



SAC PLANNING & BUDGET MEETING
 MINUTES – SEPTEMBER 1, 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	Monica Porter	Tom Andrews(a)	Esmeralda Abejar	Elliott Jones
Bart Hoffman		John Zarske	Denise Hatakeyama	Ana Diaz	Eve Kikawa
Jim Kennedy			Jimmy Nguyen	Mary Huebsch	Brenda Serratos
Lilia Tanakeyowma(a)	Student Rep.		Leslie Wood-Rogers	M. Mower	
	John Olivares				
1. WELCOME				Meeting called to order 1:37p.m.	
		Self-introductions were made.			
2. PUBLIC COMMENTS		DISCUSSION/COMMENTS			ACTIONS/ FOLLOW UPS
		<p>In May 2014, the Academic Senate passed a Resolution regarding institutionalizing funding for the Math Center tutors and Freshman Experience.</p> <ul style="list-style-type: none"> • Basic Skills has been providing support in this area, however the BSI allocation will be decreased this year and those are concerns for future funding of these areas as they are very important needs for the college. <p>Discussion ensued regarding the funding process for institutional needs.</p> <ul style="list-style-type: none"> • Process for campus wide institutional needs for programs and centers such as Math Center, Learning Center, and Freshman Experience is through the RARs process for Student Services. <ul style="list-style-type: none"> ◦ Discussions should occur with the VP of Student Services for input to the area RARs as they are being produced. • As part of the RARs review process, some requests that are initiated by divisions/depts. are identified as Institutional needs. These requests are noted accordingly. <p>It was clarified that once the RARs are prioritized and funded for the year it is the responsibility of the division/department to carry the unfunded requests forward to the following year should they deem the need for the request still exists. Requests are not automatically rolled over.</p>			

3. MINUTES	DISCUSSION/COMMENTS	ACTIONS/ FOLLOW UPS										
	<p>The May 5, 2015 Planning and Budget minutes were presented for approval.</p>	<p><u>ACTION</u> Motion was moved by J. Nguyen to approve the May 5, 2015 Planning & Budget Committee minutes. 2nd – L. Wood-Rogers Minutes were approved with one abstention.</p>										
4. BUDGET UPDATE	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS										
	<p>State Update</p> <ul style="list-style-type: none"> • The 15/16 State budget includes funding to increase access by up to 3%, larger increases for SSSP and Student Equity Plans, a 1.02% COLA, rate equalization for CDCP, significant funding for mandate reimbursement and for deferred maintenance/instructional equipment, fully eliminates year-over-year deferrals, and funding for more faculty. • State General Fund revenues for the first month of the new fiscal year are essentially on target with the budget forecast. The Department of Finance (DOF) reports in its latest <i>Finance Bulletin</i> (August 2015) that revenues exceeded the forecast by \$41 million, or 0.6%, for July. <p>District Update</p> <ul style="list-style-type: none"> • State's FY 15/16 adopted budget is a life saver for our District- large influx of funding through the Prop 98 guarantee .Most of it is provided as one-time funds. • At P3, for FY 14/15 the District ended up about 1% (285 FTES) under target. SAC was 1 FTES under target (.01%). • In large part, the combination of non-credit funding enhancement and increased base allocation has allowed for a neutralizing of our District's structural deficit. • From a revenue perspective, the District's main funding is coming from: <table data-bbox="735 1153 1365 1266" style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding-right: 20px;">Base Allocation Increase</td> <td>\$6,763,458</td> </tr> <tr> <td>Non-Credit Funding Enhancement</td> <td>\$7,908,849</td> </tr> <tr> <td>COLA of 1.02%</td> <td>\$1,468,618</td> </tr> </table> <table data-bbox="777 1282 1533 1364" style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding-right: 20px;">Allocation for Full-time Faculty</td> <td>\$1,537,621</td> </tr> <tr> <td></td> <td>\$17,678,546- total increase</td> </tr> </table> • \$15.4 million in one-time funds "State Mandated Reimbursement" catch up. • These funds can be used for any one-time purposes and will require additional discussion before allocation. No one-time funds will be allocated for ongoing needs (i.e. salary, positions, etc.) 	Base Allocation Increase	\$6,763,458	Non-Credit Funding Enhancement	\$7,908,849	COLA of 1.02%	\$1,468,618	Allocation for Full-time Faculty	\$1,537,621		\$17,678,546- total increase	
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BUDGET UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<ul style="list-style-type: none"> • Scheduled Maintenance/Instructional Equipment allocation estimated at \$3.765 million (no match required) • Budget Stabilization fund is at \$14.8 million • Multi-Year projections do not look so great. In the last FRC budget pack had many different scenarios as we move into 17/18, 18/19 and out years when the EPA tax revenue is cut off. Must move the college/District forward in a sustainable manner. <p>SAC Update</p> <ul style="list-style-type: none"> • SAC budget performed well in FY 14/15 • \$2.45 million ending balance- conservation of resources, transfers from Fund 11 to 12, defunding of \$1.6 million in classified vacancies order to fund In order to fully fund our 14/15 faculty and 15/16 new faculty. • 15/16 budget fully funds contractual obligations and benefits, our 1300s, our ISAs in Fund 11, our Instructional Associates, PT reassign time for academies and kinesiology/athletics, utilities increases, • FTES split SAC 20,565 (70.28%) SCC 8,698 (29.72%) • SAC FY 15/16 budget is in very strong shape. Strong contingency reserve. 2% growth budgeted for in the 1300s. • Looking for opportunities to gain traction on permanent classified positions. Critical will be controlling college expenditures in order to keep them in line with revenue. Multi-year Projections do not look so great as we move into 17/18, 18/19 and out years when the EPA tax revenue is cut off. Must move the college forward in a sustainable manner. 	
5. ENROLLMENT UPDATE	DISCUSSION/ COMMENTS	
	<p>The following was reported:</p> <ul style="list-style-type: none"> • The college had a strong summer. <ul style="list-style-type: none"> ○ Credit - 217 FTEs above last year ○ Non-Credit – 63 FTEs above last year ○ These additional FTEs will help the college for fall. • Fall is flat in terms of WSCH (weekly student contact hours) • Anticipating positive attendance which is collected throughout the term. Positive Attendance is collected only when students are sitting in seats. This pertains to the college's academies and all of non-credit. • Once the Positive Attendance comes in, the college will be on target for fall. • College is planning a strong Intersession. 	

6. STUDENT UPDATE	DISCUSSION/ COMMENTS	
	<p>ASG representative John Olivares provided the following;</p> <ul style="list-style-type: none"> • A Welcome Back Celebration occurred last week. The Habit Truck, Rockstar Energy Drink and 97.1 Radio participated. The celebration was generously supported by the Bookstore with prizes and giveaways. • ASG committees have kicked off this week with judicial committee meeting in the next few weeks. • Interviews for a new Student Services Coordinator are underway. • New Associate Dean was recently hired. • The activity calendar is being planned for the entire school year. 	
7. SACTAC	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>The following was reported:</p> <ul style="list-style-type: none"> • Committee will have their first meeting during the third week of September. • An open invite was extended to all who would like to know more about the college's technology projects. • Major area emphasis has been on classroom mediation and prioritization of the projects. These items will continue on the agenda for this year • Through the college leadership, the District is taking on a Portal project. <p>It was noted that when academic technology items are listed on the RARs, the Budget Office provides them to SACTAC for prioritization. SACTAC sends them back prioritized with some analysis. That process is due to occur shortly.</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</p> <ul style="list-style-type: none"> • 200 enrollment posters placed in each classroom. • 100 large posters placed in high visibility areas as well as our other campus sites. • 16 SAC Enrollment Poster placed around SAUSD. • STOP OUT postcards – focused on students who had begun at SAC and then stopped – we reached out to them. • L.A.KISS arena football team use our fields to practice on. The college received field sponsorship through the entire season. <ul style="list-style-type: none"> ○ Ads in their programs. ○ 2 page spread advertorial ad in their final program. • Participated in a Pandora campaign that led up registration and beginning of school, over 700,000 audio and digital text face impressions. <ul style="list-style-type: none"> ○ Average age for those click throughs was 13 – 21 yrs. • ReachLocal – Digital marketing, Facebook ads, Re-targeting for a person who had made a previous search for college, Santa Ana - this strategy will bring Santa Ana College to the top of the queue for someone doing a google search. • Over 101,000 postcards to potential students were sent out within a 3 mile radius. 	
MARKETING UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS

	<ul style="list-style-type: none"> • Contracted with UpSnap for mobile app based advertising. Geo targeted to a specific age demographics. The college purchased 400,000 impressions. • The college sent our approximately 26,000 emails to students who had attended Spring and Summer 2014 with a 98.1% response rate. • Increased efforts in updating the SACs Facebook page. The recent Centennial video provided significant publicity for the college. • Over 30,000 door hangers were placed by our Padres Promotores team. Face to Face direct contact was made with potential students. <p>Members were also advised that the college has taken on a proposal for a comprehensive marketing plan that will allow the college to plan, budget and move forward in our marketing efforts currently and in the future.</p> <ul style="list-style-type: none"> • Members were reminded of the constant effort necessary for effective marketing. • The importance of keeping our students engaged and included in our college efforts was emphasized for effective marketing. • Important for the college to compete in the market as our competitors are competing against us for our students. • Important to look at opportunities that set SAC apart from other community colleges in the area. • Dr. Collins has met with CBS media to discuss marketing opportunities in radio and digital marketing areas. • A social media team is also being discussed. <ul style="list-style-type: none"> ○ Important to quickly build the social media capacity that meets what students are asking for. <p>Marketing efforts will now focus on the GR8WEEKS, Intersession and then Spring.</p> <p>Ray Hicks, co-chair noted to the committee that a marketing plan/efforts had been a major concern of his. He shared his appreciation and thanked Dr. Collins for his efforts in undertaking this project.</p>	
9. OLD BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	There was no old business to report	
10. NEW BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Planning and Budget End of Year Report 14/15</p> <p>The End of the Year 2014/2015 was presented by Campus Budget manager, Esmeralda Abejar.</p> <ul style="list-style-type: none"> • The report reflected a carryover amount of 2,457.949mil (3%). <ul style="list-style-type: none"> ○ It was reported that the carryover was a result of vacant position savings and the transferring of some expenditures in Fund 11 to categorical funds. • Salaries and benefits were shown at 88%. • 9% in non-personnel expenses was also reflected. 	

NEW BUSINESS (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>The report also provided an overview on how monies were spent in Funds 11, 12, 13 and 79.</p> <p>It was noted that in addition to the \$142,787 expenditures reflected in the report for Facilities Expenses, the campus was able to leverage a substantial amount of state funding to support the campus infrastructure improvements.</p> <p>It was clarified that \$10,000.00 had been allocated for the Staff and Faculty Development however only \$1643.00 was spent from that amount. It was emphasized that significant additional funds were utilized from restricted accounts in Fund 12 for this area.</p>	
	<p>District /SAC Adopted Budget Assumptions SAC 2015/16 Draft Budget Assumptions were presented and reviewed for adoption. The following was noted:</p> <ul style="list-style-type: none"> • The SAC Budget Assumptions were developed in alignment with the budgeting priorities for the 15/16 budget set by the Planning and Budget committee last October. • Each district is provided a specific growth ceiling that they cannot go over. 1.47% was SAC's growth ceiling. Anything over that ceiling will not be funded. The college has budgeted for 2% growth in the 1300 accounts to ensure that the college is able to grow and meet the target. In addition the college must outlay the funds upfront to hopefully be able to earn the revenue. • Members were advised that Health and Welfare costs are anticipated to increase significantly next year. • CalPERS and CalSTRS costs will increase significantly over the next few years. These are on-going costs that the district and the college need to take into consideration. • The college has two years to spend the Scheduled Maintenance funds as well as the Instructional Equipment funds. <p>It was clarified that the SAC 2015/16 Adopted Budget Assumptions were primarily derived from the District's Adopted Budget Assumptions. The discretionary assumptions were developed based on the previous budget as well as the budget criteria and budget priorities set by the Planning and Budget committee.</p> <p>There was an inquiry into Budget Assumption #9 <i>Vacant positions as of July 1, 2015 will be fully funded.</i></p> <ul style="list-style-type: none"> • It was noted that in order for the college to fulfill a financial obligation of the 14/15 and 15/16 faculty additions it was necessary to defund the funded vacant positions. This was a last resort and the only option to meet that financial obligation. • Members were also reminded that the funded vacant positions were substantially making up the ending balance in prior years. Now that they 	<p>ACTION Motion was moved by J. Zarske to approve the Unrestricted General Funds 2015/16 Adopted Budget Assumption as presented. 2nd – J. Nguyen The motion was unanimously approved.</p>

	have been defunded those savings will no longer be reflected in the ending balance as they no longer exists.	
NEW BUSINESS (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>The District Budget Assumptions were provided for review. Members were reminded that the SAC Budget Assumptions were tied to the District Budget Assumptions.</p> <p>A summary of how Fund 11 & 13 were funded in Tentative and Adopted Budget. It was noted that cut backs were made at Tentative to balance back to 14/15 Adopted. The college was also able to add resources to 15/16 Adopted Budget due to increased base apportionment and the non-credit funding enhancements.</p> <ul style="list-style-type: none"> • 2.1mil was moved from Fund 13 to Fund 11 for Instructional Service Agreements marked as on-going expenses. • Fund 13 - anytime of one time funds provided by the District related to state mandated costs are placed in Fund 13 expended on one-time projects. 	
	<p>Planning and Budget Effectiveness Survey</p> <p>Members were presented with the results of the Institutional Effectiveness Survey as it related to the Planning and Budget efforts. In addition members were provided with the 2014/15 End of Year Report for the Planning and Budget Committee. Members were asked to review the survey results and to consider that information as they complete the End of Year report. Members were asked to submit the report before the next SAC Planning and Budget meeting. An electronic copy will be sent to the membership. Members were reminded that this information is needed in order to ensure continuous improvement as a college.</p>	
11. FUTURE AGENDA ITEMS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	Clarification was requested on the process regarding how the vacant funded positions were defunded in 14/15 and the process now to restore a defunded position.	
12. OTHER BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS

Submitted by Geni Lusk
September 17, 2015
Next Meeting – October 6, 2015