



MINUTES OF THE STUDY SESSION OF THE GOVERNING BOARD

April 16, 2013



CALL TO ORDER / OPEN SESSION

Vice President Henry called the study session of the Board of Trustees to order at 10:02 am.

Board members present:

Bill Henry, Vice President
Nina Oxborrow, Clerk
Jeff Levinson
Edna Ivans
Jack Minnite
Steve Cantu

Board members absent:

Mark McKean, President
Brittany Burkhart, Student Trustee

Administrators present:

Frank Gornick, Chancellor
Ken Stoppenbrink, Vice Chancellor of Business Services
Carole Goldsmith, President, West Hills College Coalinga
Don Warkentin, President, West Hills College Lemoore
Pedro Avila, Vice President of Student Services, West Hills College Coalinga
Frances Squire, Executive Director, West Hills Community College Foundation
Sylvia Dorsey-Robinson, Vice President of Student Services, West Hills College Lemoore
Stephanie Droker, Int. Vice President of Educational Services, West Hills College Coalinga
Dave Bolt, Vice President of Educational Services, West Hills College Lemoore
Keith Stearns, Associate Vice Chancellor of Academic and Information Services/Registrar
Tom Wixon, Director of Marketing
Marcel Hetu, Director of North District Center, Firebaugh
Lataria Hall, Director of DSPS, West Hills College Lemoore

Introduction of Guests

There were no guests introduced at this time.

Public Comments

Ms. Sara Avila, North District Center, Firebaugh employee, addressed the Board of Trustees and audience concerning two students who recently lost their child. She stated that rather than preparing for graduation and a baby, they are preparing for a funeral. Ms. Avila asked those who are able to please assist these students during this difficult time. She thanked everyone for their consideration.

STUDY SESSION

Citizens' Bond Oversight Committee Annual Reports

- SFID #1, Northern Area – A committee member was not present to report at this time; however, the written annual report was provided to the Board of Trustees.
- SFID #2, Coalinga Area – A committee member was not present to report at this time; however, the written annual report was provided to the Board of Trustees.
- SFID #3, Lemoore Area – Mr. Les Brown spoke on behalf of the SFID #3 committee and stated that they are dedicated to their work and are in total agreement that the bond monies are being spent appropriately and the audit has been conducted. There are no irregularities in the administration of the funds. As chair of the committee, all are committed to continuing the work. Mr. Brown stated that the committee would like everyone to know that they are ready to assist with Measure L which allows for the reauthorization of bond funds.

Brief discussion took place regarding the vacant positions on the committees.

Student Success Scorecard

Mr. Keith Stearns and Mr. Kyle Crider provided a presentation on the Student Success Scorecard. Mr. Stearns reported that the Accountability Reporting for Community Colleges (ARCC) has been changed to Student Success Scorecard. Discussion took place regarding persistence and students who achieved at least 30 units. Frank commented on the Student Success Conference and how data is to be used, stating that we could expect more data will be requested as we move along. Mr. Crider provided information on completion and preparation. Discussion took place concerning remedial and career technical education. The statewide average was discussed and how numbers at West Hills and around the state compete.

Trustee Cantu arrived to the meeting at this time.

Mr. Crider discussed CTE and student behavior. He stated that it is based on a student who is taking a course in a specific discipline and an additional number of units in a related discipline. Dr. Frank Gornick initiated brief discussion on the things being attempted around the state concerning how colleges can help with completion rates.

Budget Update

Mr. Ken Stoppenbrink provided an update on budget forecasts for 2012-2013 and 2013-2014. He also briefly discussed the impacts of the Governor's budget.

Update on Personnel Vacancies, Interview Committees, and Status of Positions

Mr. Stoppenbrink provided an update on current recruitments for various administrative positions. He announced that Ms. Stephanie Droker has been offered the position of Vice President of Educational Services at West Hills College Coalinga.

Marketing/Publications Update

Mr. Tom Wixon provided an update on communication strategies for 2013-2014. He stated that the ground is shifting and college funding will be based in the future on results, not increased enrollments. This affects the way we will need to communicate. Some of the challenges include declining media penetration which limits the reach of our message; a consumer shift to online and social media sources for news and information; and direct mail becoming increasingly expensive. Mr. Wixon described some of the strategies that can be used.

Mr. Ron Manfredi, Interim City Manager for the City of Firebaugh, was invited to address the Board. He complimented the Board on what West Hills College has done in the community and stated that he is impressed. He expressed the appreciation of the city of Firebaugh and thanked the Board for their work that will be occurring at Maldonado Park. Mr. Manfredi stated that he thinks the collaboration with community colleges is the founding of higher education and he appreciates the community college system. Dr. Gornick stated that the District is looking forward to continuing the relationship with the City of Firebaugh.

Chancellor's Evaluation Process

Dr. Gornick stated that the Board of Trustees will receive an evaluation tool during the week of April 22. The Chancellor's evaluation will occur during closed session at the May Board meeting and contract negotiation will occur at the June Board meeting.

Dr. Gornick briefly discussed the future of funding for community colleges, their mission, the quality of education, and what we do for students to make them succeed.

ADJOURNMENT

There being no further business before the Board of Trustees, the study session was adjourned at 11:45 am.

Nina Oxborrow
Clerk of the Board of Trustees