



HARTNELLCOLLEGE

**Advancement Council
Minutes
May 21, 2020, 12:00-1:00 p.m.
Zoom Video/Phone Meeting**

MEMBERS

Name	Representing	Present	Absent
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	
Linda Wilczewski	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	

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Name	Representing	Present	Absent
Laurencia Walker			X
Melissa Chin-Parker			X
Mohammed Yahdi		X	
Paul Luciano			X
Romero Jalomo			X
Sam Pacheco			X

OTHERS

Name	Title or Representing	Present	Absent
Terri Ugale	Executive Assistant	X	
Laura Zavala	Grant Project Director (HEP)	X	

CALL TO ORDER & INTRODUCTIONS

1. Meeting called to order at 12:04 PM by Jackie Cruz.

Jackie Cruz

ACTION ITEMS

2. Approval of September 17, 2020 Agenda
MSC: (Ana Gonzalez/David Techaira) September 17, 2020 agenda was unanimously approved.
3. Approval of May 21, 2020, Meeting Minutes
MSC: (Manuel Bersamin/Ana Gonzalez) The May 21, 2020 minutes were unanimously approved.

INFORMATION/DISCUSSION/PRESENTATIONS

4. Welcome Back & Summer Highlights

Jackie Cruz

Jackie stated the summer has been incredibly active and has not slowed. She congratulated everyone for their work to make sure students have what they need to be successful at Hartnell.

The interim president/superintendent position has been extended to Dr. Raul Rodriguez until 2023. Jackie said he is a very experienced leader and understands the importance of external funding and it is a positive for advancement because Dr. Rodriguez understands advancement, grant seeking and innovation.

There still is not a full written plan for return to work, and administration understands there is a lot of uneasiness surrounding this. Daniel Scott is the point person to drive this process and there is a team working to provide input. The focus is on student and employee safety and their confidence in returning to learn and their jobs.

Bronwyn Moreno stated she was not sure if she and other members of the former grants oversight are voting members.

Jackie said the advancement council wanted to be not just a policy group, but an action group. So the grants council and advancement council were merged into one council. The advancement

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council handbook needs to be updated to legitimize the grants oversight and advancement council team.

Manuel Bersamin pointed out that Moises Almendariz won another HSI grant. Manuel also mentioned two out of the three TRiO grants were awarded. Jackie congratulated Moises Almendariz, Cesar Velasquez and Manuel Bersamin on the grants received.

5. New Centers Brochures

Jackie Cruz

Jackie Cruz said the foundation office is embarking on the campaign for the new centers. There was discussion about the college budget having constraints, but now there is better news considering the positions that were not filled, a lot are still on hold. The budget is not in a deficit, but is not swimming in general fund dollars. There is no money for the operations of the centers. Jackie shared a brochure showing what the money is going to be used for.

Each center has a similar goal:

- King City- \$1M
- Castroville- \$1.25M
- Soledad- \$1.25M

The same group that is helping to raise funds already has an established fund for King City, so that is why the amount is a little different. Each brochure shows the features and what is going to be the focus is based on input from community forums, deans and staff.

Jackie shared the floor plans and the available naming opportunities. The financial goal is \$3.5M, but the goal is to grow the students served and to increase higher education. The target is 250 additional students per year and then moving that to 500 per center per year, then 1,500 for years 5-10. The biggest line item in the budget is to pay for adjunct faculty or extended contracts with full time faculty who are willing to teach at the centers. There is a line item for advising and career counseling, which would probably be special assignments or adjuncts. The need will be to have full time staff at some point dedicated to each center.

Measure T vision consists of comments from each community, which had overarching themes to ensure students come back and strengthen the local community. A goal is to shift the mindset so that college education is not just seen as accessible, but the norm. Next Thursday, September 24 there will be a small event in Soledad to bring together possible donors.

6. HEP Presentation

Laura Zavala

Jackie Cruz stated she has been collecting data for the California Forward group, an economic development group working in this region. They have asked for evidence on what is being done on inclusive economic and workforce development. Jackie said she received really good information from Advancement Council members and said she is still open to receive more. She requested any presentations that has outcomes and data on how programs are actually moving students along education pathways. There is a possibility that funding may come from it.

Jackie introduced Laura Zavala to present on the High School Equivalency Program (HEP). This program is funding by a grant from the Department of Education- Secondary Education. The

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purpose of this grant is to help agricultural, fishery, cattle, poultry, nursery, workers and their families attain their high school equivalency (HSE formally known as GED) and enter postsecondary training or improved employment.

Hartnell College is one of thirteen HEP programs in the state of California (50 nationwide). The closest programs are West Hills (Coalinga) and Santa Rosa Community Colleges.

Total funding: \$475 max award a year (\$2.3M in five years).

Program Profiles:

Served Students: 125 students per year-commuter program; considered a “large” program.

Competitive Grant:

- Hartnell HEP Grant Cycles: 2006, 2011, 2016 (current)
- New Competition Expected: November 2020 (opens); Due: early January 2021

Main objectives of HEP Programs

- All HEP programs are guided by two main performance objectives (GPRA):
 - Performance Results Indicator #1: Objective 70% graduation (not counting continuing students)- Hartnell HEP 2019-2020: 92.7%
 - Performance Result Indicator #2: Objective 80% placement into post-secondary education training, gainful employment- Hartnell HEP 2019-2020: 80.5%

GPRA 1 Cumulative for 2016 grant:

Grant Year	Graduates	Persisters	Withdrawals	Total Enrolled	GPRA Grad Rate %
<i>1st Year: 2016-2017</i>	106	13	10	129	92%
<i>2nd Year: 2017-2018</i>	99	23	7	129	93.4%
<i>3rd Year: 2018-2019</i>	80	34	11	125	87.91%
<i>4th Year: 2019-2020</i>	77	44	6	125	92%
<i>5th Year: 2020-2021</i>					
Grand Totals:					

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GPRA 2 Cumulative for 2016 grant:

Grant Year	Graduates	College/ Vocational	Improved Employment	Military	No Placement	Total Placement	Placement Rate %
<i>1st Year: 2016-2017</i>	106	69	18	0	19	87	82%
<i>2nd Year: 2017-2018</i>	99	65	16	0	18	81	82%
<i>3rd Year: 2018-2019</i>	80	55	9	0	16	64	80%
<i>4th Year: 2019-2020</i>	77	56	6	0	15	62	80.5%
<i>5th Year: 2020-2021</i>							
Totals:							

HEP compared to other similar programs

- Meets and exceeds GPRA objectives every year for the last two grant cycles
- Recognized as one of the top programs for completion (2017-2018 data)
- Most cost effective program (reported in 2017-2018 data)
- 2017-2018 data available: <https://www2.ed.gov/programs/hep/performance.html>

HEP Qualifications:

- Be over 18 years of age
- Not enrolled in a K12 institution
- Not to have a high school or equivalency
- Be a migrant/seasonal farm worker for 75 days in the last 24 months
- Demonstrate academic and financial need
 - Academic level established by eligibility examination- approximate level: 8th grade- HEP uses HiSET/HEP best practice assessments

Note: as a K12 program, HEP does not require proof of residency or citizenship

Benefits to eligible students:

- HEP core and wrap around services are unique in our country and beyond
- We pay all official exams, fees and re-takes
- Provide career and academic advising
- Provide preparation materials for all five subjects
- Supplies: calculator, notepad, pencil, parking permits
- Other services to eliminate barriers to success (gas cards, progress meetings, referrals to services)

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- Cultural activities, workshops and field trips
- Specialized tutoring
- Stipends (Max \$400) determined through attendance and participation
- Health or vision exams if barrier exists
- Graduation cap and gown (ceremony and reception)

HEP Current model

- HEP Test preparation
 - Cohort: Follows semester schedule, starts with semester
 - Model: Advance students (eligibility edam); fast paced; varied entry points
*unable to serve students needing pre-ged preparation
- Times/Locations/Language
 - Salinas
 - Morning cohort 9AM-12PM bilingual (English/Spanish)
 - Evening cohort 6PM-9PM bilingual (English/Spanish)
 - Evening modules 6PM-9PM bilingual (English/Spanish)
 - South County
 - Collaboration with Gonzales Adult School to serve Gonzales and Greenfield communities
 - Collaboration with Soledad Adult School for referrals for Soledad Community
- HEP currently offers HiSET examinations through agreements with Gonzales and Soledad Adult Schools
- Continuation
 - Core services and wrap around services will continue for all HEP eligible students
- Modifications (added components)
 - HSE non-credit courses
 - Three levels: Pre-GED, regular cohort and advanced
 - Increased focus on career development via embedded counselors (current strategy)
- HSE non-credit courses- information and advantages
 - Three levels (mirror Santa Rosa Community College model, with HEP best practices embedded)
 - Allow us to serve students who need pre-GED academic skills development
 - Courses open to all community (not only HEP eligible)
 - Focus on basic skill development: competition priority on academic skill development
 - Allow HEP to expand to other district areas (Castroville, King City)
 - Institutionalization of proven HEP Curricula/Best practices
 - Generate FTE for the College
 - Expand non-credit options (adds certificate of competency option)
- Current status
 - Second reading in curriculum committee
- HSE non-credit courses- HEP Program's budget sustainability
 - Relive operational budget: current grant year 5 budget is limited to only essential expenditures- some expenditures are extremely reduced/eliminated

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- Current test preparation instructional cost: \$86,000-\$96,000 (only offering courses in Salinas- 20% of budget)
 - *does not include permanent staff salaries/benefits
 - *change to the new model will re-allocate this amount to operational budget if current model continues, projections show salaries and benefits line items will surpass the grant amount (\$475K) for year 1

Michele Peregrin asked when the curriculum is approved. Laura explained the curriculum needs to go through the process and then sent to the chancellor’s office for approval. She does not expect there to be opposition.

Manuel Bersamin stated there are a lot of Hartnell College students who have become graduates of HEP. He shared that counselor Mercedes Quintero’s mother is a graduate of HEP, as well as Leticia Sanchez, who works for the K12 STEM program.

7. President’s Task Force Update

Michele Peregrin

At the beginning of the calendar year, the Foundation solicited for what types of initiatives were in need of support. The Foundation met with leaders of the community and the college who ranked each program/project. These were then aligned with the strategic priorities of the College. In April preliminary rankings were presented, now the final rankings were presented.

The plan was to take the top fifteen and elevate those to a priority level for pursuing fundraising. Through some preliminary discussions, with the PTF and Advancement leadership and with Dr. Rodriguez, it became obvious that in light of COVID 19 and the economic recession the need was clear that distance learning needed to be elevated to address digital equity and student basic needs. There are really seventeen overarching project concepts that we wanted to prioritize and organize into different key initiatives. The items placed in the Queue are areas that have, for the most part, received lower rankings. It is proposed that they be kept as part of a comprehensive list of needs in case there is donor interest in one of those specific areas.

1. Fund for Innovative Programs & Accelerated Student Completion: Accelerate student completion and prepare students for transfer and/or employment through on-the-job training and skills-building.

Key Strategic Initiatives

• Nursing and Allied Health Expansion & New Center	\$ 4,000,000
• Computer Science Bachelor’s Degree Program in 3 Years (CSn3)	\$ 2,600,000
• Teacher Pathway Program	\$ 2,500,000
• Agriculture Business and Technology Institute (ABTI) Student Internships, Leadership & Outreach	<u>\$ 1,700,000</u>
	<u>\$ 10,800,000</u>

2. Fund for Student Success: Develop and expand educated citizenry in the Salinas Valley.

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Key Strategic Initiatives

- Salinas Valley Promise \$ 2,700,000
 - Scholarships (Campus Areas, Merit and Financial Need) \$ 1,300,000
 - Student Basic Needs: Housing and Food Security \$ 1,950,000
 - Women’s Education Leadership Institute and Men’s Institute of Leadership and Education Scholarships \$ 1,100,000
- \$ 7,050,000

3. Fund for Salinas Valley STEM Programs: Provide learning opportunities to develop analytical and problem-solving skills that prepare students for current and future careers in science, technology, engineering and math.

Key Strategic Initiatives

- NASA Science, Engineering, Mathematics, Aerospace Academy \$ 775,000
 - Coding for Salinas Valley Youth Project \$ 300,000
 - Science & Math Institute \$ 250,000
- \$ 1,325,000

4. Fund for Intercollegiate Athletics: Provide advanced training for lifelong success; build healthy hearts, minds, character and bodies through athletic competition and academics.

Key Strategic Initiatives

- New Track & Football Field \$ 1,300,000
 - Transportation & Outreach \$ 560,000
 - Sports Complex Lighting \$ 300,000
 - Renovated Pool House \$ 250,000
 - Panther Lab Expansion \$ 200,000
 - Athletic Scholarships \$ 100,000
- \$ 2,710,000

5. Fund for the Arts: Teach and develop creative skills for the modern workforce and a thriving community.

Key Strategic Initiatives

- Arts Endowment \$ 2,000,000
 - K-Career Partnerships \$ 250,000
 - Capital Improvements \$ 250,000
 - Workforce Development \$ 100,000
- \$ 2,600,000

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6. Fund for Expansion of Higher Education & Digital Equity: Advance the educational growth and development of vulnerable student populations through the expansion of the centers and by addressing the digital divide.

Key Strategic Initiatives

- Seed Funding for Opening of New Centers & King City Expansion \$ 4,100,000
 - Online Education and Digital Equity \$ 1,000,000
 - Information Technology Center \$ 900,000
- \$ 6,000,000

Total: \$30,485,000

The fundraising goal last time was approximately \$14M and \$45M was raised, not including the \$20M Matsui Property gift.

The plan has been adopted by the board of trustees and it will be presented for approval with the Foundation board of directors.

8. Grants Report/Roundtable

All

Michele Peregrin stated there have been a lot of amazing developments in the last couple of months highlighting TRiO and Title V. Michele also announced the receipt of the National Endowment for Humanities grant to support humanities faculty with technical skills training, explore on-line educational resources and create discipline specific training. This includes best practices for humanities online teaching. Michele stated she understands it's the first NEH award in the history of the College. There was a press release earlier in the summer stated Hartnell was the only community college in the state to receive this. In addition, Hartnell was one of only two institutions of higher education in California to receive this.

Roundtable:

Joy Cowden stated the NEH is going well and materials are being developed for Canvas and face to face learning.

Dr. Marnie Glazier stated she tried to apply for grant as well and wondered how faculty can get involved. Joy stated most of the money is earmarked, but there are smaller stipends for faculty to be involved in. Dr. Glazier voiced her concern about faculty not being aware or involved. Jackie Cruz stated it would be helpful if there was a practice in place, but there is not one at this time. Michele Peregrin stated this was a particularly challenging process as there was only two weeks to complete to grant. There was no time to do a large scale collaborative process. The grant structure was not a typical 10-page narrative as it had a maximum of 5-pages with 3-4 very specific questions. The group was trying to balance the time and be very responsive to the competition. Joy Cowden suggested a wish list from faculty and staff ahead of grants so she is aware of the needs, ideas and projects for grants. Joy offered assistance to reach out to faculty. Dr. Mo Yadi explained there is a perception that these requests may not necessarily be considered seriously. He gave the example of the PPA of being like a wish list. He stated there is significant work to the PPA collaboratively typically among faculty within each discipline. Faculty can review the list and extract and connect to their areas from a broad perspective and get ideas and information to take to the College. Jackie Cruz explained there was a request to look at the PPA

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and translate that into a funding plan instead of the President's Task Force. The limitation with the PPA is that it is not looking at the future, it's looking at the prior year and what is needed today as opposed to what is needed in 5 years. As far as innovation, it needs to be broader for it to be useful for a funding plan. Currently the use of the PPA is more for budget allocation for the general fund dollars as opposed to it being a forward thinking approach. It does have some good elements and the structure can be leveraged to make it more inclusive, but she thinks it has to be broader.

9. Communications Update

Scott Faust

Scott Faust announced there will be a first phase launch to spring recruitment, which will highlight several students sharing their experience. The second phase will be in the fall around the theme of "Salinas Valley Strong". The plan is to incorporate some of the student success metrics around the campaign as well as testimonial elements.

There is a small group of people who began conversations on how Hartnell can strategically reach out to high school students and mentor students on Hartnell College as a pathway.

10. Adjournment

Jackie Cruz requested a motion to adjourn.

MSN: (Manuel Bersamin)

Meeting adjourned meeting at 1:29 PM.

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