advised that on Wednesday, April 13 College Council will be participating in an Integrated Planning retreat. The retreat will focus on resetting the roles of the Participatory Governance Committees and the Plans the college works through, Educational Master Plan, Facilities Master Plan, Strategic Plan and Technology Plan.</p> <p>Specifically:</p> <ul style="list-style-type: none"> • How SAC's Integrated Planning model works. • How do the college plans work together toward the goals outlined in the College Mission and Strategic plan. 	
9. OLD BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	There was no old business to report.	
10. NEW BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>FY 16/17 SAC Tentative Budget Development Plan</p> <p>Esmeralda Abejar, Campus Budget Manager presented the FY 16/17 SAC Tentative Budget Development Plan to the membership.</p> <p>Ms. Abejar clarified for the members that Sabbatical leaves are funded as FT instructors and the position is backfilled. Specifically, if the course(s) previously taught by the leave instructor is offered, the part-time instructor position needed would be backfilled.</p> <p>Quarterly Cash Flow report</p> <p>The Quarterly Cash Flow report ending March 2016 was presented. The report reflected a budget usage of 66%. The ending balance is estimated at 4mil.</p>	
11. FUTURE AGENDA ITEMS		
12. OTHER	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>■ There was discussion regarding the decline in FTES. Members were advised of some of the factors that play into the decline.</p> <ul style="list-style-type: none"> • Downward trend statewide. • Potential students go to work as the economy improves. • Impact of campus construction. 	

OTHER (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<ul style="list-style-type: none"> ● Declining numbers of SAUSD graduating classes. ■ Members were also reminded of the Enrollment Management Task Force efforts. Prior to the semester, the task force team reviews environmental scans, efficiency and productivity, and demographic data to determine the upcoming offerings. There will be a more robust approach to the Educational Master Plan, Strategic Plan and the Enrollment Management Plan. It was noted that an Integrated Planning Workshop with College Council will be held on April 13. ■ Members were advised that the revenue from the International Students program has increased significantly. The college is actively pursuing international markets selling the Santa Ana College brand. ■ Members were advised that efforts are moving forward with the website upgrades. \$50,000 - \$60,000 one-time funds along with \$50,000 - \$60,000 equity funds are being set aside to upgrade the college's web presence. 	

Submitted by Geni Lusk
April 26, 2016
Next Meeting –May 3, 2016