



SAC PLANNING & BUDGET MEETING
MINUTES – May 28, 2024
1:30PM – 3:00PM
Zoom Meeting

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	Jorge Lopez, co-chair	Monica Zarske	Omelina Garcia	Jennifer Hoeger	
Jim Kennedy	Claire Coyne	Jennie Beltran	Mark Ou	Mark Reynoso	
Jeffrey Lamb	John Zarske	Kelly Nguyen	Jimmy Nguyen	Mark DeAsis	
Vaniethia Hubbard	Merari Weber	Reza Mirbeik		Amanda Farah	
Robert Manson	Luis Pedroza	Kelvin Leeds	Student Representatives		
	Brandon Rocke		Julia Guerrero		
				Bold = present	
1. WELCOME and INTRODUCTIONS				Meeting called to order 1:37 pm Meeting adjourned at 2:09 pm	
	Welcome and introductions were made.				
2. PUBLIC COMMENTS	DISCUSSION/COMMENTS			ACTIONS/FOLLOW UPS	
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3. APPROVAL OF MINUTES	DISCUSSION/COMMENTS			ACTIONS/FOLLOW UPS	
	Approval of May 7, 2024			Motion moved to approve minutes by Dr. Jim Kennedy and 2 nd by Dr. Vaniethia Hubbard	
4. UPDATES/REPORTS	DISCUSSION/COMMENTS			ACTIONS/FOLLOW UPS	
	Detailed Key Points from ACBO Conference Budget Updates (Mark Reynoso) Restoration and Growth Funding: <ul style="list-style-type: none"> • Restoration Success: <ul style="list-style-type: none"> ○ RSCCD is one of only 17 districts out of 73 in California that successfully captured all available restoration dollars. ○ RSCCD's captured restoration funding totaled approximately \$6.2 million, which was for lost FTES (Full-Time Equivalent Students) from 2021. 				

- **Transition to Growth Funding:**
 - Due to continued growth in FTES, RSCCD has now moved beyond restoration funding and is receiving growth funding.
 - RSCCD is one of the few districts in California that is experiencing growth, which is significant given the challenges many districts face with declining enrollment.

State Budget Deficits:

- **Current and Projected Deficits:**
 - The state’s budget deficit for FY 2024-25 is projected to be \$45 billion, up from an earlier estimate of \$38 billion.
 - For FY 2025-26, the deficit is projected to be \$28.4 billion.
 - There is also concern about an actual deficit for the current fiscal year due to declining state revenues.
- **Revenue Shortfalls:**
 - **Personal Income Tax:** Originally projected at \$113 billion for FY 2023-24, revised down to \$111 billion. The Legislative Analyst’s Office (LAO) projects even lower revenue.
 - **Corporate Tax:** Projected at \$36.9 billion, revised down to \$33.2 billion.
 - **Sales and Use Tax:** Projected at \$34.6 billion, revised down to \$33.3 billion.
 - Lower-than-expected revenues in these key areas are driving the state’s budget deficits.

Impact on Community Colleges:

- **Shielded from Reductions:**
 - Despite the broader state budget deficit, K-14 education, including community colleges, is not expected to face program reductions at this time.
 - The governor’s budget includes provisions to protect K-14 education from spending cuts that are affecting other areas of state government.
- **Funding Formula:**
 - The Student Centered Funding Formula remains unchanged.
 - The “hold harmless” provision will continue into the 2024-25 fiscal year, ensuring that districts do not receive less funding than their 2017-18 levels.
 - The final funding level for FY 2024-25 will set a new floor for future funding, ensuring stability in district budgets.
- **Cost of Living Adjustment (COLA):**
 - The state is increasing the COLA for the next fiscal year from the initial estimate of 0.76% to 1.07%.
 - Growth funding of 0.5% is also available, which RSCCD may benefit from given its current growth trajectory.

	<p>Recommendations and Precautions:</p> <ul style="list-style-type: none"> • Financial Prudence: <ul style="list-style-type: none"> ○ The State Chancellor’s Office advises districts to adopt a conservative fiscal approach in light of the uncertain budgetary environment. ○ Districts are encouraged to be prepared for potential state-level budgetary actions, including the possibility of “sweeps,” where unspent funds such as Covid Block Grant and Strong Workforce dollars could be reclaimed by the state. • Planning for the Future: <ul style="list-style-type: none"> ○ RSCCD should continue its growth strategies but also prepare for potential budget constraints in future fiscal years. ○ Districts should ensure that all allocated funds are properly accounted for and utilized, as unspent funds could be targeted for state reclamation. <p>RSCCD’s Current Position:</p> <ul style="list-style-type: none"> • Positive Outlook: <ul style="list-style-type: none"> ○ RSCCD is in a strong position, with ongoing FTES growth and a robust expenditure plan. ○ The district’s ability to capture all available restoration funding and transition to growth funding is a positive indicator of its financial health. • Long-Term Vigilance: <ul style="list-style-type: none"> ○ Despite the current positive outlook, RSCCD must remain vigilant and plan conservatively to navigate the potential challenges posed by the state’s budgetary deficits in the coming years. 	
5. SCFF REPORTS	DISCUSSION/COMMENTS	
	None to report.	
6. OLD BUSINESS	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS
	<p>Administrative Regulation AR 6450:</p> <ul style="list-style-type: none"> • Second Read of AR 6450: <ul style="list-style-type: none"> ○ The committee was planning to conduct a second reading of Administrative Regulation (AR) 6450. ○ However, since AR 6450 has already been approved by the District Council, the committee will forego the second reading. <p>Goals Work Group:</p> <ul style="list-style-type: none"> • Upcoming Meeting: <ul style="list-style-type: none"> ○ A meeting date for the Goals Work Group will be set soon. • Work Group Responsibilities: <ul style="list-style-type: none"> ○ The Goals Work Group will be responsible for: 	

	<ul style="list-style-type: none"> ▪ Finalizing and reviewing the goals. ▪ Developing strategies to bring more budgetary items to the committee for review. 	
7. NEW BUSINESS	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS
	<p>SCE Marketing Plan for 2024/2025 Academic Year (Dr. Jim Kennedy)</p> <ul style="list-style-type: none"> • Funding Background: <ul style="list-style-type: none"> ○ Previous Funding Sources: <ul style="list-style-type: none"> ▪ Marketing efforts for the School of Continuing Education were previously supported by Fund 13 and additional state funds, such as enrollment and retention funds from the State Chancellor's Office and California Adult Education Program (CAEP) funds. ▪ These additional sources have now been largely exhausted. ○ Current Proposal: <ul style="list-style-type: none"> ▪ Presented a marketing proposal for the upcoming academic year, emphasizing the need for continued funding. • Marketing Strategy Overview: <ul style="list-style-type: none"> ○ Coordinated Marketing Efforts: <ul style="list-style-type: none"> ▪ Social media marketing is closely integrated with the school's website and course registration processes. ▪ Developed specific landing pages on the website that align with the social media campaigns, making it easier for potential students to find and register for courses. ○ Multilingual Campaigns: <ul style="list-style-type: none"> ▪ Campaigns are conducted in multiple languages, including Spanish, Vietnamese, and English, to reach diverse student populations. ○ Targeted Advertising: <ul style="list-style-type: none"> ▪ The advertisements are personalized based on user preferences, which has proven to be a highly effective marketing strategy. • Communication and Engagement: <ul style="list-style-type: none"> ○ Student Interaction: <ul style="list-style-type: none"> ▪ Over 3,500 website request forms were submitted since August 2023, indicating strong engagement from potential students. ▪ The school effectively communicates with students through various channels, including phone, email, text, and social media, facilitating the enrollment process. ○ Student Success Stories: 	

	<ul style="list-style-type: none"> ▪ Shared a student testimonial highlighting the life-changing impact of the marketing efforts, emphasizing the real-world success of the campaign. • Enrollment and Revenue Growth: <ul style="list-style-type: none"> ○ Enrollment Impact: <ul style="list-style-type: none"> ▪ 28% of Spring 2024 enrollments were from new students, with 30% of these students being from outside the school's primary zip code area. ○ Revenue Contribution: <ul style="list-style-type: none"> ▪ The marketing campaign has significantly contributed to the school's growth, with the unduplicated headcount and Full-Time Equivalent Students (FTES) increasing substantially. ▪ The net revenue for the college has grown from \$6 million in 2019-2020 to \$16 million in the most recent year, correlating with increased marketing investment. • Future Plans and Budget Request: <ul style="list-style-type: none"> ○ Proposed Marketing Budget: <ul style="list-style-type: none"> ▪ Requested a \$1 million marketing budget for the 2024-25 academic year, similar to the previous year's budget. ▪ Plans include \$350,000 for both fall and spring campaigns and \$300,000 for the summer campaign, alongside application development efforts. <p>Motion and Approval:</p> <ul style="list-style-type: none"> • Motion to Approve: <ul style="list-style-type: none"> ○ Dr. Hoffman called for a motion to approve the proposed \$1 million marketing campaign for the School of Continuing Education for the 2024-25 academic year. ○ John Zarske moved to approve, and Mark Ou seconded the motion. 	
8. STUDENT UPDATE	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS
	<ul style="list-style-type: none"> • Julia Guerrero was absent. 	
9. SACTAC	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS
	None to report.	
10. ACCREDITATION	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS
	<ul style="list-style-type: none"> • Monica Zarske was absent. 	
11. FUTURE AGENDA ITEMS		
	Assessment of Committee Tasks on Calendar	

	<ul style="list-style-type: none"> • Tasking the Work Group: <ul style="list-style-type: none"> ○ Dr. Hoffman mentioned that the first future agenda item is the assessment of tasks on the committee calendar. ○ This assessment will be handled by the work group, of which Bart Hoffman is a member. ○ The work group will evaluate what additional tasks or items need to be included on the committee’s agenda. • Relevance to Work Group’s Responsibilities: <ul style="list-style-type: none"> ○ The work is directly related to the ongoing responsibilities of the work group, including setting goals and identifying other key issues that the committee needs to address. ○ These tasks will be based on feedback and comments from committee members in previous meetings. <p>Potential Discussion on Student-Centered Funding Formula (SCFF) Metrics</p> <ul style="list-style-type: none"> • Consideration of SCFF Metrics and MIS Data Discrepancies: <ul style="list-style-type: none"> ○ There may be a future agenda item to discuss discrepancies between the Student-Centered Funding Formula (SCFF) metrics and MIS data. ○ However, Bart noted that, based on discussions with Dr. Martinez, there might not be sufficient information to fully explain these discrepancies at this time. <p>Future Presentation by Dr. Nery:</p> <ul style="list-style-type: none"> ○ Despite the current lack of information, Dr. Nery will eventually be invited to speak to the committee about Exhibit C, which may relate to the funding formula and data discrepancies. 	
GENERAL INFORMATION		
	<ul style="list-style-type: none"> • Fiscal Resources Committee (rscdd.edu) 	
NEXT MEETING	September 3, 2024	

Submitted by Norma Castillo