

**El Camino College
College Council Minutes
Monday, March 26, 2018
1:30 – 2:30 p.m.
Library 202**

Members Present:

Kristie Daniel-DiGregorio, Brian Fahnestock, Irene Graff, Carolee Jessop Vakil (for Chris Jeffries), Jane Miyashiro, Ross Miyashiro, Virginia Rapp (for Jean Shankweiler), Erika Solorzano, Debbie Turano, Ann O'Brien, David McPatchell, Thomas Magno (for Tiffany Ushijima)

Minutes:

1. Approval of Minutes from March 5, 2018
Minutes are approved.
2. Board Review - Dr. Maloney confirmed that members had the chance to review the Board agenda for the upcoming meeting and if there were any questions or comments. There were no questions or comments. A quick overview of the Board agenda items was conducted.
3. Second Review of the Guided Pathways Plan
Ross Miyashiro, Vice President of Student Services, provided the second overview of the Guided Pathways Plan. Dr. Shankweiler provided the first overview at the Council meeting on March 5. Ross highlighted the following:
 - ECC's progress in developing the path. He noted that work still needs to be done in developing the 14 elements of the Guided Pathways Work Plan. We are still in the clarifying stage (Inquiry).
 - The Plan is a 5 year initiative and the first 18 months is detailed in the Work Plan due March 30, 2018. In some areas, we are ahead of our implementation plan. The implementation of College Scheduler is an example of what is in progress.
 - The Guided Pathways Steering Committee conducted an assessment process, which was then reviewed through the collegial consultation process. The outcomes of the assessment led to the development of the Work Plan.
 - We anticipate the completion of most items in the Work Plan and beyond by 2021.
 - Ross mentioned the Meta Major concept, and the ambitious process of mapping and career exploration.
4. Marketing Plan
Ann O'Brien, Executive Director of Marketing and Communications, presented a Power Point presentation on the El Camino College 2018 Marketing Plan. The Plan includes:
 - Goals – Raise awareness for ECC and improve branding.
 - SWOT Analysis – improvement is needed in our website – clunky and not mobile friendly .
 - Messaging Channels – need to leverage marketing tools and strategies. What we have is old and we lack effective messaging channels.
 - Measurement – Meeting enrollment goals, overall media presence/relation, outreach event attendance (Twitter 84% increase, Facebook 37% increase).

- Timeline – April through June: Promotion of Summer sessions, Bridging Study results available, website improvements, Wayfinding. June through August: Promotion of Fall registration and launch of improved messaging.

5. Report of first Board Policy Day

Dr. Maloney reported that the first Board Policy day was a success and a highly efficient way to review numerous policies effectively. The next Board Policy day is scheduled for Friday, April 6, and another scheduled for Friday, April 13.

The next College Council meeting is scheduled for Monday, April 2, which is one week away. It is agreed that the April 2 meeting will be cancelled. College Council will next meet on Monday, April 16, which coincides with the next Board meeting.

6. Carolee Jessop Vakil reported out on behalf of the AFT

- AFT is in opposition to the Governors proposed Funding Formula
- AFT is opposed to the Online College and feels the \$120M could be better used to increase funds to address the STRS/PERS liability

7. Adjournment

Future Meeting Dates 1:30pm Library 202

- a. **Friday, March 9, 2018 (Policy Review 8:00 am – 4:00 pm)**
- b. **Monday, March 26, 2018 (Board Day)**
- c. ~~Monday, April 2, 2018~~
- d. **Friday, April 6, 2018 (Policy Review 10:00 am – 4:00 pm)**
- e. **Friday, April 13, 2018 (Policy Review 8:00 am – 4:00 pm)**
- f. Monday, April 16, 2018 (Board Day)
- g. Monday, May 7, 2018
- h. Monday, May 21, 2018 (Board Day)
- i. Monday, June 4, 2018
- j. Monday, June 18, 2018 (Board Day)

2017/18 College Council Goals

- 1) Conduct an annual evaluation of college-wide progress on Strategic Initiative C.
- 2) Implement the timeline for the development and completion of legally required policies.
- 3) Participate in regular updates regarding El Camino College and Compton College transition planning.
- 4) Provide input and engage in discussion regarding the development of an equity-minded culture at El Camino College.
- 5) Review and share data received as part of the community and college perceptions study, which will inform the development of the next Strategic Plan.
- 6) Review and endorse college-wide plans such as the Guided Pathways Plan, the Integration Plan for BSI/SSSP/SEP, Enrollment Management Plan, and other plans.