



Santa Monica Community College District
District Planning and Advisory Council
MEETING – NOVEMBER 9, 2016
MINUTES

A meeting of the Santa Monica Community College District Planning and Advisory Council (DPAC) was held on Wednesday, **November 9, 2016** at Santa Monica College, HSS 301 Conference Room, 1900 Pico Boulevard, Santa Monica, California.

I. Call to Order – 3:05 p.m.

II. Members Present

Teresita Rodriguez, Administration, Chair Designee
Fran Chandler, Academic Senate President, Vice-Chair
Mitra Moassessi, Academic Senate Representative
Georgia Lorenz, Administration Representative
Chris Bonvenuto, Management Association President
Katharine Muller, Management Association Representative
Peter Morse, Faculty Association Representative
Howard Stahl, Faculty Association Representative
Lee Peterson, CSEA Representative
Connie Lemke, CSEA Representative
Laura Zwicker, Associated Students Representative

Others Present

Matt Hotsinpiller
Nate Donahue

III. Motion was made by Mitra Moassessi and seconded by Lee Peterson to approve the minutes of the DPAC meeting on October 26, 2016. *Unanimously approved (Georgia Lorenz abstained)*

IV. Response from Superintendent/President on DPAC recommendation(s): None

V. Agenda

A. DPAC considered the following recommendations forwarded by the Budget Planning Subcommittee.

1. In order to generate additional revenue and better meet student needs, the Budget Committee recommends to DPAC that DPAC support the vigorous pursuit and careful investigation of waitlist policies, class swapping and other procedures. *Discussion on this item was deferred until after the report on (B) Enrollment Strategies.*
2. The Budget Committee recommends to DPAC that DPAC explore the following revenue-generating or cost-savings ideas:
 - Reduce the use of contracts
 - Offer retirement incentives to employee groups
 - Run a flea market on weekends
 - Fundraise naming rights
 - Work with the prison population
 - Work with the active military and veteran population

Following discussion, motion was made by Mitra Moassessi and seconded by Connie Lemke that DPAC approve the following recommendation:

DPAC recommends that the District explore the following and other revenue-generating or cost-savings ideas:

- Reduce the use of contracts
- Offer retirement incentives to employee groups
- Run a flea market on weekends
- Seek sponsors interested in naming rights
- Work with the prison population
- Work with the active military and veteran population

The motion was unanimously approved.

B. Enrollment Strategies: Vice-President of Enrollment Development Teresita Rodriguez reported that work groups are discussing strategies to increase FTES by removing enrollment barriers and improving communication. Following are areas being looked at:

- Improved/increased outreach, marketing and communication to students, keeping students informed and engaged
- Contingency drops (enrolling in the same class or a class at the same time without first dropping the class currently enrolled), thereby not risking having no class
- New wait list/ notification list/ course request process
- Early summer session to attract a new market, student in a more non-traditional population
- Address students in the funnel to get them through the process
- Pathways to completion

A report will be presented at the next DPAC meeting on the status of the plan for contingency drops.

C. Strategic Planning Process: DPAC previously appointed members to serve on the Strategic Planning Process. The contract with the Collaborative Brain Trust (CBT) was approved by the Board to assist the District with the process. The CBT team leader is Julie Slark. It was agreed that the first meeting of the Strategic Planning Task Force will be held on December 14th at 1 p.m. in the Loft. Thereafter, the second meeting scheduled for DPAC each month will be used for the Strategic Planning Task Force. Much of the work will be done in subgroups of the Task Force with the goal of completing the process by the end of the Spring semester.

VI. Adjournment: 5:02 p.m.

Meeting schedule through June, 2016 (second and fourth Wednesdays each month at 3 p.m.)

2016-2017

December 14

January 11, 25

February 8, 22

March 8, 22

April 12, 26

May 10, 24

June 14, 28

VII. Council of Presidents Meeting

The Council of Presidents set the agenda for the December 14, 2016 DPAC meeting.

- A. Committee Reports
- B. Status of Contingency Drops