



**SAC PLANNING & BUDGET MEETING**  
 MINUTES – OCTOBER 6, 2015  
 SAC FOUNDATION BOARD ROOM  
 1:30P.M. – 3:00P.M.

Approved 11/3/2015

*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	Brenda Serratos
Bart Hoffman(a)	Elliott Jones	George Wright	Omelina Garcia *(alt.)	Eve Kikawa	Darlene Nguyen
Jim Kennedy	Monica Porter		Denise Hatakeyama(a)		
Lilia Tanakeyowma(a)	<b>Student Rep.</b>		Jimmy Nguyen		
	John Olivares		Leslie Wood-Rogers(a)		
<b>1. WELCOME</b>				<b>Meeting called to order 1:34p.m.</b>	
Self-introductions were made.					
<b>2. PUBLIC COMMENTS</b>		<b>DISCUSSION/COMMENTS</b>		<b>ACTIONS/ FOLLOW UPS</b>	
There were no public comments.					
<b>3. MINUTES</b>		<b>DISCUSSION/COMMENTS</b>		<b>ACTIONS/ FOLLOW UPS</b>	
		The September 1, 2015 Planning and Budget minutes were presented for approval.		<b>FOLLOW UP</b> The approval of the September 1, 2015 minutes will be tabled to the November 3, 2015 meeting due to a lack of quorum.	
<b>4. BUDGET UPDATE</b>		<b>DISCUSSION/ COMMENTS</b>		<b>ACTIONS/ FOLLOW UPS</b>	
		<b>STATE UPDATE</b> <ul style="list-style-type: none"> <li>• Economists with the University of California, Los Angeles (UCLA) Anderson Forecast expect the national economy to grow at a “healthy pace” over the next two years, with little chance of a recession.</li> <li>• 2 initiatives have been filed with the Attorney General to continue the expiring income tax provisions of 2012’s Proposition 30.           <ul style="list-style-type: none"> <li>▪ 1 for simple extension of the Prop 30 taxes to 2030</li> <li>▪ Another that takes the tax revenue and diverts it to three new special funds:               <ul style="list-style-type: none"> <li>○ Children’s Education Protection Special Fund</li> <li>○ Children and Their Communities Healthcare Special Fund</li> <li>○ Child Care and Early Childhood Education Special Fun</li> </ul> </li> </ul> </li> </ul>			

BUDGET UPDATE (cont.)	DISCUSSION/ COMMENTS	
	<p><b>DISTRICT</b></p> <ul style="list-style-type: none"> <li>• Adopted budget passed at the last Board meeting, all is well for now.</li> <li>• District FTES @ annual final = 28,908.08 (credit= 22,365.78, NC=6,542.30) <ul style="list-style-type: none"> <li>◦ District FY 14/15 .76% growth</li> <li>◦ SAC credit=15,530.31, NC= 4,820.41</li> <li>◦ SAC total = 20,350.72</li> <li>◦ Missed our 1% growth target by only 1 FTES! Will undertake a recalculation as we scrub the FTES numbers and contact hours and find additional FTES and corresponding revenue.</li> </ul> </li> <li>• FY 14/15 closeout accounting showed how fiscally responsible SAC was in 14/15, ending the year with a strong \$2.9 million carryover to begin the FY 15/16 year. The COLLEGE LIVED WITHIN THE BUDGET ALLOCATION MODEL, making cuts to bring expenditures in line with revenue.</li> <li>• Carryover funds are located in Fund 13, and are utilized for one-time expenditures, schedule investment to meet growth targets, one time needs, and our college's contingency reserve. <ul style="list-style-type: none"> <li>◦ More revenue came in for 14/15, which increased our college's ending balance by approx. \$500,000.</li> </ul> </li> <li>• As evidenced by the State's revenue picture early on in the year, the State is once again realizing strong tax revenue and the economy is still growing. Caution is always on the screen.</li> <li>• As presented at FRC and provide to this committee, the District has produced Multi-Year Projections which show ongoing increased costs associated with step/column, health and welfare increases, STRS and PERS increases are substantial as we move into the out years of 17/18, 18/19, and 19/20- without additional revenue to cover the increased expenditures.</li> <li>• While the DIST has not budgeted for growth in FY 15/16, the colleges are working towards a 1% growth. District has a 1.23% growth target for FY 15/16. SAC has budgeted for 2% growth.</li> <li>• As discussed many times before, the one-time funds that have been set aside pending further discussion at POE- for further recommendation to the Chancellor at District Council.</li> <li>• <b>The following recommendation is being made to District Council by the Planning and Organizational Effectiveness Committee (POE) regarding the use of one-time funds:</b>  <i>POE recommends that a necessary sum of the state Mandated Cost reimbursement be set aside for ADA, OEC, and Marketing liabilities and that all remaining funds be distributed to the colleges based upon the FTES revenue model. Any unspent funds set aside for the previously stated district liabilities should also be distributed to the colleges based upon the FTES revenue model.</i> </li> </ul>	

BUDGET UPDATE (cont.)	DISCUSSION/ COMMENTS	
	<ul style="list-style-type: none"> <li>• It has been discussed in public by the Chancellor that any funds that were used to write off the SCC deficit, SAC will receive their percentage of that amount as well (70%/30%).</li> </ul>	
	<p><b>SAC UPDATE</b></p> <ul style="list-style-type: none"> <li>• College budget is performing well- Quarterly Budget Performance Report at next month's meeting.</li> <li>• Intersession is fully funded at last year's actuals plus a 2% growth allowance.</li> <li>• RAR reconciliation draft has been completed- TY Esmeralda- will be provided for review at next month's P and B meeting <ul style="list-style-type: none"> <li>◦ This is the first step in FY 16/17 budget planning.</li> </ul> </li> <li>• RAR request sheets will be provided to divisions at the end of October/beginning of Nov.- due in December prior to the holiday break.</li> </ul>	
7. SACTAC	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>The following was reported:</p> <ul style="list-style-type: none"> <li>• A sub group will be put together to prioritize the 15/16 technology related RARs request.</li> <li>• There is discussion regarding the Ellucian portal and Ellucian mobile app. <ul style="list-style-type: none"> <li>◦ The committee is trying to identify resources/point person to help with the development of the app to ensure students have the right information.</li> <li>◦ Currently there is no student representation for the committee. It was noted that ASG is in the process of finalizing assignments.</li> <li>◦ The importance of student representation was emphasized.</li> <li>◦ It was noted that the app is up and running however it has not been customized to meet the college's needs.</li> </ul> </li> </ul> <p>There was a concern shared regarding the possible impact on faculty of a running grade being incorporated into the app. It could be misleading for students.</p> <p>Members were advised to contact Irene Glomba at 714.241.5709 for additional information or questions regarding the committee.</p>	
8. MARKETING UPDATE	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Dr. Collins updated the committee on the following on the efforts on the Marketing Team's efforts: The goal for Fall was to provide powerful opportunities to the community within the district boundaries.</p>	<p><b>FOLLOW UP</b> 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"> <li>• Digital Media Opportunities – Pandora, Digital marketing applications focused on redirection on Google and other search engines</li> <li>• Targeted email to students/potential students</li> <li>• Internal marketing related to the Great8Weeks and Intersession to make sure our current students are of aware of the opportunities they have to complete needed coursework in order to be able to springboard into Spring.</li> <li>• The college has been provided some resources for marketing purposes.</li> <li>• The college has developed a comprehensive marketing plan.</li> <li>• The Marketing Team continues to meet every 2 weeks</li> </ul> <p>These efforts will continue through, Intersession, Spring and into Fall - all in an effort to continuously saturate the market to promote what sets Santa Ana College apart and drive enrollment.</p> <ul style="list-style-type: none"> <li>• SAC needs to compete and find unique opportunities to market ourselves and get our message out.</li> <li>• A student based social media team is being developed so that SAC can effectively market to current and prospective students in a way that is most conducive to students.</li> <li>• Members were reminded that Marketing efforts require ongoing resources.</li> </ul> <p>The committee was also reminded about the SAC's Outreach Team's efforts:</p> <ul style="list-style-type: none"> <li>• The team has expanded their team allowing them to expand their efforts.</li> <li>• Strong focus on their service area high schools.</li> <li>• Attending all college fairs including private and charter schools.</li> <li>• New outreach brochures for students, counselors and parents are in the works.</li> <li>• Peer mentors have been calling new SAC students (high school students) during the first month of school and reach out to them about the college resources available to them.</li> <li>• Peer mentors will also be contacting students that may be at risk due to their mid-term grades</li> </ul> <p>There was an inquiry regarding the updating of the college's brand. It was noted that the college's branding strategy must tie in with the campus's marketing plan as well the college's current marketing vehicles.</p> <ul style="list-style-type: none"> <li>• The goal of the college is to secure a plan and a team that will establish our brand deeper into our service area now as well as into the future.</li> </ul> <p>The importance of continuing marketing efforts and saturating the market internally and externally was stressed.</p> <ul style="list-style-type: none"> <li>• Externally, the college has received some proposals from marketing teams and are reviewing them at this time.</li> </ul>	

MARKETING UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<ul style="list-style-type: none"> <li>• Internally, rededicating personnel towards marketing efforts.</li> </ul> <p>There was discussion regarding how to promote SAC.</p> <ul style="list-style-type: none"> <li>• Attach to the cool vibe.</li> <li>• Focus on its robust history.</li> <li>• Work with the local restaurants to partner on Instagram.</li> </ul> <p>The marketing plan will be shared with the committee at the next meeting.</p> <p>Members were advised that SAC Marketing team meetings are open. The meetings are held every other Monday from 1:30p.m. – 3:00p.m.</p> <p>It was noted that monies that has been provided by the Chancellor for marketing are one time funds. In an effort to make the funds last, the college will look for additional means through access and equity funding.</p>	
9. OLD BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p><b>Process to restore a defunded position.</b></p> <p>Members were reminded that over 1mil.in vacant funded classified positions had been defunded. Those positions were cut in order to fully fund SAC's full time faculty obligation number FY 14/15 and 15/16.</p> <p>In response to a request from the last Planning and Budget meeting regarding the process for restoring a defunded position the committee was provided with a draft for their review (Fund 11 Classified Positon Hiring Process and Considerations). It was noted that the process outlined in the draft was for Fund 11 positions only.</p> <p>It was clarified that once the final decision has been made to move forward with the new classified position, Administrative Services would be responsible for identifying the funding source and assessing the availability of ongoing resources.</p> <p>There was a discussion regarding the college's focus on making sure that a thoughtful assessment is made before positions are added. Furthermore, it was noted that this process is consistent in what classes are being offered in both credit and non-credit.</p> <p>The suggestion was made that the process should include College Council.</p> <p>The importance of all constituencies working together in refining this process to further benefit Instruction was noted.</p> <p>Members were asked to take the draft and review and to send any recommendations to Dr. Collins.</p>	
	<p><b>End of the Year Report</b></p> <p>Members reviewed the results of the End of the Year survey. In planning recommendations for 15/16, members were asked to review this years' goals and bring goal recommendations to the next Planning and Budget Committee.</p>	

OLD BUSINESS (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p><b>BAM Language Update</b>  It was noted that the revision in BAM language was approved at FRC and at District Council.</p> <ul style="list-style-type: none"> <li>Any of the District Carryover will be transferred back to the college in accordance the FTEs percentages 70%/30% split.</li> </ul> <p>Members were reminded that the colleges fund the district through apportionment revenue. Anything not used comes back to the college. It is understood that the Chancellor can override that provision. This is effective for this fiscal year.</p>	
10. NEW BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p><b>Athletic Funding/Budget Update</b>  In an effort to address and provide clarification regarding concerns of lack of funding for Athletics, the committee was presented with a 6 year overview of the Kinesiology Budget and Actual report for Funds 11, 12, and 13. The report was for 2009/2010 through 2015/2016.</p> <ul style="list-style-type: none"> <li>In 2009/2010 there were approximately 2 -3 more athletic teams than presently, however the budgets reflect almost the same budget amounts.</li> </ul> <p>The following concerns were discussed:  ■The teams are not able to afford the same types of lunches as the opposing teams.</p> <p>Members were advised that in addition to the Kinesiology budget, each year the Athletic department is provided with a \$60,000 budget through the SBO.</p> <p>The following expenditures from this account for Athletics were outlined for 2014/15 out of the SBO account:</p> <ul style="list-style-type: none"> <li>Food and Lodging - \$10,000 - \$14,000</li> <li>Entry Fees - \$13,000</li> <li>Tournament Costs - \$1,705.00</li> <li>Facility rental - \$6,444.00</li> <li>Official fees - \$31,917.00</li> <li>Office supplies - \$1,000.00</li> </ul> <p>Total - \$64, 385.00</p> <p>The outline of expenditures confirmed that resources are spent on student athletes for food and lodging.</p> <ul style="list-style-type: none"> <li>It was also clarified that the Dean of Kinesiology controls how requests are funded out of the discretionary SBO accounts.</li> <li>Members were advised that this account is managed through the District's SBO. Dr. Collins only reviews the accounts and runs the general ledger.</li> <li>Each team also has a fundraising account.</li> </ul>	

NEW BUSINESS (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>The importance of supporting student athletes was stressed. If the funds provided are not enough, an open discussion is welcomed, however it is first important to establish what the true needs are in order to move forward.</p> <p>A concern was brought forward by a member of the committee sports teams cannot fundraise and are required to pay a rental fee, security fee and custodial fee. Dr. Collins described the difference between a 3<sup>rd</sup> party rental and a department utilizing a district facility for department purposes like the basketball tournaments that currently take place.</p> <p>Dr. Collins noted that he believes there is an opportunity to follow board policy while providing fundraising opportunities for the teams.</p> <p>Although Department Chair, Brian Sos was not present to provide more input to the committee, Dr. Collins indicated that they have met and further discussions are welcomed in an effort to resolve the issues to move forward together.</p>	
	<p><b>Committee Goals</b> Members were asked to review the End of the Year report and provide recommendations for the 15/16 committee goals at the November meeting.</p>	<b>FOLLOW UP</b>
<b>11. FUTURE AGENDA ITEMS</b>		
	<ul style="list-style-type: none"> <li>• Fund 11 Classified Position Hiring Process and Considerations – revisions</li> <li>• Committee Goals</li> <li>• Athletic Funding update</li> </ul>	
<b>12. OTHER BUSINESS</b>	<b>DISCUSSION/ COMMENTS</b>	<b>ACTIONS/ FOLLOW UPS</b>
	<p>Members were reminded that the meeting materials are posted on the Planning and Budget website. In an effort to conserve paper, handouts are not typically provided, however members can chose to print off materials from the website.</p>	

Submitted by Geni Lusk  
October 29, 2015  
Next Meeting – Nov. 3, 2015