



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 | Esmeralda Abejar | Darlene Nguyen |
| Bart Hoffman | Elliott Jones | George Wright | Omeline Garcia *(alt.) | Brenda Serratos | |
| Jim Kennedy(a) | Monica Porter | | Denise Hatakeyama | | |
| Lilia Tanakeyowma | Student Rep. | | Jimmy Nguyen | | |
| | John Olivares(a) | | Leslie Wood-Rogers | | |
| 1. WELCOME | | | | | Meeting called to order 1:34p.m. Meeting adjourned - 3:10p.m. |
| | | Self-introductions were made. | | | |
| 2. PUBLIC COMMENTS | | DISCUSSION/COMMENTS | | | ACTIONS/ FOLLOW UPS |
| | | There were no public comments. | | | |
| 3. MINUTES | | DISCUSSION/COMMENTS | | | ACTIONS/ FOLLOW UPS |
| | | The September 1, 2015 Planning and Budget minutes were presented for approval. | | | <u>ACTION</u> Motion was moved by J. Zarske to approve the September 1, 2015 Planning & Budget Committee minutes. 2 nd – M. Collins The minutes were approved unanimously. |
| | | The October 6, 2015 Planning and Budget minutes were presented for approval. | | | <u>ACTION</u> Motion was moved by J. Zarske to approve the October 6, 2015 Planning & Budget Committee minutes. 2 nd – M. Collins The minutes were approved unanimously. |
| 4. BUDGET UPDATE | | DISCUSSION/ COMMENTS | | | ACTIONS/ FOLLOW UPS |
| | | STATE UPDATE: <ul style="list-style-type: none"> Every October, the Legislative Analyst’s Office (LAO) prepares an analysis of that year’s enacted State Budget. The report for 2015-16 has just been released, and it includes major budget-related legislation enacted through September. | | | |

| BUDGET UPDATE (cont.) | DISCUSSION/ COMMENTS | ACTIONS/ FOLLOW UPS |
|-----------------------|--|---------------------|
| | <ul style="list-style-type: none"> • General Fund revenues are estimated to grow 3.3% from 2014-15, which follows 7.7% revenue growth in 2014-15 • No real increases for Community Colleges at this time out of the increased revenue. K-12 education, child care and pre-school programs, increases for the UC and CSU system seem to win at this time. • Some attention being paid by the DOF related to SSSP and Equity funding, and colleges can anticipate a random sample of audits taking place. • There has been some changes to the way non-resident tuition is applied to vets. In essence, for vets that may or may not be a current resident of the state, they can be counted as residents for apportionment purposes. • State has been trending downward in growth, identified from P2- P annual, about 10,000 less students served from P2 numbers. Not good for future growth allocations. <p>DISTRICT UPDATE</p> <ul style="list-style-type: none"> • FON- HR is telling us we need to recruit up to 32 FTEF, SAC= 22 of these. • One-time funds: total \$16,079,186 <ul style="list-style-type: none"> ▪ Marketing \$500,000 ▪ SAC allocation \$1,153,969 (70.4% of SCC's 30% \$484,979 forgiveness) ▪ OEC \$14,425,722 • State Chancellor's office tells us don't count on an unrestricted State Mandated Cost payment in 2016-17. • Growth is also questionable, even as a system. Currently our DIST is under our growth target, SAC is tracking at 1%+ growth. Remember our Dist is maxxed out at 1.47% growth ceiling due to the new State funding formula. This tells us we must carefully examine and manage our expenditures in light of the limited opportunity for new funding through growth. <p>SAC UPDATE:</p> <ul style="list-style-type: none"> • SAC is currently in the budget development phase for FY 16-17, as evidenced by today's agenda items for this committee's review. • Our SAC budget is performing very well to date, under budget at this point, after having fully funded our contractual obligations, fixed costs, efficient growth of our schedule, and many of our discretionary personnel costs in FY 15/16. • Later in the agenda this committee will discuss the \$1.1 million in one-time funds being provided to SAC from the Dist. This is a great opportunity to fund some unfunded division Resource Allocation Requests, while also providing a contingency buffer for the upcoming revenue shortfalls that the Multi Year projections outline. The one-time funding expenditure plan has been discussed in every FRC over the past few months, and the FRC documents have been provided to this committee for their review in advance of today's meeting. | |

| 5. ENROLLMENT UPDATE | DISCUSSION/ COMMENTS | |
|----------------------|--|--|
| | <ul style="list-style-type: none"> • The college is above 1% in growth. • There has been a marketing push for the Gr8weeks. <ul style="list-style-type: none"> ◦ Strong marketing efforts internally and externally. ◦ Marketing Gr8weeks unfilled classes had a good impact on fill rates. <ul style="list-style-type: none"> ▪ There was an inquiry regarding the possibility of determining the number of internal vs external response to the marketing efforts made. <p>Members were advised that caps on classes have been removed. This allows the deans to evaluate what the true demand is and act early in building additional sections.</p> <ul style="list-style-type: none"> • Important to maximize productivity, the number of students in each section 1st. • It was noted that the college has budgeted for the growth however facility and available adjunct faculty can present constraints in adding additional sections. <p>Also noted was the importance of providing of faculty and staff the contents of the mass student emails in an effort to support the information that is being sent out.</p> | |
| 6. STUDENT UPDATE | DISCUSSION/ COMMENTS | |
| | There was no student update. | |
| 7. SACTAC | DISCUSSION/ COMMENTS | ACTIONS/ FOLLOW UPS |
| | <p>The following was reported:</p> <ul style="list-style-type: none"> • The group has prioritized the 15/16 instructional equipment and instructional technology related RARs requests. • Dunlap Hall will be fully mediated prior to the building being re-occupied. The installation of the overhead mounts do require that the mounts are installed according to DSA specifications. This requires a complete design and engineering of the mounts. <ul style="list-style-type: none"> ◦ The costs is \$50,000 - \$60,000 to install the new mounts building wide. | |
| 8. MARKETING UPDATE | DISCUSSION/ COMMENTS | ACTIONS/ FOLLOW UPS |
| | <p>Dr. Collins provided a brief overview of the SAC Marketing Plan that highlighted the marketing efforts for the college.</p> <p>Members were advised of a document called “What makes Santa Ana College unique?” Each division/department was asked to provide information for their area regarding what makes SAC unique from other community colleges. Some highlights were provided for the committee.</p> <ul style="list-style-type: none"> • This is a valuable marketing tool for reaching out to our students. • It provides fuel to drive marketing opportunities. • Great information to provide our students <p>A copy of the documents will be sent to the members.</p> <p>Listening to students is key in finding out how best to communicate to them.</p> <p>Dr. Collins provided an overview of some of the efforts and next steps:</p> <ul style="list-style-type: none"> • Purchase of digital media and radio ads. • Working with high school partners. | <p>FOLLOW UP Marketing plan will be shared at the November 3 Planning and Budget meeting.</p> |

| MARKETING UPDATE (cont.) | DISCUSSION/ COMMENTS | ACTIONS/ FOLLOW UPS |
|--------------------------|---|---------------------|
| | <ul style="list-style-type: none"> • Working with current students. • Mass emails have been sent. • Postcards mailers. • Ads in school newspapers/4 year institutions. • Establish a budget. <ul style="list-style-type: none"> ◦ In addition to the one-time funds of \$250,000, the college will be tying marketing aspects to our access and equity funding. This effort will allow the college to provide access to the underrepresented student population in Santa Ana as well market our accessibility to them. <p>It was reported that Teresa Mercado Cota has been leading the SAC Marketing team. She has been actively engaged in the market aspects working on SSSP and Equity side as well as with the work of the Marketing team.</p> <p>Members were reminded of the importance of attracting new students and retaining current ones.</p> <p>A social media team has been put in place and the college has engaged in a social media campaign.</p> <p>The college is utilizing marketing opportunities that engage students on a much broader level and looking for ways to be more creative in our marketing efforts.</p> <p>Members were reminded that the marketing team continues to meet every two weeks.</p> <p>There was discussion regarding the makeup of the committee. It was noted that marketing team is open to any campus member willing to help out. Information will be shared at the Faculty Senate meeting.</p> <p>Dr. Collins noted his appreciation for the Marketing team's efforts.</p> | |
| 9. OLD BUSINESS | DISCUSSION/ COMMENTS | ACTIONS/ FOLLOW UPS |
| | <p>Committee Goals</p> <p>The committee had been sent to the membership for their review prior to the November meeting.</p> <p>Members were asked for recommendations. Discussion ensued.</p> <p>Dr. Collins explained the definition of Total Cost of Ownership as referred to in Goal #4.</p> <p>The Total Cost of Ownership was defined for the committee as ongoing lifecycle cost for facilities, equipment, supplies and contractual obligations for equipment and supplies.</p> <p>Members were advised that currently the college is implementing a more dynamic cost of ownership program in Facilities Preventative Maintenance to be able to capture costs and use as a planning and budgeting tool.</p> | |

| OLD BUSINESS (cont.) | DISCUSSION/ COMMENTS | ACTIONS/ FOLLOW UPS |
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| | <p>The committee recommended rolling over the 14/15 goals to become the 15/16 goals with the change to the last goal as stated below: <i>Implement a more robust total cost of ownership program and utilize it as a budgeting tool.</i></p> | |
| | <p>Fund 11 Classified Position Hiring Process This item will be held over to the December meeting.</p> | |
| | <p>Athletic Funding/Budget Update Dr. Collins has met with Avie Bridges and Brian Sos to determine the true needs for student athlete’s meals. Two scenarios were presented and are being reviewed at this time for potential funding. Potential funding opportunities can be found with one-time funds allocated to the divisions.</p> | |
| 10. NEW BUSINESS | DISCUSSION/ COMMENTS | ACTIONS/ FOLLOW UPS |
| | <p>One Time Funds The members were apprised of State provided one-time funds in the amount of 1.1mil. There was discussion regarding allocating some of these funds to the divisions, Student Services, Administrative Services, M&O/Facilities.</p> <ul style="list-style-type: none"> • Members were reminded of the importance of being strategic in the utilization of the one-time funds. • Funds cannot be used for ongoing personnel costs or for ongoing costs. • Funds may be used for Short-term support costs. • This is an infusion and will not be a part of the ongoing budget. • Opportunity to fund unfunded RAR needs. <p>This item will be brought back to the December 1 in order for parameters to be established for the allocation.</p> | |
| | <p>Adoption of the 16/17 Budget Priorities The 16/17 Budget Priorities were presented to the membership. It was noted that the document had been sent to the committee prior to the meeting for their review.</p> <p>There was an inquiry if the college has a recycling program. The college is engaging in an RFP that would provide those services that would allow the college to move forward towards sustainability in the college’s business practices.</p> | <p><u>ACTION</u> Motion was moved by G. Wright to approve the 16/17 Budget Priorities as presented 2nd – J. Nguyen. The motion carried.</p> |
| | <p>Revised SAC Budget Development Calendar 2015-16 It was noted that there were some revisions made to the 15/16 SAC Budget Development Calendar that had been approved last year. These revisions are intended for a clearer understanding of the calendar.</p> | |
| | <p>Draft SAC Budget Development Calendar 2016/17 The Draft SAC Budget Development Calendar 2016/17 was presented for review. Members were reminded that the budget development calendar guides the budget development process.</p> | |
| | <p>Draft SAC Resource Allocation Request form FY 16-17 and Draft SAC RARs Procedures FY 2016/17 Members were provided with the Draft SAC Resource Allocation Request form FY 16-17 and Draft SAC RARs Procedures FY 2016/17.</p> | |

| NEW BUSINESS (cont.) | DISCUSSION/ COMMENTS | ACTIONS/ FOLLOW UPS |
|--------------------------------|--|----------------------------|
| | <p>Feedback and comments were received from the campus community. The following revisions to the RARS form were reviewed by the committee:</p> <ul style="list-style-type: none"> • A drop down menu had been added on the request side to allow the user to select the type of request. • The Budget Priorities were moved to a better place for viewing and reference. • The strategic plan link was also added to the RAR planning sheet. <p>It was requested that a definition of the term “service unit outcomes” be included in the SAC RARs Procedures FY 2016/17.</p> | |
| | <p>Budget Performance quarterly report – 1st quarter The following was reported:</p> <ul style="list-style-type: none"> • 18% of the allocated budget has been spent. • Utilities are high compared to last year. <ul style="list-style-type: none"> ○ It was noted that 5% over last year’s actuals were budgeted however it appears that due to increased rates, the college may end up at 10 – 12% over last year. ○ The area continues to be monitored. • Due to the semester just starting, some of the costs are not reflected. This quarter cannot be used as a base for next quarter. | |
| | <p>Funded RAR for FY15/16 RAR Administrative Services is still working on what was purchased for 15/16 in 14/15.</p> <p>At the next meeting the committee will be presented with what was purchased for 15/16 as well as what is outstanding on the priority list for 15/16. This will help in planning for 16/17.</p> | |
| 11. FUTURE AGENDA ITEMS | | |
| | <ul style="list-style-type: none"> • Fund 11 Classified Position Hiring Process • One Time Funds • Funded RAR for FY15/16 | |
| 12. OTHER BUSINESS | DISCUSSION/ COMMENTS | ACTIONS/ FOLLOW UPS |
| | | |

Submitted by Geni Lusk
November 20, 2015
Next Meeting – December 1, 2015