

SANTA BARBARA CITY COLLEGE

COLLEGE PLANNING COMMITTEE

DIVISION CHAIR COUNCIL

March 27, 1984

M I N U T E S

College Planning Committee

Present: P. Huglin, Chair; N. Cretser, L. Fairly, P. Freeman, C. Hanson,
E. Jardine, J. Kay, M. Mallen; Burt Miller, J. Romo, R. Sanchez

Absent: M. Bobgan, A. Bailon, G. Gaston, D. Oroz

Division Chair Council

Present: P. Huglin, Chair; M. Elkins, H. P. Fairly, P. Freeman, T. Gilleran,
J. Kay, M. Mallen, D. Sloane (for S. Conklin); J. Romo, R. Sanchez

MARKETING/RECRUITMENT TASK FORCE

Mrs. Fairly announced that as part of Community College Week (May 6-12) the College is planning an "open house"* Saturday, May 12, which will highlight faculty members and educational programs on campus to promote SBCC. The public will be invited to participate in the program which will include a meeting with Dr. MacDougall, guided tours of the campus, and an opportunity to view displays, exhibits, videos, artwork and entertainment. Division chairs will be contacted to help sponsor the various activities and to ask faculty in their divisions if there is a possibility of students sitting in on lectures.

The Chair informed Mrs. Fairly that Ms. Conklin will represent the Instruction Office in this activity.

*The "open house" on May 12 has been canceled. (4/13/84)

REVIEW OF INSTRUCTIONAL DEPARTMENT FIVE-YEAR PLANS

Mr. Romo informed CPC/DCC that a subcommittee (J. Kay, Burt Miller, J. Romo; L. Friesen, ex officio) was set up to look at the relationship between five-year plans and direction statements of each department. All department five-year plans were divided among the members of the subcommittee and analyzed/summarized according to how those plans address the nine categories of the direction statements. Also included in the summary will be the department's major resource needs that are considered essential in doing more toward addressing the categories.

Mr. Romo distributed notebooks that will contain all the department summaries and reviewed his summary of the departments in the Applied Sciences Division. He considers the advisory committee structure for the division an outstanding one that generates a continuing positive relationship between the College and the sector to which students and graduates are sent.

Review of Instructional Department Five-Year Plans (continued)

Mr. Romo added that the subcommittee considers the analysis process a good one and will recommend that it be continued as a part of the Division Chair Council or some other ongoing structure rather than an ad hoc committee.

REVIEW OF PLANNING AND RESEARCH FIVE-YEAR PLAN

Mr. Miller reviewed the five-year plan for Planning and Research stating that the emphasis in his department has shifted from grants and research to data processing and planning, and he sees that emphasis continuing for the next few years. The accreditation and institutional self-study next year will be one of his major projects. He also mentioned some of the activities in which he is currently involved: forecasting and projecting (both short-term and long-range) student-related data, looking at the Readiness Program and how it affects grade distribution and attrition, development of data needed for program evaluation for the Instruction Office and possibly Student Services, planning facilities for the West Campus and preparation of a new facilities utilization study.

DISPOSITION OF DENTAL ASSISTING PROGRAM

The Chair reported that the Board of Trustees' Subcommittee on Educational Policies met to discuss the Dental Assisting Program and to review the options considered by the College Planning Committee and Division Chair Council; the recommendation made by CPC/DCC that Computer Science position #2, Computer Assisted Design Drafting (CADD) and Computer Maintenance be given higher priority than the Dental Assisting Program and that the College not consider deficit financing to fund the program; and Dr. MacDougall's recommendation which concurs with the prioritization recommended by CPC/DCC but would carry the Dental Assisting Program on deficit financing for 1984-85 and 1985-86 with the hope that the College will receive some support from local dentists and that the program will generate enough a.d.a. after two years to "break even."

The Chair further reported that no decision has been made, and the Board of Trustees' Subcommittee on Finance will meet within the next two weeks to discuss Dr. MacDougall's recommendation.

STATUS REPORT ON NEW TELEPHONE SYSTEM

Dr. Hanson reviewed the background for consideration of a new telephone system on campus. The cost of the present system has doubled over the last five years and is escalating at a rapid pace. In looking for a solution to this problem and possible updating of existing equipment, an extensive review was conducted by Ms. Sylvia Schmidt and GTE representatives of the College's telephone functions, uses and needs. It was determined that it would be advantageous to the College to purchase its own system on a lease/purchase basis, and the Business Office will send out requests for bids.

Ms. Schmidt reported that the new system will be state of the art and will automatically prioritize incoming calls, allow users to have calls forwarded to them in other offices and make conference calls on and off campus. The present central message line will continue as is.

EVALUATION OF INSTRUCTION ORGANIZATION PLAN

M/S/C Mallen/Kay - Ayes: 5 Noes: 0 Abstentions: 1

That the Evaluation of Instruction Organization Plan be placed next on the agenda and discussion begin immediately.

The Chair turned the meeting over to Ms. Jardine.

Ms. Jardine, member of the Committee to Evaluate the College Reorganization, reported that the Committee reviewed the results of a questionnaire sent to all division chairs regarding the present instructional organization. The general feeling is that division chairs consider the Division Chair Council to be operating in such a way that they would be willing to serve on it again, and that the negative aspects, excessive paperwork and time wasted, are outweighed by their being able to influence policy and make decisions.

Ms. Jardine explained that the Committee will proceed to ask division chairs about concerns they have that were not brought out in the questionnaire and what they would like to know from department chairs, and then to send out questionnaires to department chairs and the Instruction Office.

Mr. Huglin stated that his memo of March 21, 1984, to Division Chair Council regarding Instructional Reorganization and attached proposal reflect his concerns.

Mr. Romo reiterated two of the concerns that the Instruction Office has with the present structure: Completion of collegewide tasks (catalog, scheduling, budgeting, resource allocation, etc.) lacks efficiency; the primary orientation of division chairs is to teaching. He believes that direct involvement of assistant deans with department chairs and the consolidation of some of the divisions would improve efficiency without sacrificing faculty participation in policy/decision making.

Members responded to the completion of tasks concern by saying that the volume of messages to be relayed to department chairs has increased dramatically in the last two years--too many messages from too many directions to effectively accomplish all that is requested--and that deadlines are not realistic. As for division chairs being primarily oriented to teaching, one member responded that he had no objection to being an administrator as long as there is no loss in teaching time. It was also suggested that the efficiency of the instructional organization may not be improved with fewer division chairs if they are not willing to do the job.

The chief concern of Division Chair Council regarding the new proposal is the loss of faculty representation, and the consensus is that the present structure should be allowed to continue until it has been evaluated and that sufficient time be given to work out the problems outlined by that evaluation.

STATUS REPORT ON CAMPUS DUPLICATING FACILITIES (deferred)

REPLACEMENT OF EQUIPMENT RECOMMENDATION (deferred)

MODULAR CALENDAR OPTION (deferred)

NEXT MEETING:

College Planning Committee: Tuesday, April 17, 3:00 pm, A-218C

Division Chair Council: Wednesday, April 18, 3:00 pm, A-218C

ba

cc: Dr. MacDougall
Asst Deans
Department Chair
Rep. Council