

**REGIONAL CONSORTIA CHAIRS AND CHANCELLOR'S OFFICE MEETING  
HYATT REGENCY, SACRAMENTO  
HOST: NORTH/FAR NORTH REGION  
10:00 a.m. – 1:00 p.m.**

**For Regional Consortia Staff Use Only**

**MINUTES**

**I. Additions/Deletions**

**II. Welcome/Introductions**

- ❖ Frank Abbott, CCCCCO
- ❖ Bernadette Black, San Diego/Imperial Counties Region
- ❖ Sheila Bollenbach, CCCCCO
- ❖ Janis Caston, North/Far North Region
- ❖ Sue Clark, Central Region
- ❖ Fred Critchfield, Bay Region
- ❖ Sophie Curtin, Desert Region
- ❖ Dennis DeRoss, North/Far North Region
- ❖ Lyla Eddington, LA/Orange County Region
- ❖ Lisa Fassett, CCCCCO
- ❖ Kay Hartig, San Diego/Imperial Counties Region
- ❖ Sandra Mallor, Bay Area Region
- ❖ Gary Mendenhall, Central Region
- ❖ Barry Noonan, CCCCCO
- ❖ Bill O'Rafferty, Desert Region
- ❖ Teresa Parkinson, CCCCCO
- ❖ Julie Pehkonen, Desert Region
- ❖ Kim Perry, CCCCCO
- ❖ Lucia Robles, CCCCCO
- ❖ Ron Selge, CCCCCO
- ❖ Dean Smith, CCCCCO
- ❖ Donna Stearns, CCCCCO
- ❖ Elizabeth Wallner, North/Far North Region
- ❖ Barbara Whitney, CCCCCO
- ❖ Chuck Wisely, CCCCCO

**Absent:** Tanya Burke, South Coast Region

### **III. Funding for Regional Consortia 2002-2003**

#### **a. Augmentations**

It was asked if the CCCCCO expected to continue augmenting the Regional Consortium as they have this year. The CCCCCO has no knowledge as to further augmentations but also had no knowledge of the augmentations received during the current fiscal year.

#### **b. Renewals**

The Regional Consortium RFAs will be on a shorter timeframe this year and will *not* be a full 90 day cycle. However, the specifications will be very similar to last year and the consortiums that are not in a renewal year will not have to re-submit.

Gary Mendenhall asked if the Regional Consortia “went away”, will there still be a Regional Deans group, and the group replied “yes.”

Ron Selge announced \$1 million in unexpended WIA Interagency funds and asked the group their feelings about an augmentation to the Regional Consortia. The group stated that they would welcome the augmentation if there were wide parameters to the expenditures and few additional accountability and reporting requirements. The point was made that getting consensus from all the PICs etc in the regions would be impossible and that an end date of June 30, 2002 would also be impossible. Ron left it that there would be continued discussion with the WIB, and the CCCCCO would let us know their final decision.

#### **c. Economic Development Funds**

Senator Polanko (spelling?) will re-author the Economic Development bill. The legislation will not be permanent but will sunset in five-years again. The language will be similar to prior years.

### **IV. In-Service – Program and Standalone Approvals**

Lyla Eddington had asked for in-service training from the Chancellor’s Office to address the issues of Program Approvals. Vicki Morrow had sent out an e-mail Friday afternoon addresssing this very item. However, the email stated that there will be three trainings state-wide while the Regional Chairs had asked for regional trainings. Programs are not getting or using LMI data, Core Indicator data , and there are too many problems to address this in three trainings. The idea of on-line or tele-conference trainings was raised which will be brought to Vicki Morrow.

...Lyla Eddington indicated that a lot of their program approval applications were being kicked back by CPEC because of their labor market information.

It was stated that the in-service workshop(s) provided by the Chancellor's Office is intended for "everyone." Bill O'Rafferty indicated that the new Program Approval Handbook takes the responsibility of the dean and puts it in the hands of the Regional Consortia Chair. Fred Critchfield mentioned that each region should review this issue of handing the responsibility over to the regional dean, and indicated that "we did not agree to this change." Kay Hartig also agreed that the chair of the Regional Deans committee should be responsible for signing off programs. Kim Perry stated that she suggested a dual signature (consisting of the Regional Dean and Chair) more for the region's comfort. Lyla Eddington stated that each region needed to have a discussion regarding this issue and develop a process to follow, which in turn needs to reflect the philosophy of each region.

#### **V. WDI Implementation Plan**

Lyla Eddington inquired on the status of the Workforce Development Initiative Plan, and Kim stated that this is the Career Ladders initiative which will continue to be an information item on the Board's agenda. Kim further indicated that as of right now, there was no action specific to the initiative.

#### **VI. Statewide Marketing Update**

On behalf of Victoria Morrow, Kim Perry distributed a handout on the Statewide Public Awareness Campaign.

##### *Brief Summary:*

- **Media Buy** -- During the weeks of February 11, 18, and 25, radio and television ads will run in the six major media markets in California (Los Angeles, San Francisco, San Diego, San Jose, Sacramento, and Fresno). The television spot is a 30-second commercial and the 60-second radio spots will be modified for placement on public radio.
- **Funding** – The buy will cost just over \$308,000. Thirty-four college districts, the Community College League of California and the Faculty Association of the California Community Colleges have answered the call for voluntary contributions to the campaign providing just over \$307,000.
- **Agency** – Crocker/Flanagan of Sacramento is the advertising agency that has been contracted with to implement the three-year campaign.
- **Projects** – The editorial board visits during the fall have generated seven supportive editorials in the major newspapers in California reaching approximately 2.7 million readers. The Board of Governors will be contacting selected community college alumni seeking support for the campaign and for events like California Community Colleges Day at the Capitol on April 17, 2002.
- **Contact Information** – Mark Wallace, Marketing Coordinator, Chancellor's Office, 916-327-5025

Fred Critchfield indicated that the Bay region is planning to "piggyback" on the statewide marketing effort and localize the ads for his region. He stated that they

began to develop a press packet for California Community Colleges Day, which contains suggested activities for the campuses, and will be distributed at their regional meeting. Janis Caston mentioned that the North/Far North Region also “piggybacked” on the statewide marketing effort, and localized it for their region by adding two additional looks – agriculture and computer high tech. Janis stated that it had cost them \$46,000 to customize the statewide marketing effort for two regions. Dennis DeRoss added that you can customize the ad by each college as well.

Lyla Eddington stated that she had allocated her dollars for this statewide marketing effort and showed disappointment when this statewide marketing effort has already occurred. Janis stated that once the North/Far North Region’s version is developed, they will share it with the regional chairs. Elizabeth Wallner indicated that if another region was interested in doing the same activity, to contact Mark Kleinman at Crocker/Flanagan. His number is 916-732-2237 x101. She also stated that a video will be sent out to each college of the statewide marketing effort.

## **VII. Chancellor’s Office Report**

Kim Perry distributed a handout on “News Briefs” from the Chancellor’s Office.

### *Brief Summary:*

#### **Key Policy and Funding Updates**

- Budget for 2002-03: The Governor’s proposed budget was released January 10 and includes a number of proposed changes. Key impacts:
  - \$58 million from CalWORKS
  - \$26.8 million from Matriculation
  - \$10 million from the Fund for Student Success (the competitive grants, not the set asides for Puente, Middle College, etc.)
  - \$19.8 million from Telecommunication and Technology Infrastructure

Lyla asked what will happen with the FSS grants that are in year one of a three year funding cycle, and Kim Perry replied that relative to all cuts, their rebuttal to the Department of Finance is to “please allow us the opportunity to determine where the cuts would have the least impact.” She further stated that relative to FSS grants, which are the competitive grants, they too will be cut.

Kay Hartig asked the status for economic development funds. Teresa Parkison indicated the \$38,000 for Regional Consortia will not be changed, and further emphasized that they would like to make the cuts where they think will have the least impact. Kay asked if there was a possibility of losing REBRAC, and Teresa indicated that “at this time, the Chancellor’s Office says no” and stated that they want to keep all the centers at the amount they are now. Kay also inquired about IDRC grants, and Teresa stated that the second year will be “taken care of.” Kim Perry stated that they are going forward as if FSS and Economic Development grants are going to be funded as they are in the current year. She further stated that if they wait, it just puts

the whole competitive process off. Kim indicated that the economic development funds will include a disclaimer stating not to spend the money yet. Kim stated that the budget also contains workforce equipment grants but they are going to wait until the budget is signed until the Chancellor's Office puts this out for a competitive process. The other cut included \$1 million for nursing.

Lyla asked if the money for CalWORKS will definitely be gone, and Kim replied that they really do not know until the budget is signed. Bill O'Rafferty stated that the fact that CalWORKS is not written in the proposal should indicate that CalWORKS will not be funded. Dennis DeRoss stated that we should be prepared for CalWORKS to be gone.

Kay Hartig inquired about the status for TTIPP money and staff development, and Bill O'Rafferty stated that he does not see it coming back.

Janis Caston asked the Chancellor's Office staff if they had any comments about the increase to community college budget, and Kim Perry replied that "this is a restoration from what we lost last year, not an increase."

Gary Mendenhall asked if they had to apply for the Instructional Equipment grant this year if they applied last year, and Kim replied "yes."

### **VIII. VEST Report**

Kim Perry distributed the VEST Update for February 2002.

#### Highlights include:

- The 2001-02 VTEA Title IC final allocations have been determined and increased by about 2%;
- VTEA Title IC Apportionment Process – the amount that will be certified for the First Principal Apportionment approximates the rate of expenditure through the first quarter. The Federal dollars are on a cash in/cash out basis. The Chancellor's Office has three days to dispose funds otherwise they have to send it back;
- 2002 Occupational Program Guide and Poster can be ordered from the Chancellor's Office VEST website.

### **IX. Core Indicator Training**

Kim Perry stated that they received a lot of positive feedback regarding the Core Indicator training workshop that was conducted in Sacramento. She stated that the people who facilitated the workshops were not experts, just facilitators teaching about the core indicators. Kim indicated that one of the best features they have now is a website link to maintain the core indicator workshops. Therefore, people who have participated in the workshops can now go on the website and obtain the latest news on Core Indicators.

Kim mentioned that they developed a common workshop agenda for the Core Indicator workshop, and stated that the agenda should be determined based on the audience. She stated that each session will last approximately two hours. Kay Hartig asked who was supposed to be invited to this workshop, and Kim replied that originally they thought Occupational Deans and Faculty. It was also suggested to have researchers present. Dennis DeRoss indicated that they included their MIS person. The ultimate goal is to get the faculty to do the core indicators. Kay indicated that she only has the Deans participating in the workshop and asked the other Chair members if they are getting faculty to participate. Chuck Weisley indicated that the initial proposal was to get the deans to be familiar with the Core Indicators and have them go back to their campus and teach their team. Lyla stated that if you asked faculty members to sit through this workshop, they would only be interested on how it relates to their program, and stated that it would be best to have the deans go back and teach their team regarding the Core Indicators.

**X. Economic Development Report**

Teresa Parkinson, Economic Development Unit, stated that colleges should not spend any funds until the budget is signed. She further indicated that what the Chancellor's Office is saying now are based on projections. She mentioned that the RFAs will be sent out this week, and indicated that they are planning two Bidders conferences and a videoconference.

**XI. Grants Update**

Kim Perry stated that the VTEA IB Bidder's videoconference had good participation. She stated that they are utilizing the Regional Consortia as a means of conveying information to people so they do not have them "reinventing the wheel." Kim urged the Chairs to read the RFA, and indicated that the application is due to the Statewide Advisory Committee February 18<sup>th</sup>. Kim stated that a letter of support is not evidence of collaboration, but rather more on the lines of MOUs.

Barry Noonan, CCCCCO, reported on the high accuracy in apprenticeship work.

Kay Hartig asked the Chairs if they had any concerns about the new Economic Development forms, and focused on the Participation Information sheet that asked for Social Security numbers, household income, etc. She stated that people from the community will not want to fill this in. Teresa Parkinson reiterated that the information that is provided on this form would remain confidential and to ask the participants to complete the form as best as they can. The Chairs still, however, showed concern regarding the information that was being asked from the state.

**XII. Adjourn**

The meeting with the Chancellor's Office was adjourned at 11:50 p.m.

**Lunch Break**

**Meeting with Regional Consortia Chairs 1:00 p.m. – 2:00 p.m.**

**I. Alternative Ways of Meeting**

Janis Caston asked what the consensus was of conducting a videoconference rather than having the Regional Chairs meet each month, and Gary Mendenhall replied that he preferred the interaction and suggested to meet fewer times if there was not enough agenda items. Lyla Eddington stated that the information that was provided by the Chancellor's Office at this meeting could have been done via email. Bill O'Rafferty stated that meeting with the Chancellor's Office four times is good, and would not be good to get out of that habit. Lyla agreed stating that we have to insist on that behavior and hold them accountable. Kay stated that she is pleased that the Chancellor's Office wants to meet with us. It was agreed that the person who was chairing the meeting to decide if a meeting will be cancelled based on the amount of agenda items that are received. Gary indicated that it was not a bad strategy to meet after meetings with the Chancellor's Office to discuss any issues at hand.

Lyla stated that we need an email list from each region as she believed her region is not getting the same information as other regions, and Gary volunteered to do a listserv on their website. He stated that they would do a matrix of Regional Chairs and Regional Chairs and staff and bring that to the next meeting to review. Gary also suggested adding to future agendas a five-minute presentation of "what's new in your region".

Janis suggested changing the May 2002 meeting with the Chancellor's Office after the May revise, however, due to it already being scheduled, the date will not change. It was advised to have discussion and better planning at the July retreat when making the calendar for 2002-2003.

Lyla asked the Chairs if their region was interested in collaborating with them on their online Work-Based Learning course. She stated that she has used all of their money for the development of the online course. Janis Caston indicated their region will collaborate with the LA/Orange County region on this project.