



HARTNELL COLLEGE

**Advancement Council
Minutes
April 15, 2021, 12:00-1:00 p.m.
Zoom Video/Phone Meeting**

MEMBERS

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

HARTNELL COLLEGE VISION STATEMENT

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Name	Representing	Present	Absent
Mohammed Yahdi			○
Paul Luciano			○
Romero Jalomo			○
Sam Pacheco			○

OTHERS

Name	Title or Representing	Present	Absent
Terri Ugale	Executive Assistant	○	

1. CALL TO ORDER

Jackie Cruz

Meeting called to order at 12:05 PM by Jackie Cruz.

2. CONSIDER APPROVAL OF AGENDA

Approval of April 15, 2021 Agenda

MSC: (Cesar Velasquez/Manuel Bersamin) April 15, 2021 agenda was unanimously approved.

3. CONSIDER APPROVAL OF MEETING MINUTES

Approval of March 18, 2021, Meeting Minutes

MSC: (Cesar Velasquez/Manuel Bersamin) Minutes were unanimously approved.

4. GOVERNANCE COUNCIL EVALUATION- SURVEY RESULTS

Michele Peregrin

Michele stated that the results were positive overall. She shared the following results:

- 75-85% were favorable
- There were a couple who disagreed about agenda minutes and packet being timely:
 - Posted on or before the deadline the day prior to the meeting
 - Will work to adjust the deadline
- Council discussions were relevant- 100% favorable
- Meetings conducted in an efficient manner- 100% favorable
- Council chair/co-chairs effective in managing meetings- 90% favorable
- Training related to governance activities and participation was effective- 90% favorable
- Discussions and recommendations were data driven and supported by evidence- 91% favorable
- Council members attended regularly- favorable
- All members encouraged to participate- 100% favorable
- Decisions and recommendations made only after discussion and review- 90% favorable
- Participation important and valuable to the college- 91% favorable
- Different opinions and values were represented- 100% favorable
- Understand council's purpose and responsibilities- 100% favorable
- Council worked effectively towards fulfilling its purpose and responsibilities- 90% favorable
- Overall satisfaction with the effectiveness of the council- 90% favorable

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Feedback form council members:

- Effective
 - This is one of the shared governance councils where I feel that my feedback results in actionable items.
 - I enjoy working with the diverse group of people representing different areas of the college. The meetings are very collegial and focused on the best interest of students in an inclusive, planned and focused manner. Thank you for the opportunity to serve on this council.
 - I value the discussions on grants and funding opportunities for the college. I also value the presentations given from various student services and academic programs.
 - The Advancement Council is well-organized and represents various stakeholders. It also provides consistent opportunities for anyone to speak up and share their opinion.
 - I enjoy this council because the chair is always action oriented. We get things done in this council and in other councils I have been a member of, there is not always an action plan that we are held to!
 - The council has constituency from various groups on campus, seeks to hear feedback from all present. When we were on campus they provided lunch which added to the comradery, synergy and cohesion of the group.
 - Discussions in this council are informative and helpful in understanding the issues at hand, especially for folks who are new or have little prior knowledge and experience with Advancement. This is one of the most efficient, effective councils that I'm on and I always appreciate the enthusiasm and clear-eye focus of this group.

- Areas of improvement
 - While communication is important, much of the time spent is providing updates on ongoing activities. Recommendation would be to utilize time for actual actions, decision-making, improving processes for efficiencies, etc...
 - More student participation! Perhaps paying the students a stipend would ensure more student participation.

Jackie Cruz stated she values and appreciates the council and the feedback. She explained the format and how this council is a little different than the others. She said the Advancement Council is a hybrid council where the grant areas join the governance council to form the Advancement Council.

Regarding the council being action oriented, Jackie said the items are only recommended for action, and at the end of the day there are decisions that need to take place in other departments or jurisdictions.

David Orta asked, as a student, what kind of questions should he be asking and what kind of action should he be advocating for the students and the other councils.

Jackie replied there are a lot of report outs for the body working on grants. She advised that when he hears the report out that it is important to hear student's perspective and look for any gaps to insure student's needs are addressed. Jackie said the grants roundtable could be more explicit on the agenda for the student perspective.

David Orta, Student Representative brought up the following questions and points:

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- Is TWS getting more funding than film? The equipment needs to be updated; there is not enough equipment
 - Jackie Cruz replied, work needs to be done with instructor and deans to seek grant support
- Student housing- long term student dorms have been brought up, but there has not been a forward progress
 - Jackie said launching basic needs task force in the fall. This is where the recommendation on the housing will be addressed
- Connection between meta majors (STEM and Humanities)- there is a gap
 - Jackie said she will ask the folks in guided pathways to bring this up and how this can be cross-communicated
- Pell grant and its limitations. Is there anything that can be done?
 - Jackie said she is hoping with Jill Biden's support there will an awareness campaign around the March deadline for Pell
- Create a check list with technology to support students
 - Jackie will check with Carla Johnson regarding this

5. PROGRAM PLANNING & ASSESSMENT

Jackie Cruz

Jackie Cruz reviewed the PPA. She stated the PPA was redone this year and the questions in the PPA have more intentionality. The PPA is completely aligned with the College's big 4. The office supports innovation and any efforts to champion student success, which is the mission of the foundation. The office is investing, catalyzing and working with the council to capture items for student success.

- Acceleration in bachelorette degree programs
- Championing cohort models as well as programs that support the students holistically
- Pathway programs

What can be done differently is the support for the student holistically. Hartnell has been working hard on the pantries, rental assistant, and other programs.

President's Task Force on Racial Equity:

- Met on April 30th for the first line of recommendations
- These will be vetted with the campus community including students to get engagement and input
- Final recommendations will go to CPC and the president

Michele Peregrin addressed the service area outcomes:

- Created last summer and measured over the past year- the first objective was to raise, at least 20% of the five-year fundraising goal; this was exceeded
- Objectives on the number of grants
 - Wanted to submit 10 and to date 22 have been submitted
- Employees for Student Success raised \$134K which surpassed the prior year
- Capacity and new challenges
 - Undergone strategic planning and operations
 - Looking to streamline
 - Drafted new SOPs, adding and expanding positions

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Jackie mentioned the following requests:

- Continue funding of \$40K for the President's Task Force on Racial Equity in order to ensure support for collaboration, presenters, etc.
- Ongoing expense will be for alumni communications coordinator

6. GRANTS REPORT/ROUNDTABLE

Michele Peregrin

Michele highlighted public grants:

- Student Completion, Completion Efficiency, Student Transfer- \$400,000/year Applying:
 - NASA- MUREP- Includes- is a new grant initiative that aims to grow the participation of underrepresented minorities in engineering fields by 2026 by creating a STEM pipeline from middle school to post-secondary education. The project entails creating and leveraging broad partnerships with stakeholders in government, non-profit and private sectors to further workforce development and provide leadership opportunities to underrepresented minorities in engineering. The Hartnell K-12 STEM program will lead the project and focus on 1) providing classes for after school and during the summer, 2) supporting summer bridge activities, 3) arranging internships and jobs to support students, and 4) creating better equity and access.
- Student Completion, Student Transfer, Student Employment- \$25,000 Applied;
 - California Small Business COVID-19 Relief Grant Program- for arts and cultural programs- is providing support to non-profit organizations that have experienced disruptions due to COVID-19. The grant would offset expenses related to safely returning to in-person operations for The Western Stage.
- Student Completion, Student Completion Efficiency, Student Transfer, Student Employment- \$372,410 Applied
 - Foundation for California Community Colleges- Nursing Education Grant- is considering a Hartnell proposal (led by Rosie Armstrong and Debra Kaczmar) focused on developing an equitable nursing workforce for the Salinas Valley using a racial equity lens.
- Re-submitted request for continued emergency relief- Area of Greatest Need/COVID-19 Student Completion- \$30,000 Applied
 - Community Foundation for Monterey County- continues to support requests to fund COVID-19 emergency scholarships for the most vulnerable portions of the student population. The proposal also requested support for crisis counseling and learning loss strategies.

Jackie announced that a grant for \$750K to the Hayward Family Foundation was submitted to help with the new centers and a reply should be received in September.

Manuel Bersamin said the TRIO programs take about 120 students and cap at 300. TRIO has 70 students graduating and transferring. He is waiting to see if the five Jack Kent Cook semi-finalists will win the scholarship. Two of the five are TRIO students. The winners should be announced within the next two weeks. In chat Manuel shared: Some of the 115 community colleges in California have NEVER had JKC winners. Hartnell has had four winners since 2012. The first three have been TRIO students. The winners are mostly from urban areas. Hartnell

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has five semi-finalists this year. It would be great to have multiple winners. The scholarship is for \$120,000.

Moises Almendariz said the HSI- STEM competition should be announced by the end of the month or early May. The program is coming to the end of the current title III STEM grant. Moises is hoping to have funds left over to be able to sustain a couple of the major activities being funded.

Jackie Cruz said she believes dual enrollment and guided pathways will continue to be center focus. She also stated she believes apprenticeships will be getting more attention as well.

David Techaira gave a CARES Act update. David said it has been rebranded to the Higher Education Emergency Relief Fund. There is approximately \$14.7 million in relief aid. To date there is about \$433K available. The institutional side has about \$7.7 million funding available. Jackie said they are looking at a process to see what is allowable and what makes the most impact for the institution and the students.

Ana Gonzalez shared that adult education is looking at a new allocation having a slight increase this year (\$1,000) for next year. The program is looking at plans for next year and will continue to look at ways to maximize resources to offer more services to students.

Mary Rayappan said the conversations regarding the NSF grant have not started yet. They are in the implementation phase with CSUMB.

Dr. Marnie Glazier announced that in collaboration with the PTF on racial equity and student life they are going to be applying for a grant for continued support for the culture festival on culture diversity. Per requests to get more classes face to face, she is working to re-envision the schedule for the fall.

7. COMMUNICATIONS UPDATE

Scott Faust

Scott Faust said he is working with Joy Cowden and student Leticia Rodriguez to produce a video for the summer/fall schedule for students. He is also working on updates for the COVID website pages and including a weekly update and FAQs as well. He is working with Foundation staff on promoting the United Way Renter's Assistance program through social media, canvas, and campus communication. Produced recruitment videos for athletic coaches. He is in the middle of preparing summer/fall marketing campaign with videos that will air on TV, social media and digital advertising.

8. ADJOURNMENT

Jackie Cruz adjourned the meeting at 1:18 PM.

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