



President's Cabinet Action Notes

Bill Scroggins, *President & CEO* • Irene Malmgren, *VP of Instruction* • Audrey Yamagata-Noji, *VP of Student Services*
Mike Gregoryk, *VP of Administrative Services* • James Czaja, *VP of Human Resources*



February 9, 2016

1. Cabinet was joined by Yen Mai, Director of Marketing & Communication, and Vic Belinski, Chief Information Officer, to discuss text messaging to students. The project has the goal to add financial aid and enrollment information to the authorized text messaging protocols which are currently limited to emergency notification. A plan for text notification about financial aid deadlines is under development. The plan will send notifications, limited to 140 characters, directing students to web based information and will avoid inclusion of any student personal information. The college will use SMS Gateway technology ([link](#)) which has worked well on an internal trial basis. Cost will be about \$10,000 to permanently acquire the system which has the capability of automated messaging through our Banner management information system. By Federal Communications Commission rules, the text messages will contain an opt-out provision. Each type of message (financial aid, enrollment, emergency) will have its own opt-out system. Next steps will be for IT to develop a project plan using SmartSheet. Steps will include developing the Financial Aid messages, establishing a campus communication system regarding the project, and estimating to cost of implementation and operation. **Yen and Vic will return to Cabinet with the text messaging implementation plan next month.**
2. Yen presented a draft of a new AP 3710 Filming and Photography ([attached](#)). This AP is based on legal advice to address recent issues about videography on campus. Yen mention that the college has an existing AP 4600 News Media ([attached](#)) which specifies First Amendment rights for Journalism student publications. This new AP will clarify the rights and responsibilities of College guests, students, faculty, and staff relating to campus photography, filming, and videography. The wording has been developed by our attorney Pilar Morin of Liebert, Cassidy, Whitmore. She will provide legal references for the AP. **Yen will discuss the draft AP with Bill Eastham and bring comments back to Cabinet along with a draft release form.**
3. Cabinet discussed a range of trailer bills ([attached](#)) that the Department of Finance has developed to implement provisions of the Governor's 2016-17 budget as proposed in January. Specifically, Cabinet discussed the trailer bill ([attached](#)) related to the \$200 million to implement recommendations of the Strong Workforce Task Force.
4. Cabinet approved the installation of BrightLink smart boards in DSPS locations in the new Student Success Center based on the [attached written rationale](#).
5. Bill shared information ([attached](#)) from Cal State Fullerton on the number of applicants, how many are accepted, and how many attend—with data over the last five years. Particularly notable was that for Fall 2015, Mt. SAC had 1,179 students apply for transfer to CSUF but only 343 were accepted by CSUF (29%). This low percentage is a result of the Cal State system policy of priority transfer being given only to regional community colleges specified by the state. For Cal State Fullerton, priority for transfer is only given to students from Orange County community colleges

([link](#)). For example, 74% of Santiago Canyon College students were accepted (506 of 774). A second report ([attached](#)) traces the colleges that are attended by those rejected by CSU Fullerton, typically other Cal State campuses.

6. Cabinet approved an Immediate Need Request ([attached](#)) for \$39,305 to extend the reassignment of a staff member to continue to address the backlog of AV projects.

7. Items for future agendas (items for the **next** Cabinet meeting are shown in **BOLD**):
 - a. Dual Enrollment Offerings at Local High Schools (Irene & Audrey, 4/19)
 - b. Text messaging (Mike, Yen & Vic, 3/29)
 - c. Next Steps on the Foothill Transit Center (Mike, 4/19)
 - d. Follow Up on Ergonomic Accommodations (**James, 2/16**)
 - e. Shared Calendar for Student Services & Instruction (**Irene & Audrey, 2/16**)
 - f. On-Boarding New Developmental Education Students (**Audrey & Irene, 2/16**)
 - g. AP 3540—Sexual and Other Assaults on Campus (**Carolyn Keys, 2/16**)
 - h. AP 5020—Non-resident Tuition (Mike, 2/23)
 - i. AP 5530—Student Rights and Grievances (Audrey, 2/23)
 - j. BP/AP 3530—Weapons on Campus (Mike & Dave, 4/12)
 - k. AP 3710 Filming and Photography (Bill & Yen, 3/15)

8. Quarterly Reports to Cabinet
 - a. Emergency Response Plan Implementation (Karen Saldana, 4/19)
 - b. Classroom Utilization Project (Mike & Irene, 3/22)
 - c. Faculty Position Control Report (**Irene, 2/16**)
 - d. Timely Employee Evaluations & Quarterly Cabinet Review (All, 3/22)
 - e. Construction Project/Scheduled Maintenance Quarterly Report (Mike & Gary, 3/8)
 - f. IT Projects Quarterly Report (Mike & Vic, 3/8)
 - g. Grants Quarterly Update (Irene & Adrienne, 3/22)
 - h. Expansions of Work Experience (Irene & Audrey, 3/22)