



HARTNELLCOLLEGE

**Advancement Council
Minutes
November 21, 12:00-1:00 p.m.
Building E, Room 112**

MEMBERS

| Name | Representing | Present | Absent |
|---------------------|--|----------------|---------------|
| Vacant | Faculty Co-Chair | | |
| Jackie Cruz | Executive Director of Advancement | X | |
| Michele Peregrin | Director of Public Grants | X | |
| Daniel Teresa | VP of Academic Affairs or designee | | X |
| Manuel Bersamin | Dean of Student Affairs or designee | X | |
| Al Muñoz | VP of Administrative Service | | X |
| David Techaira | Grant Accounting Manager | | X |
| Scott Faust | Director of Communications, Marketing & Public Relations | 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 |
| Ana Gonzales | Director of Academic Affairs | X | |
| Bronwyn Moreno | | | X |
| Debra Kaczmar | Dean, Academic Affairs, Nursing & Allied Health | X | |
| Kristen Arps | | | X |
| Laurencia Walker | | | X |
| Melissa Chin-Parker | | | X |
| Jon Selover | | | X |
| Mohammed Yahdi | | X | |
| AVP of HR (Vacant) | | | X |
| Clint Cowden | | | |
| Carla Johnson | | | X |
| Joy Cowden | | X | |
| Kathy Mendelsohn | | | X |
| Marnie Glazier | | | X |
| Cesar Velazquez | | X | |
| David Phillips | | | 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.

| | | | |
|-------------------|--|--|---|
| Hortencia Jimenez | | | X |
| Jason Hough | | | X |
| Romero Jalomo | | | X |
| Sam Pacheco | | | X |
| Shannon Bliss | | | X |

OTHERS

| Name | Title or Representing | Present | Absent |
|----------------|--|---------|--------|
| Terri Ugale | Executive Assistant | | X |
| Nonita Fortman | Administrative Assistant II/Database Manager | X | |
| Yani Azevedo | Director of Philanthropy | X | |

CALL TO ORDER & INTRODUCTIONS

Jackie Cruz

Meeting was called to order at 12:10 PM by Jackie Cruz.

ACTION ITEMS

1. Approval of November 21, 2019 Agenda
MSC: (Manuel Bersamin/Cesar Velazquez) November 21, 2019 agenda was unanimously approved.
2. Approval of October 17, 2019 Meeting Minutes
MSC: (Manuel Bersamin/Cesar Velazquez) The October 17, 2019 minutes were unanimously approved.

INFORMATION/DISCUSSION/PRESENTATIONS

1. Grant Concept Form Michele Peregrin
Recommended changes suggested at the last meeting were made to the form. Michele asked if there were other recommendations and that she was open to start over if the group felt the form didn't meet the need. She has noticed there are sections left blank and wonders if the user either doesn't understand what is required or feels it isn't necessary, or whether the user believes it may hinder the grant moving forward, e.g. no budget entered, no impact to HR, etc., which is information we need to capture if required.

Jackie asked for input about how we can get the college to support our proposals? How can we get a process that satisfies the risk assessment and the entrepreneurial part of the process? A lengthy discussion surrounding concerns about indirect costs of a grant, requesting a match for a grant, conducting a Cost Benefit Analysis on each grant, staying on top of trends, and the need for support from the college for grant account management led to the following recommendations:

- Have a standardized data available to assist in completing a grant proposal and where to house the information. Mo suggested Canvas as an option in addition to the R drive. Clint will find out if a link to the R drive can be placed in Canvas.
- Highlight the value-proposition for programs that are not supported by the new funding formula
- How can we help our new President to see how the grant will benefit students?
- Ensure grant aligns with the Strategic Plan, add a link directing to our Values and Mission

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Michele will set up time to review additional revisions.

2. Grant Management Requests for PPAs

All

Jackie said this topic is about soliciting feedback from the group regarding grant management needs across the college and if there is anything tangible our office can do to assist. The goal is for this council to conclude today's meeting by making recommendations to either our office of the Business Office to include in the PPA.

The Council agreed on the following as a priority: (discussed in item 1)

- a. There is need for more support from the College regarding grant accounting management. Recommend hiring two positions; Grants Accountant and Grants Technician.

3. NSF "Esteem" Project

Dr. Mohammed Yahdi

Dr. Yahdi attended the National Science Foundation/Hispanic Serving Institute Conference in Washington, D.C. and shared the success of Hartnell's Micro-Internships which are short-term, research assignments. Hartnell received a 1.5 million dollar grant to build STEM capacity to address the gap traditional internship programs. Many of our student do not have the opportunities or access to traditional internships due to economic limitations.

Dr. Yahdi would like to brand Hartnell's program as well as expand it to include student who are in non-STEM fields and create an Micro-Internships (MI) Center. We can start with Technology and grow other disciplines. Hartnell will submit a grant proposal Advance Technological Education (ATE) due October 2020.

4. President's Task Force Update

Jackie Cruz

Five proposals were submitted from staff and faculty, survey is due on December 5, and ranking of the projects will occur in February. The proposal will need to be reviewed by this Council and CPC, and the community will assist with ranking the top priorities for which we will raise funds for in the next five years.

5. Roundtable of Current Grants

All

This item was skipped due to time constraints.

6. Communication Updates

Scott Faust

Trying different things with ad campaigns. The tone of the current TV ad campaign is more about on student achievement; students articulating their plans rather than their goals, e.g.

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“I know where I’m going and I know how to get there”, Hartnell is the place they will start their journey. Ads are aired in both English and Spanish.

Will do another push to promote the Promise since there appears to still be an information gap.

OTHER ITEMS/BRIEF ANNOUNCEMENTS

- Looking at the data of the first Salinas Valley Promise cohort to see the number of those who persisted with full-time and if our efforts made a difference/impact.

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NEXT MEETING(S)

- No meeting in December

ADJOURNMENT

MSC: (Ana Gonzales/Mo Yahdi) Adjournment was unanimously approved. Meeting adjourned meeting at 1:38 PM.

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