

**SANTA BARBARA CITY COLLEGE  
COLLEGE PLANNING COUNCIL**

**December 6, 2005**

**3:00 PM - 4:30 PM**

**A218C**

**MINUTES**

**PRESENT:** J. Friedlander, J. Sullivan, P. Bishop, L. Fairly, A. Serban, K. McLellan,  
K. Molloy, P. Haslund, T. Garey, E. Frankel, B. Lindemann, L. Auchincloss,  
J. Jackson, M. Guillen

**ABSENT:** S. Ehrlich

**GUEST:** L. Griffin

**1.0 Call to Order**

Chairperson Jack Friedlander called the meeting to order.

**2.0 Announcements**

Joe Sullivan informed the Council that the power outage the previous week has cost the college approximately \$30,000 in repairs for damage to some of the motors in the heating and electrical systems. He said the motors are being replaced with systems that will mitigate damage in future outages and they are in the process of being installed and brought back on line.

**3.0 Information Items**

**3.1 Update on proposed reorganization of Educational Programs**

Jack Friedlander informed the Council that the proposed reorganization of Educational Programs that was discussed at the last meeting will not be implemented at this time. He said the proposed reorganization was based on the premise that the Banner implementation process would be winding down next summer which would have allowed some of the present responsibilities of some of the deans and the directors to be reorganized specifically under a Dean of Technologies position.

**4.0 Discussion Items**

**4.1 Development of the college's mission and motto**

Jack Friedlander said that it was decided that the college does not need a “vision” statement but rather a “mission” statement and a “motto”. The Council made suggestions and modifications to the language of a suggested mission statement. It was agreed that Dr. Friedlander, Peter Haslund and Andreea Serban would meet to write a mission statement to present to the Council and EC. Paul Bishop suggested we work with Karen Sophia and Grant Lepper in the Marketing department with a phrasing that is better targeted towards our client demographics.

#### 4.2 CPP Tier 2 items

- A. Review of Tier 2 items to be implemented and those that need additional study
- B. Identification of the approach to take to complete the evaluation and, if warranted, the implementation plan for each of the Tier 2 items needing additional study.

The Council reviewed seven (7) Tier 2 items and the following actions were taken [from attachment 2 to the agenda]:

- Item 5 Joe Sullivan and Paul Bishop will spec out the use of a fully integrated card (Blackboard) after the Banner implementation is in place.
- Item 6 DTC will analyze and discuss utilization and access to the college’s Intranet
- Item 10 Paul Bishop will discuss recommendations with Kent Richards and will update the item.
- Item 19 Paul Bishop, Joe Sullivan and Jack Friedlander will rewrite to reflect current needs
- Item 20 Jack Friedlander will rewrite this item to discuss and incorporate the grant application process as it relates to the Student Success Initiative.
- Item 37 Take out; is part of negotiations.
- Item 48 Take out.

#### 5.0 Adjournment

**Upon motion [Haslund/Guillen] the meeting was adjourned.**

**CLASS TITLE: MULTICULTURAL/STUDENT SERVICES OFFICER**

**BASIC FUNCTION:**

Under the direction of the Associate Dean-Educational Programs (Student Life/Student Services), plan and implement college-wide student life activities including activities for international students; plan, organize, coordinate and direct international student housing; plan, organize, coordinate and direct the social, cultural and educational programs and events related to multicultural event information, resources, meetings and calendars.

**REPRESENTATIVE DUTIES:**

**ESSENTIAL DUTIES:**

Develop, coordinate and implement an expanded college-wide student life program in cooperation with other local universities (UCSB), SBCC academic departments, and SBCC student support services departments. These activities will include but not be limited to club sports, "open gym and open field", new student welcome activities, film series, etc. Special emphasis will be made to include international students in all college-wide activities.

Develop and coordinate Student Life Program for international students including field trips, social events, recreational activities on campus, and campus tours for local language schools. Coordinate International Student Life activities with Study Abroad, Global Studies, and local language schools.

Develop and coordinate housing options including the development of an SBCC Homestay program with SBCC staff, and temporary stay program with SBCC staff. Coordinate international student needs with Housing Office and housing providers that offer housing to international students.

Implement International Student Services operations and activities including housing, student life, and student support functions; establish and maintain related time lines and priorities; assure Program activities comply with established standards, requirements and related local, State and federal laws, codes, regulations, policies and procedures.

Assist in developing, planning and presenting campus-wide, multi-cultural programs. Develop strategies for engaging and involving all segments of the campus community. Work with established faculty multicultural events committee to decide on programs/events that are pertinent to certain times of the year (e.g., Black history month, Dia de los Muertos). Facilitate interaction between artists, speakers, poets or panelists with faculty, staff, students and community. Monitor, establish and adjust program services in response to student needs; provide cultural and educational support activities and materials.

Establish cost-effective management and programmatic goals for cultural events. Act as primary staff representative for performances. Manage the events and front of house operations to ensure the effectiveness of the event and safety of artists, staff and audience. Assist and respond to programming needs of faculty, staff and student organizations. Acquire and keep fiscal resources.

## **MULTICULTURAL/ STUDENT SERVICES OFFICER – Continued**

Cultivate productive relationships with other college departments; sustain existing collaborations and establish new relationships with individuals and organizations off campus.

Coordinate the multicultural calendar of events. Provide specific event information for posting on the campus calendar of events.

Attend programming meetings. Meet with multicultural faculty event committee and administrative liaison as needed. Involvement in special projects and committees as needed, including participation at specified Board of Trustee meetings. Attend, conduct and participate in various meetings and committees as assigned; create and distribute faculty multicultural events committee meeting agendas and minutes.

Develop the marketing goals of the multicultural program; devise and implement strategies for achieving these goals. In consultation with the faculty multicultural event Committee and Educational Programs administrative liaison, establish methods of presenting to the campus and community a highly visible, consistent and favorable image of our multicultural events.

Oversee the production, preparation and distribution/placement of brochures, print and broadcast ads, posters and flyers, event programs, press releases, interviews and feature articles and other efforts intended to ensure that multicultural events are well known and well attended. Utilize technology for effective publicity. Develop community connections to publicize events.

Coordinate and conduct training sessions concerning Program policies and procedures as directed.

Operate a variety of office equipment including a computer and assigned software; drive a vehicle to conduct work.

### **OTHER DUTIES:**

Perform related duties as assigned.

### **KNOWLEDGE AND ABILITIES:**

#### **KNOWLEDGE OF:**

Planning, organization and direction of international student services including student activities and housing.

Planning, organization and direction of social, multicultural and educational programs.

Practices, procedures and techniques involved in the planning, scheduling, development and implementation of special events and activities.

Facilitating activities involved in enhancing the quality of life in a higher educational setting.

Marketing and promotional practices, procedures and techniques.

Organization, operations, policies and objectives of faculty multicultural activities.

Principles and practices of administration and training.

**January 2006**

**Ewing Consulting Services**

## **MULTICULTURAL/ STUDENT SERVICES OFFICER – Continued**

Budget preparation and control.  
Oral and written communication skills.  
Interpersonal skills using tact, patience and courtesy.  
Public speaking techniques.  
Operation of a computer and assigned software.  
Public relations techniques.

### **ABILITY TO:**

Plan, organize, control and implement the social, multicultural and educational programs and events related to faculty multicultural events.  
Coordinate and direct communications, information, resources, meetings and calendars to assure smooth and efficient activities.  
Oversee the preparation and distribution of promotional and informational materials concerning faculty multicultural events.  
Communicate effectively both orally and in writing.  
Establish and maintain cooperative and effective working relationships with faculty and staff.  
Work with individuals from diverse cultural, ethnic, socioeconomic, academic and disability backgrounds.  
Operate a computer and assigned office equipment.  
Meet schedules and time lines.  
Work independently with little direction.  
Plan and organize work.  
Develop and implement program projects, functions, services, plans, strategies, goals, objectives and activities.  
Analyze situations accurately and adopt an effective course of action.  
Prepare comprehensive narrative and statistical reports.  
Prepare a variety of reports, records and files related to assigned activities.

### **WORKING CONDITIONS:**

#### **ENVIRONMENT:**

Indoor and outdoor work environment.  
Driving a vehicle to conduct work.

#### **PHYSICAL DEMANDS;**

Hearing and speaking to exchange information and make presentations.  
Dexterity of hands and fingers to operate a computer keyboard.  
Seeing to read a variety of materials.  
Sitting or standing for extended periods of time.

## **MULTICULTURAL/ STUDENT SERVICES OFFICER – Continued**

### **EDUCATION AND EXPERIENCE:**

Any combination equivalent to: bachelor's degree in psychology, sociology, business administration or related field and two years increasingly responsible experience providing support services to students in a college or similar environment including work with international programs. Experience with extensive traveling or living abroad.

### **LICENSES AND OTHER REQUIREMENTS:**

Valid California driver's license.

## Request to Fund a New Senior Admissions & Records Technician

### Background

Admissions & Records needs a new full time Senior Admissions & Records Technician to support current and planned changes in business practices to successfully implement SCT/Banner.

The ongoing inadequate staffing level in Admissions & Records has severely impacted the ability of the Supervisor, Admissions & Records position to effectively perform his/her duties. The job has become unmanageable. Between 2002 and 2005 there have been four supervisors in this position. The cost of burnout, constant turnover and training of the staff member in this position has been considerable.

The current model of staffing will not permit the Supervisor position to dedicate the time required (a minimum of 40% time according to SIG consultants) to Banner implementation activities. Beginning 2006, the Banner implementation project plan requires attendance at five (currently scheduled) three-day training sessions, followed a week later by a consulting visit to implement, set up, rule building, validations and testing. Additionally, a significant amount of work needs to be completed between the training and the consulting visits. The current model does not permit staff participation in Banner implementation activities (identified as much as 25% of some staff members' time by SIG Consultants).

Along with the increased workload to implement the Banner Student System, the college has expanded the number of matriculation-related processes that require Admissions and Records staff to manually check the status and conditions met by students at the time they enroll. Many of these matriculation-related processes will continue to be performed manually even after Banner is implemented.

In addition, due to the limitations in the logic used to determine residency status in the college's new online application (CCCApply), Admissions and Records staff is now required to perform these residency checks manually for each applicant. Since the implementation of CCCApply on December 23, 2005, the college has received an average of 70 online applications per day. Until such time as XAP Corporation makes the necessary programming enhancements in CCCApply, the need to perform this manual task will continue. The workload of the Admissions & Records staff has also been affected by the expanded number of options in which students can enroll in classes (e.g., short-term, Professional Development Center, Dual Enrollment) enrollments in these courses require separate manual enrollment processes. The manual processes will need to be continued for the foreseeable future.

As stated in previous requests for resources to fund a new Senior Admissions & Records Technician, current Admissions & Records permanent staffing is less than in 1996 when the college enrollment was 11,932. A vacant full-time staff position in Admissions & Records was not replaced in 1996 due to the misperception it would not be needed as a result of the new Oracle Student System.

The CPP process revealed that SBCC Admissions & Records permanent staffing is less than what is in place at other comparably sized single district colleges. Interestingly, these institutions already have online enrollment technology.

- SBCC – 9.5 FTE
- Cuesta – 9 FTE, 4 PTE
- Cabrillo – 17 FTE
- Glendale – 20 FTE

The ratio of FTES Admissions & Records staff (excluding director/dean) to student population at other California Community Colleges with online registration systems is as follows:

- SBCC 1:2125
- Solano 1:1664
- Sierra 1:1697
- Imperial Valley 1:333
- Evergreen Valley College 1:1000
- College of the Canyons 1:1667
- El Camino 1:1488
- Yuba 1:1571
- Cuesta 1:1571

## **Recommendation**

Create a full time permanent Senior Admissions & Records Technician position beginning Spring 2006.

## **Method of Funding New Position**

**Cost:** \$63,126 (FT, 12 months, Step 6, Family Health)

### **Spring 2006**

The funds from Banner implementation budget will be used for this position.

### **Fall 2006 – Spring 2007**

A proposal to fully fund this position (\$63,126) will be submitted to CPC this spring as part of the 2006-07 process for allocating new resources. If approved, \$13,126 of these funds will be needed to fully pay for this position for 2006-07. The remaining \$50,000 will come from the Banner implementation budget. The \$50,000 from the Banner budget will not be available after 2007.

Given the urgency of the staff shortage in Admissions & Records, CPC is being asked to support the immediate establishment of this new position with the understanding that a request for ongoing General Fund dollars will be submitted as part of the college's 2006-07 budget development process. If this request is not recommended by CPC and approved for funding as part of the 2006-07 college budget development process, Educational Programs will make difficult reductions to its budget to pay for this essential position.



3131<sup>56</sup> International student enrollment at SBCC is limited to 500 FTE of the shall not exceed five percent of the credit enrollment (headcount) of the preceding fall semester. Students admitted must satisfy all Department of Homeland Security regulations governing the admission and enrollment of international students and shall comply with the following conditions governing the admission enrollment of international students:

a. Submission of SBCC International Student Application including all secondary educational grade reports with proof of graduation and the equivalent of a GPA of "C" or better.

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b. Submission of official grade reports for all college work taken with "C" or better grades.

b. Submission of all secondary educational grade reports with proof of graduation and above average grades.

c. International students are required to maintain the same standard of work as other students and are subject to the same rules of probation and disqualification.

d. All F and M visa students must submit proof of health care insurance.

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Deleted: c. Submission of official grade reports for all college work taken with "C" or better grades. 1

d. Confirmation of English language proficiency. Students enrolled in the ELSP program are exempt from this requirement.

e. SBCC notifies students if they have been accepted or not. The acceptance form is the United States Immigration form I 20 (certification of acceptance).

f. The Immigration and Naturalization Service requires F-1 visa students to enroll in and complete 12 or more units of work each semester. SBCC reports students who complete fewer than the required units to the I.N.S. and such students risk loss of their student visas.

g. International students are required to maintain the same standard of work as other students and are subject to the same rules of probation and disqualification.

h. F-1 students must submit proof of health care insurance.

## **Rationale for Increase in Number of International Students**

It has long been acknowledged that the enrollment of international students is important to the College for a number of reasons. Paramount among those reasons is the internationalization of our classes and the opportunities for American students to learn from and interact with students from different countries and cultures since most American students cannot study abroad. Class discussions are often more interesting when international experiences and perspectives are voiced. International students excel academically and many become involved in a variety of student activities. As one American student recently commented, "international students on campus is one of the factors that makes SBCC so different from and better than high school".

Providing opportunities for international students also makes friends for the U.S., friends that later form important political and business ties to our country. A number of world leaders attended college in the U.S., and their policies are nearly always positively influenced by their university experiences.

A third benefit to the College is the revenue these students generate which stays here on campus and is used to enhance the College's programs. International students are not subsidized by the State or College and currently generate over \$2M annually in international student tuition.

Over the years, the cap on the number of international students at SBCC has been increased as our enrollments have grown. For example, the increases from 360 to 500 in 1993 and then again to 525 in 1997 were designed to keep pace with our enrollment growth. But rather than have a fixed number, I propose that we establish a maximum percentage of 5% so that as enrollment grows or declines, the cap is automatically adjusted. This cap is consistent with past caps and reflects a realistic balance between domestic and international students given our resources. Many other colleges do not have caps at all. Santa Monica College, for example, has no limit and their international student enrollment is in excess of 10% of their total enrollment. But a 5% cap seems reasonable and allows for a good mix of international students with American students throughout our curriculum.