



SANTA CRUZ COUNTY PROVISIONAL COMMUNITY COLLEGE DISTRICT GOVERNING BOARD

Special Study Session Minutes

Saturday, January 11, 2020
Stage Stop Inn Meeting Room
303 McKeown Avenue
Patagonia, AZ 85624

1. GENERAL FUNCTIONS

1.01 Call to Order:

A Special Study Session of the Santa Cruz County Provisional Community College District Governing Board was called to order at 9:35 a.m. by Dr. Angela Meixell, Vice-Chairperson.

1.02 Pledge of Allegiance:

Ms. Liz Collier led the Pledge of Allegiance.

In Attendance:

Present at the meeting were Dr. Angela Meixell- Vice-Chairperson, Ms. Liz Collier, Dr. Marcelino Varona Jr., Dr. Stella Gomez- Executive Director/CEO, Ms. Georgina Tavera- Finance Manager, Mr. Jack Lunsford- Lunsford Group, Dr. Homero Lopez- SCCPCCD Consultant, Mr. Jose Corrales. IT Consultant, and Ms. Christie Monreal- Community Engagement and Marketing Specialist. Ms. Paula Schaper from WestWord Vision joined the meeting telephonically at 9:57 a.m.

2. NEW BUSINESS

2.01 Discussion and Review of Progress on SCC Enrollment

- Dr. Perez spoke about the current spring enrollment saying that to date there is a very unique anomaly because historically, Fall enrollment has always been higher than Spring enrollment. This has been the highest, to date; there are currently 300 students for Spring enrollment; Mr. Brian Nelson will report true numbers at the regular board meeting.
- The current GED numbers administered for this year are 164.
- Dr. Perez said the Outreach Program has participated in over 50 community events, including high school events and continue with the partnership in collaboration with our community; the Center has also been very active with the
- Superintendent's Office and also with the community partnerships.
- The Community Foundation received the League of United Latin American Citizens (LULAC) Grow with Google Grant (International grant).
- The areas of focus for 2020 will be adult learning enrollment. The center is currently doing very well on the "lower student ranges" 18-25 student enrollment but would like to expand.
- Dr. Varona asked to recognize the Family Guidance for their generous contribution for the matching funds. Dr. Perez shared that there are \$30K in student scholarships and received \$5K from Family Guidance that will go into

the fall contributions to start generating funds for the fall 2020. She thanked Dr. Varona for bringing this program forward.

- Dr. Varona asked what is being offered different to the students coming to the center other than the regular courses. He mentioned the dry lab, biology, chemistry, study center, library, student lounge (variety of offerings); Dr. Perez shared the specifications being worked on and what upgrades and plans are currently in place. The student center, with the support of Ms. Monreal, are creating a new mural, new foosball center, and continue to upgrade. She added that she has been working with the Community Food Bank and for funding on a food pantry for the student's lounge; the third lab is almost complete.
- Dr. Perez shared the next meeting's agenda topics to include Student Progress relative to the programs, Trends (programs most successful), highlights of the IGA per Pima's recommendation, tour of the facilities, and a Student Forum. The agenda will be sent out tomorrow.
- Dr. Lopez elaborated on the items that Dr. Perez had shared regarding the offerings for our students such as the CTE and JTED Programs.
- Dr. Varona said the enrollment needs to be monitored and must stay focused.

2.02 *SCC Marketing and Branding*

- Ms. Paula Schaper joined the meeting telephonically to discuss the marketing and branding. The purpose was to discuss the questions raised regarding the integration of the Pima website especially with their newest development of their own website (new landing page); Santa Cruz County is integrating into the center's internet website; Ms. Monreal has done a great deal of the design and editing as Pima has requested; she felt there will be no issues integrating this; Dr. Perez added that during the last Board meeting, the marketing team said the new Website should be ready by February 1st, maybe March; and the new Center's landing page may come in April.
- Dr. Perez asked how we should prepare for it and how will this fit in our website; Pima has requested for a "full presence" on the front page; Dr. Miles suggested clarifying the definition of "full presence" before further discussion takes place. Is there a new platform or different language? Are there compatibly Issues?
- Dr. Perez commented on the new Pima billboard and how the logo references the Santa Cruz County but not the Santa Cruz Center. She added that they pay for it and then SCC is billed for it. Dr. Varona asked for a breakdown to see how much is being paid.
- Dr. Varona addressed the following:
 - Is there a link for CREO or official page;
 - He asked Ms. Monreal to provide a detailed presentation to include the website information;
 - What feedback has been received on the billboard? Ms. Monreal said they received very positive feedback; he suggested having the student's faces as part of the billboard;
 - He also asked about the marketing in Fine Arts in the Tubac area and suggested branching more; a variety of more courses should be offered such as pottery, art classes, painting, etc. Ms. Monreal suggested having a booth at the Tubac Arts Festival.

- Dr. Varona suggested being more “artsy” reflecting what is being done within our County such as a Javelina and promote the curriculum more, see how more people can be attracted to come in;
- Dr. Perez and Ms. Monreal will look into it further and work with the people in Tubac; they will also provide the Santa Cruz Center Board Members an artistic gift basket by next Friday. And capture what we are about;
- Ms. Schaper asked about the courses currently being offered and said there was a great opportunity for the Santa Cruz Center to offer more to our Community. She was signed out at 10:31 a.m.
- It was suggested to include this subject in a future meeting due to the high interest.

2.03 *Review SCCPCCD Board Policies*

The following draft of the SCCPCCD Board Policies were reviewed by the Board. Dr. Perez introduced the board policies, an accumulation of research derived by the Pima Community College board policies, including, Maricopa Community College, AZ Western, Central AZ, and AZ Western to review some of the rural policies. She also visited Gila for provisional status points. Mr. Dave Pauole and Dr. Meixell reviewed the policies and made edits and changes. Ms. Collier thanked her for sending the policies ahead of time for their review. Board members had the opportunity to ask questions and make comments. Overall, they all agreed to take their time and review the policies thoroughly. Dr. Perez was commended for all of her hard work put into the policies.

- Prime Policy (BP 1.01)
- Interpretation of Revised Policies (BP 1.02)
- Delegation of Authority to the CEO/Exec. Director (BP 1.03)
- Personnel Governance and Policy for College Employees (BP 1.04)
- Governance (BP 1.05) *Note: The Motion Number location will be corrected.*
- Conflict of Interest (BP 1.06)
- Board Participation in Employee Benefit Plan (BP 1.07)
- Workplace Violence Prevention (BP 1.08)
- Institutional Effectiveness (BP 1.09)
- Public Access and Free Expression on College Property (BP 1.10)
- Receipt of Gifts (BP 1.11)
- Naming Opportunities (BP 1.12)
- Data and Information Sharing (BP 1.13)
- Non-Discrimination Policy (BP 1.14)

*Dr. Angela Meixell convened to a break at 11:07 a.m.
Meeting was reconvened at 11:22 a.m.*

2.04 *Review SCCPCCD Strategic Plan 2019-2020 and 2021 SCCPCCD*

The Board reviewed the following Update of Board Strategic Goals for 2019-2020 and had the opportunity to comment and ask questions. This will be part of the agenda for adoption as an action item during the next Board Meeting.

- Dr. Perez said the Board made the edits on the November 2019 Board Meeting. She pointed out that the significant change was made on Goal 1: language for further clarification and stronger definition.

- Dr. Varona wanted to discuss benchmarks and how we are doing on each one of the 8 goals during the Summer Retreat (start planning ahead of time where and when). It was suggested to change the completion date to August 15, 2020 instead of June 2020 to assess if these goals were completed. Dr. Varona said the goals were excellent.
- Dr. Lopez said the version reflected many comments made by Dr. Varona asking for more accountability, etc.

- Goal 1: Enhance and Expand the Santa Cruz Center
- Goal 2: Financial Resources
- Goal 3: Academic & Workforce Instructional Programs
- Goal 4: Human Resources
- Goal 5: External Funding-Raising & Grants Development
- Goal 6: Marketing, Public Relations and Communications
- Goal 7: Government Relations
- Goal 8: Guiding Our Future

2.05 Preliminary Budget

Ms. Tavera presented and reviewed in detail the 1st Draft of the FY 20-21 Preliminary Budget. She informed the Board of the revenues and expenses.

- Dr. Varona expressed his concern on the expenses for consultants. He requested for a breakdown on the duties being performed to justify their charges and asked them to submit an invoice showing the hours worked, etc.
- Dr. Meixell suggested turning this concern to Dr. Perez and have her work on accountability (Consultants work for her); it is her responsibility and trusts that she has a method of accountability.
- Dr. Varona asked for the Board Members to be given the opportunity to attend the ALEA Expo Conference in Las Vegas. He added this was a very important conference and worth attending. Ms. Tavera will provide detailed information for the next Board meeting.
- Ms. Tavera will provide Draft 2 for the upcoming Board Meeting.

Lunsford Group

- Mr. Jack Lunsford presented the proposal to end inequitable and unfair reallocation of PROP 301 Sales Tax Fading for SCCPCCD. He presented the Problem, the Solution, and the Status. He also shared a spreadsheet showing the Tribal Colleges and Districts enrollments. He discussed in detail the process and the support needed from SCCPCCD for this bill.
- Board Members agreed to provide the support and thanked Mr. Lunsford for his presentation.
- Mr. Lunsford asked to be excused from the upcoming Tuesday meeting due to this detailed and informative presentation.

2.06 Tour of South32 Mine

- The Tour of South32 Mine did not take place; it will be rescheduled for a future date.

3. **ADJOURNMENT**

Having no further business to discuss, Dr. Marcelino Varona, Jr. motioned to adjourn the meeting at 1:16 p.m., seconded by Ms. Liz Collier. Motion carried unanimously.

<i>NAME</i>	<i>AYE</i>	<i>NAY</i>	<i>ABSTAIN</i>
Dr. Angela Meixell	X		
Ms. Liz Collier	X		
Dr. Marcelino Varona, Jr.	X		
Mr. Victor Fontes	Absent		
Mr. Nils Urman	Absent		

Minutes presented respectfully by:

Dr. Stella Perez,
Executive Director/CEO

Dr. Angela Meixell,
SCCPCCD Vice-Chair