



HARTNELLCOLLEGE

**Advancement Council  
Minutes  
May 21, 2020, 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   |                | ✓             |
| Jackie Cruz        | Executive Director of Advancement                        | ✓              |               |
| Daniel Teresa      | VP of Academic Affairs or designee                       |                | ✓             |
| Manuel Bersamin    | Dean of Student Affairs or designee                      | ✓              |               |
| Linda Wilczewski   | VP of Administrative Service                             | ✓              |               |
| David Techaira     | Grant Accounting Manager                                 | ✓              |               |
| Scott Faust        | Director of Communications, Marketing & Public Relations | ✓              |               |
| Michele Peregrin   | Director of Grants Development                           | ✓              |               |
| Moises Almendariz  | Classified Manager, Supervisor or Confidential           | ✓              |               |
| Gabriela Lopez     | South County Representative                              |                | ✓             |
| Mark DeHart        | Faculty Representative                                   |                | ✓             |
| Jose Coria         | Faculty Representative                                   |                | ✓             |
| Jessica Tovar      | Classified Representative                                |                | ✓             |
| Vacant             | Classified Representative                                |                | ✓             |
| Christopher Verdin | Student Representative                                   |                | ✓             |
| Brittany Alaniz    | Student Representative                                   |                | ✓             |
| Ana Gonzales       |  |                | ✓             |
| Bronwyn Moreno     |  | ✓              |               |
| Carla Johnson      |  | ✓              |               |
| Cesar Velazquez    |  | ✓              |               |
| Clint Cowden       |  | ✓              |               |
| David Phillips     |  |                | ✓             |
| Debra Kaczmar      |  |                | ✓             |
| Hortencia Jimenez  |  |                | ✓             |
| Jason Hough        |  |                | ✓             |
| Jihan Ejan         |  |                | ✓             |
| Jon Selover        |  |                | ✓             |
| Jose Coria         |  |                | ✓             |
| Joy Cowden         |  |                | ✓             |
| Kristen Arps       |  |                | ✓             |

**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.

| Name                | Representing                   | Present | Absent |
|---------------------|--------------------------------|---------|--------|
| Laurencia Walker    |                                | ✓       |        |
| Linda Wilczewski    |                                | ✓       |        |
| Marnie Glazier      |                                | ✓       |        |
| Melissa Chin-Parker |                                |         | ✓      |
| Michele Peregrin    | Director of Grants Development | ✓       |        |
| Mohammed Yahdi      |                                | ✓       |        |
| Paul Luciano        |                                | ✓       |        |
| Romero Jalomo       |                                |         | ✓      |
| Sam Pacheco         |                                |         | ✓      |
| Shannon Bliss       |                                |         | ✓      |

**OTHERS**

| Name           | Title or Representing                        | Present | Absent |
|----------------|--|---------|--------|
| Terri Ugale    | Executive Assistant                          | ✓       |        |
| Nonita Fortman | Administrative Assistant II/Database Manager | ✓       |        |

**CALL TO ORDER & INTRODUCTIONS**

Meeting called to order at 12:06 PM by Jackie Cruz.

Jackie Cruz

**ACTION ITEMS**

1. Approval of May 21, 2020 Agenda  
MSC: (Manuel Bersamin/David Techaira) May 21, 2020 agenda was unanimously approved.
2. Approval of April 16, 2020, Meeting Minutes  
MSC: (Manuel Bersamin/Bronwyn Moreno) The April 16, 2020 minutes were unanimously approved.

**INFORMATION/DISCUSSION/PRESENTATIONS**

1. Proposed Budget Revisions

Jackie Cruz

Jackie Cruz explained that the College has given the Administrative Services Council (ASC) the duty to work on budget revisions and propose strategies. They are working hard to come up with recommendations. They provided the list shared with Advancement Council, which was brought to the College Planning Council (CPC). The CPC motioned to accept the list as a starting point to allow ASC to continue to work over the summer to refine, change, modify the budget revisions and bring it back to CPC to the first meeting of the year in August.

Jackie asked Advancement Council members to provide any feedback or questions in regards to the budget for CPC. Bronwyn Moreno stated she was in a meeting with a group of administrators concerned about the item to reduce vacation time for administrators. She stated this action did not appear to be cost savings measure. She asked for further explanation of the rationale as the overall consensus was that it felt punitive to administrators who often work 50-60 hours. Jackie stated there was no real cost savings and it did not seem to fit in with the goal. Linda Wilczewski

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further explained this was designed to be an interactive document whereby all ideas were collected from everyone on campus. The input was not censored. Some have more value than others, and some are harder to get to what this might yield in terms of savings. There is some more work that is going to have to be put in to determine what is feasible. This item was left on there even though there is not a savings unless an administrator was to leave during this period and take it with them, then there would be a cost. She stated she did not want to move the item as everyone will have to give something in this endeavor.

Michele Peregrin asked at what point will the list be reviewed and vetted to a place to where it's really going to reflect what is going to move forward? Linda stated it will take time over the summer. There are some preliminary numbers in the list for estimation, but they are very loose and fluid. There are still ideas that may come forward and those ideas are welcome. At the end of the day, the goal is to save jobs and to make adjustments where they can be made. The goal is to look at every possible scenario to move forward with a feasible plan.

Moises Almendariz asked how or if the second round of the Cares Act stimulus funding for \$1.8M plus an additional \$240K of MSI funding (Minority Servicing Institutions) totaling a little over \$2M, factored in? Linda stated it is something that is being looked at. The \$1.8M plus the \$240K is to be used to abate expenses. The abatement has not been assigned as of yet in order to maximize all potential sources of funding. Some funds could be recouped directly from FEMA that would not be covered in the Cares Act. Linda said Moises made a great point and she will add it to the list.

Jackie Cruz asked if any of the bookstore funds or some of the other funds where the college was building up can be used for the centers as the centers don't have any funds at this time. She asked to recommend for consideration as the board does not want to delay the opening of the centers.

Linda stated that these resources are being looked into as well. David Techaira just issued the preliminary budget. The budget is not ready to be shared yet, but during that process, it was discovered that there might be a cash flow issue over the summer due to deferment of some of the apportionment revenue. All sources of revenue/funding are being looked at.

Marnie Glazier stated she has been applying for a number of grants to try to save arts programs and the Salinas Valley Arts and Innovation Hub. She stated she has been partnering with local organizations. The last grant applied for was in collaboration with McCade and there is working being done on dual enrollment pathways. She wanted to make sure Advancement Council, College Planning Council and Administrative Services Council know about this work as enrollments are concernedly low and it's important not to make cuts to this budget as has been done in the past.

Michele Peregrin suggested grants should be an item on the list as a possible way of boosting revenue. She stated she will add that in.

Mo Yadi stated the list does not included sources to increase revenues. There is opportunity for adult learners who need new skills in order to rejoin the job market. There are students who would usually go to UCLA, Berkeley or other institutions that Hartnell needs to attract.

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Linda thanked Mo and stated the focus initially was on cutting expenditures and there was some discussion about increasing revenues. Linda thinks this needs to be a living document where people can continue to contribute.

Carla Johnson stated that with FTES generation the college gets refunded for a certain amount. If the college serves over, then it does not get the refund. She just wanted to request if some information like that could be added to the list in the comments because not everyone knows about how the colleges get reimbursed and how that works. David Techaira explained the cap for FTES that Hartnell College gets reimbursed for is 7,362 FTES. The college is currently reporting approximately 7,700. Linda will add this to the list as an opportunity.

Linda mentioned the FTES is going to be diminished next year by the JPA, so there will be a hole to fill. This will put the college back to where it started in its cap range. There is an opportunity for growth, but it has to be strategic.

Jackie mentioned she would like to invite the enrollment management team to Advancement Council to present. She thanked Linda and David for explanations and also thanked the ASC for all their work.

Linda asked to draw the Advancement Council's attention to some items that she thought she could use some assistance with on the existing list. She gave examples of increased marketing about online opportunities for fall with the intention of reaching a new student population that had not considered college as an option before. Also, creating more industry partnership for contract education to address emerging needs with just in time training specific to the industry needs and including faculty so that they're connected. Jackie mentioned that advancement supports marketing and industry partnerships. The office does not have the bandwidth internally, so the office will have to find a way through grants or other sources that don't affect the general fund to be able to fund someone to do that work.

Clint Cowden said he is looking at contract education and the number of people that are moving into unemployment, and then potentially moving into Hartnell College, is one of the challenges. He is looking at how the district is going to review the current process and how to manage these going forward. The schools in which there is a lot of contract education have a very short turnaround. Clint used the example of the Taylor Farms contract training. They reached out to Rosie Arrmstrong on a Thursday with 20 people they wanted to train on Monday. That did happen, but those are the types of things that need to be looked at and can affect collective bargaining agreements, indirect costs and how those will be charged. Paul Luciano added that is something down the road that needs to be pursued. There is a need to examine how much revenue these type of sector partnerships actually generate because the college at times is just recouping most of the costs associated with delivering these courses and there might not be a lot of revenue generated from the partnerships. Jackie asked that the apprenticeship piece be added as there is going to be a grant to pay for somebody to do that as apprenticeships are very positive as far as generating revenue for the district. Scott Faust stated the idea of reaching out to students who may need to re-career has been built into the messaging for this summer and fall. Scott has had conversations about more CTE focused campaigns, ESL, and also would like to build a campaign around the near-term alums. Scott plans on maintaining visibility on digital, broadcast and

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social media. Scott also mentioned he has had some conversations with a vendor to optimize the college's search function and looking at how it can be more visible on Google.

Bronwyn asked if course efficiency can be added to the list along with analysis of the cost savings of implementation of the 16-week calendar. Linda mentioned this was something that has been added, but it has not been shared with the ASC as of yet.

Linda asked if a full report could be created on the financial impact of the Matsui land gift. Jackie said yes, the Foundation would be happy to help with that. There is a team on the advancement side including an attorney, developer, and others who work in land development. The property is in a very complicated process. The land is in a growth area and the land already has a purpose determined, which is housing. How soon the property could be sellable is about 10 years from now. The big money for that property will be when that sale takes place, which is down the road. It's good for everyone to understand why the property cannot be sold right away and all of those intricacies. A report can be developed and brought to ASC and CPC to explain. Currently, the only revenue is the rent/lease of the land. It has been rented for 18 years. In the past years, the CSn3 scholarships were paid with this, but this year, it's been designated to COVID-19 response. Next year, other areas of support can be researched.

Michele Peregrin asked, given the governors revise and Dr. Hsieh's expected \$2.8M shortfall, and the \$2.5M in cuts with the rising health care and pension costs, is the amount that is being looked at to shave off or make up upwards of \$5M? Linda stated this is correct at \$5.3M.

## 2. Review of Naming Policy

Jackie Cruz

Jackie Cruz explained an email was sent with this information. The main item that is coming out is that the board wants to have the campus where the building is sitting on to retain the name of the community (i.e. Alisal Campus will always be called the Alisal Campus, King City is the King City Education Center). The board is ok going forward with naming buildings, but not the entire campuses. This was already in the last policy, but the board just wanted to strengthen the language as the board retains authority in all naming circumstances. With the large buildings for example, those need to be taken to the board for approval. The areas like a classroom, etc., Jackie said she would take the naming opportunity schedule and give it to the board for approval when the campaigns are launched. This was always in the policy, but it's not until recently where there have been investments of over a million dollars from individuals for a naming opportunity where there has been an opportunity to test the policy to see if it works. With these changes, we want to make sure this policy is aligned both with the College and Foundation. The other changes have to do with the convention. Jackie recommended the document be reviewed every 5 years. As philanthropy changes, the policy will need to be looked at to move forward.

The Administrative Procedure AP 6620 is new. There was not a procedure and just practice was being followed. Identified square footage and the gift that would come with it for naming rights to donors. This speaks to consistency and signage. The board of trustees wants all the letters to look the same as far as size, etc.

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### 3. Grants Report/Roundtable

Michele Peregrin/All

Michele Peregrin highlighted the Cares Act relief coming through some federal organizations. There was an opportunity with The National Endowment for the Humanities. A proposal was drafted and submitted to support providing training for humanities faculty and online teaching with the idea that a small group of faculty would look at best practices and online teaching to create specific training and mentoring communities.

Partnering with UCSF on a human health and human services grant to support elder care nursing workforce diversity. Debra Kaczmar is the lead on this.

There has been more activity on the private side.

- \$30K received from the Community Foundation for Monterey County to support the COVID-19 emergency scholarship fund
- A similar proposal to the Monterey Peninsula Foundation was submitted for \$100K- awaiting a response
- Working on applications to Chevron and Union Bank for regular annual requests

Moises Almendariz shared the HSI office initiated in collaboration with student affairs the chat box (artificially intelligent chat like Siri or Alexa). This came through with some supplemental award funds. Financial Aid was able to test the chat box a week prior to the shelter in place going into effect. There has been an additional contract added to include admissions, records, counseling, career services, disability services, and Cal Works. Moises invited advancement council members to go to the website to try it. The chat box is called Oscar and will provide consistent answers. Oscar can answer specific questions as well as provide state-wide answers.

Michele Peregrin concluded the roundtable by stating several applications and lots of activity will start in the fall.

### 4. Communications Update

Scott Faust

Scott Faust shared the summer/fall marketing information. He is continuing to provide communication to students regarding online resources. There has been a resource created in Canvas to support all students. He thanked Laura Otero for her assistance with that. He thanked everyone for their support for nominations and recommendations of graduates to share on social media, etc. There has been some specific outreach on programs more targeted to communications, along with promotions for physical activity classes. There was a formal decision made to cancel the centennial celebrations in June. There possibly may be a celebration in January and the centennial will push through 2021.

Jackie thanked everyone for their support with Party in the Library. She stated it was a great success and raised \$399K. This was the second most successful net revenue year.

### 5. Adjournment

Meeting adjourned meeting at 1:21 PM

MSC: Moises Almendariz/Scott Faust, the meeting was unanimously adjourned.

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