



**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.

<b>Administrators</b>	<b>Academic Senate</b>		<b>CLASSIFIED</b>	<b>GUESTS</b>	
Mike Collins, co-chair	Ray Hicks co-chair	Brian Sos(a)	*Tom Andrews	Esmeralda Abejar	Carlos Lopez
Bart Hoffman	Elliott Jones	John Zarske	Omeline Garcia *(alt.)	Joseph Dowd	Tom Andrews
Jim Kennedy	Monica Porter	George Wright	Denise Hatakeyama	Eve Kikawa	Brenda Serratos
Lilia Tanakeyowma	<b>Student Rep.</b>		Jimmy Nguyen		Janet Cruz Teposte
	John Olivares(a)		Leslie Wood-Rogers		
<b>1. WELCOME</b>					Meeting called to order 1:31p.m. Meeting adjourned - 2:28p.m.
		Self-introductions were made.			
<b>2. PUBLIC COMMENTS</b>		<b>DISCUSSION/COMMENTS</b>			<b>ACTIONS/ FOLLOW UPS</b>
		There was an inquiry regarding any legal action taken by the district related to GKK Works. There was no comment on the item.			
<b>3. MINUTES</b>		<b>DISCUSSION/COMMENTS</b>			<b>ACTIONS/ FOLLOW UPS</b>
		The December 1, 2015 and the February 2, 2016 Planning and Budget minutes were presented for approval.			Motion was moved by Jim Kennedy to approve the December 1, 2015 and the February 2, 2016 Planning and Budget minutes. 2 <sup>nd</sup> – J. Nguyen Minutes were approved with one abstention.
<b>4. BUDGET UPDATE</b>		<b>DISCUSSION/ COMMENTS</b>			<b>ACTIONS/ FOLLOW UPS</b>
		<b>State</b> <ul style="list-style-type: none"> <li>State revenue fell short of January forecast, with \$200 million shy of estimated sales tax revenue. Year to date down almost 2%.</li> <li>Income taxes are down 1.6%, but corporate tax is up 4.3%.</li> <li>Overall, with five months to go, state revenue is down \$200 million, or about .3%</li> </ul> <b>District</b> At FRC, tentative budget assumptions were presented for review and approval. The majority of the assumptions were met with approval; however, a few points of clarification were made as they travel to District Council for action: <ul style="list-style-type: none"> <li>The \$4.3 million deficit shown on the tent. Budget assumptions will be funded with the Dist Budget Stabilization fund (currently at \$13.7 million).</li> </ul>			

BUDGET UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<ul style="list-style-type: none"> <li>• An increase of \$250k is allocated for ongoing legal expenses the District is experiencing</li> <li>• \$500k for marketing expenses was intended to be allocated from apportionment funding, then split 50/50 for each college at \$250k each. This was not acceptable, as SAC would fund over 70% of the expense and only get 50% back. A recommendation was made to allocated the legal expense allocation and marketing allocation from the \$1.9 million in one-time funding proposed in the Gov. budget proposal.</li> <li>• The tent. budget assumptions will now go to District Council for approval...and then the tent. Budget can begin to be built.</li> </ul> <p><b>SAC</b></p> <ul style="list-style-type: none"> <li>• Recently produced cost analysis of 15-16 Fall/Intersession/Spring schedules as compared to 14-15. Shows an increase in LHE, while the college has experienced a 3% decrease in FTES for the Spring. Looking at ending the spring semester flat, with no FTES growth. The college is SERIOUSLY focusing on scheduling efficiency and FTES generation, as we continue to see our costs escalate rapidly and our revenue stay the same or even decrease.</li> <li>• Prepping for FY 16/17 tentative budget build. Due to increasing costs and no material increase in revenue (growth/one time funds) DIST tent budget assumptions show a deficit of \$4.3 million. No determination has been made whether this deficit will be covered out of one-time funds, or out of cuts to ongoing budgets. Budget build starts with a roll of personnel contractual obligations, then looks at “discretionary” spending to</li> <li>• The current SAC 15/16 budget is performing well, and will be able to handle (in the short term) the reduction in revenue and increase in expenditures (step and column/health and benefits/full time faculty obligation, etc.). However, CBA obligations have yet to be concluded- which will have an effect on our current 15/16 budget and 16/17 budget planning.</li> <li>• FY 16/17 RARs are currently being reconciled and analyzed by the operational VPs. Academic Affairs has allocated the remaining Instructional Equipment funding for FY 15-16.</li> </ul>	
5. ENROLLMENT UPDATE	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Overall, it was reported that the college anticipates being flat for the remainder of the year.</p> <ul style="list-style-type: none"> <li>• Enrollment is down in community college district across the state.</li> <li>• Competition for students is significant.</li> <li>• The college is concerned about having additional revenue to keep up with costs.</li> <li>• The importance of focusing on efficiency in the schedule, operations, productivity and in the use of our physical plant was emphasized.</li> </ul> <p>Discussion ensued.</p> <ul style="list-style-type: none"> <li>• Many factors are playing into this issue. <ul style="list-style-type: none"> <li>○ Construction</li> <li>○ Parking</li> </ul> </li> </ul>	

ENROLLMENT UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<ul style="list-style-type: none"> <li>o Bog Waiver</li> <li>o Overall competition</li> <li>• Provide current students with strong support services to help them retain their Bog waiver eligibility. <ul style="list-style-type: none"> <li>o Be known for this type of support services that could encourage students who have lost their eligibility elsewhere to come to SAC.</li> </ul> </li> <li>• Offer high demand online critical courses.</li> <li>• SAC satellite campus on high school campuses offering college courses.</li> </ul> <p>Members were advised that currently 6%-7% of the colleges' FTE generation comes from Distance Ed. It was noted that online students complete overall at the same rate as face to face students.</p> <ul style="list-style-type: none"> <li>• Distance Education is a critical piece moving forward.</li> <li>• How should the college grow their Distance Education program while maintaining the current level of quality.</li> </ul> <p>The college will continue budget for growth. The importance of moving forward in a strategic manner was emphasized.</p>	
<b>6. STUDENT UPDATE</b>	<b>DISCUSSION/ COMMENTS</b>	<b>ACTIONS/ FOLLOW UPS</b>
	There was no student update.	
<b>7. SACTAC</b>	<b>DISCUSSION/ COMMENTS</b>	<b>ACTIONS/ FOLLOW UPS</b>
	<p>It was reported that the committee is currently in discussions regarding the following;</p> <ul style="list-style-type: none"> <li>• New goals, old goals</li> <li>• What is a basic 2016 classroom in terms of technology?</li> <li>• Talking points regarding the SAC Technology Master Plan.</li> </ul> <p>Members were reminded that the Planning and Budget committee looks to SACTAC for updates, professional expertise and advisement on the colleges' investment to our academic environment.</p>	
<b>8. MARKETING UPDATE</b>	<b>DISCUSSION/ COMMENTS</b>	<b>ACTIONS/ FOLLOW UPS</b>
	<p>The college continues to keep focused on marketing efforts:</p> <ul style="list-style-type: none"> <li>• Currently working on FY 16-17 marketing plan, focusing on summer/fall/intersession.</li> <li>• Allocated preliminary \$200,000 for marketing at SAC (split with Equity funding). Currently have a balance of \$174k from our 15-16 marketing allocation.</li> <li>• The College is leveraging its commitment to Equity and access, while responsibly planning and executing our College's marketing plan and strategies.</li> <li>• Working on the 16/17 Marketing plan for summer, fall and Intersession. <ul style="list-style-type: none"> <li>o Static efforts will continue with banners, postcards, emails as well as dynamic opportunities such as radios, TV interviews, etc.</li> </ul> </li> <li>• Our focus will be - How can we differentiate Santa Ana College?</li> <li>• The college has engaged the services of a grass roots marketing group to help heighten our social media exposure.</li> <li>• Efforts are currently focused on Instagram, Twitter and Facebook platforms.</li> </ul>	

MARKETING UPDATE (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<ul style="list-style-type: none"> <li>o Marketing digital efforts are measured through impressions and click throughs.</li> <li>o One of the partners on this team is a SAC alum who works extensively in the social media environment.</li> <li>o He is working with the divisions and departments to identify what's unique about SAC, what sets SAC aside.</li> <li>• Strong efforts continue to reach our high school students through our Outreach and Student Services Team.</li> <li>• Marketing continues at the MainPlace kiosk. <ul style="list-style-type: none"> <li>o The team is evaluating the outcomes from this effort.</li> </ul> </li> </ul> <p>Overall the campus is taking advantage of what sets SAC apart in directing our marketing opportunities.</p> <p>An open invitation was offered to anyone interested in attending a Marketing meeting. The next meeting will be held on March 14 in S-215 from 1:30p.m. – 3:00p.m.</p>	
ACCREDITATION	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p>Dr. Collins advised the members that moving forward the committee will be working on one of the new Accreditation standards related to fiscal resources.</p> <p>Discussions will include:</p> <ul style="list-style-type: none"> <li>• Our current processes and how well they work.</li> <li>• How do we share that information with our college community?</li> <li>• How can we improve?</li> <li>• How do we capture feedback on our processes?</li> <li>• Implementation of those recommended improvements.</li> </ul> <p>These discussions will allow for continual improvement on the way the college plans and utilizes its fiscal resources.</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><b>Spring/Intersession costs</b></p> <p>Esmeralda Abejar, Campus Budget Manager presented an overview of the Spring/Intersession costs that included a cost comparison from 14/15. (see attached)</p> <ul style="list-style-type: none"> <li>• Intersession costs were very efficient taking into consideration the cost per LHE was higher.</li> <li>• The Spring 2016 costs are shown as a projection at this time.</li> <li>• Criminal Justice and Fire Academies costs shown are estimated rolled over costs.</li> <li>• It was notated that the overview shows the increase in costs without an increase in FTES generation. <ul style="list-style-type: none"> <li>o Important to continues to focus and efficiency and productivity.</li> </ul> </li> <li>• Comparison reporting allows the committee to be aware of the Schedule costs and the status of our FTES production.</li> <li>• Members were reminded that the overview did not include benefits.</li> </ul>	

NEW BUSINESS (cont.)	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	Members were reminded that information will continue to be provided regarding costs and revenue as the year moves forward in an effort to keep members updated on how the budget is performing.	
11. FUTURE AGENDA ITEMS		
12. OTHER BUSINESS	DISCUSSION/ COMMENTS	ACTIONS/ FOLLOW UPS
	<p><b>Meeting minutes</b></p> <p>The meeting minutes will be sent to the membership prior to the meeting. Members are asked to review them ahead of time and be ready to discuss any corrections/edits or move forward to approve them.</p>	

Submitted by Geni Lusk  
March 21, 2016  
Next Meeting – April 12, 2016