

**February 6, 2017**

**2:00-4:00 p.m.**

**Room AC217**

**Present:** Cara Kreit, Carol Hernandez, Christina Leimer, Connie Siegenthaler, David Everitt, Steven Newton, Nicole Oldendick, Beth Pratt (guest), Nicole Cruz (guest), Anna Pilloton (guest), Greg Nelson (guest)

**Absent:** Ismail Azam, Mia Chia, Paul Wilson, Peggy Dodge

## **MINUTES**

### **Agenda**

Christina explained the need to re-order the agenda due to Dr. Coon being unable to attend; Nicole Cruz will present on his behalf. Greg Nelson will conduct the mock interview, and the order of report presentations will change with Greg presenting on CS 1.1 first and Nicole Cruz and Anna Pilloton presenting on Objective 2 second. With these revisions, the agenda was approved.

### **Minutes**

Minutes for 12/05/2016 meeting were approved.

### **EPC Report Discussion before Presentations**

Prior to Champions' oral presentations, members discussed questions and comments that arose based on their review of written reports.

#### **Regarding Student Success 1.5**

- Should the report be edited to state that the number and percentage of students on financial aid warning are trending in the right direction, and not that the number and percentage of students on financial aid are trending in the right direction?
  - Jonathan Eldridge confirmed that this edit should be made. Nicole Oldendick will correct the report and post the revision online.
- It was clarified that the data table includes the number and percentage of all students who receive federal financial aid and are on warning status. Between 680-780 students received federal financial aid during the performance semesters; this is the denominator for on which the percentage was calculated.

### **Mock Interview for Accreditation Visit Preparation**

EPC members are requested to read standards I.B.1 and I.B.9 in the [Institutional Self Evaluation Report](#) (ISER). Greg Nelson conducted a mock interview of the EPC and provided follow-up suggestions. Christina will send the questions that Greg asked to the EPC.

### **Champion Objective Presentations**

**Objective CS 1.1:** Fully utilize the Indian Valley Campus (IVC) to achieve District goals of financial sustainability, enrollment growth and meeting community needs, presented by Greg Nelson.

- Greg presented the [Facilities Master Plan](#), which was approved by the Board of Trustees on December 6, 2016.
- There are many projects slated for demolition, construction, and revitalization at IVC. These include a community center in partnership with Rotary Club of Novato, a new aquatic center, a new horticulture building, revitalizing the organic garden, an outdoor amphitheater and reconditioning the science labs. Refer to the [Measure B Bond Program website](#) for more detail.
- The event venue, scheduled to open in Fall 2019, will be one of the largest venues in the county for dinner. The pool, also scheduled to open in Fall 2019, will be the only Olympic-sized pool in the county.
- The college is planning to review science class wait lists and determine how many students live in the vicinity or north of IVC. If applicable, there will be increased course offerings at IVC.
- The college is working on partnerships to boost enrollment, such as that with Novato High School. There will also be a number of summer academies offered at IVC.
- Performance Indicator 1.1 is met. The bulk of the revenue generated at IVC is through the pool.
- Performance Indicator 1.2 has not been met. Student headcount and units are down from the baseline.
- Performance Indicator 1.3 will be available at the end of February. The data will be brought to the following meeting.

**Additional Objective 2:** Strengthen College of Marin's visibility and image within Marin County and beyond, presented by Nicole Cruz and Anna Pilloton.

- Nicole Cruz distributed examples from the Fall 2016 and Spring 2017 marketing campaigns. EPC members requested as copy to post as evidence.
- The college expanded on its marketing strategies including print, newspaper, search engine optimization and marketing, bus tails ads on buses through Golden Gate Transit, kiosks at malls, advertising at local theaters, pink spots, social media, ads in Spanish, and tied to geolocation such as the DMV and hospital waiting rooms. There were also ads focused specifically on the performing arts program and daily ads publicizing facilities planning forums.
- Events and partnerships that helped showcase the college include Marinovators, Friends of IVC, open swim and the Tidal Waves swim team, Rotary Club, Grace Church service on

Sundays, local community groups, a spring production and corresponding integrated curriculum at Kent Middle School, and K-12 administrators breakfast every spring.

- The college has modified its Facebook page to allow comments and cross-shares content with other department pages. The college also continues a social media presence on Instagram, Twitter and LinkedIn.
- For Performance Indicator 2.2, the daily total consumers indicator is met, web and homepage sessions indicators are not, and the lifetime total likes indicator is not met but there has been an increase over time. This metric should be revised to account for year-over-year increases rather than increases within the 3-month campaign.

**Objective CR 1.1:** Engage community and economic development partners to participate in the assessment of industry and community demands for workforce and economic development and findings are shared with the campus community, presented by Beth Pratt.

- CTE programs are tied to local and regional business and industry. An example of a program on the local level is the growing partnership with Mike's Bikes. Regionally, students in computer information systems train at COM but largely work in San Francisco. There are students in the automotive programs who commute from the East Bay.
- Partnerships and presentations include those with and to the Northern California Career Pathways Alliance, satellite/dual enrollment programs, Workforce Alliance of the North Bay, North Bay Economic Summit, and Adult Education Block Grant consortium.
- The Workforce/CTE Division is working on branding.
- Advisory committees have grown from one program having an active advisory committee to almost all of them having one. Program review for CTE requires demonstrated relevancy and that there is engagement/review by advisory committees. Advisory committees include local business members in the relevant field.
- Performance Indicator CR 1.1 is met.

**Objective SS 1.5:** Reduce financial aid disqualification by 5 percentage points each year from AY 2014-15 baseline to AY 2016-17, presented by Jonathan Eldridge.

- The financial aid area is in a period of personnel transition. Increased stability in financial aid and the efforts associated with the basic skills transformation grant will continue to address this objective.
- A student maintaining satisfactory academic progress is a requirement for federal financial aid and is comprised of several measures including GPA, course completion, and total units attempted. Given that there are caps on Pell Grants and an emphasis on low student debt, it is important that students succeed in their classes and complete their educational goals.
- Performance Indicator SS 1.5 is not met.

**Objective SS 1.1:** Increase institutional preparedness to address student equity.

- The bullets in the report speak to the activities implemented to fulfill this objective.
- Performance Indicator SS 1.1 data will not be available until the end of Spring 2017, after a follow-up survey is administered.

### **EPC Discussion/Rating of Progress**

#### Ratings

#### **College Systems 1.1:** Fully utilize IVC.

- Activity: Yellow; there is significant activity that should affect community engagement and funding but less evidence of activity that impacts enrollment.
- Objective Met: Performance indicator 1.1 is met, 1.2 is not, and 1.3 is incomplete.

#### **Additional Objective 2:** Strengthen COM's visibility and image.

- Activity: Green
- Objective Met: One performance indicator met, two not met, and one not met, but this is more about how the measure was established

#### **Community Responsiveness 1.1:** Engage community and economic development partners.

- Activity: Green
- Objective Met: Yes

#### **Student Success 1.5:** Reduce financial aid disqualification.

- Activity: Yellow; limited activity partially attributed to instability in financial aid. There was also not sufficient evidence of activity specific to reducing disqualification.
- Objective Met: No

#### **Student Success 1.1:** Increase institutional preparedness to address student equity.

- Activity: Green
- Objective Met: No

**Next meeting:** March 20, 2017

Agenda items to include presentations on Student Success 3.1, Student Success 4.1, and Student Success 1.4.