

# Ventura County Community College District

## *District Consultation Council*

Multi-Purpose Room  
255 West Stanley Avenue, Suite 150  
Ventura, CA 93001

**July 18, 2008 - 8:30 a.m.**

- Present:** Eva Conrad, P. Scott Corbett, Richard Durán, Clare Geisen, Sue Johnson, James Meznec, Patricia Parham, Ramiro Sanchez, Peter Sezzi
- Absent:** Robin Calote, Classified Senate Presidents, SEIU Representative, Margaret Tennant, John Wagner, Moorpark, Oxnard, and Ventura Associated Student Government Representatives
- Guests:** None
- Recorder:** Lynn-Marie Glaze

**Minutes:**

Agenda Item	Summary of Discussion	Action (If Required)	Completion Timeline	Assigned to:
<b>Draft Master Plan Review</b>	<p>Chancellor Meznec announced that Richard Dawe, Vice Chancellor of Planning and Organizational Development, will be joining VCCCD in mid-August. The Chancellor will be transferring responsibility for the Master Plan sometime thereafter.</p> <p>Chancellor Meznec reminded Consultation Council the Master Plan is a discoverable item for accreditation. He then noted the Board objectives on page 212 and indicated the need to add measurable outcomes. It is anticipated the Board will ask Consultation Council to work with them in reviewing and revising their aims in September or October.</p> <p>Our planning goal is to have a sustainable, continuous quality control process. Past audits like the KH study pointed to challenges and made recommendations, but were not plans. Now we must be sure that current</p>	<p>Consultation Council members will email the Chancellor's Office or bring any additional comments or suggestions regarding pages 1-142 to the next meeting on August 1.</p>	8.1.08	Consultation Council Members

Agenda Item	Summary of Discussion	Action (If Required)	Completion Timeline	Assigned to:
	<p>campus goals are consistent with Board planning objectives.</p> <p>The District's plan will be called "Master Plan" to clearly identify separation from colleges' "Strategic Plans." Terminology may be modified at a later date, if this proves to be confusing. The Board will set "objectives" to be met by campus-developed annual goals.</p> <p>Consultation Council then reviewed pages 1-142 of the Master Plan. Throughout the review, Consultation Council discussed the various topics/sections of the Master Plan and provided the following input, comments, and recommended changes:</p> <p><b>Introduction (District History/Development Timeline)</b></p> <ul style="list-style-type: none"> <li>Should campus catalogs include college mission statements and the District-wide mission statement? This can be confusing to students/public. Following discussion, Chancellor Meznik stated each college is entitled to its individual mission statement complementary to the District-wide mission statement. Each campus is encouraged to list both District and college mission statements in its catalog. Each campus mission should contain the unique "niche" aspects of its programs and services, which separate it from its sister institutions but fall within the Districts umbrella mission. It is important for employees to see the District mission statement as part of improving our District-wide culture, but schedules should be made to work for the students and need not contain the District mission statement.</li> </ul>			

Agenda Item	Summary of Discussion	Action (If Required)	Completion Timeline	Assigned to:
	<p><b>KH Study</b></p> <ul style="list-style-type: none"> <li>The Board requested follow up related to KH Study recommendations. It was noted many KH recommendations have been completed or are ongoing. The Chancellor hopes the committee will discuss with the Board this fall our accomplishments in meeting KH recommendations. He is very proud of our accomplishments and we have much to report to the Board. It is important for us to further increase our effectiveness and productivity in light of the fact that California's financial challenges will be significant for several years. VCCCD must be aware of redundancies and will need program reviews, directed budgeting, and careful planning in the next decade.</li> </ul> <p><b>Reports</b></p> <p>Members of the Council reported on seven items of importance to the membership:</p> <ul style="list-style-type: none"> <li><b>Communications.</b> VCCCD continues to work on lines of communication, and Communication Plan activities are ongoing. Please use established channels of communication and governance. We continue to experience "back door" approaches outside our agreed-upon structures. These create additional work and create unnecessary conflict and confusion.</li> <li><b>Information Technology.</b> The membership is pleased with the progress being made with District-wide technology. IT plays an important role in increasing productivity and employee effectiveness. The IT Plan is progressing.</li> <li><b>Human Resources.</b> HR is working on multi-year employment plans and recruitment plans.</li> <li><b>Formulas/Funding.</b> We have dealt with revisiting</li> </ul>			

Agenda Item	Summary of Discussion	Action (If Required)	Completion Timeline	Assigned to:
	<p>the funding formula, which needs some changes this year. It was a difficult challenge to put a new formula in place, but staff did an excellent job with the process which resulted in outcomes acceptable to all shareholders.</p> <ul style="list-style-type: none"> <li>• <b>Accreditation.</b> WASC training is scheduled for 9.26.08, reports to be provided to Board no later than August 2010, and VCCCD's accreditation visit is scheduled for October 2010.</li> <li>• <b>Business and Administrative Services.</b> Business and Administrative Services is ensuring compliance with state law. Focus on forecasting annual budget out to three years. Is important for the Board to understand gravity and complexity of budget data. Important to wait for available funding, follow financial plan, and need to reallocate funds where necessary to adjust for current priorities. Using Master Plan gives everyone opportunity for discussion of future revenue challenges.</li> <li>• <b>Tenure Process.</b> Request seeking Board clarification on granting third-year tenure and criteria used as tenure is a long-term financial commitment. Clarity of process is important. At this time, Chancellor does not have final authority for the tenure process. It is a contract issue and lends itself to political resolutions in cases of disagreement.</li> </ul> <p><b>Environmental Scan</b>                      The membership conducted a District environmental scan based on information from pages 30-98 of the Master Plan</p> <ul style="list-style-type: none"> <li>• Ventura County information currently provided in the Master Plan will be updated.</li> <li>• Unaffordable housing has led to a flat economic</li> </ul>			

Agenda Item	Summary of Discussion	Action (If Required)	Completion Timeline	Assigned to:
	<p>situation. Drop-out rates have increased, and young families cannot afford to move into Ventura County. Currently, only growth in Oxnard as other county areas discouraging development. Santa Barbara Community College good example of increasing enrollment within parameters of stalled growth as it addresses current population issues, acts as doorway to UC system, and offers strong community education program.</p> <ul style="list-style-type: none"> <li>• Need to grow without growing costs through higher class enrollment.</li> <li>• Need to examine typical drop-out rate within first few weeks of courses and class enrollment caps.</li> <li>• Develop structures/components for skills building for students trailing in early stages of courses to prevent failure and increase student retention and success.</li> <li>• Capture rate of high school students stable for many years. Suggest increase of high school counselors as summer adjunct faculty.</li> <li>• Stress transition rate from VCCCD colleges to UC and CSU systems. Review statistics, focus on sustained growth, provide resources for programs and services. IGETC information is included but need improvement in partnering with high schools.</li> <li>• Need to review Associate Degree requirements compared to other institutions. High number of students fail to receive associate degree and many drop out from UC/CSU system prior to receiving any degree. Review current practices and explore approaches to this issue.</li> </ul> <p><b>Closing Review Comments</b></p> <ul style="list-style-type: none"> <li>• Concerns/issues with current data as reviewed include flat enrollment, greater efficiencies, and lack of aggressive recruitment</li> </ul>			

Agenda Item	Summary of Discussion	Action (If Required)	Completion Timeline	Assigned to:
	<ul style="list-style-type: none"> <li>• Mid-year projection (five years) for future estimated growth is approximately 2%, which is considered meager.</li> <li>• Projected market share for student enrollment is approximately 45% of high school seniors. Possibility exists for sustained growth by examining market share of senior class. Cal-PASS/P-16 Council may provide needed information.</li> <li>• District-wide culture has improved and will be documented as accomplishments in Master Plan.</li> <li>• Challenges for Board awareness include staffing issues (i.e., succession planning for retirement) and comprehensive marketing plans for the District and colleges that integrate and complement each other.</li> <li>• Consultation Council members need to work from the same correct data and will discuss kinds of information needed for future updates, including information related to environmental issues. Changes will be data driven. In planning, keep general economic downturn in mind, plan to maintain programmatic integrity, and design staffing resources to be more efficient to keep resources in classrooms/labs.</li> <li>• The Board is reviewing the Master Plan as part of its planning process, and the Master Plan will be shared with the colleges for use in the future.</li> </ul> <p><b>Summary</b>                      The Marketing Assessment Committee feels that the KH observations are still relevant but need updating for 2008-2009. It appears VCCCD needs to approach its "marketing" differently if it plans on managing long term structural enrollment challenges.</p> <p>VCCCD can no longer rely on population growth as a primary means of student enrollment.</p>			

Agenda Item	Summary of Discussion	Action (If Required)	Completion Timeline	Assigned to:
	<p>Growth in the numbers of high school seniors is insufficient to close VCCCD's enrollment gap, unless colleges increase the percentage of high school students opting to attend college.</p> <p>The colleges offer a different mix of Liberal Arts and Sciences, Vocational Career Education, and Personal Development programs. We need to have more "niche marketing" within the District. Enrollment development could build on the niche approach, reduce redundancy, and increase cross-District campus cooperation. Our student retention should also be strengthened.</p> <p>The cost of housing even in our current recession is a barrier for many seeking to live in our county. This implies we will have challenges attracting new employees and have long-term enrollment challenges as young families are priced out of our market.</p> <p>Career vocational programming is important to the District and our communities and students. Many of the future employment growth opportunities in our county are in lower paying professions or service industries (financial services, real estate, hospitality). We will need a more sophisticated approach to help create high paying jobs in Ventura County and assist in making our regional economy strong.</p> <p>We need to strengthen our economic development activities and provide greater review of our career-technical and vocational programs.</p>			
<p><b>Next Meetings:</b></p>	<p>The meeting schedule for July-October 2008 is as follows: August 1, August 29, September 19, and October 3.</p>			