



Santa Ana College

Planning & Budget Meeting

November 3, 2015



SAC Planning and Budget Committee

November 3, 2015

1:30p.m. - 3:00 p.m.

F-126

THE PLANNING AND BUDGET COMMITTEE is the participatory governance committee responsible for recommending budget priorities, procedures, and processes to the College Council. The Planning and Budget Committee also functions as a community liaison for fiscal affairs with the college community.

Santa Ana College Participatory Governance Structure Handbook

(May 8, 2013)

Agenda

1. Welcome and Introductions
2. Public Comments
3. Approval of Minutes for September 1, 2015 and October 6, 2015 ACTION
4. Budget Update INFORMATION
5. Enrollment Update INFORMATION
6. Student Update INFORMATION
7. SACTAC INFORMATION
8. Marketing Update INFORMATION
 - Marketing Plan Review
9. Old Business INFORMATION
 - Committee Goals 15/16
 - Fund 11 Classified Position Hiring Process
 - Athletic Funding update
10. New Business
 - One Time Funds INFORMATION
 - Adoption of the 16/17 Budget Priorities ACTION
 - Revised SAC Budget Development Calendar 2015-16.xlsx INFORMATION
 - Draft SAC Budget Development Calendar 2016-17 INFORMATION
 - Draft SAC Resource Allocation Request form FY 16-17 Draft SAC RAR Procedures FY 2016-17 INFORMATION
 - Budget Performance quarterly report-1st quarter. INFORMATION
 - Funded RAR for FY 15/16 RAR INFORMATION
11. Future Agenda Items
12. Other Business

Next Meeting – December 1, 2015

The mission of Santa Ana College is to be a leader and partner in meeting the intellectual, cultural, technological and workforce development needs of our diverse community. Santa Ana College provides access and equity in a dynamic learning environment that prepares students for transfer, careers and lifelong intellectual pursuits in a global community.

SAC PLANNING & BUDGET MEETING

MINUTES – SEPTEMBER 1, 2015
SAC FOUNDATION BOARD ROOM
1:30P.M. – 3:00P.M.

Draft for Approval

The mission of Santa Ana College is to be a leader and partner in meeting the intellectual, cultural, technological and workforce development needs of our diverse community. Santa Ana College provides access and equity in a dynamic learning environment that prepares students for transfer, careers and lifelong intellectual pursuits in a global community.

Administrators	Academic Senate		CLASSIFIED	GUESTS	
Mike Collins, co-chair	Ray Hicks co-chair	Monica Porter	Tom Andrews(a)	Esmeralda Abejar	Elliott Jones
Bart Hoffman		John Zarske	Denise Hatakeyama	Ana Diaz	Eve Kikawa
Jim Kennedy			Jimmy Nguyen	Mary Huebsch	Brenda Serratos
Lilia Tanakeyowma(a)	Student Rep.		Leslie Wood-Rogers	M. Mower	
	John Olivares				
1. WELCOME					Meeting called to order 1:37p.m.
		Self-introductions were made.			
2. PUBLIC COMMENTS		DISCUSSION/COMMENTS			ACTIONS/ FOLLOW UPS
		<p>In May 2014, the Academic Senate passed a Resolution regarding institutionalizing funding for the Math Center tutors and Freshman Experience.</p> <ul style="list-style-type: none"> Basic Skills has been providing support in this area, however the BSI allocation will be decreased this year and those are concerns for future funding of these areas as they are very important needs for the college. <p>Discussion ensued regarding the funding process for institutional needs.</p> <ul style="list-style-type: none"> Process for campus wide institutional needs for programs and centers such as Math Center, Learning Center, and Freshman Experience is through the RARs process for Student Services. <ul style="list-style-type: none"> Discussions should occur with the VP of Student Services for input to the area RARs as they are being produced. As part of the RARs review process, some requests that are initiated by divisions/depts. are identified as Institutional needs. These requests are noted accordingly. <p>It was clarified that once the RARs are prioritized and funded for the year it is the responsibility of the division/department to carry the unfunded requests forward to the following year should they deem the need for the request still exists. Requests are not automatically rolled over.</p>			

3. MINUTES	DISCUSSION/COMMENTS	ACTIONS/ FOLLOW UPS										
	The May 5, 2015 Planning and Budget minutes were presented for approval.	<u>ACTION</u> Motion was moved by J. Nguyen to approve the May 5, 2015 Planning & Budget Committee minutes. 2 nd – L. Wood-Rogers Minutes were approved with one abstention.										
4. BUDGET UPDATE	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS										
	<p>State Update</p> <ul style="list-style-type: none">• The 15/16 State budget includes funding to increase access by up to 3%, larger increases for SSSP and Student Equity Plans, a 1.02% COLA, rate equalization for CDCP, significant funding for mandate reimbursement and for deferred maintenance/instructional equipment, fully eliminates year-over-year deferrals, and funding for more faculty.• State General Fund revenues for the first month of the new fiscal year are essentially on target with the budget forecast. The Department of Finance (DOF) reports in its latest <i>Finance Bulletin</i> (August 2015) that revenues exceeded the forecast by \$41 million, or 0.6%, for July. <p>District Update</p> <ul style="list-style-type: none">• State's FY 15/16 adopted budget is a life saver for our District- large influx of funding through the Prop 98 guarantee .Most of it is provided as one-time funds.• At P3, for FY 14/15 the District ended up about 1% (285 FTES) under target. SAC was 1 FTES under target (.01%).• In large part, the combination of non-credit funding enhancement and increased base allocation has allowed for a neutralizing of our District's structural deficit.• From a revenue perspective, the District's main funding is coming from:<table><tr><td>Base Allocation Increase</td><td>\$6,763,458</td></tr><tr><td>Non-Credit Funding Enhancement</td><td>\$7,908,849</td></tr><tr><td>COLA of 1.02%</td><td>\$1,468,618</td></tr><tr><td>Allocation for Full-time Faculty</td><td>\$1,537,621</td></tr><tr><td></td><td>\$17,678,546- total increase</td></tr></table>• \$15.4 million in one-time funds "State Mandated Reimbursement" catch up.• These funds can be used for any one-time purposes and will require additional discussion before allocation. No one-time funds will be allocated for ongoing needs (i.e. salary, positions, etc.)	Base Allocation Increase	\$6,763,458	Non-Credit Funding Enhancement	\$7,908,849	COLA of 1.02%	\$1,468,618	Allocation for Full-time Faculty	\$1,537,621		\$17,678,546- total increase	
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	\$17,678,546- total increase											

BUDGET UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<ul style="list-style-type: none"> • Scheduled Maintenance/Instructional Equipment allocation estimated at \$3.765 million (no match required) • Budget Stabilization fund is at \$14.8 million • Multi-Year projections do not look so great. In the last FRC budget pack had many different scenarios as we move into 17/18, 18/19 and out years when the EPA tax revenue is cut off. Must move the college/District forward in a sustainable manner. <p>SAC Update</p> <ul style="list-style-type: none"> • SAC budget performed well in FY 14/15 • \$2.45 million ending balance- conservation of resources, transfers from Fund 11 to 12, defunding of \$1.6 million in classified vacancies order to fund In order to fully fund our 14/15 faculty and 15/16 new faculty. • 15/16 budget fully funds contractual obligations and benefits, our 1300s, our ISAs in Fund 11, our Instructional Associates, PT reassign time for academies and kinesiology/athletics, utilities increases, • FTES split SAC 20,565 (70.28%) SCC 8,698 (29.72%) • SAC FY 15/16 budget is in very strong shape. Strong contingency reserve. 2% growth budgeted for in the 1300s. • Looking for opportunities to gain traction on permanent classified positions. Critical will be controlling college expenditures in order to keep them in line with revenue. Multi-year Projections do not look so great as we move into 17/18, 18/19 and out years when the EPA tax revenue is cut off. Must move the college forward in a sustainable manner. 	
5. ENROLLMENT UPDATE	DISCUSSION/ COMMENTS	
	<p>The following was reported:</p> <ul style="list-style-type: none"> • The college had a strong summer. <ul style="list-style-type: none"> ◦ Credit - 217 FTEs above last year ◦ Non-Credit – 63 FTEs above last year ◦ These additional FTEs will help the college for fall. • Fall is flat in terms of WSCH (weekly student contact hours) • Anticipating positive attendance which is collected throughout the term. Positive Attendance is collected only when students are sitting in seats. This pertains to the college's academies and all of non-credit. • Once the Positive Attendance comes in, the college will be on target for fall. • College is planning a strong Intersession. 	

6. STUDENT UPDATE	DISCUSSION/ COMMENTS	
	<p>ASG representative John Olivares provided the following;</p> <ul style="list-style-type: none"> • A Welcome Back Celebration occurred last week. The Habit Truck, Rockstar Energy Drink and 97.1 Radio participated. The celebration was generously supported by the Bookstore with prizes and giveaways. • ASG committees have kicked off this week with judicial committee meeting in the next few weeks. • Interviews for a new Student Services Coordinator are underway. • New Associate Dean was recently hired. • The activity calendar is being planned for the entire school year. 	
7. SACTAC	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>The following was reported:</p> <ul style="list-style-type: none"> • Committee will have their first meeting during the third week of September. • An open invite was extended to all who would like to know more about the college's technology projects. • Major area emphasis has been on classroom mediation and prioritization of the projects. These items will continue on the agenda for this year • Through the college leadership, the District is taking on a Portal project. <p>It was noted that when academic technology items are listed on the RARs, the Budget Office provides them to SACTAC for prioritization. SACTAC sends them back prioritized with some analysis. That process is due to occur shortly.</p>	
8. MARKETING UPDATE	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Dr. Collins updated the committee on the following on the efforts on the Marketing Team's efforts</p> <ul style="list-style-type: none"> • 200 enrollment posters placed in each classroom. • 100 large posters placed in high visibility areas as well as our other campus sites. • 16 SAC Enrollment Poster placed around SAUSD. • STOP OUT postcards – focused on students who had begun at SAC and then stopped – we reached out to them. • L.A.KISS arena football team use our fields to practice on. The college received field sponsorship through the entire season. <ul style="list-style-type: none"> ○ Ads in their programs. ○ 2 page spread advertorial ad in their final program. • Participated in a Pandora campaign that led up registration and beginning of school, over 700,000 audio and digital text face impressions. <ul style="list-style-type: none"> ○ Average age for those click throughs was 13 – 21 yrs. • ReachLocal – Digital marketing, Facebook ads, Re-targeting for a person who had made a previous search for college, Santa Ana - this strategy will bring Santa Ana College to the top of the queue for someone doing a google search. • Over 101,000 postcards to potential students were sent out within a 3 mile radius. 	
MARKETING UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS

	<ul style="list-style-type: none"> • Contracted with UpSnap for mobile app based advertising. Geo targeted to a specific age demographics. The college purchased 400,000 impressions. • The college sent our approximately 26,000 emails to students who had attended Spring and Summer 2014 with a 98.1% response rate. • Increased efforts in updating the SACs Facebook page. The recent Centennial video provided significant publicity for the college. • Over 30,000 door hangers were placed by our Padres Promotores team. Face to Face direct contact was made with potential students. <p>Members were also advised that the college has taken on a proposal for a comprehensive marketing plan that will allow the college to plan, budget and move forward in our marketing efforts currently and in the future.</p> <ul style="list-style-type: none"> • Members were reminded of the constant effort necessary for effective marketing. • The importance of keeping our students engaged and included in our college efforts was emphasized for effective marketing. • Important for the college to compete in the market as our competitors are competing against us for our students. • Important to look at opportunities that set SAC apart from other community colleges in the area. • Dr. Collins has met with CBS media to discuss marketing opportunities in radio and digital marketing areas. • A social media team is also being discussed. <ul style="list-style-type: none"> ◦ Important to quickly build the social media capacity that meets what students are asking for. <p>Marketing efforts will now focus on the GR8WEEKS, Intersession and then Spring.</p> <p>Ray Hicks, co-chair noted to the committee that a marketing plan/efforts had been a major concern of his. He shared his appreciation and thanked Dr. Collins for his efforts in undertaking this project.</p>	
9. OLD BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	There was no old business to report	
10. NEW BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Planning and Budget End of Year Report 14/15</p> <p>The End of the Year 2014/2015 was presented by Campus Budget manager, Esmeralda Abejar.</p> <ul style="list-style-type: none"> • The report reflected a carryover amount of 2,457.949mil (3%). <ul style="list-style-type: none"> ◦ It was reported that the carryover was a result of vacant position savings and the transferring of some expenditures in Fund 11 to categorical funds. • Salaries and benefits were shown at 88%. • 9% in non-personnel expenses was also reflected. 	

NEW BUSINESS (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>The report also provided an overview on how monies were spent in Funds 11, 12, 13 and 79.</p> <p>It was noted that in addition to the \$142,787 expenditures reflected in the report for Facilities Expenses, the campus was able to leverage a substantial amount of state funding to support the campus infrastructure improvements.</p> <p>It was clarified that \$10,000.00 had been allocated for the Staff and Faculty Development however only \$1643.00 was spent from that amount. It was emphasized that significant additional funds were utilized from restricted accounts in Fund 12 for this area.</p>	
	<p>District /SAC Adopted Budget Assumptions SAC 2015/16 Draft Budget Assumptions were presented and reviewed for adoption. The following was noted:</p> <ul style="list-style-type: none"> • The SAC Budget Assumptions were developed in alignment with the budgeting priorities for the 15/16 budget set by the Planning and Budget committee last October. • Each district is provided a specific growth ceiling that they cannot go over. 1.47% was SAC's growth ceiling. Anything over that ceiling will not be funded. The college has budgeted for 2% growth in the 1300 accounts to ensure that the college is able to grow and meet the target. In addition the college must outlay the funds upfront to hopefully be able to earn the revenue. • Members were advised that Health and Welfare costs are anticipated to increase significantly next year. • CalPERS and CalSTRS costs will increase significantly over the next few years. These are on-going costs that the district and the college need to take into consideration. • The college has two years to spend the Scheduled Maintenance funds as well as the Instructional Equipment funds. <p>It was clarified that the SAC 2015/16 Adopted Budget Assumptions were primarily derived from the District's Adopted Budget Assumptions. The discretionary assumptions were developed based on the previous budget as well as the budget criteria and budget priorities set by the Planning and Budget committee.</p> <p>There was an inquiry into Budget Assumption #9 <i>Vacant positions as of July 1, 2015 will be fully funded.</i></p> <ul style="list-style-type: none"> • It was noted that in order for the college to fulfill a financial obligation of the 14/15 and 15/16 faculty additions it was necessary to defund the funded vacant positions. This was a last resort and the only option to meet that financial obligation. • Members were also reminded that the funded vacant positions were substantially making up the ending balance in prior years. Now that they 	<p><u>ACTION</u> Motion was moved by J. Zarske to approve the Unrestricted General Funds 2015/16 Adopted Budget Assumption as presented. 2nd – J. Nguyen The motion was unanimously approved.</p>

	have been defunded those savings will no longer be reflected in the ending balance as they no longer exists.	
NEW BUSINESS (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>The District Budget Assumptions were provided for review. Members were reminded that the SAC Budget Assumptions were tied to the District Budget Assumptions.</p> <p>A summary of how Fund 11 & 13 were funded in Tentative and Adopted Budget. It was noted that cut backs were made at Tentative to balance back to 14/15 Adopted. The college was also able to add resources to 15/16 Adopted Budget due to increased base apportionment and the non-credit funding enhancements.</p> <ul style="list-style-type: none"> • 2.1mil was moved from Fund 13 to Fund 11 for Instructional Service Agreements marked as on-going expenses. • Fund 13 - anytime of one time funds provided by the District related to state mandated costs are placed in Fund 13 expended on one-time projects. 	
	<p>Planning and Budget Effectiveness Survey</p> <p>Members were presented with the results of the Institutional Effectiveness Survey as it related to the Planning and Budget efforts. In addition members were provided with the 2014/15 End of Year Report for the Planning and Budget Committee. Members were asked to review the survey results and to consider that information as they complete the End of Year report. Members were asked to submit the report before the next SAC Planning and Budget meeting. An electronic copy will be sent to the membership. Members were reminded that this information is needed in order to ensure continuous improvement as a college.</p>	
11. FUTURE AGENDA ITEMS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	Clarification was requested on the process regarding how the vacant funded positions were defunded in 14/15 and the process now to restore a defunded position.	
12. OTHER BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS

Submitted by Geni Lusk
September 17, 2015
Next Meeting – October 6, 2015

SAC PLANNING & BUDGET MEETING

MINUTES – OCTOBER 6, 2015
SAC FOUNDATION BOARD ROOM
1:30P.M. – 3:00P.M.

Draft for Approval

The mission of Santa Ana College is to be a leader and partner in meeting the intellectual, cultural, technological and workforce development needs of our diverse community. Santa Ana College provides access and equity in a dynamic learning environment that prepares students for transfer, careers and lifelong intellectual pursuits in a global community.

Administrators	Academic Senate		CLASSIFIED	GUESTS	
Mike Collins, co-chair	Ray Hicks co-chair	John Zarske	*Tom Andrews	Esmeralda Abejar	Brenda Serratos
Bart Hoffman(a)	Elliott Jones	George Wright	Omelina Garcia *(alt.)	Eve Kikawa	Darlene Nguyen
Jim Kennedy	Monica Porter		Denise Hatakeyama(a)		
Lilia Tanakeyowma(a)	Student Rep.		Jimmy Nguyen		
	John Olivares		Leslie Wood-Rogers(a)		
1. WELCOME				Meeting called to order 1:34p.m.	
	Self-introductions were made.				
2. PUBLIC COMMENTS	DISCUSSION/COMMENTS			ACTIONS/ FOLLOW UPS	
	There were no public comments.				
3. MINUTES	DISCUSSION/COMMENTS			ACTIONS/ FOLLOW UPS	
	The September 1, 2015 Planning and Budget minutes were presented for approval.			FOLLOW UP The approval of the September 1, 2015 minutes will be tabled to the November 3, 2015 meeting due to a lack of quorum.	
4. BUDGET UPDATE	DISCUSSION/ COMMENTS			ACTIONS/ FOLLOW UPS	
	STATE UPDATE <ul style="list-style-type: none"> Economists with the University of California, Los Angeles (UCLA) Anderson Forecast expect the national economy to grow at a “healthy pace” over the next two years, with little chance of a recession. 2 initiatives have been filed with the Attorney General to continue the expiring income tax provisions of 2012’s Proposition 30. <ul style="list-style-type: none"> 1 for simple extension of the Prop 30 taxes to 2030 Another that takes the tax revenue and diverts it to three new special funds: <ul style="list-style-type: none"> Children’s Education Protection Special Fund Children and Their Communities Healthcare Special Fund Child Care and Early Childhood Education Special Fun 				

BUDGET UPDATE (cont.)	DISCUSSION/ COMMENTS	
	<p>DISTRICT</p> <ul style="list-style-type: none"> • Adopted budget passed at the last Board meeting, all is well for now. • District FTES @ annual final = 28,908.08 (credit= 22,365.78, NC=6,542.30) <ul style="list-style-type: none"> ◦ District FY 14/15 .76% growth ◦ SAC credit=15,530.31, NC= 4,820.41 ◦ SAC total = 20,350.72 ◦ Missed our 1% growth target by only 1 FTES! Will undertake a recalculation as we scrub the FTES numbers and contact hours and find additional FTES and corresponding revenue. • FY 14/15 closeout accounting showed how fiscally responsible SAC was in 14/15, ending the year with a strong \$2.9 million carryover to begin the FY 15/16 year. The COLLEGE LIVED WITHIN THE BUDGET ALLOCATION MODEL, making cuts to bring expenditures in line with revenue. • Carryover funds are located in Fund 13, and are utilized for one-time expenditures, schedule investment to meet growth targets, one time needs, and our college's contingency reserve. <ul style="list-style-type: none"> ◦ More revenue came in for 14/15, which increased our college's ending balance by approx. \$500,000. • As evidenced by the State's revenue picture early on in the year, the State is once again realizing strong tax revenue and the economy is still growing. Caution is always on the screen. • As presented at FRC and provide to this committee, the District has produced Multi-Year Projections which show ongoing increased costs associated with step/column, health and welfare increases, STRS and PERS increases are substantial as we move into the out years of 17/18, 18/19, and 19/20- without additional revenue to cover the increased expenditures. • While the DIST has not budgeted for growth in FY 15/16, the colleges are working towards a 1% growth. District has a 1.23% growth target for FY 15/16. SAC has budgeted for 2% growth. • As discussed many times before, the one-time funds that have been set aside pending further discussion at POE- for further recommendation to the Chancellor at District Council. • The following recommendation is being made to District Council by the Planning and Organizational Effectiveness Committee (POE) regarding the use of one-time funds: <i>POE recommends that a necessary sum of the state Mandated Cost reimbursement be set aside for ADA, OEC, and Marketing liabilities and that all remaining funds be distributed to the colleges based upon the FTES revenue model. Any unspent funds set aside for the previously stated district liabilities should also be distributed to the colleges based upon the FTES revenue model.</i> 	

BUDGET UPDATE (cont.)	DISCUSSION/ COMMENTS	
	<ul style="list-style-type: none"> It has been discussed in public by the Chancellor that any funds that were used to write off the SCC deficit, SAC will receive their percentage of that amount as well (70%/30%). 	
	<p>SAC UPDATE</p> <ul style="list-style-type: none"> College budget is performing well- Quarterly Budget Performance Report at next month's meeting. Intersession is fully funded at last year's actuals plus a 2% growth allowance. RAR reconciliation draft has been completed- TY Esmeralda- will be provided for review at next month's P and B meeting <ul style="list-style-type: none"> This is the first step in FY 16/17 budget planning. RAR request sheets will be provided to divisions at the end of October/beginning of Nov.- due in December prior to the holiday break. 	
7. SACTAC	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>The following was reported:</p> <ul style="list-style-type: none"> A sub group will be put together to prioritize the 15/16 technology related RARs request. There is discussion regarding the Ellucian portal and Ellucian mobile app. <ul style="list-style-type: none"> The committee is trying to identify resources/point person to help with the development of the app to ensure students have the right information. Currently there is no student representation for the committee. It was noted that ASG is in the process of finalizing assignments. The importance of student representation was emphasized. It was noted that the app is up and running however it has not been customized to meet the college's needs. <p>There was a concern shared regarding the possible impact on faculty of a running grade being incorporated into the app. It could be misleading for students.</p> <p>Members were advised to contact Irene Glomba at 714.241.5709 for additional information or questions regarding the committee.</p>	
8. MARKETING UPDATE	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Dr. Collins updated the committee on the following on the efforts on the Marketing Team's efforts:</p> <p>The goal for Fall was to provide powerful opportunities to the community within the district boundaries.</p>	<p>FOLLOW UP</p> <p>Marketing plan will be shared at the November 3 Planning and Budget meeting.</p>

MARKETING UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<ul style="list-style-type: none"> • Digital Media Opportunities – Pandora, Digital marketing applications focused on redirection on Google and other search engines • Targeted email to students/potential students • Internal marketing related to the Great8Weeks and Intersession to make sure our current students are of aware of the opportunities they have to complete needed coursework in order to be able to springboard into Spring. • The college has been provided some resources for marketing purposes. • The college has developed a comprehensive marketing plan. • The Marketing Team continues to meet every 2 weeks <p>These efforts will continue through, Intersession, Spring and into Fall - all in an effort to continuously saturate the market to promote what sets Santa Ana College apart and drive enrollment.</p> <ul style="list-style-type: none"> • SAC needs to compete and find unique opportunities to market ourselves and get our message out. • A student based social media team is being developed so that SAC can effectively market to current and prospective students in a way that is most conducive to students. • Members were reminded that Marketing efforts require ongoing resources. <p>The committee was also reminded about the SAC's Outreach Team's efforts:</p> <ul style="list-style-type: none"> • The team has expanded their team allowing them to expand their efforts. • Strong focus on their service area high schools. • Attending all college fairs including private and charter schools. • New outreach brochures for students, counselors and parents are in the works. • Peer mentors have been calling new SAC students (high school students) during the first month of school and reach out to them about the college resources available to them. • Peer mentors will also be contacting students that may be at risk due to their mid-term grades <p>There was an inquiry regarding the updating of the college's brand. It was noted that the college's branding strategy must tie in with the campus's marketing plan as well the college's current marketing vehicles.</p> <ul style="list-style-type: none"> • The goal of the college is to secure a plan and a team that will establish our brand deeper into our service area now as well as into the future. <p>The importance of continuing marketing efforts and saturating the market internally and externally was stressed.</p> <ul style="list-style-type: none"> • Externally, the college has received some proposals from marketing teams and are reviewing them at this time. 	

MARKETING UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<ul style="list-style-type: none"> Internally, rededicating personnel towards marketing efforts. <p>There was discussion regarding how to promote SAC.</p> <ul style="list-style-type: none"> Attach to the cool vibe. Focus on its robust history. Work with the local restaurants to partner on Instagram. <p>The marketing plan will be shared with the committee at the next meeting.</p> <p>Members were advised that SAC Marketing team meetings are open. The meetings are held every other Monday from 1:30p.m. – 3:00p.m.</p> <p>It was noted that monies that has been provided by the Chancellor for marketing are one time funds. In an effort to make the funds last, the college will look for additional means through access and equity funding.</p>	
9. OLD BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Process to restore a defunded position.</p> <p>Members were reminded that over 1mil.in vacant funded classified positions had been defunded. Those positions were cut in order to fully fund SAC's full time faculty obligation number FY 14/15 and 15/16.</p> <p>In response to a request from the last Planning and Budget meeting regarding the process for restoring a defunded position the committee was provided with a draft for their review (Fund 11 Classified Positon Hiring Process and Considerations). It was noted that the process outlined in the draft was for Fund 11 positions only.</p> <p>It was clarified that once the final decision has been made to move forward with the new classified position, Administrative Services would be responsible for identifying the funding source and assessing the availability of ongoing resources.</p> <p>There was a discussion regarding the college's focus on making sure that a thoughtful assessment is made before positions are added. Furthermore, it was noted that this process is consistent in what classes are being offered in both credit and non-credit.</p> <p>The suggestion was made that the process should include College Council.</p> <p>The importance of all constituencies working together in refining this process to further benefit Instruction was noted.</p> <p>Members were asked to take the draft and review and to send any recommendations to Dr. Collins.</p>	
	<p>End of the Year Report</p> <p>Members reviewed the results of the End of the Year survey. In planning recommendations for 15/16, members were asked to review this years' goals and bring goal recommendations to the next Planning and Budget Committee.</p>	

OLD BUSINESS (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>BAM Language Update It was noted that the revision in BAM language was approved at FRC and at District Council.</p> <ul style="list-style-type: none"> Any of the District Carryover will be transferred back to the college in accordance the FTEs percentages 70%/30% split. <p>Members were reminded that the colleges fund the district through apportionment revenue. Anything not used comes back to the college. It is understood that the Chancellor can override that provision. This is effective for this fiscal year.</p>	
10. NEW BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Athletic Funding/Budget Update In an effort to address and provide clarification regarding concerns of lack of funding for Athletics, the committee was presented with a 6 year overview of the Kinesiology Budget and Actual report for Funds 11, 12, and 13. The report was for 2009/2010 through 2015/2016.</p> <ul style="list-style-type: none"> In 2009/2010 there were approximately 2 -3 more athletic teams than presently, however the budgets reflect almost the same budget amounts. <p>The following concerns were discussed: ■The teams are not able to afford the same types of lunches as the opposing teams.</p> <p>Members were advised that in addition to the Kinesiology budget, each year the Athletic department is provided with a \$60,000 budget through the SBO.</p> <p>The following expenditures from this account for Athletics were outlined for 2014/15 out of the SBO account:</p> <ul style="list-style-type: none"> Food and Lodging - \$10,000 - \$14,000 Entry Fees - \$13,000 Tournament Costs - \$1,705.00 Facility rental - \$6,444.00 Official fees - \$31,917.00 Office supplies - \$1,000.00 <p>Total - \$64, 385.00</p> <p>The outline of expenditures confirmed that resources are spent on student athletes for food and lodging.</p> <ul style="list-style-type: none"> It was also clarified that the Dean of Kinesiology controls how requests are funded out of the discretionary SBO accounts. Members were advised that this account is managed through the District's SBO. Dr. Collins only reviews the accounts and runs the general ledger. Each team also has a fundraising account. 	

NEW BUSINESS (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>The importance of supporting student athletes was stressed. If the funds provided are not enough, an open discussion is welcomed, however it is first important to establish what the true needs are in order to move forward.</p> <p>A concern was brought forward by a member of the committee sports teams cannot fundraise and are required to pay a rental fee, security fee and custodial fee. Dr. Collins described the difference between a 3rd party rental and a department utilizing a district facility for department purposes like the basketball tournaments that currently take place.</p> <p>Dr. Collins noted that he believes there is an opportunity to follow board policy while providing fundraising opportunities for the teams.</p> <p>Although Department Chair, Brian Sos was not present to provide more input to the committee, Dr. Collins indicated that they have met and further discussions are welcomed in an effort to resolve the issues to move forward together.</p>	
	<p>Committee Goals Members were asked to review the End of the Year report and provide recommendations for the 15/16 committee goals at the November meeting.</p>	FOLLOW UP
11. FUTURE AGENDA ITEMS		
	<ul style="list-style-type: none"> • Fund 11 Classified Position Hiring Process and Considerations – revisions • Committee Goals • Athletic Funding update 	
12. OTHER BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	Members were reminded that the meeting materials are posted on the Planning and Budget website. In an effort to conserve paper, handouts are not typically provided, however members can choose to print off materials from the website.	

Submitted by Geni Lusk
October 29, 2015
Next Meeting – Nov. 3, 2015