PRESIDENT'S ADVISORY COUNCIL

MEETING NOTES - July 16, 2003

Attendance:
- Christopher O’Hearn, Chair
- Deb Blackmore
- Mark Fernandez
- Bob Lee
- Becky Meza (arrived at 3:12)
- Sheryl Hullings
- Ralph Jagodka
- Phil Maynard
- Robertson Wellen
- Terri Smith
- Nancy Rice

Guest: Nancy Rice

President O’Hearn called the meeting to order at 3:10 p.m.

1. June 4, 2003 Meeting Notes

No changes were made to the meeting notes.

2. Budget Committee Budget Reduction Proposals

At the June 4 PAC meeting, Vice President Nancy Rice presented three budget reduction or revenue generation proposals from the Budget Committee. Vice President Rice had been asked to obtain more information on the proposal to charge for class (credit) schedules and a proposed hiatus of cultural arts events.

- Charge for Credit Class Schedule

The initial recommendation from the Budget Committee was to charge $1 per credit schedule for spring 2004 (except for schedules distributed during orientation). According to Vice President Rice’s handout, 81,000 schedules are printed at a cost of approximately $31,000. Staff members would continue to receive a complimentary copy. It was also pointed out that class schedules are now available on the College’s web site. Mark Fernandez said there had been at least 30,000 downloads of the online schedule.

There was agreement to reduce the number of schedules printed, charge $1 per schedule, and encourage people to view the schedule on the web as much as possible.

There was also discussion about the non-credit class schedule. Vice President Rice reported that 750,000 schedules are distributed in the community each year at a cost of approximately $190,000 for printing. Vice President Rice suggested that the College might not want to charge for non-credit schedules because many of the classes listed in the schedule are fee-based. It was suggested that rather than having the schedules delivered to community members, possibly a postcard could be mailed (or delivered) inviting potential students to check out
classes on the web. The Budget Committee was asked to review the non-credit class schedule to see if they had any suggestions on how we can save dollars.

**Action Requested:** Vice President Rice will go back to the Budget Committee for discussion on the College’s non-credit schedule.

**Action Taken:** There was agreement to reduce the number of credit schedules printed, charge $1 per schedule, and encourage people to view the schedule on the web as much as possible.

- **Cultural Arts**

  The original Budget Committee recommendation was to take a hiatus from allowing outside groups to use the College facilities in 2004-05. The Committee also recommended that a study be done to determine the successful events vs. the unsuccessful ones.

  It was clarified that the proposed hiatus would be for cultural arts series events only and not rental by outside groups or academic programs. It was suggested that the study should be done prior to a decision being made on a hiatus. The study would tell the College what has been successful and what hasn’t been. Maybe we need to reduce the number of performances rather than eliminating the series all together. It was decided to put this recommendation “on hold” until a study is completed and a recommendation is brought back to the President’s Advisory Committee. The study should answer the question “are we getting the right performing groups to come to the College?” We shouldn’t be offering events that no one attends.

  **Action Requested:** Vice President Rice will work with Vice President Rasmussen to conduct a study and report back to the President’s Advisory Council.

- **Parking Fees**

  Vice President Rice provided an update on the recommendation to charge staff a parking fee of $35 for a six-month period, or $70 per year.

  It had been suggested by some that this might be a bargainable issue. She is checking on that. It is her understanding that faculty have indicated they would support a fee if it included limiting students from parking in staff lots. She will be bringing this item back to PAC.

3. **Budget Reduction Guidelines**

   Robertson Wellen reviewed the Budget Reduction Guidelines and the Guidelines for the relationship between PAC and the Budget Committee. It was suggested that some brief introductory statements might be appropriate including comments about the value we place on the work of the Budget Committee and how their thoughtful recommendations help PAC make good decisions for the institution.
Communication between PAC and the Budget Committee needs to be a two-way street.

President O’Hearn reminded committee members that the whole goal of the reduction process is to end up a stronger and better institution. We are working with fewer dollars, but he believes the College can be efficient and thoughtful about looking at other ways to do things.

**Action Requested:** Robertson Wellen will make the suggested additions and bring it back to the PAC one more time before it is forwarded to the Budget Committee.

4. Staffing

President O’Hearn said the College is committed to determine how best to do business with reduced funds and reduced staff while maintaining the integrity of our programs and services for students. He updated PAC on where we are relative to the PARS retirements. He has decided not to replace the Vice President, Community Education & Economic Development position, but to integrate the people, programs and services for which Karen had responsibility into other areas of the College, effective immediately. His goal is to strengthen the relationship between non-credit instruction and credit instruction and between the several economic development initiatives and the Business Division. These changes include:

1. The responsibility for cultural arts and the art gallery will be assumed by Vice President Pat Rasmussen.
2. The responsibility for economic development will be assumed by Dean Margie Chitwood in the newly named division of Business and Economic Development.
3. The responsibility for community education and non-credit will be assumed by Assistant Vice President Barbara Crane in the newly created instructional division of Community and Non-Credit Education.

President O’Hearn said those involved have been informed and the reaction has been positive. He applauded the work of Vice President Meyers for the excellent job she has done over the years of building many significant programs. He hopes this new structure will bring the college closer together.

Briefly, other changes include:
- A recommendation to form an instructional division called Fine and Performing Arts, effective Fall ‘04. Sue Long will remain an Associate Dean, reporting to Steve Runnebohm.
- Nancy Rice has agreed to stay on as a consultant for at least the next six months.
- Karen Meyers has agreed to continue working through September 30.
- If Rita Cavin accepts the Presidency at Linn-Benton College, President O’Hearn will review his options as far as replacing her.
President O'Hearn again stated that what he is trying to do by doing all this is to demonstrate the commitment of the College to do business differently. We are looking at how we can save funds and we all have to show that we are committed to making changes that, hopefully, don’t negatively affect the College’s mission and core values.

5. **Student Advocacy**

Becky Meza reported, through CalSACC, she is very involved in student advocacy work in Sacramento. She is working to form a student educational committee to inform students of the State budget. She doesn’t believe students realize how bad it is going to get and she wants to find a way to effectively communicate with students.

6. **Next Meeting**

August 20, 3:00-4:30 p.m., Administration Building, Room 205.

The meeting adjourned at 4:05 p.m.

CCO:dc