



Santa Monica Community College District  
**Budget Planning Committee a Subcommittee** of the  
District Planning and Advisory Council  
**OCTOBER 2, 2013**  
**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, October 2, 2013 at 2:08 p.m. at Santa Monica College, Library Second Floor Conference Room (Library 275), 1900 Pico Boulevard, Santa Monica, California.

I. Call to Order 2:08 p.m.

II. Budget Planning Committee Members

Bob Isomoto, Administration, Co-Chair (Absent)  
Eve Adler, Academic Senate Representative (Absent)  
Janet Harclerode, Academic Senate Representative  
Sandy Chung, Management Association Representative  
Laurie McQuay-Peninger, Management Association Representative  
Mitra Moassessi, Faculty Association Representative  
Howard Stahl, Faculty Association Representative, Co-Chair  
Bernie Rosenloecher, CSEA Representative (Absent)  
Leroy Lauer, CSEA Representative  
Nilofar Ghasami, CSEA Representative  
Mike Roberts, CSEA Representative  
Ty Moura, Student Representative  
Inayat Issa, Student Representative  
Pablo Garcia, Student Representative

Interested Parties:

Mario Martinez, Faculty Association Representative

III. Review of Minutes: September 18, 2013 accepted as presented

IV. Agenda:

A. Review of Contracts and Services

Vice-President Isomoto shared information with the Committee regarding the District's Contracts and Services (5000 Series). Various questions were posed by several committee members. Further information was requested regarding Bad Debts-Student Fees, Advertising, Off Campus Printing, Managed Printing Services, Transportation-Others and Other Contract Services. Vice-President Isomoto agreed to bring back further information at an upcoming meeting.

Following all the discussion, the following motions were made:

MOTION: "The Budget Committee recommends that DPAC study the effectiveness of all advertising spending of the College (Account #5830)."

MADE BY: Moura      SECONDED: Rosenloecher

FOR: 5      AGAINST: 7      ABSTAIN: 1

MOTION FAILED

MOTION: "The Budget Committee recommends that DPAC analyze the cost and use of the printed and mailed class schedule to reduce our environmental impact and save money."

MADE BY: Stahl      SECONDED: Rosenloecher  
FOR: 11      AGAINST: 0      ABSTAIN: 2  
MOTION PASSES

Committee members asked that Vice-President Rodriguez present information regarding current enrollment policies that are contributing to Bad Debt costs to see if changes might be made that can save money. Committee members also asked that Don Girard present information regarding the types of advertising and marketing campaigns that are being undertaken by the college as well as any effectiveness data regarding them. Co-Chairs agreed to invite these individuals to an upcoming meeting.

#### B. State Budget Update

Governor Brown signed the bill authorizing up to \$100 million to backfill any RDA shortfall identified by the Department of Finance. While both the Department of Finance and the Chancellor's Office seem to agree that the shortfall is approximately \$88 million, the Department of Finance is still calculating exactly what part of the shortfall it will backfill. The Adopted Budget assumed \$1.4 million would be backfilled. It will likely not be until late November or December that the Department of Finance will release its estimate of the portion of the deficit it plans to backfill.

#### V. Adjournment at 3:47 p.m.