



HARTNELL COLLEGE

**Advancement Council
Minutes
September 26 2019, 12:00 – 1:00 p.m.
Building E, Room 112**

MEMBERS

| Name | Representing | Present | Absent |
|-----------------------|--|----------------|---------------|
| Vacant | Faculty Co-Chair | | X |
| Jackie Cruz | Executive Director of Advancement | X | |
| Daniel Teresa | VP of Academic Affairs or designee | X | |
| Manuel Bersamin | Dean of Student Affairs or designee | X | |
| Michele Peregrin | Director of Public Grants | | X |
| Al Muñoz | VP of Administrative Services | | |
| David Techaira | Grant Accounting Manager | X | |
| Scott Faust | Director of Communications and Marketing | X | |
| Moises Almendariz | Classified Manager, Supervisor or Confidential | X | |
| Gabriela Lopez | South County Representative | | X |
| Mark DeHart | Faculty Representative | | X |
| Jose Coria | Faculty Representative | | X |
| Jessica Tovar | Classified Representative | | X |
| Vacant | Classified Representative | | X |
| Christopher Verdin | Student Representative | | X |
| Brittany Alaniz | Student Representative | | X |
| Ana Gonzalez | Director of Continuing Education | X | |
| Carla Johnson | Dean of Student Affairs (Student Services) | X | |
| Debra Kaczmar | Dean of Nursing and Allied Health | X | |
| Dr. Hortencia Jimenez | Instructor (Sociology) | X | |
| Kristen Arps | AB104 Hartnell Planning Director | X | |
| Laurencia Walker | Director of College Readiness | X | |
| Melissa Chin-Parker | Artistic Program Director | X | |
| Terri Pyer | Associate Vice President (HR & EEO) | X | |
| Dr. Mohammed Yahdi | Instructor (Mathematics) | 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.

Others

| Name | Title or Representing | Present | Absent |
|-------------|-----------------------|---------|--------|
| Terri Ugale | Executive Assistant | X | |

CALL TO ORDER & INTRODUCTIONS

Meeting called to order at 12:08 PM.

Jackie Cruz

Jackie asked Dr. Mohammed Yahdi to consider co-chairing Advancement Council.

ACTION ITEMS

1. Approval of September 26, 2019 Agenda
2. Approval of March 21, 2019 Meeting Minutes

Motion to approve, (Terri Pyer/David Techaira), September 26 agenda and March 21 meeting minutes were unanimously approved.

INFORMATION/DISCUSSION/PRESENTATIONS

1. Grants Development Roundtable Update Jackie Cruz
The decision to merge Grants Oversight Council and Advancement Council was made in May 2019. The merge is to act as a support system for college directors and administrators.

Jackie requested input on the President's Task Force process. She asked attendees to be thinking about grants for this fall, and also stated there is consideration regarding hiring a consultant to insure grants are being adequately processed in a timely manner.

Attendees provided brief grant and other updates:

- Ana Gonzales
 - Adult ed consortium; formally incarcerated; digital literacy; and current incarcerated students
- Laurencia Walker
 - BTG sunset date 10/31; looking for opportunities for further funding
- Dr. Mohammed Yahdi
 - NSF Grants for STEM micro internships, writing annual report- achieved goals in year 1 with more than 220 student participants, publications and conferences, four-day workshop organized in August; working with partner to collaborate on other grants; will resubmit S-STEM grant with CSUMB
- David Techairra
 - Reported a clean audit; TRIO due EOY, applied to 3 (ESL, STEM, General)

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- Dan Teresa
 - Student athlete scholarship initiatives (working with Moises Almendariz); HOF fundraising, sponsorships
- Terri Pyer
 - Gave explanation of the ways Human Resources interact with grants:
 - Spend general fund money for development- micro grants to employees (\$100K per year, but is not all used); insure grants are reviewed when hiring personnel
- Manuel Bersamin
 - TRIO Proposals; applying for three grants with hopes of getting two
 - Classic SSS
 - SSS STEM
 - SSS ESL
- Bronwyn Moreno
 - Year 2 of California Campus Catalyst Fund- provides support for undocumented students and families; currently and formerly incarcerated students grant; submitted RFI to expand legal services on campus- committed to provide space and access to students and families; Jackie Cruz explained Salinas Valley Promise funding is coming from county, city of Gonzales, Greenfield, Soledad and King City and City of Salinas will be looking at their budget in January to see if they are able to offer support.
- Kristen Arps
 - Adult Ed Consortium going strong with state funding; Adult school programs are growing; discussions are happening about building an adult program; going to Sacramento as there is new legislation about adult ed dual enrollment
- Melissa Chin-Parker & Jon Selover
 - On-going Hewlett Foundation funding; Arts Council refocusing on fund development; plans to go back to Sally Hughes Foundation to refocus on Young Company funding
- Debra Kaczmar
 - UCSF sub award- first generation college students support; Song Brown Grant- application opens on 10/15 and will pursue, if awarded will March 2020; Nursing enrollment grants
- Moises Almendariz
 - Not confirmed, but receiving \$3M for 5 years for job placement; awarded 40 out of 300 proposals, waiting to see scores; received offer and was successful in obtaining a supplemental grant for \$150K one time funds and did receive that one to create a STEM teacher pathway; Cultivamos and dual enrollment is going into year 3

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- Carla Johnson
 - Three grants- Gear Up with UCSC; Emosa; First 5 sunsets 2021

Jackie asked if there were any thoughts or reflections or cross collaboration?

- Anna Gonzalez stated there could be collaboration with ESL and adult ed population
- Manuel Bersamin - all sss programs work majority with incoming freshmen.

2. Communication Updates

Scott Faust

- Athletics Commercial rolled out a few weeks ago
- Process of hiring freelance position to help with day to day communications with athletics
- Working to produce a general recruitment commercial for the college
- Report to Community is in its final stages will come out in early October with digital version and end of October for printed version
- Met with Dr. Lofman and team for internal college redesign
- Website still has issues and working with IT to develop plan
- Centennial in 2020- will briefing BOT, planning community celebration

3. President's Task Force Process

Jackie Cruz

HCF is preparing to launch strategic plan for operations. Shared presentation which reviewed:

- Vision
- Mission
- Guiding Principles- stress aligning with the college
- Guidance system graph
 - Big 4 outcomes
- PTF survey will go out campus wide and will create a funding plan for next 5 years

Document distributed will help....

- Will folks complete a survey that is outside the general college funding?
- How to make the message stand out?
- Can we use the PPA or some items from PPA to incorporate in PTF funding plan?

Jackie Cruz shared the latest draft of the survey and asked the council to describe the areas where it sees a strong need for external support (beyond general fund, private funding and public).

Requested input on questions and if there is a need for workshops to help individuals with the survey.

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Input is requested ASAP as a meeting with Dr. Hsieh is scheduled and the Strategic Planning Committee is scheduled on Friday, 9/27

OTHER ITEMS/BRIEF ANNOUNCEMENTS

Agenda items for next time:

- Kristen- continuing to look how more collaboration can happen and alignment
- Moises- review time and effort forms in collaboration with the business office
- Jackie- briefing on funding formula and budget (David Techaira)

NEXT MEETING(S)

- November 21, 2019
- December 19, 2019

ADJOURNMENT

Motion to adjourn (David Techairra/Manuel Bersamin)- Meeting adjourned at 1:31 PM.

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