



**SAC PLANNING & BUDGET MEETING**  
**MINUTES – March 3, 2026**  
**1:30PM – 3:00PM**  
**Zoom Meeting**

**Santa Ana College Mission Statement:** *Santa Ana College inspires, transforms, and empowers a diverse community of learners.*

**MEMBERSHIP**

Administrators	Academic Senate		Classified	Student Representatives
<b>Bart Hoffman, Co-chair</b>	<b>Tommy Strong, Co-chair</b>		<b>Mark Ou</b>	Minh Le
<b>Jim Kennedy</b>	<b>Claire Coyne</b>	<b>Reza Mirbeik Sabzevary</b>	Jimmy Nguyen	Leticia Perez
<b>Jeffrey Lamb</b>	<b>John Zarske</b>	Linda Sung	<b>Liliana Oropeza</b>	
<b>Vaniethia Hubbard</b>	Luis Pedroza	<b>Silvia Castillo</b>	<b>Jessica Avalos</b>	
Lorena Valencia/Mark DeAsis (alt)	<b>Kelly Nguyen</b>	Merari Weber		
<b>Kristi Blackburn</b> /Bill Reardon (alt)				
<b>Bold = Present</b>				
<b>1. WELCOME &amp; INTRODUCTIONS</b>				Meeting called to order 1:34pm Meeting adjourned at 2:56pm
	Welcome and self-introductions were made.			
<b>2. PUBLIC COMMENTS</b>	<b>DISCUSSION/COMMENTS</b>			<b>ACTIONS/FOLLOW UPS</b>
	<ul style="list-style-type: none"> <li>No public comments.</li> </ul>			
<b>3. APPROVAL OF MINUTES</b>	<b>DISCUSSION/COMMENTS</b>			<b>ACTIONS/FOLLOW UPS</b>
	Approval of February 3, 2026 Minutes			Moved to approve by: <b>Claire Coyne</b> 2 <sup>nd</sup> by: <b>Mark DeAsis</b> Abstentions: <b>Claire Coyne</b>
<b>4. ACTION ITEMS</b>	<b>DISCUSSION/COMMENTS</b>			<b>ACTIONS/FOLLOW UPS</b>
	<ul style="list-style-type: none"> <li>No action items.</li> </ul>			
<b>5. STUDENT UPDATES/REPORTS</b>	<b>DISCUSSION/COMMENTS</b>			<b>ACTIONS/FOLLOW UPS</b>
	<ul style="list-style-type: none"> <li>No student updates to report.</li> </ul>			
<b>SAC UPDATES/REPORTS</b>	<b>DISCUSSION/COMMENTS</b>			<b>ACTIONS/FOLLOW UPS</b>

## **SAC Marketing Plan – Ethereal Reyes, Public Information Officer**

- Team structure:
  - Ethereal Reyes (coordinator)
  - Young Kim (digital media specialist)
  - Yuhong Cao (graphic designer)
  - Tyler Hamman (media specialists)
  - Marcos Collado (media specialist)
- Process overview:
  1. Requests submitted via form by department or campus stakeholders.
  2. VP approval required in certain cases before work begins.
  3. First draft created → reviewed → revisions applied → launched via appropriate channels.
  4. Launch formats include social media, website updates, marquee monitors, and mass emails.
- Scope of Work (Previous Year):
  - Over 110 graphic design projects completed
  - 50+ photo requests fulfilled
  - 400 total projects under Yu Hong’s supervision (more than a project/day on average)
- Social Media & Web Updates:
  - Instagram/Facebook followers increased from 10.2K to 11.5K.
  - New website launched, primarily handled by Young.
  - Social media & writing duties increasingly managed by Ethereal and other team members due to Young’s web focus.
- Priority Goals:
  - Increase brand awareness and improve brand perception.
  - Support student retention and completion by fostering pride and engagement.
    - Example: engaging students in graduation cap design to encourage forward-thinking about completion.
- Fiscal Overview:
  - Total funding request: \$670,000 (same as previous year)
  - Allocation highlights:
    - Digital marketing prioritized, nearly 60% of budget
    - Physical marketing (billboards, mall placements) remains significant (~40%)
    - Miscellaneous category added: 3D campus map, translation services
- Vendor Examples:
  - Blue Outdoors – Physical marketing (billboards, mall placements)

- Campus Elements – Digital marketing (video content featuring students and alumni)
- Entravision – Digital advertising on streaming platforms (e.g., Tubi)
- Miscellaneous: campus 3D map, translation services
- Questions & Discussion:
  - Impact of Young’s reassignment: Minimal; extra 2–3 hours/week allocated; student worker assisting with ticket resolution.
  - Program Review Needs: Primarily equipment; current resources largely sufficient due to prior acquisitions.
  - Staffing: Interim administrative secretary providing support; permanent hire planned in the near future.

**Categorical Funds – Sarah Fisher, Assistant Vice Chancellor, Educational Services**

- Grants as a Contract
  - Grants are not simple awards; they are contracts to implement a project per the funder’s terms and conditions.
  - Proposal approval results in a legally binding agreement.
  - Compliance is essential to protect both the project and the district as a whole.
- Role of Project Directors and Grant Administrators
  - Ensure compliance with grant terms and district policies.
  - Key responsibilities include:
    - Fund management
    - Project implementation
    - Budget monitoring
    - Evaluating project effectiveness
    - Reporting (programmatic and financial)
  - Grant management impacts the entire district; non-compliance can trigger district-wide corrective measures.
- Compliance Examples
  - Historical issues with time and effort reports demonstrated that even minor lapses could lead to district-wide procedural changes.
  - Emphasis on careful monitoring without creating undue fear—staff become comfortable with routine compliance processes.
- Budget Management Best Practices
  - Know allowable and unallowable costs.
  - Understand procedures for modifying budgets.
  - Regular monitoring (at least monthly) to catch errors or reallocate funds within terms.

- Work closely with resource development staff and accounting to ensure proper fund use.
- Sources of Grant Funding
  - Competitive Grants: Submitted via the Resource Development Department; multi-step process including proposal and post-award support.
  - Entitlement / Apportionment Funds: State-allocated funds (sometimes called categorical) automatically allocated to the college.
  - Sub-awards: Funds passed from one institution to another through partnership agreements.
  - Funding may originate from federal, state, or local sources (municipalities, foundations, etc.).
- Categorical Funds Clarification
  - Majority of categorical funds are grant-related, but not all are grants.
  - Program income (e.g., fees from community service classes) is also considered categorical but is not grant funding.
  - Entitlement and apportionment grants (e.g., Student Equity & Achievement Program, CAPE) form the bulk of categorical funding; competitive grants make up a smaller portion.
- Committee Discussion
  - Tommy Strong asked if categorical funds are synonymous with grants.
  - Sarah Fisher confirmed that while most categorical funds are grant-funded, some (program income, service fees) are not.
  - Percentage Insight: Entitlement and apportionment grants represent the largest share of categorical funds; competitive grants are smaller.
- Conclusion
  - Sarah offered to provide additional presentations or information based on committee interest.

**First Read of Meeting Calendar for 2026-2027 – Bart Hoffman**

- Presentation of Calendar
  - Bart introduced the first read of the 2026–27 meeting calendar.
- Motion and Second
  - Jeff Lamb moved to approve the first read.
  - Claire Coyne seconded the motion.
- Committee Feedback & Questions
  - Mark DeAsis requested that the SCFF (Student-Centered Funding Formula) report be moved to the March meeting, citing completion of National Student Clearinghouse data by March for accurate reporting.
  - Bart agreed to consider this amendment for the first read.

	<ul style="list-style-type: none"> <li>○ Claire Coyne asked if the timeline should reflect committee goals already set.</li> <li>○ Tommy Strong explained that the work group needs to schedule a follow-up meeting to finalize goals before they are incorporated into the calendar.</li> <li>○ Jeff Lamb suggested condensing goal discussions to ensure adequate time for mid-year and end-of-year assessments without overextending committee meetings.</li> <li>• Clarifications <ul style="list-style-type: none"> <li>○ Tentative Budget Assumptions: <ul style="list-style-type: none"> <li>➤ Claire inquired whether the review of assumptions was purely informational or if recommendations could be made.</li> <li>➤ Bart Hoffman clarified that while the committee generally works from district-provided assumptions, recommendations could be submitted if deemed necessary.</li> </ul> </li> <li>○ Mid-Year &amp; Annual Goal Review: <ul style="list-style-type: none"> <li>➤ Consensus to delay formal placement of goals in the calendar until finalized, with a midpoint check-in recommended for progress assessment.</li> </ul> </li> </ul> </li> <li>• Amendment to First Read <ul style="list-style-type: none"> <li>○ The motion for the first read was amended to move the SCFF report to the March meeting.</li> <li>○ John Zarske clarified procedural rules: for a first read, only a motion and second are required; a full vote occurs during the second read.</li> </ul> </li> <li>• Outcome <ul style="list-style-type: none"> <li>○ No opposition or abstentions were noted.</li> <li>○ The first read of the 2026–27 meeting calendar, as amended, was accepted.</li> </ul> </li> </ul>	
<b>6. PERIODIC REPORTS</b>	<b>DISCUSSION/COMMENTS</b>	
	<ul style="list-style-type: none"> <li>• No periodic reports to report.</li> </ul>	
<b>7. UNFINISHED BUSINESS</b>	<b>DISCUSSION/COMMENTS</b>	<b>ACTIONS/FOLLOW UPS</b>
	<ul style="list-style-type: none"> <li>• No periodic reports to report.</li> </ul>	
<b>8. NEW BUSINESS</b>	<b>DISCUSSION/COMMENTS</b>	<b>ACTIONS/FOLLOW UPS</b>
	<ul style="list-style-type: none"> <li>• No new business to report.</li> </ul>	
<b>9. FUTURE AGENDA ITEMS</b>		
	<p><b>Technology Replacement Plan</b></p> <ul style="list-style-type: none"> <li>• Presentation by Ron Gonzalves scheduled for April 17, 2026.</li> </ul>	

	<p><b>Tentative Budget Assumptions</b></p> <ul style="list-style-type: none"> <li>• Scheduled for future review.</li> <li>• Committee may provide recommendations if deemed necessary.</li> </ul> <p><b>Committee Goals</b></p> <ul style="list-style-type: none"> <li>• Tommy Strong confirmed that a discussion regarding committee goals will be included in the upcoming agenda.</li> </ul>	
<b>GENERAL INFORMATION</b>		
	<p><b>Fiscal Resources Committee</b></p> <ul style="list-style-type: none"> <li>• <a href="http://rscdd.edu">Fiscal Resources Committee (rscdd.edu)</a></li> </ul>	
<b>NEXT MEETING</b>	<b>April 17, 2026</b>	

Submitted by Norma Castillo