

Los Angeles Trade-Technical College
College Council Meeting
December 11, 2006

Members Present: Theda Douglas, Jerry King, John McDowell, Carey Roth, Valerie Cole, Shawn Tramel, Carole Anderson, Ercely Hernandez, Eddie Ramirez, Chip Chapdelaine, Chini Johnson, Bob Essex, Bill Elarton

Members Absent: Galen Bullock, Ramon Castillo, Lidia Ley, Larry Pogoler, Charles Ruffin, Kyle Skinner, Bill Smith

Guests Present: Pat Hollingsworth, Bobbi Kimble, Denise Fairchild, Monica Masino, Ayesha Lindsey, George Evans

I. CALL TO ORDER

Meeting Called to Order by John McDowell at 1:09 pm

II. APPROVAL OF MINUTES

Approval of Minutes - #2 should read "the first quarter budgeted expenses were below projection." Add Bob Essex as attending the meeting.

The minutes approved as amended by consensus.

III. PUBLIC SESSION

No requests

IV. PRESIDENT'S REPORT

Grant Allocation Task Force – has met and will continue to meet to establish the budget process for 06-07

Public Relations Position – in the process of interviewing on 12/18

Marketing Committee has met twice and will meet again on 12/18

F Ramp Project - includes green technology, solar voltaic technology and lab

South Campus - Awarding contract February, begin construction March/April

V. COLLEGE COUNCIL NORMS, POLICIES, AND PROCEDURES

Need to follow parliamentary procedure. Consensus to limit discussion on topics to 10 minutes. Eddie Ramirez – Parliamentarian for the day.

VI. COMMITTEE REPORTS

Block Grant (Valerie Cole and Bobbi Kimble)

Committee established criteria for grant proposals as follows:

1. Meet the institution needs as a whole
2. Interdisciplinary – collaborative
3. Innovation and new programs
4. Recruit, retention, job placement
5. Encourage conceptual learning

Applications can be made by individual disciplines or multi-discipline collaboration. The college was allocated an amount and the committee has decided to distribute the entire amount. Committee will discuss/finalize forms for application process and the timeline for the application process at its December 18 meeting.

Budget (John McDowell)

First quarter report indicates an initial projection of a \$373,000 reserve balance based on current expenditures. The projected balance **does not** reflect the potential decrease in revenues due to: (1) college not meeting FTES growth projections (could result in a revenue decrease of \$1.2 million); (2) college not generating adequate FTES to reach base (could result in a revenue decrease of \$1.0 million); and (3) funding changes due to SB361 (could result in a revenue decrease of \$.5 million).

There was discussion regarding how the college should address responding to the changes brought about by SB361.

Grant Allocation Task Force (John McDowell)

A meeting was held December 8, 2006. The committee discussed SB361, expenditure/revenue projections, and an anticipated budget reduction of \$2.0 million. The committee will put together a plan to request debt relief. Current enrollment declines are in academic programs, whereas, career-technical program enrollment is generally growing. The committee is exploring new enrollment growth options including PACE, community outreach, new programs, noncredit, recruitment and marketing, and scheduling courses in afternoons.

Institutional Effectiveness – (Marcy Drummond)

No report.

Marketing (Theda Douglas and Carole Anderson)

The following are the marketing activities for winter and spring terms:

- Cable Ads - 30 second spot, 6 week advertising beginning week of December 25, 10 cable channels
- Radio Ads - Increase spots on Latino stations as well as other stations
- ASO Involvement – in handing out flyers, printed information, and other marketing activities
- SARS Calls – calls from the president to current students prior to the start of winter and spring
- Marketing Calendar - to schedule upcoming marketing activities
- Direct Mailing – currently a post card is being developed to send to residents along the blue line. In addition, a four-page college brochure is being developed.
- Free Gifts – 1,500 pens (from Financial Aid and EOPS) will be given out to students who register for winter and spring.
- Gorilla Marketing – conducting person-to-person marketing

Strategic Enrollment Management

No report.

Technology Committee (Bill Gasper)

The committee did an inventory of college software licenses. This inventory will be finalized and will be updated periodically.

Technology Priorities for 06-07 were finalized.

Content Management Software (CMS) – The college CMS project has been temporarily suspended because of the District Marketing Committee CMS project.

Work Environment (Carole Anderson)

Committee meeting scheduled for February 12.

VII. NEW BUSINESS

College Recruitment/Enrollment (Bradley Vaden)

Bradley Vaden presented a request that the College immediately create a comprehensive recruitment plan.

911 Memorial (Bill Elarton)

In progress.

Student Newspaper Proposal (P. Hollingsworth)

A proposal was presented. College Council requests further detail in the plan and budget to be presented at the next meeting.