# EL CAMINO COMMUNITY COLLEGE DISTRICT

16007 Crenshaw Boulevard, Torrance, California 90506-0001 310) 532-3670 or 1-866-ELCAMINO

September 2, 2010

Board of Trustees El Camino Community College District

Dear Members of the Board:

Welcome to the 2010 fall semester. If you are one of 25,000 students, you have registered for classes, paid your fees, rented your books and initiated a study plan, I trust your academic journey will be successful.

As you know from the recent *Daily Breeze* article and the KTLA news clip, the predicted onslaught of students is refreshing and challenging. Adding 100 picketers on the southeast corner of the Math, Business, Health Sciences building site and beautiful weather, we are on our way to a wonderful fall semester.

A campus visit will make you proud to be a Trustee for the El Camino Community College District.

Focusing on the realities of California, you know we are in our third month without a budget. Nevertheless, the Tuesday, September 7, 4 p.m. Board meeting focuses on the Public Hearing and Adoption of the 2010-2011 El Camino Community College District budget. Your Board packet and the on-line agenda include a link to the final budget document. Additionally, Vice President Higdon's budget letter is included in this packet as attachment 1. <a href="http://www.elcamino.edu/administration/board/Budget-Book-2010-11.pdf">http://www.elcamino.edu/administration/board/Budget-Book-2010-11.pdf</a>

- A. Not to be upstaged by the annual Budget the Student and Community
  Advancement section of the consent agenda presents a number of important issues.
  The first item recommends adoption of an Accreditation Follow-Up report. Please note there will be changes to the final document and, unfortunately, the pagination and alignment are askew. The final report will be perfected.
- B. Administrative Services includes questioned items from the last Board meeting starting on page 132, items 29 through 38. Administrative Services also includes another change order for Phase III of the nearly completed Infrastructure Project, page 143, item F. Item G on page 145 resubmits last month's change order on the Math, Business and Health Sciences building soil export and import project. See attachment 2 for Vice President Higdon's letter.

C. Human Resources includes a number of routine personnel actions not least of which is the official retirement notification from Harold Tyler, Director of Student Development. Attachment 3 is his formal retirement submittal.

The additional readings in this packet respond to questions and issues from our August Board meeting.

- Memo from Daniel Villanueva, Secretary, Los Angeles County Committee on School District Organization, August 18, 2010, requesting Nominations for Membership to the Los Angeles County Committee on School District Organization;
- 2. Memo from Vice President Nishime, August 31, 2010, regarding the 2011 Summer School Calendar;
- 3. El Camino College Marketing/Communications Plan 2010-2011;
- 4. Excerpt from the California Education Code regarding governing board compensation;
- 5. Notification of Public Hearing for the Budget in the *Daily Breeze*, August 21, 2010;
- 6. News article regarding College of Marin listing five finalists for Superintendent/President, including Dr. Lawrence Cox, CEO, Compton Community College District, August 17, 2010;
- 7. Letter from Francisco Arce to Mr. Victor Coutin, regarding Course Offering Reduction, Division of Fine Arts, August 5, 2010;
- 8. Southern California Football Association 2010-2011 Football Pass and athletic schedules;
- 9. Legal Update, Parker & Covert, Spring/Summer 2010.

As I trust you are aware, your presence and involvement in campus activities is appreciated.

If you have any questions, comments or concerns prior to the Board meeting, please contact Kathy or me. I look forward to greeting you in my office after 3 p.m. on Tuesday, September 7, 2010.

Sincerely,

Thomas M. Fallo Superintendent/President

Cc: Vice Presidents, Director of Community Relations



# EL CAMINO COMMUNITY COLLEGE DISTRICT

16007 Crenshaw Boulevard Torrance, California 90506-0001 Telephone (310)532-3670 or 1-877-ECAMINO

August 31, 2010

TO: President Thomas Fallo

RE: Budget 2010-11

The State's fiscal environment continues to be the driving force which dictates caution in all California community college budgets. El Camino College is fortunate to have initiated fiscal prudence early in this economic downturn. You will recall that the Board began taking restrictive budget actions relating to this economic downturn in December of 2008. We continued our cost cutting for the FY 09-10 budget and now must continue in this cautious mode.

The State's budget deficit is currently estimated to be more than \$19 billion for FY 10-11. While it is difficult to project when the State will have a budget, cautions are that the State will run out of cash in September unless a State budget is passed. In anticipation of the absence of apportionment revenue from the State, El Camino's Board took action at its April meeting to allow borrowing, for cash flow purposes, using Tax Revenue Anticipation Notes (\$8,850,000). Such borrowing, coupled with our reserves, will allow the College to continue normal operations and payments.

One of our most challenging issues is the reduction in course offerings. Partly in response to the State's reduction of apportionment funding and non-funded enrollment for FY 09-10, section offerings were reduced 10% from the previous year. The number of sections offered in FY 09-10 compared to FY 08-09, were cut from 5,417 to 4,861 sections. The reduction made it more difficult for students to enroll in all of their choices and across the board all divisions felt the effect. The section reduction resulted in a 4% decrease in the College FTES (full-time equivalent students).

Therein lies the complexity of enrollment management as student demand for higher education increases, the College's ability to meet the demand has decreased and this continues into next academic year. Although, the College reduced section offerings in FY 09-10, enrollment was over capacity in many courses resulting in approximately 1,645 unfunded FTES in FY 09-10. Student enrollment generated 20,555 FTES, the State funded 18,910. The unfunded apportionment resulted in \$7 million lost revenue to the District.

To ameliorate the effects of unfunded apportionment enrollment and to offer a more fiscally balanced course schedule the section offerings for FY 10-11 were reduced 7%. The revised enrollment goal next fiscal year is 19,400 FTES and section offerings were reduced from 4,861 to 4,539 sections. The section reduction will further affect student's ability to enroll in all the courses they need next year. We anticipate that the college will be fully enrolled, unless the State increases enrollment fees (the possibility is remote, however, not impossible). Historically in the last 30 years, enrollment fee increases resulted in a 10% enrollment decline, but since the College is overcap, it may have a leveling effect. It is difficult to know, we can only project.

In contrast to ECC the Compton Center needs to grow to reach its fully funded apportionment cap of 6400 FTES. While ECC is overcap, the Center is 1,700 FTES under cap and though this does not affect the El Camino College District funding, it created an opportunity for students needing additional courses. We are in the midst of assessing how many main campus students have opted to enroll at the Center, but preliminary studies project about 800 students from the main campus are enrolled there. The Center provided the main campus with an enrollment safety valve this year and this is likely to continue into the following academic year.

Reductions in categorical funding are another significant problem. During the past two fiscal years, several key categorical programs have experienced reductions from 32%-64% in their State funding. The fate of funding for these programs for the upcoming year remains unknown at this time. However, the College considers a balanced student support services program essential. The proposed budget includes categorical funding backfill in the amount of \$1,150,000 for DSP&S, Matriculation, EOP&S, CalWORKs and CARE. In addition, the District continues to backfill 100% of the categorical reduction to part-time faculty compensation, office hours and health insurance.

During these difficult budget times, the College has remained committed to retaining all permanent regular employees. The College hired twenty full-time faculty, and these positions have been included in the proposed budget. The College is also moving forward with the filling of sixteen vacant classified positions and four management positions.

Regardless of all of the above, the College has moved forward with our planning and budgeting cycle. Both on-going and one-time budget requests were prioritized using the College's established process. Plans were developed at the program level, prioritized by the unit (division), and forwarded to each area Vice President for prioritization.

Funding sources for plans with the highest priorities were identified from a variety of sources, including: The General Fund – Unrestricted (11) Special Programs Fund (15), General Fund Restricted – Instructional Equipment Block Grant and Parking Services (12), Bond Fund (44), and Capital Outlay Fund (41).

The following top priority requests will be funded in the 2010 – 11 fiscal year.

# General Fund - Unrestricted (11)

- 1. \$340,531- Update Network infrastructure for currency and reliability.
- 2. \$400,000 Update academic computer labs for currency and reliability.
- 3. \$350,000 Hardware and software licenses update.
- \$33,500 Staff for Veterans Affairs program. (non certificated hourly) Anticipate an increase in the number of veterans as a result of the Iraq and Afghanistan conflicts and the new Montgomery GI Bill.
- 5. \$105,600 First Year Experience/ Supplemental Instruction Adjunct Counselors (3) to backfill 50% as coordinator and to serve program students.
- \$65,000 Matriculation Advisor, (non-certificated hourly). Will conduct orientations, organize workshop materials, and conduct classroom presentations to promote follow up counseling, monitor students on probation, coordinate New Student Welcome Day and other activities
- 7. \$40,000 Stadium and Gym Operations for Athletic events. Facilities budget overtime account for cleaning of the Stadium & Gymnasium restrooms, lockers, and re-painting athletic field after football games.
- 8. \$50,000 Accreditation support. Continue appropriations in support of Accreditation recovery plan, primarily to support program review.
- 9. \$50,000 Student Learning Outcomes. Provide support throughout the year for Student Learning Outcome (SLO) documentation.
- 10. \$10,000 Industry and Technology Supplies and materials (wood and related building materials) for green technology instructional program.
- 11. \$25,000 Staffing support (hourly) Fiscal services. To provide customer services for students due to Chancellor's Office Tax Offset Program (COTOP). Staff will research student accounts, provide payment and petition assistance, send out letters and invoices.

- 12. \$20,000 Maintenance of Security camera.
- 13. \$10,000 ADA Accommodations for Employees.
- 14. \$20,000 Cultural Awareness activities to be conducted by the Office of Student and Staff Diversity.
- 15. \$60,000 Staff development workshops and conferences. State funding has been eliminated.
- 16. \$430,000 Equipment and supplies.

# Special Programs Fund (15) and Other Funds.

- 1. \$200,000 EOPS Backfill shortages due to State budget reduction
- 2. \$30,000 CARE Backfill shortages due to State budget reduction
- 3. \$333,000 Matriculation Backfill shortages due to State budget reduction
- 4. \$537,000 DSPS Backfill shortages due to State budget reduction
- 5. \$50,000 Cal Works Backfill shortages due to State budget reduction
- 6. \$307,000 Student retention project. Provide appropriation for a number of student retention projects. Enrollment management, First-Year Experience, Honor Programs, Project Success and Puente Program.
- 7. \$25,000 Remodel International Student Program and Veterans Center into two distinct student center offices.
- 8. \$8,200 Magnetic Strip Reader System. The Counseling Division needs to accurately track the number of students that utilize the Counseling Appointment, Career and Transfer Center, special programs, and general counseling.
- 9. \$20,000 Replacement of student band/orchestra instruments.
- 10. \$30,000 Replacement of student pianos.
- 11. \$2,000 Course supplies for Administration of Justice Crime Scene Investigation.
- 12. \$2,000 Standard utility tables (4) for Fine Arts program.

- 13. \$35,000 Creation of a teaching & learning center for faculty & staff to develop new ideas.
- 14. \$100,000 Legal Fees for negotiations, grievances, lawsuits.
- 15. \$75,000 Main library data cabling.
- 16. \$100,000 Library Books. Minimum allocation for library book and periodical increase.
- 17. \$125,000 Computer hardware for labs.
- 18. \$770,000 Equipment and supplies.
- 19. \$100,000 Emergency equipment replacement/repair.
- 20. \$1,400,000 Annual funding for future Retiree Health Benefits fund in compliance with generally accepted recommended GASB 45 annual required contribution (ARC) as recommended by most recent actuarial study (October 2009).

# Parking Fund – General Fund Restricted (12)

- 1. \$80,000 Purchase two new replacement patrol cars.
- 2. \$98,000 Purchase and installation of new Mobile Data Computer systems for 9 patrol cars and replace radio frequency band width.
- 3. \$23,000 Purchase new key control software program.

# Bond (44) or Capital Outlay (41)

- 1. \$100,000 Replacement weight machines and equipment.
- 2. \$75,000 PE North Facilities.
- 3. \$30,000 South Gymnasium storage area, entry ramp and door.
- 4. \$175,000 Baseball facilities.
- 5. \$90,000 Upgrade Anthropology Museum cabinets.
- 6. \$90,000 Replace chairs, desk and carpet in Art 103 and 106 classrooms.
- 7. \$10,000 Replace rubber floor mats around swimming pool.

- 8. \$20,000 Ceiling fans in Dance studios PE-S 212 & 230.
- 9. \$15,000 Construction of skin care area in industry and Technology.
- 10. \$500,000 Purchase, install and maintain additional campus security cameras and related technology.

# Block Grant – General Fund Restricted (12)

- 1. \$6,000 Double standard multi-purpose desks.
- 2. \$3,500 Classroom Clickers for student test applications.

# External Grant

1. \$3,000,000 - STEM Center for MESA and student and community projects.

There remain many unknowns about FY 10-11 budget. Prime State concerns include: Prop. 98 potential set aside or reduction, continued speculation on student fees, renewed observations on PE FTES, increased rates for PERS and STRS, and further categorical changes.

As more information becomes available from the State, we will advise the Board on any impacts to our College budget.

Jo Ann Higdon, M.P.A.

Vice President, Administrative Services

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# EL CAMINO COMMUNITY COLLEGE DISTRICT

16007 Crenshaw Boulevard Torrance, California 90506-0001 Telephone (310)532-3670 or 1-877-ECAMINO

August 31, 2010

TO: President Thomas Fallo

RE: Taisei Construction Corporation -MBHS Building

The purpose of this document is to provide additional information related to the above change order.

The four-level Math Business Health Sciences Building is being constructed on the site of the old Business Building. One of the necessary steps to prepare for placement of the foundation system is the excavation of the existing soil in an area five feet outside the building footprint and five feet below the lowest point of the foundation. Soil that will provide a suitable base for the foundation system is then placed and compacted.

The design of the foundation system was based in part on a soils report prepared by Koury Engineering in June 2008. Three soil borings were made around the perimeter of the old building which was in place at that time. One of the factors evaluated was the expansiveness of the soil, which is the amount the soil would expand or contract in volume depending upon moisture content. Based upon the report, a scope of work for soil remediation was included in the bid document.

During the process of excavation it was discovered the existing soil was substantially more expansive than previously known and the identified scope of work in the bid document would not provide the conditions necessary for the foundation system. This issue was identified by soil testing performed by Converse Consultants, a firm specializing in geotechnical inspections, under contract with the District. The issue was then discussed at a weekly construction meeting with Bovis Lend Lease, the District's program management firm, the project's general contractor, and the subcontractor responsible for excavation and soil conditioning.

Additional soil sampling was performed and the results were examined by a number of parties, including Koury Engineering, the project's structural engineer, the project architect, an inspector with the Division of the State Architect, and Bovis Lend Lease. As a result of this examination three options were identified to address this problem: modification of the foundation system, mixing less expansive soil with the existing soil, or removing the existing soil and replacing with less expansive soil.

Modifying the foundation system would have required resubmission of the design to the Division of the State Architect delaying construction indefinitely. Three major negatives would be associated with choosing this alternative: (1) the District would have been exposed to an expensive delay claim by the contractor, (2) the cost of modifying the foundation system would still need to be negotiated through the change order process, and (3) the occupancy of the building would be postponed.

The option of amending and drying the existing soil also has notable negatives associated with it. Due to the large volume of soil that would require treatment, an area larger than the construction site would be needed, the results would be difficult to predict and more time would be required to perform the treatment. Also, a large amount of soil would need to be imported and an estimated 75% of the existing soil would have to be disposed of offsite. Again the District would be exposed to an extended delay claim and the cost would be subject to the change order process.

Due to the drawbacks of the other two, the option of removing and replacing the existing soil was judged to be the most cost effective, and in terms of scheduling the most expeditious. Accomplishing the chosen alternative required removing and importing 2,897 truckloads of soil, totaling 40,390 cubic yards of soil.

Based upon the scope of the additional work, an estimator with Bovis Lend Lease projected the cost to be \$407,000, excluding compensation to the general contractor for the delay. The final change order cost for the added work was negotiated to be \$410,801. Included in this amount is the general contractor compensation of \$15,000 for ten days of schedule delay.

The decision to perform this work using the change order process rather than public bidding was made by District staff. Two significant factors contributed to the decision: (1) the desire to minimize the schedule delay and subsequent delay claim from the general contractor, and (2) based upon the independent cost estimate, competitive bidding likely would not reduce the cost substantially.

COMPARISON OF ESTIMATE TO ACTUAL CHANGE ORDER COST						
	BOVIS		TAISEI			
ADDITIONS						
Import new soil	\$162,500		\$174,656			
Export existing soil	259,255		276,299			
Ten Day Delay	0		15,000			
Tax	12,310		0			
Overhead & Profit	51,074		19,368			
Bonds	<u>4,080</u>		<u>4,067</u>			
		\$489,219		\$489,390		
DEDUCTIONS						
Sand Mixing of						
import	-45,015		-31,050			
Mixing sand	-36,250		-22,540			
General Contractor	$\underline{0}$		<u>-25,000</u>			
		<u>-81,265</u>		<u>-78,590</u>		
TOTAL		\$407,954		\$410,800		

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Jo Ann Higdon, M.P.A.

Vice President, Administrative Services



# EL CAMINO COMMUNITY COLLEGE DISTRICT

16007 Crenshaw Boulevard Torrance, California 90506-0001 Telephone (310)532-3670 or 1-877-ECAMINO

August 19,-2010

Dr. Thomas M. Fallo Superintendent/President El Camino College 16007 Crenshaw Blvd Torrance, CA 90506

Dear Dr. Fallo,

After much thought I have decided to retire from service with the El Camino Community College District effective December 31, 2010. This decision comes at a time in my life when I have been reflecting on many things that have brought me to this point. As a former student and employee I feel blessed to have been allowed to be a part of a special organization that does wonderful things for students and helps them to achieve their goals. The College gave me an exceptional opportunity to work in a capacity where I could contribute to the process as an integral part of the team. I cherish the time I have spent serving on various task forces and committees with colleagues committed to excellence.

I owe a great debt of thanks to some extraordinary professionals that have nurtured and mentored me along the way. So many that it would take pages to name them all. I thank them wholeheartedly for believing in my latent capacities to get the job done and not let the College down.

I value and love the staff members past and present of the Student Development Office for allowing me to be their leader as we met our responsibilities and challenges over the years. They are gifted and wonderful people.

A special thanks to the communities surrounding El Camino College for the chance and trust given to me and the employees of El Camino College to enhance the lives of their children and other family members for over thirty-five years.

To El Camino College students past and present, "you're one of the best things that ever happened to me."

Thank you Board of Trustees, Dr. Fallo, The Cabinet and the Foundation.

Harold L. Tyler

Sincerely,

Harold Lloyd Tyler



# INFORMATIONAL BULLETIN #

9300 Imperial Highway, Downey, California 90242-2890 • (562) 922-6111 Darline P. Robles, Ph.D., superintendent

August 18, 2010

TO:

Superintendents and Presidents

Members of Governing Boards

Los Angeles County School and Community College Districts

FROM:

Daniel G. Villanueva, Secretary

Los Angeles County Committee on School District Organization

and

Assistant Director

Regionalized Business Services

Division of Business Advisory Services

SUBJECT: Nominations for Membership to the Los Angeles

County Committee on School District Organization

The Los Angeles County Committee on School District Organization (County Committee) is an 11 member body charged by the legislature with responsibilities in the area of school district organization, unification, formation, boundary changes, the manner in which governing board members are elected, and the establishment and abolition of trustee areas. The County Committee is comprised of two members representing each of the five supervisorial districts, plus one member elected at-large.

## VACANCIES ON THE COUNTY COMMITTEE

## Vacancies To Be Filled By Election

In October 2010, the following four-year terms of office on the County Committee will be filled by election and the candidates will serve through October 2014:

- Mr. Frank Ogaz (First Supervisorial District); and
- Mr. Owen Griffith (Fourth Supervisorial District).

Per Education Code provisions, these seats will be filled by an election. Therefore, the County Committee is requesting that the governing board of each school and community college district submit nominations for membership on the County Committee to fill these two seats.

Nominations for Membership to the Los Angeles County Committee on School District Organization August 18, 2010 Page 2

Please follow the guidelines under "Nominee Requirements" and "Nomination Process" as outlined below for the above vacancies.

# One Vacancy To Be Filled By Appointment

In addition to the terms above, there is another vacancy representing the Third Supervisorial District. This vacancy will be filled by an appointment by the Los Angeles County Superintendent of Schools (County Superintendent). The remainder of this appointed term will run through October 2011.

Nominations for the one-year appointed term may be forwarded to Ms. Mary Bracamontes, c/o Los Angeles County Office of Education, for review by the County Superintendent. Please follow the guidelines under "Nominee Requirements," and "Appointment Process," as outlined below.

## NOMINEE REQUIREMENTS

- The nominee must be available to serve the term of office, which will begin on the date of election in October 2010, and expire on the date of the election in 2014 for the four-year elected seats (one in the First Supervisorial District and one in the Fourth Supervisorial District). The nominee for the one-year appointed term (one in the Third Supervisorial District) will serve until the election in October 2011.
- All nominees must reside within the respective supervisorial districts (First, Third, or Fourth)
  in which specific vacancies exist. All nominees must be registered voters. Attached are maps
  of the First, Third, and Fourth Supervisorial Districts.
- Employees of school and community college districts and county offices of education are excluded from membership on the County Committee.
- A member of a school or community college district governing board, who is otherwise eligible, may **simultaneously** serve as a member of the County Committee.
- To ensure representation which is balanced and diverse, the County Committee encourages school and community college districts to additionally consider nominating **non-school district** community leaders/individuals to serve on the County Committee.
- The County Committee members whose terms are expiring this year **are** eligible to be nominated to serve **another** term of office, as there is no limit on the number of terms a County Committee member may serve.

#### **NOMINATION PROCESS**

- A governing board may submit more than one nomination.
- A governing board may nominate an individual who resides outside their district.

Nominations for Membership to the Los Angeles County Committee on School District Organization August 18, 2010 Page 3

 A governing board wishing to submit a nomination(s) must send the name(s) of the nominee(s), accompanied by a biographical sketch, not to exceed 200 words, to the address below by September 8, 2010:

Ms. Mary Bracamontes
Division of Business Advisory Services
Los Angeles County Office of Education
9300 Imperial Highway
Downey, CA 90242-2890

Nominations may also be made from the floor during the annual meeting where the election
of members will take place. Residency requirements and the nominee's willingness to serve
must first be validated before these candidates can be seated.

## **ELECTION PROCESS**

- The election of members to the County Committee will take place at an annual meeting of the voting representatives of the governing boards of school and community college districts called for that purpose.
- The annual meeting will be held in conjunction with the fall meeting of the Los Angeles County School Trustees Association in **October 2010**. Information concerning the date, time, and location of this meeting will be distributed when available.
- The election is an at-large election. The voting representative from each district governing board will cast a vote for each vacant position. It is **not** necessary for a district to fall within the boundaries of a supervisorial district where a vacancy exists in order to make a nomination or to cast a vote.
- The person from your district entitled to vote at the annual meeting is the person selected by your board pursuant to Education Code (EC) §35023 (K-12 school districts) or EC §72403 (community college districts).
- The voting representative may opt to vote by using an absentee ballot in lieu of casting a vote at the annual meeting. The use of an absentee ballot is the preferred method.
- Your district's voting representative will receive biographical materials on the candidates and voting instructions approximately one month prior to the meeting. An "Absentee Ballot Form" will also be provided at that time to districts desiring to utilize this method of voting in lieu of attending the annual meeting to cast a vote.

Nominations for Membership to the Los Angeles County Committee on School District Organization August 18, 2010 Page 4

## APPOINTMENT PROCESS

• For the one-year appointment to the vacant seat in the Third Supervisorial District, the County Superintendent will review the nominees and make an appointment at her earliest convenience. Any individual appointed to that term will begin their service immediately and take the oath of office at the next regular meeting of the County Committee.

This bulletin and its attachments are posted on the Los Angeles County Office of Education Web site at the following address:

#### www.lacoe.edu/bas

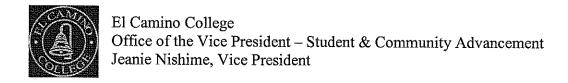
Select "Bulletins" on the left side of the screen under the heading "BAS Resources," and then use the "Find" function to locate a specific bulletin by number or keyword.

If you or a nominee desire additional information relative to the County Committee's functions or activities, please contact me at (562) 922-6144.

Approved: Melvin Iizuka, Director Division of Business Advisory Services

DGV/AD:mb Attachments

Info. Bul. No. 41 BAS-21-2010-11



August 31, 2010

TO:

President Thomas M. Fallo

SUBJECT:

2011 SUMMER SCHOOL CALENDAR

The El Camino College 2011 Summer School Calendar was changed from a start date of June 27, 2011 to June 20, 2011 in order to take advantage of the Title 5 provision, which allows colleges to shift summer FTES between academic years. By using an earlier start date, the summer Census falls in the 2010/11 Academic Year while the course end date falls in the 2011/12 Academic Year. This scenario gives the college the flexibility of selecting to use the FTES generated in either year.

Unfortunately, three out of the six high school districts within our service area end their school year on June 23, 2011. However, the three districts which end before June 20, 2010 represent eight out of thirteen feeder high schools. Since our fall 2010 FTES is softer than projected, having the flexibility to shift our summer will be extremely important for planning purposes.

Jeanie M. Nishime, Ed.D.

Vice President

Student & Community Advancement

# El Camino College Marketing/Communications Plan 2010-2011

# **Mission Statement:**

El Camino College offers quality, comprehensive educational programs and services to ensure the educational success of students from our diverse community.

#### **Situation Analysis:**

El Camino College must continually analyze, review and continue enhancing our communications (including outreach and recruitment) and marketing to the communities we serve. It is important to continue building and expanding awareness of the college in the communities within our district as well as communities outside the district boundaries within a 30 minute drive. This awareness will assist in maintaining our enrollment goals, encouraging ongoing support and continuing financial support, as well as serve to inform community members about the numerous services, programs and opportunities available at ECC. Awareness marketing also provides us with the opportunity to report back on how we are utilizing the bond funds approved by the voters, and to keep the impact state decisions, including the budget, are having on ECC, before the public. There is an especially critical need to continue improving on further defining El Camino College to the community via branding, integrated marketing and consistency in our messages. By updating and informing the public about ECC accomplishments, goals, how we have served the community for 63 years, how we are utilizing the bond funds, and how state issues (and budget) impact us, we will increase the awareness of ECC and achieve our goals of maintaining/increasing enrollments and ongoing financial support, as well as overall support of the college. Our community research indicates that the confidence level individuals have in ECC rivals that of Loyola Marymount and CSU Long Beach, and is higher than that of CSU Dominguez Hills.

#### ECC Logo, Slogan and Branding:

To create consistency in the development of ECC's public awareness and imaging, and to implement an integrated marketing plan, the ECC logo has become an important part of all marketing and promotional activities. We have also developed a slogan for ECC – "I will be . . ." to help individuals identify with students and alumni to envision who they could be. This makes it easier for ECC to have a recognizable brand with both our external and internal communities.

Additionally, we have "branded" ECC's portal which provides a myriad of services to students and employees at the college. MyECC has been proven via surveys and focus groups to be a brand for where to go to register for classes and get the assistance needed to succeed at ECC. An internal and external branding plan using both "I will be . . ." and MyECC has been developed and by incorporated into all collateral materials, including the web.

#### **Communications Goals:**

To create awareness of the important role ECC has provided in responding to the needs of our community for 63 years; to maintain a brand identity for ECC; to maintain enrollments/FTES; to enhance the understanding and awareness of how the state issues, including budget, impact ECC; to increase ongoing support in fundraising; to obtain support of other future community outreach activities; to implement an integrated marketing program. The plan emphasizes the value of ECC in our community as the premier transfer institution, our impact on the South Bay workforce and the commitment ECC has to student access and success in the communities we serve.

#### Strategic Message:

To enhance ECC's brand recognition and reputation with residents both in district and out-of-district as a fiscally responsible entity which has served our community well for 63 years. To market ECC as the premier successful transfer institution to four-year colleges and universities; and the place to obtain career and technical skills. To build an identity for ECC, emphasizing the responsibility we have to our community. To enhance overall support for ECC, as well as financial support for other programs via the Foundation.

## **Objectives:**

The plan highlights accomplishments of alumni, and goals of recent and current ECC transfer students who attribute their success to ECC (program for 2010-11 will utilize "I will be . . . " theme. It also features innovative and exceptional programs at the college, guaranteed transfer programs and short-term courses, as well as the availability of financial aid. Accomplishments of faculty and staff who are respected by former students and their peers is featured. The plan focuses on the impact ECC has had on training and retraining the South Bay workforce and our success in responding to industry's needs for workforce training, especially in high-demand career programs. It will inform the public about our use of the bond funds, the impact state issues have on ECC, and the need for private funding via the Foundation to support programs.

#### **Target Market:**

The plan is designed to reach:

- Residents of all ages in the cities served by ECC (both in and out-of-district)
- Current middle and high school students and their parents
- Current students, parents and alumni of ECC
- Influential groups such as government, civic, business and community leaders; media outlets; and K-12 school leaders

## **Elements of the Communications Plan:**

#### DIRECT MAIL

Research indicates: Spring 2010 ECC community survey, 14% of respondents identified the US mail as their primary source for information about El Camino College (and other educational institutions). Noel Levitz/Interact Communications national generational research - Baby Boomers (ages 44-63) are most likely generation to read their mail and their children's mail. Traditionalists (ages 64+) are best reached via direct mail.

Community Newsletter – to district residents, including students, alumni, friends of the college, community, business, government and educational leaders. 235,000 copies each (470,000 total). \$116,000 for printing, mailing and postage

Two four-color newsletters featuring articles on the success of ECC as a transfer institution and a workforce training entity, highlights from successful alumni, innovative and exceptional programs, stories highlighting our fiscal prudence, transfer statistics, highlights of current successful students and faculty. One newsletter will be mailed in October and the second will be mailed in the spring – prior to the end of school.

Additional copies will be distributed throughout the community at high schools, South Bay Adult School, athletic events, after-school and weekend programs, community education classes, libraries, doctor's offices, libraries, etc.

Fall and Spring Class Schedule: — print and mail 335,000 class schedules to all ECC district residents and currently enrolled ECC students, both in and out-of-district. Back cover promotes financial aid info and highlights an "I will be . . ." student. \$204,000 for printing, mailing and postage

Summer Class Schedule: - print 35,000 class schedules. \$7,500 for printing

#### **ADVERTISING**

Research indicates: Noel Levitz/Interact Communications national research — "The community may be familiar with your name, but not what you offer. Coordinated, repeated and varied communications methods help direct your message to a variety of audiences. A comprehensive advertising/marketing plan should assist in generating revenue by helping promote new or under exposed programs and services; build long-term relationships with your institution; and build alumni and monetary support."

Social Networks – Research Indicates: Gen X (31-43) and Gen Y (19-30) are best reached by web and online social networks. ECC spring 2010 survey - 38% of

respondents indicated the web and online social networks are the primary way they obtain info about educational organizations.

## Social Network Advertising Plan:

Buy ads on Facebook – ads run for 4 weeks during fall and spring registration periods to bring awareness to the start of the semester. Buy is for geographic region: includes LA and part of Orange counties. Facebook primary target audience is male and female ages 19-43, and are those most likely to attend college. \$50,000

Movie Theaters – Research Indicates: Primary audience is men and women ages 14-35. Theaters in South Bay area have audiences representing all ethnicities represented in the ECC student body.

# **Movie Advertising Plan:**

Run movie theater ads in Pacific Theaters in El Segundo; AMC Theaters in Rolling Hills and Redondo Beach; and Regal Theaters in Palos Verdes. Ads will be 30-second DVD spots utilizing the "I will be . . ." theme. Ads run 9 weeks, during summer for fall registration beginning with Memorial Day weekend blockbuster releases, and during Thanksgiving through December holiday period, also blockbuster release period, for spring semester. \$38,000

Cable TV – Research Indicates: Boomers (44-63) are best reached by television; Gen X (31-43) and Gen Y list television as second best way to reach them. ECC community survey indicates 13% of respondents regularly watch news and talk shows on TV.

#### Cable Advertising Plan:

Advertise with Time-Warner local cable franchises promoting ECC programs utilizing successful alumni and current or recent ECC transfer students via "I will be . . ". Ads run for four weeks during new student registration for fall and spring semesters. Selected channels target men, women, and variety of age groups. \$30,000

Radio – Research Indicates: Boomers (44-63) and Gen Xers (31-43) list radio as the third primary way to reach them. ECC community survey indicates 25% of respondents listen to KFI talk radio (44-63 year olds); or Power 106 (18-26 year olds).

#### Radio Advertising Plan:

Advertise with LA radio stations to reach target audiences. Ads feature registration timelines and financial aid info. Run ads for fall and spring – ad highlight "Who will you be?" \$100,000

**Newspaper – Research Indicates:** Traditionalists (64+) are best reached by newspaper; Boomers (44-63) are reached second by newspaper. ECC community research – 19% of those residing in LA County utilize newspapers as their primary source of information about educational organizations.

#### Newspaper:

Advertise in the Easy Reader, Beach Reporter, and special graduation supplement of Daily Breeze and Peninsula People (both feature high school graduates in June) promoting transfer programs and financial aid, using successful ECC alum and current or recent transfer students in "I will be . . " Ads will run during new student registration for fall and spring semesters. \$20,000.00

The two local weekly newspapers and the daily paper have highest readership for the beach communities to reach target market of potential older adult students, parents of traditional age students and community leaders and potential financial supporters of ECC.

Bus Billboards – Research Indicates: MTA ridership profile: Male 51%; Female 49%. Age breakdown – 18-24 - 20%; 24-34 – 26%; 35-44 – 24%; 35-49 - 30%. Ethnicity – Hispanic 72%; White 13%; Asian 9%; African American 6%.

#### **Bus Ads**

Advertise on bus routes that primarily cover the ECCCD and immediate surrounding areas. Ads run mid-July through mid-August promoting fall registration, and mid-December through mid-January for spring. \$25,000.00

## **Community Organizations:**

Advertise/participate in appropriate Chamber and other civic and community organization events and publications to continue awareness of ECC and our programs, services and issues.

#### **PUBLICITY**

#### **ECC** Web Site

- Web site was re-designed in 2010 for effective imaging and branding of ECC, and for ease of use for students, alum and community members
- Fully integrate web site into overall marketing plan for all college programs and services
- Expand usage of web trends software to track and monitor web usage by users, including where they come to our site from; web trends will also be utilized to monitor success of online media ads
- Continue plan for routinely reviewing web site; and for major revisions every three years
- Assist departments across campus in utilizing ECC events calendar for easy access to campus happenings
- Ensure all departments have proactive web page a few in Administrative Services are still lacking a web page that can be utilized by outside vendors
- Monitor web page targeted specifically to high school students
- Continue building e-mail blast databases, especially for high school students and other easily identifiable groups to communicate important messages and dates

#### **Power Point Presentations**

- Review and update message points for use by ECC staff to ensure consistent message is communicated to our various target audiences
- Is also able to be utilized as power point or for general speeches without audio visual assistance

### **Talking Points/Fact Sheet**

• For consistent message, imaging and branding of ECC

#### **Informational DVD**

Produced new DVD with primary target audience - high school students to
introduce them to ECC; however DVD is useful for any overall introduction to
the college when used in conjunction with a presentation to community
organizations; also is used for movie theater ads and in conjunction with "ECC
Times" cable show.

#### Free Media:

# Newspaper

- Editorials
- Feature Articles
- News Releases
- Especially highlighting transfer successes, financial aid, short-term programs
- Publicize "sleeper" programs that are new or need new energy infused

#### Radio/TV

- PSA's
- Local cable programs and interviews with the President and other individuals to highlight successful programs
- Expand coverage of ECC local channel to beach cities and Inglewood

#### **PUBLIC RELATIONS**

**Speaking Engagements** – President and various managers to community groups and organizations – use of new DVD may augment presentations

Participation in Chamber and Service Organizations – Re-instate "Adopt a City" concept with various ECC managers becoming involved with organizations and cities within the District boundaries (BTC involvement goes beyond District boundaries for representation)

Individual and Group Meetings – Continue ongoing relationships with South Bay superintendents/principals, City, County, State and Congressional Officials

## **ECC Program Brochures**

- Continue update process for individual brochures for all ECC programs and services throughout campus
- All brochures have been updated we are now in second round of reviewing and updating brochures produced in 2007.

# College Catalog and Class Schedules

- A working group was established to review and refine the class schedule for user-friendliness and type of info included utilizing focus group feedback
- Continue enhancing ease of use via the web and My ECC

# **ECC Sports Programs**

- Develop an ECC sports web page to highlight all ECC sports programs
- Review and enhance ECC current sports publications for look to be consistent with new "branding"

#### **Foundation**

 Assess foundation publications – with focus groups – and include in new "branding" program

## **Community Service**

• Include in community survey and branding program

#### Center for the Arts

• Include in community survey and branding program

#### **Business Training Center**

- Include in branding program
- Develop separate Marketing Plan that is integrated with overall ECC plan

#### **International Programs**

- Include in branding program
- Develop separate Marketing Plan that is integrated with overall ECC plan

#### **Activities and Events on Campus**

 Coordinate through central point for consistency in presentation of all on-campus events

#### ECC "sponsored" Activities and Events in the Community

• Identify events where it is beneficial for ECC to have a presence (Costs to be determined and funded from Foundation and/or BTC)

#### RESEARCH REQUIREMENTS

#### **Community Survey Info**

- Professional company was hired to conduct a community wide survey to assess needs, level of info and understanding about ECC
- Last survey conducted in spring 2010
- Need plan to conduct survey every 3-4 years for optimal tracking, etc.
- Info is utilized to determine how well we are meeting community needs and where we can make improvements/changes in areas such as course offering type and time of day, etc.
- Info is used to do more specific targeted marketing of programs to varied audiences

## **Focus Groups**

- Conducted focus sessions with current and potential students to assess how well we are meeting student needs
- Focus groups focused on publications, web, class schedule and catalog
- Focus groups were conducted both by professional firm that did community survey and by ECC staff focusing specifically on the web
- In-house focus groups are conducted once each semester

## ECC A&R, ITS and Research Info

• Info especially on students – who they are, where they come from, how long they stay, how they learned about us, etc.

Prepared by Ann M. Garten, Community Relations Director

#### CA Ed Code:

- 72024. (a) (1) In any community college district that is not located in a city and county, and in which the full-time equivalent students (FTES) for the prior college year exceeded 60,000, the governing board may prescribe, as compensation for the services of each member of the board who actually attends all meetings held by the board, a sum not to exceed one thousand five hundred dollars (\$1,500) in any month.
- (2) In any community college district in which the FTES for the prior college year was 60,000 or less, but more than 25,000, each member of the governing board of the district who actually attends all meetings held by the board may receive as compensation for his or her services a sum not to exceed seven hundred fifty dollars (\$750) in any month.
- (3) In any community college district in which the FTES for the prior college year was 25,000 or less, but more than 10,000, each member of the governing board of the district who actually attends all meetings held may receive as compensation for his or her services a sum not to exceed four hundred dollars (\$400) in any month.
- (4) In any community college district in which the FTES for the prior college year was 10,000 or less, but more than 1,000, each member of the governing board of the district who actually attends all meetings held by the board may receive as compensation for his or her services a sum not to exceed two hundred forty dollars (\$240) in any month.
- (5) In any community college district in which the FTES for the prior college year was 1,000 or less, but more than 150, each member of the governing board of the district who actually attends all meetings held by the board may receive as compensation for his or her services a sum not to exceed one hundred twenty dollars (\$120) in any month.
- (b) Any member of a governing board who does not attend all meetings held by the board in any month may receive, as compensation for his or her services, an amount not greater than a pro rata share of the number of meetings actually attended based upon the maximum compensation authorized by this subdivision.
- (c) The compensation of members of the governing board of a community college district newly organized or reorganized shall be governed by subdivision (a). For this purpose, the total FTES in all of the community colleges of the district in the college year in which the organization or reorganization became effective shall be deemed to be the FTES in the district for the prior college year.
- (d) A member may be paid for any meeting when absent if the board, by resolution duly adopted and included in its minutes, finds that, at the time of the meeting, he or she is performing services outside the meeting for the community college district, he or she was ill or on jury duty, or the absence was due to a hardship deemed acceptable by the board. The compensation shall be a charge against the funds of the district.
- (e) On an annual basis, the governing board may increase the compensation of individual board members beyond the limits delineated in this section, in an amount not to exceed 5 percent based on the present monthly rate of compensation. Any increase made pursuant to this section shall be effective upon approval by the governing board. The action may be rejected by a majority of the voters in that district voting in a referendum established for that purpose, as prescribed by Chapter 2 (commencing with Section 9100) of Division 9 of the Elections Code.

Daily Breeze

21250 HAWTHORNE BLVE, STE 170 \* TORRANCE CALIFORNIA 90503-4077 (310) 543-6635 \* (310) 540-5511 Ext. 396

#### PROOF OF PUBLICATION

(201 5.5 C.C.P.)

STATE OF CALIFORNIA

County of Los Angeles, I am a citizen of the United States and a resident of the County aforesaid: I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of the THE DAILY BREEZE a newspaper of general circulation, printed and published Carson/Torrance\* in the City of County of Los Angeles, and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of County of Los Angeles, State of California, under the date of June 10, 1974 Case Number SWC7146 that the notice, of which the annexed is a printed copy (set in type not smaller than nonpareil), has been published in each regular and entire issue of said newspaper and not in any supplement there of on the following dates, to-wit August 21, 2010 all in the year the foregoing is true and correct. Torrance Dated at California, this 21 August

Signature

This space is for the County Clerk's Filing Stamp

Proof of Publication of

DB

NOTICE OF PUBLIC HEARING ON THE BUDGET OF EL CAMINO COMMUNITY COLLEGE DISTRICT OF LOS ANGELES

The governing board of El Camino Community College Districts will nold a public hearing on the proposed budget of the District for the year ending June 30, 2011, prior to final adoption as resulted by California Code of Regulations. The public hearing will be head of El Camino Community College in the District Board Room, Administration Building, on September 7, 2010, at 4:00 p.m. The public is cordially invited to attend this meeting.

The proposed budget will be on file and available for public inspection at the following location should members of the community wish to attend the public hearing. Location: El®Camino College, Office of the Vice President of Administrative Services, Administration Building, from August 23, 2010, to September 7, 2010, during business hours 8:00 a.m. to 4:00 p.m. 8:00 a.m. to 4:00 p.m.

Pub: August 21, 2010

<sup>\*</sup>The Daily Breeze circulation includes the following cities: Carson, Compton, Culver City, El Segundo, Gardena, Harbor City, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Long Beach, Manhattan Beach, Palos Verdes Peninsula, Palos Verdes, Rancho Palos Verdes, Redondo Beach, San Pedro, Santa Monica, Torrance and Wilmington

# COM Names Five Finalists for Superintendent/President

KENTFIELD, Calif.— Aug. 17, 2010 — Five candidates have been named as finalists in the search for a new Superintendent/President at College of Marin to replace Dr. Frances L. White who retired in June of this year.

The national search drew 65 candidates from across the country. A search committee composed of college faculty, staff, students, community members, and administrative employees interviewed 11 semi-finalist candidates. The names of the final five candidates have been forwarded to the College of Marin Board of Trustees for consideration. The hiring process also includes opportunities for college and community members to meet the candidates. Campus and community forums for each candidate will be held on Monday, August 30, Tuesday, August 31, Wednesday, September 1, Thursday, September 2, and Friday, September 3, 2010; from noon to 1 p.m. at the Kentfield Campus in the Olney Hall Auditorium; from 2 p.m. to 2:45 p.m. at the Indian Valley Campus in Miwok 181; and a third public forum will be held from 4:30 p.m. to 5:30 p.m. at the Kentfield Campus in the Olney Hall Auditorium. The five finalists are:

William W. Cochran, Ed.D., is currently the Vice President of Academic Affairs at Shasta College in Redding, California. Dr. Cochran has over 36 years of experience in education. He has taught at the junior high school through university levels, including as an adjunct community college instructor. Dr. Cochran's administrative career started in the K-12 system as a vice principal, and he eventually became a principal of a large comprehensive high school in the San Joaquin Valley. His community college experience includes serving as Dean of Instruction for Vocational Education, Dean of Instruction for Liberal Arts, and twice as a Vice President of Academic Affairs. Dr. Cochran's academic preparation includes a Doctor of Education from Brigham Young University, a post-doctoral Master of Science from National University, a Master of Arts from California State University, Sacramento, and a teaching credential and Bachelor of Arts from the University of California at Davis. Dr. Cochran will be at College of Marin on Monday, August 30.

David Wain Coon, Ed.D., has been the President of Evergreen Valley College in San Jose, California since July 2005. Prior to Evergreen Valley College, Dr. Coon held the positions of Vice President for Student Success at Cascadia Community College, Executive Dean of Student Services at Green River Community College, Vice President of Student Services at The Art Institute of Seattle, and Director of Student Development at Pierce College, all in Washington. Dr. Coon served on the boards for the Asian Americans for Community Involvement and Somos Mayfair Community Initiative in San Jose. In 2008, he was invited to represent the broader educational community in China through the U.S. Silicon Valley-China Sister Cities Association. Dr. Coon has a Bachelor of Arts in Communications and Public Relations from Central Washington University, a Master of Education in Student Personnel Administration from Western Washington University and a Doctor of Education in Educational Leadership with an emphasis in Organizational Development from Seattle University. Dr. Coon will be at College of Marin on Tuesday, August 31.

**Kathryn G. (Kathy) Lehner** has served as the Superintendent/President at Mendocino-Lake Community College District since 2005. She has worked in community college administration since 1994 and previously taught accounting and business statistics at both

the university and community college level. Her community college administrative experience includes serving as Assistant Dean of the Division of Business Education, Associate Vice President, and then Vice President of Academic Affairs. Over the past five years, she has provided leadership to the Mendocino-Lake Community College District in developing and implementing an integrated strategic planning process, campaigning successfully for a local bond measure, earning the distinction as Hewlett Leader in Student Success for the college's work in basic skills, negotiating budget solutions to maneuver through the current economic crisis, and maintaining a sanction-free accreditation status. Ms. Lehner is a Certified Public Accountant and earned a Bachelor of Science in Accounting from the University of Kansas, a Master of Business Administration from the University of New Mexico, and completed educational theory and methods courses for teaching from St. Mary of the Plains College. Ms. Lehner will be at College of Marin on Wednesday, September 1.

Lawrence M. Cox, Ph.D., has served as the Chief Executive Officer of the Compton Community College District since 2008. He has been a teacher, researcher, and administrator in technical and comprehensive community colleges and universities. Dr. Cox has experience in collective-bargaining, academic administration, institutional research, strategic planning, fundraising and resource development, state/federal relations, information/communication systems, budget planning and fiscal management, foundation management, auxiliary enterprise management, construction management, intercollegiate athletics, and human resources/affirmative action. He has experience in several academic environments in the following capacities: college president, vice president for academic affairs, vice president for administration, dean, and department chair. Dr. Cox earned degrees from Southern Illinois University at Carbondale, including a Doctor of Philosophy, a Master of Science in Educational Psychology, and a Bachelor of Science in Education. Dr. Cox will be at College of Marin on Thursday, September 2.

Jim Faye, Ph.D., is currently the Academic Vice President at Cerro Coso Community College in Southern California. He has been a professor, department chair, and dean at California State University, East Bay. He went on to become the founding dean at Harcourt Higher Education in Boston, the first online college in New England, and subsequently served as Academic Vice President at the wholly online Ellis College in Illinois. At Cerro Coso, Dr. Faye played a leadership role in developing California's first state-approved degree and certificate program in wind and solar energy. He has also played a key part in bringing over \$1 million in grants to his campus in the past five months. As dean at CSU East Bay, he developed the school's first fund-raising program, community college outreach program, and online courses. Dr. Faye has an undergraduate degree in philosophy from Georgetown University, a Ph.D. in Political Science from the University of Michigan, and a Juris Doctorate from University of California Hastings College of the Law. Dr. Faye will be at College of Marin on Friday, September 3.



# EL CAMINO COMMUNITY COLLEGE DISTRICT

16007 Crenshaw Boulevard, Torrance, California 90506-0001 Telephone (310) 532-3670 or 1-866-ELCAMINO www.elcamino.edu

August 5, 2010

Mr. Victor Coutin PO Box 929 Hermosa Beach, CA 90254

Dear Mr. Coutin:

Subject: Course Offering Reduction

In response to your inquiry regarding El Camino College's music course reductions in Fall 2010, the course offerings were reduced by 14 sections in fall 2010 compared to what was offered in fall 2009. The percentage of reductions to the music program was appropriate and will continue until such time when the State budget is increased to fund enrollment growth. Overall, the fall 2010 schedule was reduced by 297 course sections. The class schedule was reduced overall in response to State budget cuts and ECC's unfunded above cap enrollment.

It is unfortunate that State budget cuts are negatively impacting students and making it more difficult for them to complete their educational plans. While the situation is not unique to El Camino College, it can be difficult for students and community members to understand the necessary reductions, especially when they have been accustomed to plentiful course offerings in the past.

Please be assured that careful consideration is given when building a class schedule, including the efficiency and cost of the schedule. The El Camino College class schedule is first and foremost designed to meet students' educational needs.

Attached for your information, is a list of the music courses offered in fall 2008, fall 2009 and fall 2010.

Regards,

Francisco M. Arce, Ed.D.

Vice President - Academic Affairs

Attachments

cc President Fallo

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Term	Division	Section Name	-
2008/FA	MUSI-1	Section Name	3
2008/FA	MUSI-2A		1
2008/FA	MUSI-3A		1
2008/FA	MUSI-3B		1
2008/FA	MUSI-3C		1
2008/FA	MUSI-5		1
2008/FA	MUSI-7		1
2008/FA	MUSI-8A		1
2008/FA	MUSI-11		15
2008/FA	MUSI-12		1
2008/FA	MUSI-13		1
2008/FA	MUSI-15A		1
2008/FA	MUSI-18AB	· · · · · · · · · · · · · · · · · · ·	9
2008/FA	MUSI-19ABCD		5
2008/FA	MUSI-23ABCD		3
2008/FA	MUSI-31A		8

			Percent
			Difference
			from
			Previous
Term	Division	Section Name	Fall Term
2009/FA	MUSI-1	3	0%
2009/FA	MUSI-2A	1	0%
2009/FA	MUSI-3A	1	0%
2009/FA	MUSI-3B	1	0%
2022/54			
2009/FA	MUSI-3C	1	0%
2009/FA	MUSI-5	1	00/
2003/1 A	WIOGI-3	<u> </u>	0%
2009/FA	MUSI-7	1	0%
	MIGG! /	•	0.78
2009/FA	MUSI-8A	1	0%
2009/FA	MUSI-11	13	-13%
2009/FA	MUSI-12	1	0%
2009/FA	MUSI-13	1	0%
2009/FA	MUSI-15A		
2009/FA	WIOSI-15A	1	0%
2009/FA	MUSI-18AB	7	-22%
2009/FA	MUSI-19ABCD	6	0%
2009/FA	MUSI-23ABCD	3:	0%
2009/FA	MUSI-31A	9	13%

				Percent Difference from
Term	Division	Section Name		Previous Fall Term
2010/FA	MUSI-1	Dection Name	2	-33%
				4070
2010/FA	MUSI-2A		1	0%
2010/FA	1010101		-	
2010/FA	MUSI-3A		. 1	0%
2010/FA	MUSI-3B		1	0%
2010/FA	MUSI-3C		1	0%
2010/FA	MUSI-11		11	-15%
2010/FA	MUSI-12		1	0%
2010/FA	MUSI-13		1	0%
2010/FA	MUSI-15A		1	0%
2010/FA	MUSI-17		1	100%
2010/FA	MUSI-18AB		7	0%
2010/FA	MUSI-19ABCD		6	0%
2010/FA	MUSI-23ABCD		3	0%
2010/FA	MUSI-30AB		1	100%
2010/FA	MUSI-31A		8	-11%

Academic Affairs

Page 1

							Percent Difference				Percent Difference
							from				from
			- 1				Previous			ł	Previous
Term	Division	Section Name	-	Term	Division	Section Name	Fall Term	Term	Division	Section Name	Fall Term
2008/FA	MUSI-31B		2	2009/FA	MUSI-31B		2 0%	2010/FA	MUSI-31B		2 0%
2008/FA	MUSI-31C		2	2009/FA	MUSI-31C		-50%	2010/FA	MUSI-31C		0%
2008/FA	MUSI-31D		2	2009/FA	MUSI-31D		1 -50%	2010/FA	MUSI-31D		0%
2008/FA	MUSI-32ABCD		2	2009/FA	MUSI-32ABCD		1 -50%	2010/FA	MUSI-32ABCD		0%
2008/FA	MUSI-41ABCD		1	2009/FA	MUSI-41ABCD		1 0%	2010/FA	MUSI-41ABCD		0%
2008/FA	MUSI-43ABCD		1	2009/FA	MUSI-43ABCD		1 0%				
2008/FA	MUSI-44ABCD		1	2009/FA	MUSI-44ABCD		1 0%				
2008/FA	MUSI-46ABCD		1	2009/FA	MUSI-46ABCD		1 0%				
2008/FA	MUSI-47AB		3	2009/FA	MUSI-47AB		1 33%	2010/FA	MUSI-47AB		-25%
			$\exists$	2009/FA	MUSI-48ABCD		1 100%	2010/FA	MUSI-48ABCD		0%
			$\exists$					2010/FA	MUSI-51ABCD		100%
2008/FA	MUSI-52ABCD		2	2009/FA	MUSI-52ABCD		2 0%	2010/FA	MUSI-52ABCD		2 0%
2008/FA	MUSI-53ABCD		1	2009/FA	MUSI-53ABCD		1 0%	2010/FA	MUSI-53ABCD		1 0%
2008/FA	MUSI-55ABCD		4	2009/FA	MUSI-55ABCD		1 -75%	2010/FA	MUSI-55ABCD		0%
2008/FA	MUSI-57ABCD		1	2009/FA	MUSI-57ABCD		1 0%	2010/FA	MUSI-57ABCD		1 0%
2008/FA	MUSI-60ABCD		1	2009/FA	MUSI-60ABCD		1 0%	2010/FA	MUSI-60ABCD		1 0%
2008/FA	MUSI-61ABCD		1	2009/FA	MUSI-61ABCD		1 0%	2010/FA	MUSI-61 ABCD		0%
2008/FA	MUSI-62ABCD		1	2009/FA	MUSI-62ABCD		1 0%	2010/FA	MUSI-62ABCD		1 0%

Academic Affairs

Page 2

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Term 2008/FA	Division MUSI-63ABCD	Section Name
2000/FA	MOSFOSABCD	3
2008/FA	MUSI-64ABCD	1
2008/FA	MUSI-65ABCD	1
2008/FA	MUSI-67ABCD	1
2008/FA	MUSI-68ABCD	. 1
2008/FA	MUSI-70ABCD	. 4
2008/FA	MUSI-71ABCD	4
2008/FA	MUSI-79ABCD	1
2008/FA	MUSI-80ABC	1
2008/FA	MUSI-81A	3
2008/FA	MUSI-81B	3
2008/FA	MUSI-90ABCD	3
2008/FA	MUSI-99ABC	2
2008/FA	MUSI-501	5
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			Percent Difference from Previous
Term	Division	Section Name	Fall Term
ļ	,		
2009/FA	MUSI-64ABCD	1	0%
2009/FA	MUSI-65ABCD	1	0%
2009/FA	MUSI-67ABCD	1	0%
2009/FA	MUSI-68ABCD	1	0%
2009/FA	MUSI-70ABCD	1	-75%
2009/FA	MUSI-71ABCD	1	-75%
2009/FA	MUSI-79ABCD		0%
2009/FA	MUSI-80ABC	1	0%
2009/FA	MUSI-81A	2	-33%
2009/FA	MUSI-81B	2	-33%
2009/FA	MUSI-90ABCD	3	0%
2009/FA	MUSI-99ABC	2	0%
2009/FA	MUSI-555	1	100%
2009/FA	MUSI-560	1	100%
2009/FA	MUSI-561	1	100%
2009/FA	MUSI-562	1	100%

				Percent
				Difference
				from
			٠,	Previous
Term	Division	Section Name		Fall Term
<u> </u>				
2010/FA	MUSI-64ABCD		1	0%
			<u> </u>	
2010/FA	MUSI-65ABCD		1	0%
2010/FA	MUSI-67ABCD		1	0%
0010/54	141101 00 4 0 00			
2010/FA	MUSI-68ABCD		1	0%
2010/FA	MUSI-70ABCD		1	0%
2010/FA	MUSI-71ABCD		1	0%
2010/FA	MUSI-79ABCD		1	0%
			$\dashv$	
			$\exists$	
2010/FA	MUSI-90ABCD		3	0%
2010/FA	MUSI-99ABC		1	-100%
2010/FA	MUSI-555		1	0%
			-	0.79
2010/FA	MUSI-560		1	0%
2010/FA	MUSI-561		1	0%
2010/FA	MUSI-562		1	0%
			•	378

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Term	Division	Section Name
2008/FA	TOTALS	113

Term	Division	Section Name	Percent Difference from Previous Fall Term
2009/FA	MUSI-565		1 100%
2009/FA	MUSI-567		1 100%
2009/FA	MUSI-570		1 100%
2009/FA	TOTALS	97	7 -14%
	-		

				Percent
				Difference
				from
				Previous
Term	Division	Section Name		Fall Term
2010/FA	MUSI-565		ĩ	0%
2010/FA	MUSI-567		1	0%
2010/FA	MUSI-570		1	0%
2010/FA	TOTALS	8	3	-14%
			-	

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