Members present: Linda Allen, Sue Eftekari, Sarah Harmon, Linda Hayes, Debbie Joy, Joan Murphy, Jonna Bounds, Lesli Sachs, Ron Trugman, Terry Watson  
Ex-Officio: Thomas Mohr – President, Martin Partlan – Academic Senate President  
Members Absent: Juan Arias, Daniel Arias, Emmanuel Caballero, Enedina Chavez, Anniqua Rana, Katie Townsend-Merino, Erica “Kika” Valencia, Mirian Vasquez  
Guests: Regina Blok, Margie Carrington, Barbara Christensen, Robert Hood, Vickie Nunes, Anthony Perez, Bart Scott

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<th>APPROVAL OF THE MINUTES OF 9/20/07</th>
<th>Minutes were approved by consensus as amended</th>
<th>Debbie Joy &amp; Ron Trugman, College Council Co-Chairs</th>
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<tr>
<td>2) BUSINESS</td>
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<td>Tomah Mohr, President</td>
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<tr>
<td>I. Housing and Road Names</td>
<td>The campus map was projected. Proposed street names of Farm Hill Loop Road and Long Valley Loop Road for the campus roads were pointed out. Proposed road name for campus entry from Canada Road was Canada West Entry Road. After discussion, suggested alternatives for Farm Hill Loop Road included Farm Hill Loop Road, College Loop Road, and College Circle Road. Suggested alternatives for Canada West Entry Road included Canada West Entry Road, West Entry Road, and Canada West Road. Classified Senate President Joan Murphy reported that she has received positive feedback from Classified Staff endorsing the Canada Faculty/Staff Housing Project. Barbara Christensen, SMCCCD Director of Community &amp; Government, asked if the project could receive endorsement from the Canada Academic Senate. Joan Murphy also reported that the Classified staff did not care for the name Long Valley for the housing project. Sue Eftekhari, Classified Senate Secretary and College Council member handed out a list of names proposed by Classified members for the College Vista project which were reviewed by College Council members. It was reported that Classified staff member Julie Mooney was also checking with the San Mateo County Historical Society to see if they had any names related to Canada. The process in naming the project involves the College submitting four names for the project which are then presented to our Board of Trustees for final selection. Members were asked to bring this information back to their constituency groups and report back on their feedback.</td>
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<td>II. Diversity Committee (Names from each)</td>
<td>Members appointed so far to serve on the Diversity Committee were submitted and included:</td>
<td></td>
<td>Debbie Joy &amp; Ron Trugman, College Council Co-Chairs</td>
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### III. Strategic Plan

Informed members that it was the intent of the Strategic Planning Committee and the SMCOE consultant to have the College Administrators review the Strategic Planning document at their Retreat during the summer as a way of getting action plans done. Suggested that perhaps the Strategic Planning Committee come back at another time to look at other goals and bring them forward as this is a dynamic document that should be updated each year.

Discussion included accepting document as a living document with a prologue written by President Mohr. It was also mentioned that we reopen the document in order to get more input from classified and faculty. It was pointed out that the Strategic Planning Committee working on the document included the Planning & Budget Committee and faculty and staff representation from College Divisions along with student representation.

It was agreed by consensus to approve the Strategic Planning document with President Mohr writing an introduction for the document. A reporting mechanism will also need to be developed for the document and submitted periodically to College Council for review.

### IV. Marketing Update & Other Important Matters

Informed members that $43,000 of the marketing budget has been spent on television and radio ads for the Fall 2007 semester. The Cañada television ad was made during this past summer and should be usable for two years. The television ad was shown on MTV, VH1, Food Network, Discovery, ESPN II, Fox Sports, Soccer Channel, and GALA Channels. A telephone line was setup to gage how we are reaching our students through the television and radio ads and was found that we were being watched and heard. We also have a marketing contract for the past two years with the SF Giants that has been very successful. Planning radio ads for Spring 2008 but not sure if we will be able to afford to do television.

Currently working on a proposal for a College brochure that everyone can use and a marketing analysis of local high schools and on what other Community College are doing.

### V. Fund Developer Position

President Mohr informed members that he would like to move forward in filling the Fund Developer position. This position was approved by Planning and Budget and College Council in Spring 2007 but put on hold by the President due to the retirement of the SMCCC Foundation Director and the Foundation’s possible
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<th>VI. Facilities Update</th>
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| restructuring. To date the Foundation has not found anyone for the Foundation Director. The Fund Developer position would be a 192S classification and would cost the College approximately $74,000 for the first year. It is our hope that the person in this position would be able to recoup some of their salary cost in the first year and possible all in the second year. The person in this position would be the major donor contact for the College with much more thorough interaction with the business industry. It was noted that both CSM and Skyline each have a Fund Developer. It was asked if grant writing would be one of its duties and noted that this task was not in the job description put together. President Mohr will review the Fund Developer job description and then forward it to be posted. Reported that remodeling work on Buildings 16 and 18 will begin at the end of the Fall 2007 semester. Buildings 5, 6, 20 and 21 will be used for swing space during the remodel. Scheduling right now is as follows:  
- December 17, 2007 - faculty will move out of Buildings 16 and 18 and into swing space.  
- December 24 – 31, 2007 Hazmat abatement will take place  
- August 1 – 15, 2008 – Faculty will move back into Buildings 16 and 18  
Source of funding for this project is Bond dollars. Building 8 will also be remodeled and designs of the upper and lower floors were shown.  
An updated presentation of the Gateway Project was shown that included:  
- College entryway from Cañada Road and Farm Hill Blvd  
- Lighting  
- Loop Road Barriers of granite/steel which will be a way of keeping 4 wheel drive vehicles out  
- Signage color and experiment with color of arrows  
- Mapping  
- Consideration for disabled roadway signs.  
- Various places on campus where banners can be displayed  
- Possibility of moving 6 or 7 olive trees not in good health with possibility of moving to another area on campus  
Suggestions included having signage that list the athletic schedule and special events in the Theatre. The design is 65% done. One more meeting will be scheduled for the Cañada User Group showing the final plans. |
<p>| Thomas Mohr, President |</p>
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<tr>
<th>3) PLANNING &amp; BUDGET COMMITTEE UPDATE</th>
<th>Met yesterday. Discussed Professional and Staff Development and the different categories funding comes from. Also discussed hiring process for full time faculty and classified.</th>
<th>Martin Partlan &amp; Joan Murphy, Planning &amp; Budget Co-Chairs</th>
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<tr>
<td>4) SENATE UPDATES</td>
<td><strong>Academic Senate</strong> At the District Academic Senate level, state law requires Colleges to provide sexual assault prevention education. Harry Joel, our Vice Chancellor of Human Resources, has written a policy for our District which will be discussed at the next Academic Senate meeting. Academic Senate approved sending one faculty member as a Cañada Scholar. Reported that the Academic Senate approved sending a Cañada Scholar to the College of San Mateo Center for Scholarship of Teaching &amp; Learning. Funding of $6200 was approved for this program by the Basic Skills Task Force at their last meeting which will fund one semester for the Cañada Scholar. <strong>ASCC</strong> No Report</td>
<td>Martin Partlan, Academic Senate President</td>
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| **Classified Senate** | - Last meeting was on September 24.  
- Have initiated Soup Socials on Mondays  
- Classified Senate officers will begin meeting monthly with the College President  
- Staff Development will be discussed at their next meeting. | Joan Murphy, Classified Senate President |
| 5) DIVISION UPDATES | **Business** Last Division meeting discussed:  
- Video surveillance in Building 9  
- Dean of Counseling & Enrollment Services Melissa Raby discussed the “Early Alert System”  
- Arts & Olive Festival is on Sunday, October 7th from 10:00 a.m. to 5:00 p.m.  
  – volunteers are welcomed | Ron Trugman |
| **Humanities** | Faculty & Staff were introduced to Microsoft Office 2007  
Working on hiring justifications and instructional equipment requests.  
Faculty Lecture Series taking place in Fall 2007 and Spring 2008 | Joan Murphy |
| **Science & Technology** | Division getting ready for move to swing space. | Martin Partlan |
| **Student Services** | Reviewed upcoming events by Student Services:  
- 10/4 Video/Book presentation: “Death on a Friendly Border” in the Learning Center  
- 10/9 Cañada Library presents Santa Cruz author James D. Houston | Lesli Sachs |
who will lecture on “Where Hawaiians Met The Donner Party: Early Immigration Into California”
- 10/9 documentary will be shown on “National Coming Out Day “
- 10/17 Transfer Day in Student Center 9 a.m. to 1:00 p.m.
- 10/18 College Night 6:30 to 9 p.m. in Gymnasium
- 11/27 Blood Drive

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<th>6) MATTERS OF PUBLIC INTEREST</th>
<th>Arts &amp; Olive Festival on Sunday, October 7 from 10:00 am. To 5:00 p.m.</th>
<th>Linda Hayes, Dean of Business &amp; Workforce Development &amp; Athletics</th>
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<td>7) ADJOURNMENT</td>
<td>Meeting was adjourned at 3:35 p.m.</td>
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