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	**Bill Reardon**	**Daniel Martinez**
Jim Kennedy	**Claire Coyne**	**Jennie Beltran**	**Mark Ou**	**Mark Reynoso**	Maria Briseno
Jeffrey Lamb	**John Zarske**	**Kelly Nguyen**	Jimmy Nguyen	**Mark DeAsis**	Jennifer Valencia
Vaniethia Hubbard	**Merari Weber**	**Reza Mirbeik**		Annebelle Nery	Jordan Clark
Robert Manson	**Luis Pedroza**	**Kelvin Leeds**	Student Representatives	**Ron Gonzalves**	**John Steffens**
	Brandon Rocke		**Julia Guerrero**	**Dalilah Davaloz**	
				Bold = present	

1. WELCOME and INTRODUCTIONS		Meeting called to order 1:32 pm Meeting adjourned at 3:05 pm
	Welcome and introductions were made.	

2. PUBLIC COMMENTS	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS
	None	

3. APPROVAL OF MINUTES	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS
	Approval of March 5, 2024	Motion moved to approve minutes by Claire Coyne and 2nd by John Zarske.

4. UPDATES/REPORTS	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS
	Budget Report – Mark Reynoso provided updates on the budget: • Additional one-time apportionment funds of approximately $7.5 million are expected at the end of the fiscal year. • Exhibit C - SCFF Recalculations for FY22.23 resulted in increased apportionment revenue ($206 million Recal vs $203 million @P-2), with deficit factor reduced to 0%. • Exhibit C - RSCCD qualified for $7 million in restoration $'s in FY22.23 Recalculation.	

	• Exhibit C - FY23.24 @P-1, apportionment funding is expected to be $234 million for RSCCD, with a notated deficit factor of 3.5%. • Exhibit C - For FY23.24 @P-1 RSCCD qualified for $6.3 million in restoration $'s. All available Restoration $'s are now used up. • Details were provided on how these allocations translate into college budgets. **Questions and Discussion:** • Claire Coyne sought clarification on restoration funding, leading to a detailed explanation from Mark Reynoso. **Adoptive Budget Assumptions:** • Mark Reynoso discussed adopted budget assumptions: • Previous year's unallocated funds of $11 million were distributed among the colleges. • For FY24.25, a smaller COLA of .76% is expected and a reduction of approximately $8.4 million in apportionment revenue is expected due to 3.55% deficit factor. • Clarification was provided regarding an error in including negotiated increases in salary expenses.	
5. SCFF REPORTS	DISCUSSION/COMMENTS	
	Periodic Reports: • Jorge Lopez notices an item labeled "periodic reports" without a specified name. • Mark Reynoso confirms that the item was likely removed from the agenda for the current month.	
6. OLD BUSINESS	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS
	Media and Computer Media Technology Refresh • Jorge Lopez provides a summary of the previous meeting's discussion regarding computer and AV equipment replacement needs. • Ron Gonzalves had presented a budget estimate of approximately $1.8 million for the next year to address equipment replacement requirements. • The committee's role is to approve the request for funding, which would then proceed to College Council and other relevant bodies. • A motion is requested to accept the request for media technology replacements. • Luis Pedroza makes a motion to approve the request, and Claire Coyne seconds it. • Jorge Lopez encourages discussion and questions before the vote. **Discussion and Questions:** • James Kennedy asked about the difference between the current request and ongoing budget allocations. • Mark Reynoso clarifies that $500,000 is allocated from ongoing Fund 11 $'s for such requests, leaving the remaining balance to be covered by other funding sources. • James Kennedy suggests using one-time funds to supplement the ongoing allocation to	

meet the $1.8 million request.
- Kelly Nguyen raises concerns about the distribution of laptops to faculty members and seeks clarification on the process.
- Ron Gonzalves explains the process and suggests reaching out to ITS for further assistance.
- James Kennedy expresses support for using ongoing and one-time funds to fulfill the request.

Motion and Vote:
- Jorge Lopez calls for a vote on the motion to recommend funding the $1.8 million request.
- No opposition or abstentions are noted.
- The motion passes unanimously.

Technology Performance:
- Jorge Lopez initiated the discussion, referencing the previous meeting's discussion about the funding needs to update computers and other equipment.
- Concerns were raised regarding the poor performance of some computers, with mention of faculty and others purchasing solid-state drives for their computers.
- Jorge suggested that the committee should recommend to the tech department to consider performance when replacing equipment.
- Ron Gonzalves provided historical context, mentioning the purchase of HP G4 Leap Desk computers in 2019 with hybrid drives.
- Hybrid drives were described as having moving parts, leading to performance issues over time.
- Ron stated that replacement drives, solid-state drives, have been purchased to address performance issues in existing computers.
- The computer replacement plan aims to replace 85-90% of G4 computers with newer models equipped with solid-state drives.
- Ron assured that newer desktops purchased in 2020-2021 do not exhibit performance issues due to the use of solid-state drives.
- Jorge inquired about the machines in the Science building, noting that faculty computers there are slow.
- Ron explained that due to capital outlay projects, equipment purchases may precede building openings, leading to older equipment in new buildings.
- Ron clarified that some computers in the Science building may be older G4 models, while others may be newer, depending on purchase dates.

Replacement Drives and Computer Upgrades:
- Ron Gonzalves informed the committee about the plan to replace computers and discussed the need for replacement drives.
- Mark Ou highlighted issues with podium computers in classrooms and the need for upgrades to ensure proper functionality.
- Ron provided statistics on the number of computers replaced in recent years and outlined plans for future replacements.

Approval of Meeting Calendar for Next Academic Year:
- Jorge Lopez presented the meeting calendar for the next academic year, highlighting

key topics and meeting dates.
- Claire Coyne raised concerns about scheduling a meeting during Flex week in February due to convocation events. Currently, Tuesday, February 4, 2025, has been scheduled.
- Discussion ensued regarding potential solutions, including shifting the meeting date to a Friday or postponing to the following month.
- It was agreed to tentatively schedule the meeting for Friday, February 7, with the understanding that it would be contingent upon agenda items.

Action Items:
- Mark Reynoso to make note of the tentative meeting date for Friday, February 7, 2025, if needed, contingent upon agenda items. If there aren't any urgent items, the meeting will be canceled.

Motion and Vote:
- Claire Coyne moved to approve Calendar 2024/2025 meetings with the amendment to the February 2025 meeting.
- Dr. Hubbard seconded the motion.

7. NEW BUSINESS	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS

	Updates on Marketing Plan
	• Jorge Lopez reminded attendees to ensure date notes are taken for future reference.
	• Dalilah Davalos presented updates on the marketing plan:
	   • Strategic year-long marketing plan in its third consecutive year.
	   • Term-specific advertising plan with focus on targeted messaging.
	   • Target audiences include high school students, current SAC students, local residents, and parents.
	   • Utilization of surveys to gather data for targeted advertising.
	   • Goals include increasing enrollment and completion rates, improving perception, increasing brand awareness, and prioritizing retention and communications.
	   • Strategies involve consistent vocabulary, complementing current programs, and bridging non-credit with credit programs.
	   • Various advertising channels are utilized, including digital, direct mail, email newsletters, and social media.
	   • Budget breakdown provided, with emphasis on digital advertising due to increased engagement.
	   • Examples of digital, print, and direct mail advertising shared.
	   • Highlighted partnerships and branding efforts, including recognition as one of the best community colleges.
	   • Discussion on effectiveness of different advertising channels and strategies.
	Action Items:
	• Note on date to be included in further discussion (Mark Reynoso).
	• Continue monitoring effectiveness of advertising channels and strategies (All)	

	Marketing Channels and Strategies: This summary encapsulates the key points discussed in Dalilah Davaloz's presentation, outlining the college's strategic approach to marking and engagement. • Utilize digital platforms like Google, Bing, YouTube, Snapchat, and TikTok for advertising. • Create engaging videos, written spotlights, and other content to showcase student achievements and programs. • Partner with external organizations like Angels Baseball for brand exposure and advertising opportunities. **Measurement and Analysis:** • Track metrics such as click-through rates, engagement rates, and social media growth to gauge campaign effectiveness. • Analyze data to identify trends and make informed decisions about marketing strategies. **Collaborative Efforts:** • Work with internal departments and community partners to amplify marketing efforts. • Engage faculty, staff, and students in the marketing process, gathering feedback and suggestions for improvement. **Budget Allocation:** • Allocate a budget of $600,000 for marketing activities, focusing on digital platforms and video development. • Continuously evaluate spending and adjust strategies to maximize impact within budget constraints. **Future Plans:** • Emphasize digital marketing and video content creation in the upcoming year. • Explore opportunities to reach diverse audiences, including faith-based communities and non-traditional learners. **Marketing Task Force:** • Formed to gather input from stakeholders and guide marketing efforts. • Comprised of faculty, staff, and community members who provide insights and recommendations for marketing initiatives. **Digital Dons:** • Dr. Hubbard mentioned that Greg Toya was not informed about speaking today. • The item regarding Greg Toya will be postponed to a future meeting. **First Read on Administrative Regulations:** • Regulations are being revised and updated, requiring feedback from the committee. • Members were tasked with reviewing regulations and providing comments for the next meeting.	
8. STUDENT UPDATE	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS

	• Julia Guerrero provided an update on student requests, including a call for increased alignment in hiring full-time faculty for better student accessibility. • Due to time constraints, Julia had to leave.	
9. SACTAC	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS
	None	
10. ACCREDITATION	DISCUSSION/COMMENTS	ACTIONS/FOLLOW UPS
	• Monica Zarske reported no formal update but discussed the possibility of presenting new accreditation standards in future meetings.	
11. FUTURE AGENDA ITEMS		
	• Assess Tasks on Committee Calendar • Discrepancies between SCFF Metrics and MIS Data – Dr. Martinez	
GENERAL INFORMATION		
	• Claire Coyne reminded members to complete the committee assessment sent by Norma. • Deadline for completing the assessment is this Friday before spring break. • Fiscal Resources Committee (rsccd.edu)	
NEXT MEETING	May 7, 2024	

Submitted by Norma Castillo