

COLLEGE ADVISORY COUNCIL

Minutes of the October 5, 2006 meeting

I. Reports from the Committee Chairs

A. *College Diversity Committee (Dr. Griffin)*

In the absence of Chancellor Dr. Day, it was Vice Chancellor Dr Griffin who gave an update on the activities of the College Diversity Committee. The two ongoing projects that were mentioned were the Grow Your Own and the Faculty Internship Program both are in full swing. However, the Diversity Policy had taken a step back as the premature statement distributed at the Council's September meeting was retracted and was taken back to the drawing board. It was stated that the drawing board is not the College Diversity Committee. The chart, that accompanied the statement will be also revised.

B. *Communication Committee (Francine Podenski)*

Francine Podenski, the chair of the Communication Committee gave an update on the on the committee's activities.

- **EATV-CH27 UPDATE**

- Upcoming election coverage will air during three consecutive Friday slots on EATV-CH27, eight hours in total. Coverage will be advertised in *City Currents*. EATV will begin collaborating with Bayview Hunters Point Center for Arts and Technology (BAYCAT)
- EATV is also working toward providing CCSF football highlights as well as providing public service announcements for spring semester recruitment in foreign languages. Languages include: Russian, Cantonese, Mandarin, Tagalog, and Spanish.

- **TAILORED E-MESSAGING UPDATE**

Banner data can be harvested into e-mails tailored to specific target groups to help students move along in their educational process. This approach also has the potential to increase enrollment. E-messaging should be used with great care to avoid having CCSF students feeling "spammed" by the college. Students should be given the opportunity to opt in/out of receiving college announcements.

- **COLLEGE WEB PAGE UPDATE**

There is increased interest to redesign the college website. The idea of having a dynamic site should be explored.

- **COMMUNICATION PLAN DRAFT UPDATE**

The Communications Plan draft will be reviewed by committee members this month and discussed at next month's meeting. Once it is agreed upon, the draft will be sent to the Board of Trustees, Academic Senate, DCC for comments.

- **ATHLETIC CREST – MARK ROBINSON**

Dr. Mark Robinson, Dean of Student Affairs, presented the committee with the Athletics Department crest. The committee is in support of trade marking the crest.

At that point members of the College Advisory Council also listened to a presentation given by Dr. Mark Robinson. The council also is in support of the crest and trade marking the crest however, with a condition that was accepted by Dr. Robinson. The condition is that the athletic crest will be used on merchandizes, but not on stationeries, letter heads or other form of official communication at City College of San Francisco.

College Advisory Council

Dr. Philip R. Day Jr., (Chair)

♦ Darlene Alioto ♦ Lu Marla Dea ♦ Attila Gabor ♦ Dave Gallerani ♦ Peter Goldstein ♦ Don Griffin ♦
♦ Veronica Lawrence ♦ Joanne Low ♦ Dorothy Mak ♦ James Rodger ♦ Arjuna Sayyed ♦ Athena Steff ♦ Fred Teti ♦

- **EATV-CH27 ADVISORY SUBCOMMITTEE**

EATV-CH27 subcommittee was unanimously agreed upon. Efforts to establish the subcommittee will move forward.

C. *Committee on Information and Public Records (Attila Gabor)*

Attila Gabor the newly elected chair of the committee gave a report on the committee's first meeting.

- **Orientation**

Since it was the first meeting of the committee there was an orientation about rules and responsibilities of the Committee on Information and Public Records (CIPR). At that point the committee also made the observation that Ron Lee, the general counsel of City College of San Francisco should be a resource to the Committee on Information and Public Records.

- **Upcoming Projects**

- Revisit the Office of Shared Governance website after the major CCSF website overhaul will be finished.
- Create an orientation for Shared Governance Committee Chairs.
- Write an article in City Currents on the responsibilities of the Committee Chairs.
- Two FAQs will be developed for the next meeting, which eventually will be posted on the CCSF website.
 - An FAQ on how to access general CCSF information and records.
 - Another FAQ on Shared Governance.

- **Future Meetings**

The meeting frequency was set to once a semester with additional meeting(s) as needed.

- **Election of Chair**

Attila Gabor was elected as committee chair.

D. *Information and Technology Policies Committee (David Yee)*

No Report

II. Institutional Annual Plan

Dr. Day distributed a copy of the Institutional Annual Plan as a FYI item.

III. Budget Review and Recommendation Process

Dr. Day informed the council that because of the decreased enrollment even with all the savings the district implemented this academic year by the end of the fiscal year the district is still going to be in negative.

Minutes were prepared by Attila Gabor