



Santa Monica Community College District
Budget Planning Committee a Subcommittee of the
District Planning and Advisory Council
JANUARY 16, 2008
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 Tuesday, January 16, 2008 at 2:00 p.m. at Santa Monica College, Library Meeting Room 193, 1900 Pico Boulevard, Santa Monica, California.

I. Call to Order 2:05 p.m.

II. Budget Planning Committee Members

Randy Lawson, Administration (absent)
Chris Bonvenuto, Administration
Richard Tahvildaran-Jesswein, Academic Senate Representative (absent)
Sal Veas, Academic Senate Representative
Mona Martin, Management Association Representative, Co-Chair
Leonard Crawford, Management Association Representative
Mitra Moassessi, Faculty Association Representative
Lantz Simpson, Faculty Association Representative
Bernie Rosenloecher, CSEA Representative (absent)
Leroy Lauer, CSEA Representative, Co-Chair
Connie Lemke, Classified Representative (absent)
Miguel Reyes, Classified Representative (absent)
Student Representative (absent)
Student Representative (absent)

III. A correction was made to the previous minutes about a date in the upcoming meeting schedule. In April, the meeting date has been changed from April 17 to April 16, 2008. Minutes were then approved unanimously.

IV. Presentation on Marketing of the College

Don Girard, Sr. Director of Government Relations and Institutional Communications, was introduced and presented an update on marketing of the College. Starting with a brief description of the College and its competitors, he outlined the history of the advertising and marketing plans since 1986, when the College began promoting itself. He presented hard copy documents to illustrate the competitive growth of the college (re: competitors such as LA Valley, Cerritos, Long Beach, LA Pierce, Mt. San Antonia, El Camino and Pasadena) in terms of FTES. SMC is third in the State in state-funded credit FTES and second in the State in total credit FTES (state-funded plus non-resident) out of the 117 colleges. Approximately 43% of the College's students come from a distance of more than ten miles.

Based on State averages, SMC now draws from a population of about 700,000 people while Santa Monica has a population of only 83,000. Because of the physical proximity to the Pacific Ocean, the College's natural radius is limited. However, in part due to the

advertising history, the College has achieved a service area that is unnatural, with annual growth rates of 8 – 11% throughout the 1990s.

He presented information about the philosophy of choices that have been made as to the media used in the past and currently. Focusing on youth-oriented outlets (i.e. radio stations KROC and KPWR and print such as LA Weekly), advertising was placed for limited period of times, with deep penetration at those times.

A brief discussion ensued about the ability to measure the effects of advertising on enrollment. Don offered anecdotal information on the effects of advertising being withdrawn in 1992 and 2003, when lower enrollments ensued; upon reinstating advertising, enrollment recovered. The current expenditures for advertising are:

Radio - \$675,000

Print - 60,000

Bus - 60-70,000

Growth is expected as the College's online offerings increase. Additional funds have been allocated for improvements to the website and Google search options.

V. Potential competition for the College Outreach program

Chris Bonvenuto led a brief discussion on the success of the College's Outreach program and the potential competition as the Los Angeles district develops their own Outreach program.

VI. Budget Update

Chris informed the Committee of an expected \$400,000 cut in the 2007-2008 budget. He indicated that Vic Hanson and the Senior Vice-Presidents are discussing these cuts.

Chris also reported on the state budget condition and the Governor's intention of reducing funding to the Cal State system which may create an opportunity for the community colleges. The growth in the Governor's budget is capped at one percent.

IX. Adjournment 3:45 p.m.

Meeting Schedule

The Subcommittee will continue meeting in 2008 on the first and third Wednesdays, at 2:00 p.m. in the Library Conference Room. Upcoming meetings:

February 6, 20

March 5, 19

April 2, 16

May 7, 21

June 4, 18