

SAC COLLEGE COUNCIL MINUTES
January 27, 2021

PRESENT: Marilyn Flores
Vaniethia Hubbard
Bart Hoffman
Jim Kennedy
Jeff Lamb
Roy Shahbazian
Monica Zarske
Madeline Grant
Monica Renteria

LIAISON: Scott Baker
Christina Romero

GUESTS:

Carrie Cornwall
Maria Dela Cruz
Brenda Estrada
Alicia Kruizenia
Janice Love
Kimberly Mathews
Teresa Mercado-Cota
Veronica Oforlea
Fernando Ortiz
Leisa Schumacher
John Steffens

ABSENT: Norma Castillo
Sean Small

I. Call to Order

Marilyn Flores called the meeting to order at 9:05 a.m.

II. Routine Items

1. Approval of Minutes
December 9, 2020 – Monica Zarske made a motion to approve the December 9th minutes, with Bart Hoffman seconding the motion. The motion was approved with no oppositions and no abstentions.
January 13, 2021 – Bart Hoffman made a motion to approve the January 13th minutes, with Madeline Grant seconding the motion. The motion was approved with no oppositions and no abstentions.
2. President's Report – Marilyn Flores provided an overview of the 2021 Virtual Spring Convocation, guest speaker Tim Wise and planned breakout rooms.
Quality Focus Essay (QFE) – Jeff Lamb provided an overall summary of the QFE, which was followed by a detailed description from Fernando Ortiz. These additional highlights and recommendations were noted:
 - *Final QFE must be no more than 4,000 words.
 - *QFE is tied to the ISER and submitted together.
 - *QFE is precursory to change in Accreditation Report format.
 - *Continuous quality improvement.
 - *QFE must align with the mission and student achievement.
 - *Data should lead conversations.
 - *Measurable outcomes are key.
 - *Accreditation Team will review.
 - *We are not graded on our QFE.
 - *Clarify the Guided Pathway (GP) student numbers for incoming Freshmen.
 - *Tie in Education Master Plan goals.
 - *The three goals of the Success Teams have been added to Quality Focus Project (QFP) #3.
 - *QFP #2 Program Mapping should align with other work (i.e. GP, Equity).
 - *Highlight top 3 College projects (institution and how we are moving the needle).
 - *Personal/Professional/Systemic – 3 Year Plan.
 - *Recommendation to add the GP CAP logos to the final product.

*Fernando Ortiz will share the updated copy with all constituency Groups, share with the Accreditation Steering Committee and bring back to College Council for a 2nd Read.

DRAFT SAC Marketing Plan – Madeline Grant provided an introduction overview and Carrie Cornwall guided the discussions and detailed summary of the DRAFT SAC Marketing Plan. It was noted the primary recommendation that came from this plan is Google Search. Teresa Mercado-Cota noted that the SAC Branding Study (done previously) was utilized in preparing this DRAFT plan. The following recommendations and suggestions were made:

- *Review current strategies and develop a taskforce.
- *Review other community colleges for building signage.
- *Joint marketing efforts between SAC and SAUSD.
- *Fine & Performing Arts and Athletics could be great marketing tools for student recruitment.
- *Correct student fee details for OCTA bus passes.
- *Consistency in messaging and brand advertising.
- *Tracking mechanism(s) to know success of each campaign effort.
- *Consolidate current pockets of funds to leverage resources.
- *Closely monitor data points.
- *Messaging should be more inclusive and not pointed to Latin X demographics.
- *Survey to be distributed for review and feedback of DRAFT plan.
- *Tag line recommendations: 1) Together, We Can! 2) Here, You Can. 3) Yes, You Can.
- *Return on investment is important.
- *Feedback and voices from all constituency groups is important.
- *Cornerstone results are included in this DRAFT plan.
- *Visual Identity Standards were recently updated.
- *Review of current mascot log; system change efforts at the State level.

3. None

III. Constituent Reports

1. **ASG** – Monica Renteria reported on the second Winter Training occurring today, the workshop from Dr. Jill Kapil, new member ratification and continued work on plan.
2. **Academic Senate** – Roy Shahbazian reported on the Academic Senate Retreat occurring today, continued work on remote instruction and that panel discussions were planned regarding part-time hiring parallel to full-time hires and minimum qualifications.
3. **Classified** – No report provided (Sean Small and Norma Castillo not present)
4. **Public Safety** – No report provided by Scott Baker.
5. **Student Services** – At the request of Vaniethia Hubbard, Alicia Kruienza reported on the SAC Welcome Booths planned for the first 3 weeks of instruction and would be staffed by SAC Outreach from 9:00 a.m. – 12:00 noon and 2:00-5:00 p.m. Monday through Thursday during these weeks.
6. **Academic Affairs** – No report provided by Jeff Lamb.
7. **Continuing Education** – No report provided by Jim Kennedy.
8. **Administrative Services** – Bart Hoffman reported that SAC has expended 47% of its budget and that drive-thru COVID-19 testing will begin at SAC on February 3rd for Santa Ana community members and separate testing will be planned for SAC students and staff. Madeline Grant thanked M&O for their efforts in cleaning the SAC buildings.
9. **Student Information Support** – No report provided by John Steffens.
10. **College Advancement/Foundation** – No report provided by Christina Romero.

11. Public Affairs – No report provided by Teresa Mercado-Cota.

12. Research – No report provided by Janice Love.

IV. Other

Fernando Ortiz will distribute an email on behalf of Jarek Janio highlighting the details of the upcoming SLO Symposium.

V. Next Meeting and Adjournment

The next meeting will be Wednesday, February 10, 2021 at 9:00 a.m. via Zoom. Marilyn Flores adjourned the meeting at 10:53 a.m. Madeline Grant made a motion to approve, with Bart Hoffman seconding the motion. The motion was approved with no oppositions and no abstentions.