



Santa Monica Community College District  
**Budget Planning Committee a Subcommittee** of the  
District Planning and Advisory Council  
**NOVEMBER 6, 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, November 6, 2013 at 2:05 p.m. at Santa Monica College, Library Second Floor Conference Room (Library 275), 1900 Pico Boulevard, Santa Monica, California.

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

II. Budget Planning Committee Members

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

III. Review of Minutes: October 16, 2013 accepted as presented

IV. Agenda:

A. Report Regarding Advertising and Marketing

Senior Director of Government Relations and Institutional Communications, Don Girard, discussed the advertising and marketing functions of the College. While certain kinds of advertising is prohibited by law, the College is allowed to run ads on radio, on buses that drive through Santa Monica and mail marketing pieces to addresses inside the District as well as to alumni. Approximately, 85% of all addressable households within a 5 mile radius of the College have attended the College.

Currently, the College prints 123,000 class schedules each academic year and mails 105,000 class schedules. In addition, the College prints 25,000 Emeritus schedules and mails a portion of these to Emeritus students. In recent years, the College stopped making Summer and Winter class schedules. Approximately, \$150,000 is spent annually designing, printing and mailing all these class schedules. Selling ads in the class schedule to defray some of these costs has been discussed in the past but doing so would affect the heavily discounted postage rate these materials currently receive, so this idea has never moved forward.

Currently, the College runs radio ads on KPWR and KROQ which it believes reaches the 18-24 demographic in Los Angeles. These radio stations sponsor events and are connected socially with this demographic. These stations claim to reach 75% of every 18-24 year old in Los Angeles county each week. Advertising on radio this Fall semester started 48 days prior to the start of Fall semester at a level that is 2/3 of what was done when the College was advertising on radio in the recent years.

Many additional questions posed by different members of the Committee were answered.

V. Adjournment at 3:23 p.m.