



Santa Monica Community College District
Budget Planning Committee a Subcommittee of the
District Planning and Advisory Council
MARCH 7, 2007
AMENDED DRAFT MINUTES

A meeting of the Santa Monica Community College Budget Planning Committee, a subcommittee of the District Planning and Advisory Council (DPAC) was held on Wednesday, March 7, 2007 at 2:00pm at Santa Monica College, Library Conference Room 275, 1900 Pico Boulevard. Santa Monica, California.

Budget Planning Committee Members

Sal Veas, Academic Senate Representative, Co-Chair (absent)
Teresita Rodriguez, Administration, Co-Chair
Randy Lawson, Administration
Richard Tahvildaran-Jesswein, Academic Senate Representative
Mona Martin, Management Association Representative
Chris Bonvenuto, Management Association Representative (absent)
Mitra Moassessi, Faculty Association Representative (absent)
Lantz Simpson, Faculty Association Representative
Bernie Rosenloecher, CSEA Representative (absent)
Leroy Lauer, CSEA Representative
Steve Levine, Classified Representative
Miguel Reyes, Classified Representative (absent)
Michael Davoodi, Student Representative (absent)
Maximilian Carrillo, Student Representative (absent)

Support Staff for the Budget Planning Subcommittee

Gina Cole

Others Present

Janet Kretschmer
Lesley Kawaguchi
Waleed Nasr
Howard Stahl
Simon Balm
Teri Bernstein
Al DeSalles
Jocelyn Chong

Call to Order 2:06 p.m.

Review of Minutes: February 21, 2007

The minutes of the February 21, 2007 meeting were reviewed, amended and accepted.

Outreach research

Teresita Rodriguez informed the committee that preliminary data on marketing and student feedback would be available tentatively in a couple of months. Also, survey questions in reference to marketing have been created but not yet loaded to the application.

Advertising Budget

Lantz Simpson requested a report that would explain advertising expenditures and list strategies. Chris Bonvenuto provided an expenditure report of 5830 (advertising) for various departments/locations as of February 28, 2007. The report was reviewed and discussed by the committee.

The need for spending on advertising in Santa Monica local newspapers was questioned. The committee was reminded of SMC's commitment in the area of community outreach.

The choice of KPWR and KROQ as the two stations on which SMC advertises was questioned.

5000 Series

- Continued discussion of expenditures for publicity materials and 411 telephone calls was called for, as was a review of patterns of usage in departments with high volume usage of 411. 411 call accesses has been denied in most areas of the college but may still be accessible in authorized areas, such as for emergency purposes by campus police and other emergency purposes if systems are down. Randy Lawson and Chris Bonvenuto will follow up with appropriate departmental staff to confirm blocked usage of 411 by the next meeting.
- Chris prepared an extensive report of the 5000 series (Fund 01.0/unrestricted) and presented the report in detail to the committee. The report reflected a four year comparison of actual versus adopted budget from 2003 thru 2006.

There was specific discussion regarding advertising (5830). Chris prepared a pre-close report as of February 28, 2007 which reflected actual funds paid out to vendors in the area of media and development.

Chris reported on the California Community Colleges 2005-2006 Fiscal Year Corrections & Adjustments. Compton FTES is one time therefore will not reflect in 2007-2008.

"The First Look at 2007-2008 Budget" dated March 3, 2007 was presented by Chris which was a **preliminary report of general observations** that was presented to the Board of Trustees at their March 3, 2007 retreat.

Chris will continue to monitor or review the District's fiscal status and advised the committee to visit the Chancellor's website and review reports regarding state funding and budget issues. He informed the committee that the Chancellor will have further discussions at the upcoming implementation meeting.

P1 Report (waiting for census for more accurate data)

Randy stated, as there is more data resulting from P1 then the committee will be able to review the outcome of P2.

Agenda Planning for March 21, 2007:

- . 5000 Series – Further Discussion
- Advertising funds and strategies to reduce expenditures
- Campus special events publicity materials – reduce waste and expenditures
- Report on telephone 411 calls and district review patterns of usage
- . One time funding for Technology – Richard T. to consult with Technology Planning Committee

Adjournment: 3:52 p.m.

Budget Planning Committee Meetings schedule through June 2007:

March 21
April 4, 18
May 2, 16
June 6, 20