



SAC PLANNING & BUDGET MEETING
 MINUTES – DECEMBER 1, 2015
 F-126
 1:30P.M. – 3:00P.M.

Approved 3/1/2016

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	John Zarske	*Tom Andrews(a)	Brenda Serratos	Brian Sos
Bart Hoffman(a)	Elliott Jones(a)	George Wright	Omeline Garcia *(alt.)	Eve Kikawa	
Jim Kennedy	Monica Porter(a)		Denise Hatakeyama		
Lilia Tanakeyowma(a)	Student Rep.		Jimmy Nguyen		
	John Olivares(a)		Leslie Wood-Rogers		
1. WELCOME					Meeting called to order 1:36p.m. Meeting adjourned - 3:08p.m.
		Self-introductions were made.			
2. PUBLIC COMMENTS		DISCUSSION/COMMENTS			ACTIONS/ FOLLOW UPS
		Members were reminded about the upcoming Pageant of the Trees event. It was also noted that future Planning and Budget meeting agendas will include Accreditation line item.			
3. MINUTES		DISCUSSION/COMMENTS			ACTIONS/ FOLLOW UPS
		The November 3, 2015 Planning and Budget minutes were presented for approval.			<u>ACTION</u> Motion was moved by J. Nguyen to approve the November 3, 2015 Planning & Budget Committee minutes. 2 nd – B. Serratos The minutes were approved unanimously.
4. BUDGET UPDATE		DISCUSSION/ COMMENTS			ACTIONS/ FOLLOW UPS
		STATE: <ul style="list-style-type: none"> • LAO's report is the big news, and was sent to this committee for your review in mid-November. Sometimes it helps paint a picture of what the Governor's budget proposal could look like, but you never know! • LAO's report states The Budget Situation Through 2016-17 is "Decidedly Positive". 			

BUDGET UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<ul style="list-style-type: none"> • In 2015-16, LAO projects that the state’s General Fund revenues—principally the personal income tax—will exceed June 2015 budget assumptions by \$3.6 billion, with most of that gain to be deposited into the Proposition 2 rainy day fund. • 2015-16: LAO estimates \$3.5 Billion in Higher tax Revenues. • In 2016-17, LAO projects that revenues will exceed spending under current policies, resulting in even further improvement in the state’s fiscal situation. • 2016-17 Revenues and Transfers Grow 6 Percent. LAO estimates that revenues and transfers increase \$6.9 billion, or 5.9 percent • 2016-17 General Fund Spending Grows 5 Percent. Under LAO’s main scenario, General Fund spending grows by \$5.9 billion, or 5.1 percent, in 2016-17. Nearly half of this is the result of significant growth in Medi-Cal costs for the State. • LAO also estimates that General Fund spending on Proposition 98 will increase by \$770 million. In addition, legislation in 2014 changed state contributions to the California State Teachers’ Retirement System (CalSTRS), causing another \$533 million increase in estimated General Fund spending. <p>DISTRICT:</p> <ul style="list-style-type: none"> • With all the positive outlook, we are still not expecting to see a big increase in ongoing base apportionment that will support new positions. I sure hope there is improvement here, but at this time we are planning for the best, and we will see how the Gov’s January proposal unfurals. • Prop 30 tax revenue, as we have discussed before, is scheduled to begin drop off. • Just finishing financial audit season- initial reports are very good for a clean audit. • In a maintenance mode, waiting for the Governor’s budget proposal in mid-January. <p>SAC:</p> <ul style="list-style-type: none"> • SAC budget performing well. Currently under budget plan, but as noted last month, we continue to monitor cash flow and upcoming obligations closely. • In the program planning cycle for the 16/17 budget, which is rooted in the RARs. • Each division/area’s RARs are driven by the program reviews of each division/area, college strategic plan, and prioritized at each level in alignment with the budget priorities approved by this committee. • \$1.153 million in one-time funds (State mandated cost reimbursements) will be coming to SAC. We will discuss recommendations for its use today. • The College’s Foundation has received a very clean and positive financial audit for YF 14-15. That is a huge task, as the College is responsible for all of the transactions 	

BUDGET UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	and internal controls for the nearly \$12 million in net assets for the Foundation. Big Thanks to Esmeralda, Brenda, Ana and Edward for delivering another clean audit report.	
5. ENROLLMENT UPDATE	DISCUSSION/ COMMENTS	
	<ul style="list-style-type: none"> • The college is at 1.8% in growth for fall. That will continue to fluctuate as positive attendances comes in. • The college is exceeding the established target agreed with the district of 1%. • Intersession is down but the college is optimistic that with the intersession enrollment campaign beginning next week, there will be a boost over the next few weeks. 	
6. STUDENT UPDATE	DISCUSSION/ COMMENTS	
	There was no student update.	
7. SACTAC	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	There was no report as the committee did not meet.	
8. MARKETING UPDATE	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Dr. Collins advised the membership that the college is aggressively marketing the college on many fronts. He introduced Teresa Mercado-Cota to provide a brief PowerPoint summary of the college’s marketing efforts for Intersession and Spring.</p> <ul style="list-style-type: none"> • The Marketing team is meeting every 2 weeks and in addition, a Social Media sub group is meeting on the alternate weeks. <p>The following are the college’s internal efforts:</p> <ul style="list-style-type: none"> • Flyers of open Intersession classes have been distributed. <ul style="list-style-type: none"> ○ Double sided Intersession/Spring postcards have been distributed through emails, faculty/staff mailboxes, Blackboard, placed in key departments. <ul style="list-style-type: none"> ▪ Goal is to place them in the hands of students. ○ Posters have been placed around campus. ○ Large banners have been placed at SAC, DMC, and the Sheriff’s Academy. ○ Marquee advertisements. ○ A&R sending out mass emails to students. <p>The college is also engaging in the following efforts externally.</p> <ul style="list-style-type: none"> • Ads in Spanish and Vietnamese newspapers • Digital/Radio Social Media Campaigns <ul style="list-style-type: none"> ○ UpSnap ○ ReachLocal ○ Pandora ○ CBS Local <ul style="list-style-type: none"> ▪ Radio Advertisements ▪ Email campaign <p>Members were advised that the team has a plan B, specifically a system in place should more efforts be needed.</p>	

MARKETING UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Also presented were the results of a survey that identified social media activity on campus by different departments and student clubs. The Social Media sub group is focusing on this area as this is an area that is very prominent with other colleges and universities.</p> <ul style="list-style-type: none"> • The Social Media sub group is very interested to have these “in-house” social media efforts continue and increase. The sub group is discussing the following to move forward in this area: <ul style="list-style-type: none"> ○ Identify a manager/advisor. ○ Adopt best practice guidelines. ○ Having accountability. <p>The goal is to have a landing page where all these social media efforts can connect.</p> <p>The importance for continual market saturation was emphasized.</p> <p>Members were reminded that the college is being very strategic in their marketing efforts and focused on the outcomes derived from those efforts.</p> <p>It was noted that the goal of the digital marketing efforts is to drive the prospective student to the SAC webpage.</p> <ul style="list-style-type: none"> • Important that the landing pages are strong enough to motivate a student to enroll at SAC. • There are discussions to re-vamp the website <ul style="list-style-type: none"> ○ How is the functionality of the site? ○ The website needs to be efficient for students to navigate through. ○ Crucial to be able deliver the experience to the students to engage them to attend Santa Ana College as well as to retain them here. ○ Easy to update for divisions/departments. <p>Members were also advised that the college is considering a “student blog.” The goal is to have specific students’ blog about their educational journey once a week. This is a very inexpensive way to market and has proven to be very successful and popular with students at other campuses.</p> <p>There was an inquiry if the college received FTES from the Community Services Program. It was noted that the college does not. There was a suggestion that the marquee be utilized to market the programs at SAC that are producing FTEs.</p> <p>The Open House in March will be a huge opportunity to market the college.</p> <ul style="list-style-type: none"> • Primary target groups are internal (current) students, Juniors/Seniors from high schools outside of SAUSD and all other members of the community, neighbors, and businesses, etc. • Mini presentations from different divisions/departments will be held. • Career stations will be showcased. • Students will be bused in. • There will be organized tours. • Student Services will provide help with Registration and Financial Aid. 	

9. OLD BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Fund 11 Classified Position Hiring Process The Fund 11 Classified position hiring process was presented to the membership as a second reading.</p> <ul style="list-style-type: none"> • Members were reminded that this document was developed in response to the inquiry from constituency groups on this committee regarding the considerations for hiring classified personnel as well as the process for hiring. • The document had been presented for discussion and input at the October 6 Planning and Budget meeting. • The document will go into the 15/16 Planning and Budget Manual. • This pertains to new non-funded positions. <p>It was noted that there are limited “on-going” funds for 15/16 however, there may be “one-time” funds that can be used to hire “short-term” employees.</p>	
	<p>One Time Funds As discussed at the November 3 Planning and Budget committee meeting, the college will be receiving \$1.153mil in “one-time” funds.</p> <p>Members were reminded of the discussion to allocate a portion back to the departments, divisions and operations based on FTE production and demonstrated need.</p> <ul style="list-style-type: none"> • This item was discussed at the Senate meeting and was well received by the senators. • \$340,000 (30%) of the funds would be go back to the divisions/departments. • This would have nothing to do with the RARs process, however, divisions/departments may choose to use the funds for unfunded RARS needs, but the funds can be used at the discretion of the department and divisions. • No “on-going” personnel can be hired, but short-term personnel is allowed. • Not a “use it or lose it” scenario, as the funds will be set up in Fund 13 and carried over if department/divisions did not utilize all funding. <p>The remaining 70% of the funds would be set aside for future considerations, such as escalating personnel costs, STRS and PERS increases, and for a possible reduction in revenue should the college be unable to grow.</p>	
	<p>Funded RARS FY 15/16 RAR Members were presented with an overview of the IE funding and plan for FY 15/16.</p> <ul style="list-style-type: none"> • It was noted that the line item of \$40,000 for Classroom Mediation/Criminal Justice is a result of current contract negotiations with the OC Sheriffs. At this time the college has tentatively agreed to mediate the classrooms over a 5 year contract term. <p>Also noted was the amount of \$233,827.00 to be used for FY 15/16 IE needs.</p> <ul style="list-style-type: none"> • Currently Dr. Collins is meeting with the deans to develop a prioritized list of IE existing needs. <p>The membership was also provided with an Instructional Equipment fund update that detailed the funded RARs for FY 15/16. This is also a valuable tool for planning for 16/17 for department and divisions.</p>	

10. NEW BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>SAC Planning and Budget Manual</p> <p>The 15/16 SAC Planning and Budget Manual was presented to the members for approval. The manual had been sent out to the membership prior to the meeting for review. This is the manual's third year in existence. The manual continues to be updated and refined. Dr. Collins highlighted some of the changes/upgrades to the manual for the members, which originated from feedback from the campus community.</p> <ul style="list-style-type: none"> • The manual contains procedures, calendars and documents that guide the planning and budget process at SAC. • The manual provides transparency of the planning and budgeting process along with efficiency. • The manual is a great reference tool for the campus community. • Processes written out and documented are critical for the effective and efficient operation of our college budget. 	<p><u>ACTION</u></p> <p>Motion was moved by G. Wright to approve the 15/16 Planning and Budget Manual as presented. 2nd – J. Nguyen</p> <p>The minutes were approved unanimously.</p>
11. FUTURE AGENDA ITEMS		
	<ul style="list-style-type: none"> • Review Release Time 	
12. OTHER BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>There was an inquiry regarding the status of the Athletic funding issue. It was noted that Dr. Collins, Brian Sos and Avie Bridges have met and that there will be some one-time funds that will be eligible for their need. It was also noted that discussions will continue regarding Facilities Use.</p>	

Submitted by Geni Lusk
January 21, 2016
Next Meeting – February 2, 2016