



HARTNELLCOLLEGE

**Advancement Council  
Minutes  
February 18, 2021, 12:00-1:00 p.m.  
Zoom Video/Phone Meeting**

**MEMBERS**

| <b>Name</b>        | <b>Representing</b>                                      | <b>Present</b> | <b>Absent</b> |
|--------------------|--|----------------|---------------|
| Vacant             | Faculty Co-Chair   |                | X             |
| Jackie Cruz        | Executive Director of Advancement                        | X              |               |
| Dr. Debra Kaczmar  | VP of Academic Affairs or designee                       | X              |               |
| Daniel Teresa      | Dean of Academic Affairs or designee                     |                | X             |
| Manuel Bersamin    | Dean of Student Affairs or designee                      | X              |               |
| Steve Crow         | VP of Administrative Service                             | X              |               |
| David Techaira     | Grant Accounting Manager                                 | X              |               |
| Scott Faust        | Director of Communications, Marketing & Public Relations | X              |               |
| Michele Peregrin   | Director of Grants Development                           | X              |               |
| Moises Almendariz  | Classified Manager, Supervisor or Confidential           |                | X             |
| Gabriela Lopez     | South County Representative                              |                | X             |
| Dr. Marnie Glazier | Faculty Representative                                   | X              |               |
| Mary Rayappan      | Faculty Representative                                   |                | X             |
| Jessica Tovar      | Classified Representative                                | X              |               |
| Vacant             | Classified Representative                                |                | X             |
| David Orta         | Student Representative                                   | X              |               |
| Vacant             | Student Representative                                   |                | X             |
| Ana Gonzalez       |  | X              |               |
| Bronwyn Moreno     |  | X              |               |
| Carla Johnson      |  |                | X             |
| Cesar Velazquez    |  | X              |               |
| Clint Cowden       |  | X              |               |
| David Phillips     |  |                | X             |
| Debra Kaczmar      |  |                | X             |
| Hortencia Jimenez  |  |                | X             |
| Jason Hough        |  |                | X             |
| Jihan Ejan         |  |                | X             |
| Jon Selover        |  |                | X             |
| Jose Coria         |  |                | X             |
| Joy Cowden         |  |                | X             |

**HARTNELL COLLEGE VISION STATEMENT**

Hartnell College will be nationally recognized for the success of our students by developing leaders who will contribute to the social, cultural, and economic vitality of our region and the global community.

**HARTNELL COLLEGE MISSION STATEMENT**

Focusing on the needs of the Salinas Valley, Hartnell College provides educational opportunities for students to reach academic goals in an environment committed to student learning, achievement and success.

| <b>Name</b>         | <b>Representing</b> | <b>Present</b> | <b>Absent</b> |
|---------------------|---------------------|----------------|---------------|
| Laurencia Walker    |                     |                | X             |
| Melissa Chin-Parker |                     |                | X             |
| Mohammed Yahdi      |                     | X              |               |
| Paul Luciano        |                     |                | X             |
| Romero Jalomo       |                     |                | X             |
| Sam Pacheco         |                     |                | X             |

**OTHERS**

| <b>Name</b> | <b>Title or Representing</b> | <b>Present</b> | <b>Absent</b> |
|-------------|------------------------------|----------------|---------------|
| Terri Ugale | Executive Assistant          | X              |               |

**1. CALL TO ORDER**

**Jackie Cruz**

Meeting called to order at 12:03 PM by Jackie Cruz.

**2. CONSIDER APPROVAL OF AGENDA**

Approval of February 18, 2021 Agenda

MSC: (Manuel Bersamin/Cesar Velasquez) February 18, 2021 agenda was unanimously approved.

**3. CONSIDER APPROVAL OF MEETING MINUTES**

Approval of November 19 2020, Meeting Minutes

MSC: (David Techaira) The November 19, 2020 minutes were unanimously approved.

**4. US DEPARTMENT OF ED TALENT SEARCH GRANT**

**Cesar Velazquez**

Cesar Velazquez, TRIO Upward Bound Director, shared a presentation on the Talent Search program.

The Talent Search program identifies and assists individuals from disadvantaged backgrounds who have the potential to succeed in higher education. The program provides academic, career, and financial counseling to its participants and encourages them to graduate from high school and continue on to complete their postsecondary education. Talent Search serves: high school students from low-income families and high school students from families in which neither parent holds a bachelor’s degree. The goal of Talent Search is to increase the rate at which participant’s complete secondary education and enroll in and graduate from institutions of postsecondary education.

Why Talent Search? The idea is to serve low income and first generation college students. Large number of students who are eligible.

Talent Search Services

- Academic Advising

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- College Application assistance
- Financial Aid Assistance
- University campus tours
- Tutoring
- Parent Workshops
- Student Workshops

#### Program Participants

- Everett Alvarez (165), Rancho San Juan (200) and North Salinas High School (135)
- U.S. Citizen or Permanent Resident
- Low Income and/or 1st Generation
- 2.0 or above G.P.A.
- 9th-12th grade

The grant is able to serve students who have dropped out of high school, but are looking to come back.

Via chat, Manuel Bersamin shared: Hartnell TRIO programs now bring in about 4.6 million every five years to the campus. When we win Talent Search, that amount would go up to about 6.2 million every 5 years. We now have 2 SSS TRIO grants, 2 Upward Bound grants. Hartnell started with 1 sss grant in 2005, the funding was 1.2 million every 5 years.

Bronwyn Moreno: Regarding the requirement to serve U.S. citizens, is there a way to work on the marketing/messaging of the program to offer alternative services to students who do not qualify and what is the evidence needed to prove the student is in process of becoming a U.S. citizen?

Cesar Velazquez: It's a fine line to walk. The college wants to serve all students, but also has to make sure the funding for program is not jeopardized.

## 5. GRANTS BP AND AP

**Michele Peregrin**

Michele Peregrin shared the revised grants board policy and administrative procedures. Previous work was done to migrate the past policies/procedures, but that stalled. Michele and David Techaira have been working to resurrect these and they will go to cabinet on Tuesday, March 23, 2021. Once approved, they will be officially routed.

Michele surveyed other colleges for their grant policies and they were all in line with Hartnell's policy. The procedures varied. Michele reached out to faculty members for their input and took what was already available and broke it down between private (College) and public (Foundation). One major addition was the section regarding allowable costs, documentation and authority of who can submit the grants.

In addition, references to policies regarding gifts and naming of facilities were added.

Jackie Cruz shared the gift policy. It is the policy of the governing board that gifts, donations and bequests from private funding sources for the benefit of the college go to the Foundation.

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The College does not have systems in place to acknowledge and track gifts, so the Foundation takes care of this. There is a gift process at the Foundation that follows the gift policy.

There are two ways facilities can be named:

1. Gift
2. Community service of significance

When a gift is involved, the Board will consider the significance and amount of the gift as it relates to the planned facility or its enhancement. A gift shall be considered significant when the gift amount covers the total cost of the facility or funds a portion of the total cost that would not be funded from other sources. The naming recognition is to honor the philanthropist and to inspire further philanthropy for the district. No goods or services will be rendered in exchange for the philanthropic gift.

When a gift is not involved, the Board may name the property or facility any designation appropriate under this policy. If a person's name is used, that person must meet following criteria:

1. Achieved unique distinction in higher education or other significant areas of public service that manifests the mission of the District; or
2. Served the District in an academic or administrative capacity and/or has earned a reputation as a scholar, or made extraordinary contributions to the Hartnell Community College District warranting special recognition; or
3. In sub-section 2 above, a proposal shall not be considered unless the individual resigned, retired or died at least one year prior to the proposal.

There are two requests that will be submitted to the board:

- 1) Naming of track (Gary Shaw- many people have asked for a naming for Gary Shaw).
- 2) Naming of practice football field (Bill Elliott- has made very significant contributions to the college (\$5M)).

## **6. GRANTS REPORT/ROUNDTABLE**

**All**

Jackie Cruz stated the President's Task Force was adopted last year and for the first time it included an area for "student basic needs" (e.g. food insecurity, housing challenges). Recently, due to COVID-19, the Department of Social Services received almost \$27M for housing. The United Way sent a proposal to Hartnell College. Jackie thought this would be a great service to provide to students and their families. The state is more open to supporting undocumented students, but the federal side is not as open. This would support rent payments retroactively up to 12 months and pay in advance up to 3 months of rent. There would be a need to hire assistance (manager, coordinator and accounting person). Jackie opened up the council for suggestions.

Manuel Bersamin stated that under previous administration, it was very restrictive to non-citizens. The new administration may be more flexible. The new Secretary of Education comes from the K-12 world. Manuel shared a quote from an article: "If Cardona is the pick, it underscores the need for a deputy role that will focus on higher education and especially financial aid and student loans," said Shireman, director of higher education excellence at the

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Century Foundation. "Every year nearly 20 million Americans complete the [Free Application for Federal Student Aid], and one in six Americans have student loans. Further, with state budget cuts looming, access to affordable college options will be threatened, leading to a likely surge in [for-profit] predatory schools," he said. "The next secretary must have a strong team to help address those challenges."

Jackie Cruz said the guidelines for funding have been released and can be reviewed.

Bronwyn Moreno said this was an important opportunity to pursue. She said last week she was contacted by educator in south county asking for the housing services coordinator, which the college does not have. Many colleges have a basic needs coordinator. If funding is restricted with W9, perhaps bringing in braided funding to leverage this opportunity.

Dr. Marnie Glazier said the sooner this can be established, the better, as this is really important and she would like to help if possible.

David Orta, Student Representative (ASHC) said in his interaction with other students, they thought about a long range project (Panther House) to help students with housing. He said other community colleges have dorms close to campus.

Dr. Marnie Glazier said it is difficult for students to afford housing, food and school.

Michele Peregrin shared the February grants report.

Private Grant highlights:

- The Harden Foundation and the Sally Hughes Church Foundation have both awarded \$500,000 to support the operation of the centers
- The Peggy and Jack Baskin Foundation has awarded a grant to continue a professional development fellowship program for undocumented women for the next three years
- There are two applications into the Pebble Beach Foundation
  - Upward bound
  - WELI
- In process of applying to the Nancy Buck Ransom Foundation to consider a grant to support areas of greatest need in light of the COVID-19 crisis

Public Grant highlights:

- USDA- Non-Land Grant Colleges of Agriculture Programs Capacity Building Grant- This is a two-year grant submitted in collaboration with CSUMB (with Hartnell as the sub-awardee). The purpose of this grant is to provide students with meaningful research experiences that will provide them with experience as they move forward in their scientific careers as well as allow them the opportunity to foster a relationship with CSUMB as they prepare to potentially transfer to a four-year institution.
- California Education Learning Lab- is inviting higher education institutions to re-conceptualize the role of and approach to calculus in a student's first year introductory STEM experience. Learning Lab intends to award up to five grants of approximately \$1 million to \$1.5 million over three years to support new, innovative ways to teach calculus, or reimagine the role of calculus in STEM majors where calculus is a prerequisite. CSUMB is taking the lead.

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## 7. COMMUNICATIONS UPDATE

**Scott Faust**

Scott Faust, Director of Communications, Marketing and Public Relations, share the below updates:

- Marketing- culminated spring recruitment
- Concluded ESL marketing in terms of radio and digital
- Continuing SVP marketing (radio and digital)
- Preparing for summer and fall
- Working with athletics on videos for recruitment
- Continuing COVID messaging via email, Board President, Erica Padilla-Chavez requested social media channels have general information
- 2019-2020 report to community to be shared digitally any day. Waiting for final from designer.

David Orta asked about the communications and alumni coordinator position.

Michele Peregrin explained this is a position the foundation is hoping to create and fill and it was part of the PPA process (Program Planning and Assessment) to the College to request the college support it.

Jackie Cruz explained that the Foundation board adopted a new strategic plan and a communications consultant was approved. There is a need for communications support for service in this area. There could be some work with alumni to leverage resources.

David Orta explained the students want to add a social media platform for students to bridge the gap with alumni, students, networking, and mentorship.

## 8. ADJOURNMENT

**Michele Peregrin**

Michele Peregrin adjourned the meeting at 1:09 PM.

MSC: (Dr. Marnie Glazier/David Techaira) adjournment was unanimously approved.

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