



PRESIDENT'S LEADERSHIP COUNCIL
April 12, 2013
T-1044

MEETING NOTES

Members Present:

Ted Hiatt
Eloy Oakley
Mary McEldowney
Greg Peterson
Karen Roberts

Members Absent:

Ginny Baxter
Lou Anne Bynum
Ann-Marie Gabel
Thomas Hamilton
Josh Lorenzini
April Juarez
Lynn Shaw

Guest:

Mark Taylor

Notes:

M'Shelle Reece

CALL TO ORDER: The meeting was called to order at 10:00 a.m.

1. APPROVAL OF SUMMARY NOTES:

The summary notes of March 1, 2013 were approved with one correction.

2. ACCREDITATION UPDATE

- President Oakley distributed a document outlining our accreditation self-evaluation timeline.
- Accreditation co-chairs Dr. Bagg and Professor Wheeler are currently forming Standards Teams.
- In the fall, the Standards Teams will forward their reports for each standard to the Steering Committee.
- In early spring, the Steering Committee will create our first draft Self Evaluation Report. The draft report will be sent out college wide for all constituency groups to review and provide input.
- The final report will go to the Board of Trustees in May 2014.

- The approved report will then be submitted to ACCJC in August of 2014.
- Our ACCJC Evaluation Team Visit is scheduled for October 2014.
- All documents related to accreditation will be put on the accreditation website.

3. COMMUNICATIONS PRESENTATION

- Mark Taylor, Executive Director of College Advancement, Public Affairs and Governmental Relations provided a presentation regarding creating a more uniform communication platform for the college.
- A survey was conducted at the end of 2012 to gather information on how effective our communication efforts have been and where can we improve.
- From the results of the survey, the college is currently establishing new communication protocols and drafting a new tagline, key phrases, and LBCC brand.
- The goal for new tagline is to articulate a shared benefit to different audiences - students, faculty, alumni and small business owners and also be sensitive to faculty needs.
- The district is also reinforcing key messages/key phrases to have consistency which will enforce our branding.
- Executive Director Taylor shared several taglines which are under consideration. He asked for the committee's input on the current tagline frontrunner "Education Works" and also the key message "The Path."
- The new tagline, messaging and branding selected for the college will begin to be used in district communications sometime in the fall after the 85th Anniversary.

4. ASB Concerns and Policy/Regulation Reviews

- President Oakley expressed disappointment that the ASB President was not in attendance and presented concerns and information requests that have been brought to him by ASB President Josh Lorenzini.
- President Oakley covered some of his concerns inquires and the district's response:
 - **Accusations of Brown Act violations related to college committees and our shared governance process:** *Committees such as President Leadership Council and Academic Council are not subject to the Brown Act as they are not legislative/governing bodies or committees established at the request of our legislative/governing body.*
 - **Request for documents related to program discontinuance:** *Although the Student Trustee, who is a member of the ASB Board, received most documents requested, the following documents were provided: program evaluations by the Vice President Academic Affairs; KH Consulting Career and Technical Education Program Assessment Methodology Report; Administrative Regulation 4024 which outlines procedures established for program discontinuance; summary notes*

from Academic Council meetings; and a list of student participation in college committees.

- **Why was the vote taken over the winter break?** *The timing of vote had to also comply with processes and state regulations and deadlines related to reductions in force.*

- **Why was there no visible mention during trustee meetings of program restructuring prior to the end of the winter intersession and why was there lack of visible communication with students regarding program discontinuance and program restructuring prior to winter intersession?:** *Since August 2012, the administration has communicated program discontinuance throughout the college and also at Board of Trustee Meetings wherein there is a Student Trustee representative on the Board. The President also held two student forums in the fall of 2012.*
 - **Why has there been no formal notice to turn over the vote?** *The Board of Trustees is not required to respond to public comments at Board of Trustees meetings. It was felt that a public response was not necessary as their response was communicated through the Superintendent-President.*
 - **Is the Academic Council a standing committee and why is it not subject to the Brown Act and why is there no student representation?** *The Academic Council is a standing committee but is not subject to the Brown Act as it is a committee formed by the Superintendent-President and makes recommendations to the Superintendent-President, not the Board of Trustees. The Council's purpose is to discuss academic and professional matters that relate to faculty. Academic Council agenda and minutes for August 2012-August 2013 were provided as requested.*
- The college leadership will continue to work with ASB President and Cabinet to clarify and educate them on the complicated regulatory environment under which the college works.

5. Adjournment: 11:10 am.