



FOOTHILL COLLEGE

**PLANNING AND RESOURCE COUNCIL  
MINUTES**

**May 2, 2012**

**IN ATTENDANCE:**

Anderson, ~~Balducci, Bourquin, Casey, Cellilo, Chenoweth, Davison, Day, Dobbins, Dye, Georgiou, Gilani, Heiser, Hueg, Kuo, Larhniimi, McGee, McKellar, Messina, Miner, Mummert, Murray, Ong, Patyk, Starer, Stenger, Swett, Taketa, Tran, Treanor, White~~

**ANNOUNCEMENTS AND INTRODUCTIONS – MINER**

Guests: Carolyn Burns substituting for Davison, Hyland

**APPROVAL OF MINUTES FOR APRIL 25, 2012**

APPROVED BY CONSENSUS.

**ITEM I - OPC/RESOURCE ALLOCATION (TREANOR)**

Also see DRAFT handout

OPC has reviewed all budgets in depth. They used the rubric as the driver to prioritize requests. In doing so, there was concern raised that by using the rubric, almost all positions would be categorized low on the list. OPC developed and shared a DRAFT of “guiding principles” (see attachment) to speak to that concern.

QUESTION to PaRC.... Would PaRC like OPC to use guiding principles or use rubric knowing that there are concerns with effectiveness of the tool?

ACTION: OPC will continue to work with rubric they have. Was suggested that we proceed with high, medium and low priorities and let PaRC determine the “mediums” that may be difficult to decide upon. Miner will consider information from OPC, Deans, VPs and PaRC discussion to determine where it all finally falls. PaRC will have final say on how we get the work done. Was noted that faculty should be included in division discussions.

It was noted that the situation will change from year to year because of diminishing resources. There have been and there will be disagreements....there is no magic formula.

## **ITEM II - IP&B 2<sup>ND</sup> READING (GILANI)**

All docs have been shared with all groups. Feedback is being received. The documents will be accepted as amendments to the handbook. Next project will be Program Discontinuance Policies.

Regarding Resources Allocation Survey.....

Q - do we want to make past three years of FT/Pt FTE information available when we open the Faculty and Staff Resources Allocation Survey? (Kuo)

A - yes, and would like it sent to ALL of PaRC with link for those who can vote. It should be distributed prior to next meeting. NOTE that there are three identical counselors positions that will be labeled A,B,C....it will be important to keep them in that order.

## **ITEM III - MARKETING PLAN (HUEG)**

See Powerpoint for presentation

Q - what do we say to folks who ask why we are not advertising on buses as DeAnza does?

A - DeAnza Marketing chooses to spend their advertising budget on the bus ads & Mall kiosks. They view it as a better resource for their demographic. We feel that "word of mouth" and branding are more successful for our demographic.

Q - how do we measure success of our marketing plans?

A - Google Analytics are easy to measure and is one of the reasons we direct some resources there. In the future we will have more feedback with software based measurement tools that are being developed. Campaigns are designed to give feedback by the nature of how it is developed. It is always a challenge and not the same as business. One way we can do a better job is through Banner. There is also new technology there that can do that for us in the future.

Q - do we have list of alumni?

A - Banner is supposed to have an alum module.

## **ITEM IV- MINER**

### **QUESTIONS/RUMORS/ANNOUNCEMENTS**

23 students/faculty presented at the research symposium at Berkeley. UC announced that honors involvement is going to be a high priority for UC admission.

Transfer Workgroup sponsored an open meeting with 70 attendees.

GE Colloquium - May 18 - we will have presentation on how our courses are accepted for transfer. (Day).

Accreditation Update - met Monday to start planning the SLOs report due in October. It will be submitted along with our follow-up report. We will be dividing fact-gathering responsibilities and will schedule meetings next couple of months to coordinate the effort. (Hueg)

There will be an Onizuka Open Forum in room 5015 tomorrow, May 3. "Day on the Hill" will be Saturday, May 5 – 989 registered. (Swett)

Perkins dollars – the State has changed numbers - Workforce Workgroup is addressing the adjustment.

We will be hosting JATCs apprenticeship groups, May 18. (Mummert)

***Meeting adjourned***