

Meeting Date: Wednesday, April 21, 2010 **Location:** Founders Hall

Future Board Meetings: May 26, June 16, July 27

CAMPUS LEADERSHIP REPORTS

Reports were given by the Academic Senate, Classified Senate, Faculty Association, CSEA, and Associated Students. Detailed presentations will be reported in the official minutes when posted online.

ACTIONS OF THE BOARD

CONSENT CALENDAR

Matters considered by the Board of Trustees to be routine or sufficiently supported by back-up information as to not require additional discussion. Consent Calendar items are enacted by a single motion and vote. Below is a partial list of items approved. For a complete list, please see the agenda on the college's website.

- Approved personnel transactions, as corrected, dated April 21, 2010.
- Approved to renew a contract with Economic Modeling Specialists, Inc. through February 28, 2011, at a cost of \$6,000.
- Approved a contract with the Princeton Review led classroom course agreement for the Upward Bound summer residential program.
- Approved a contract with Cal Poly Pomona Conference Services for the Upward Bound summer residential program.
- Approved a contract with Camp Metoche for Upward Bound Students to attend a summer program weekend camping trip.
- Approved allowing Chamber Singers students to travel on their tour to Australia July 1–14, 2010.
- Approved “Parachutes and Ladders IX – Faculty Inquiry and Student Learning,” a developmental education conference planned for April 23, 2010.
- Approved a professional development workshop, “Helping Employees Thrive While Doing More With Less,” planned for June 4, 2010.
- Approved a professional development workshop, “New Strategies for Challenging Times,” planned for May 27, 2010.
- Approved a professional development First Aid/CPR Workshop, offered on June 4 and 5, 2010.
- Approved submission of a Workforce Investment Act Title II – 231 grant.
- Approved an activity for the Family and Consumer Sciences Discipline/Industry Collaborative grant.
- Approved to accept funds for the Career Technical Education Community Collaborative grant.
- Approved a new course (MFG 10, Mathematics and Blueprint Reading for Manufacturing), a new certificate and a new A.S. degree, both titled Building Automation.
- Approved additions and changes to the Continuing Education program.
- Approved an amendment to an affiliation agreement with Brethren Hillcrest Homes, dba Woods Health Services, to include students enrolled in the Home Health Aide program.
- Approved allowing students to attend the Health Occupations Students of America National Leadership Conference June 23-26, 2010, in Orlando, Florida.
- Approved the appropriation transfers and budget revisions summary.
- Approved rejection of a claim against the district by Clinton W. Holland, attorney at law, representing Katelyn Rawlings, and instructed Administrative Services to notify the claimant of the rejection in accordance with Government Code Sections 910 through 915.4.
- Approved rejection of a claim against the district by Richard A. Harting, attorney at law, representing Monte McCanne, father of Kaitlyn M. McCanne, and instructed Administrative Services to notify the claimant of the rejection in accordance with Government Code Sections 910 through 915.4.
- Approved rejection of a claim against the district Clinton W. Holland, attorney at law, representing Matthew Reuteler, and instructed Administrative Services to notify the claimant of the rejection in accordance with Government Code Sections 910 through 915.4.
- Approved rejection of a claim against the district by Keri L. Hankerd and instructed Administrative Services to

- notify the claimant of the rejection in accordance with Government Code Sections 910 through 915.4.
- Approved to purchase fuel station equipment from PME.
- Approved an agreement with the Los Angeles County Office of Education to provide network services and support.
- Approved a five-year tie-down agreement at Chino Airport with Threshold Aviation Group for the College's Gulfstream II jet.
- Approved to increase parking fees.
- Approved to accept alternate bid No. 1 for Workers' Compensation Insurance for the Child Development Center Project (Bid Nos. 2827-2835).
- Approved agreements to provide professional design and consulting services with Marlene Imirzian & Associates.

ACTION ITEMS

Items discussed and acted upon separately by the Board.

- Approved amending the contract with Strata Information Group to include 1,700 hours of consulting time. (*Pulled from Consent Calendar*)
- Board members received for first reading and acted to grant privileges to the Board's student member during its annual review of Policy 2015 – Student Member. No additional revisions were recommended. The revised policy will be brought back to the Board in May for approval.
- Board members received for first reading and discussed Policy 2030 – Fees. The policy will be brought back to the Board in May for second reading and approval.

INFORMATIONAL REPORTS

- **Clarence Brown**, director of Marketing & Public Affairs, and **Kathi Swanson**, principal at CLARUS Corporation, shared highlights of a market analysis and assessment conducted by CLARUS in 2008-09.

Mt. SAC partnered with CLARUS Corporation and completed a comprehensive, research-driven market assessment to provide sound data for strategic institutional decision-making with regard to academic programming, enrollment management, and institutional marketing. The study also identified challenges that the institution must address in order to remain relevant and competitive going forward. The year-long assessment process reviewed Mt. SAC's current marketing and recruitment activities, defined the current markets being served by the College, and identified those markets that are not being reached or served effectively.

Recommendations include targeting the adult market (to compensate for a shrinking high school market) and packaging course offerings to better meet the needs of adults and area employers. Ms. Swanson also presented an updated branding platform with supporting marketing messages to be reinforced in all marketing and communication collateral. She also underscored the need to revamp and restructure the college website to make it a more "self-serve" resource and more interactive.

Ms. Swanson thanked all campus contributors to the assessment process, particularly the Research and Institutional Effectiveness staff for providing the critical data needed in a variety of formats.

BOARD RECOGNITIONS

- The Board congratulated **David R. Fillmore**, Computer Support Specialist, upon his retirement after 27 years of service to the college.

For the complete agenda and minutes for this Board of Trustees meeting, please visit: <http://www.mtsac.edu/administration/trustees/meetings.html>

TRUSTEES

Dr. Manuel Baca, Rosanne Bader, Fred Chyr, Dr. David K. Hall, Judy Chen Haggerty, *Esq.*
 Xavier Padilla, *Student Trustee*
 Dr. John S. Nixon, *President & CEO*