

LOS ANGELES TRADE-TECH
LATTC
A Community College
SPECIAL COLLEGE COUNCIL MEETING
Monday, November 28, 2005
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MEMBERS PRESENT: C. Anderson, M. A. Breckell, R. Castillo, V. Cole, S. Diego, M. Drummond, B. Elarton, B. Essex, L. Garcia, T. Harris, C. Johnson, J. King, L. Ley, J. McDowell, J. Messinger, A. Sanchez, K. Skinner, B. Smith, S. Tramel, B. Vaden

MEMBERS ABSENT: C. Ruffin

I. CALL TO ORDER: Co-chair J. McDowell called the meeting to order at 1:00 p.m.

The meeting was called to address two recommendations made by the Grant Allocation Task Force regarding the spending of \$600,000 debt relief funds.

II. PUBLIC SESSION

Steve Kasmar addressed the group through public session. A proper fire suppression system is lacking in Culinary Arts and should be on the priority list of projects. The kitchen is out of compliance. There was a health inspection last week and they are requesting that a hood system be placed over the gas and operating system due safety concerns. The hood is not in compliance with county code. The inspector provided a report with his findings. Steve was asked to submit the report to the Work Environment Committee.

III. GRANT ALLOCATION TASK FORCE RECOMMENDATIONS

John McDowell – Trade Tech has received one-time only funds, from debt relief, in the amount of \$600,000 with two stipulations: 1) funds spent can only be used for one-time only and 2) money will be used to increase FTES or growth related.

President Tom Harris brought two recommendations from the Grant Allocation Task Force to College Council for approval. **Use some of the \$600,000 to 1) allocate \$75,000 for expenditure of marketing and advertising and 2) hire someone as an Assistant Dean or an Instructor Special Assignment for the spring semester only.**

College Council has approved the allocation of \$50,000 for marketing from general funds and is requesting an additional \$75,000 from debt relief funds. C. Anderson is working on an RFP for marketing which is estimated to be \$25,000 to \$30,000. Advertising is ready to go with Comcast. Commercials can air as early as the 15th of December by moving existing spots and changing the graphics for \$1,000. It will cost \$50,000 for the consulting firm and to re-run the commercials for four months. The Marketing Committee has a special phone number assigned for incoming calls 186-465-2882 (186GoLATTC). K. Skinner and L. Ley have agreed to make an announcement in English and Spanish with prompts. C. Anderson believes a marketing firm could really help brand and unify the college. Marketing was asked to go ahead with RFP, TV station on buses with commercials and mailer along the blue line.

College Council reached consensus to allocate \$75,000 for marketing.

Page 2 - College Council Minutes, November 28, 2005

The \$75,000 will be used to hire a consulting firm, do Comcast commercials, mailers, radio spots, bus advertisements, and other marketing related efforts.

The second recommendation is to request approval from College Council to hire an Instructor Special Assignment or Assistant Dean for the spring semester only. This person would coordinate noncredit/evening weekend courses; work with department chairs to schedule classes, coordinate off tracks, and other special academic programs.

Outreach is outgrowing one person to handle. The difference between the new position and the Associate Dean of Outreach is that Outreach deals directly with outside organizations and the new position would be on campus. Outreach does not have staff support. Noncredit/evening weekends are areas with potential growth. This is also an opportunity for the college to expand on and off campus. Marcy will provide a description of the position's duty statement. A plan presented in June will be modified to bring it within the duties of this position.

Proposal for the new position included a classified staff, but the Grant Allocation Committee did not approve it. This new position would be from January to June with a cost of \$45,000 for half year. D. Smith spoke in favor of the position as it relates to high school and middle school offerings.

College Council voted in favor of hiring for the position as requested for the spring semester only.

The vote was 8 yes, 4 opposed, and 2 abstain. Academic Affairs will go ahead with the hiring and a plan will be presented at the next meeting.

Joe Messinger was introduced as the new ICIU member on College Council.

New Agenda Item – M. Drummond: The Strategic Plan RFP is due today. Finalists will be interviewed by College Council to vote.

Other items discussed at the meeting were student recruiters and PACE.

Meeting adjourn – 2:45 p.m.