

**SANTA BARBARA CITY COLLEGE  
COLLEGE PLANNING COUNCIL and  
DISTRICT TECHNOLOGY COMMITTEE**

October 19, 1999

3:00-4:30 PM

A218C

**MINUTES**

PRESENT: J. Friedlander, B. Hamre, L. Fairly, D. Oroz, B. Fahnestock, K. McLellan, L. Rose, J. Lynn, T. Garey, J. Kruidenier, K. Hanna, A. Serban

ABSENT: B. Cordero

DTC: K. O'Connor, M. Ferrer, L. Vaquez,

**1. Call to Order**

1.1 The meeting was called to order at 3:00 PM

1.2 M/S/C to approve the minutes of the CPC/DTC meeting of October 5, 1999.

**2. Announcements**

2.1 Vice President Jack Friedlander announced that last week there was a counselor-to-counselor breakfast meeting with the high school counselors and today there was a well-attended luncheon meeting with each of the high school principals. The high school counselors and principals expressed a great deal of appreciation and satisfaction with the college's efforts in offering classes for their students. We anticipate enrolling over 1,000 high school students in SBCC classes this fall semester.

2.2 *Bond Measure.* The *News-Press* will be doing a major story on Measure T. The person writing the article is a former editor of the *Channels*. Nick Welsh from the *Independent* is also writing an article that will feature Dr. MacDougall. The college is anticipating positive articles from each of these papers.

**3. College Plan/Partnership for Excellence Funds**

*A. Status of the work groups*

Dr. Friedlander reported that the technology and the vocational education work groups have completed their rankings of proposals requesting Partnership for

Excellence funds. The student success work group and the marketing work group rankings are due this week. The human resources work group will meet this Friday and will submit their rankings on Monday. We are right on target with our timelines. When these rankings are compiled, they will be forwarded to the Academic Senate and to the Student Services Advisory Committee.

*B. Process for integrating the proposals for achieving the goals and objectives in the College Plan into a comprehensive three-year plan*

Dr. Friedlander reminded the council that its goal is to develop strategies for a three-year plan. Regardless of whether or not proposed projects are funded from this year's allocation of Partnership for Excellence funds, there is a need to integrate the proposed strategies into a comprehensive strategy over a three-year period as opposed to only focusing our attention to \$297,000 available this year. The council will be open to suggestions in proceeding in that direction.

Associate Vice President Keith McLellan indicated that he would like to have the proposals submitted to CPC presented in a manner that demonstrates their alignment with the goals and objectives in the College Plan. This would allow the council to identify which of the goals and objectives are being addressed and which ones need to be addressed in our three-year plan. Dr. Friedlander stated that he will do his best to comply with this request. A major challenge will be placing the proposed strategies that address multiple objectives in the College Plan into one category.

*C. Process for reviewing and ranking the requests for PFE funds*

The proposals will be ranked by the Academic Senate and by the Student Advisory Committee. The rankings from each of these governance groups will be submitted to CPC. When the council receives the ranked requests, it will determine the method it will use to translate them into a comprehensive three-year plan.

**4. Dr. MacDougall's response to Dan Oroz' requests to augment staffing levels and advertising budget for the Human Resources Division**

As directed by the council, the proposal presented by Vice President Dan Oroz to augment the Human Resources Division's staffing and budget for advertising positions was forwarded to Dr. MacDougall. Dr. MacDougall will try to identify funds to support at least a portion of this request from sources other than Partnership for Excellence funds.

**5. Lana Rose - Key Senate Committees (*Attachment 1*)**

Academic Senate President Lana Rose outlined the faculty assignments to college-wide committees. She identified the specifications of representation to College Planning Council, Affirmative Action and District Technology Committees. The Academic Senate

recommended discussion of the future of the Employee Wellness Committee. This will be addressed at the next CPC meeting. Dan Oroz told the committee that there is \$800 in the budget for the operation of this committee although, it has not been functioning in the past couple of years.

The Institutional Research committee has been inactive for some time. Andreea Serban told CPC that the committee would be reactivated in January 2000.

The Facilities Planning/Safety/Security committee will be chaired by Brian Fahnestock, Vice President of Business Services. This will be re-visited by the council at the next meeting as to the committee's objectives and responsibilities. This committee will address policy issues and report to CPC.

**6. Other CPC items**

None

**Agenda for CPC/DTC**

**1. Report from Bill Hamre on his attendance at the Gartner Group technology conference**

Vice President Bill Hamre distributed a synopsis outlining key insights from his attendance at the Gartner Group Symposium in Orlando. The focus was on the development of "E-Business". This is not Web pages or Intranet development but a comprehensive restructuring of organizations around electronic commerce with customers, suppliers, and other organizations. The symposium covered other issues such as IT, co-sourcing applications with external service providers, enhancing skills in project management and the move to a four-year replacement cycle on desktops, rather than a three-year replacement cycle (SBCC is on a five-year replacement cycle). The implications for SBCC were outlined in the handout in regard to these issues.

Jim Kruidenier asked the question of whether there are any statistics or any research that has been done to measure the effectiveness of our technology-mediated classes. This issue is on the research agenda for Andreea Serban.

**2. Discussion of proposal for PFE funds to create a new dean of educational technologies position**

*A. Review of proposal*

At the last CPC/DTC meeting, Bill Hamre presented IRD-related staffing requests. One of the requests was the establishment of a dean of educational technologies position. Dr. Friedlander outlined some of the responsibilities associated with this position. They include:

- Leadership for the Online College and coordination with appropriate support services (i.e., Business Services, Human Resources, Information Resources and Student Affairs)
- Leadership for instructional technology planning for credit and non-credit programs
- Oversight for instructional technology research and evaluation (e.g., planning, lab utilization and return on investment)
- Instructional Design, Development and Delivery System Planning
- Dean responsible for the
  - FRC
  - LSS
  - Library
- Liaison to IRD, ITC, CPC/DTC and other instructional technology-related committees
- College liaison to statewide instructional technology initiatives such as the CVU and staff development centers
- Contacts with business and community for technology-related instructional program
- Grant writing to support instructional technology initiatives
- Coordination of the ICLCs
- Dean for Multimedia Arts and Technologies, Graphics and interdisciplinary technology-related instructional programs (e.g., E-commerce, Entertainment Technology, Web Master certification)

Dr. Friedlander noted that the responsibilities listed for the proposed dean's position are needed to support the college's existing and anticipated technology-based instructional initiatives. The position will enable us to meet a number of the goals and objectives in the College Plan.

Bill Hamre reiterated the number of positions that are needed for his division to implement the three-year plan. It is not effective to have one person responsible for both the technology infrastructure and academic planning for educational technology and directions. This position [dean] is essential to allow us to do the right kind of planning that needs to be done on the educational technology side.

This proposal is being submitted to DTC in its role as the College Plan work group for instructional-wide technology needs. DTC is being asked to endorse this proposal before it is forwarded to the Academic Senate and the Student Services Advisory Council. Dr. Friedlander noted that this proposal would be presented in a format that demonstrates how it meets the goals and objectives of the College Plan.

- A. *Process for identifying funds to support the costs of replacing technology equipment and the process for allocating funds to pay for the replacement of equipment acquired with internal or external resources other than those set aside for new technology equipment*

Bill Hamre has developed a model (spreadsheet) that would let us make some specific assumptions about revenues and expenditures for both the growth and COLA revenues coming in from the state. The first part of the model identifies the base FTES for apportionate purposes in credit/non-credit. He summarized the proposed funding model and will present it to CPC/DTC after it has been reviewed by Vice President of Business Services, Brian Fahnestock. The Council also discussed a proposal to ask the Foundation to raise a certain amount of money each year that would be used as matching funds to technology gifts and grants that would be put in the replacement equipment budget.

**4. The meeting was adjourned at 5:00 PM.**

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