

MASTER PLANNING – TEAM A

MEETING MINUTES

May 16, 2016

AD 252

**Present:** Ed Karpp (Chair), Saodat Aziskhanova (CSEA), Sevada Chamras (Joint Faculty), Keith Conover (Joint Faculty), Andrineh Dilanchian (CSEA), Marc Drescher (Admin), Mike Dulay (Joint Faculty), Zohara Kaye (Guild), Beth Kronbeck (Joint Faculty), Troy Davis (Joint Faculty), Lourdes Girardi (Joint Faculty), Nancy Getty (Joint Faculty), Sarkis Ghazarian (Joint Faculty), Eric Hanson (Admin), Robert Hill (Admin), Emelyn Judge (Joint Faculty), Deborah Kinley (Admin), Jill Lewis (Manager/Confidential), Ron Nakasone (Admin), Elmira Nazaryan (Admin), Christine Ovasapyan (ASGCC), Rick Perez (Admin), Alfred Ramirez (Admin), Toni Reyes (Admin), Deobrah Robiglio (Joint Faculty), Pamela Rosas (CSEA), Scott Rubke (Joint Faculty), Liz Russell (Joint Faculty), Luisa Salazar (Proxy) (CSEA), Rory Schlueter (Joint Faculty), Jan Swinton (Admin), Tom Voden (Admin), Monette Tiernan (Joint Faculty), Paul Vera (Joint Faculty), Jan Swinton (Admin), Teyanna Williams (Admin), Andy Young (Senate), Jan Young (Joint Faculty)

**Absent:** Tina Andersen-Wahlberg (Admin), Daphne Dionisio (Joint Faculty), Kathy Flynn (Joint Faculty), Erika Goins (ASGCC), Jon Gold (Joint Faculty), Peter Green (Joint Faculty), Walter Malkhasyan (ASGCC), Michelle Mora (Admin), Michael Ritterbrown (Admin), Paul Schlossman (Admin), David Viar (Admin)

**Guest:** Lisa Brooks, Amir Nour, Steve Marsden

**Quorum:** 38/47 Voting Members

**Call to Order:** The meeting was called to order by Ed Karpp at approximately 1:00 p.m.

- I. Steve Marsden Report
  - a. The report that was created by Steve Marsden in 2012 was reviewed.
  - b. Comparisons from our budget were made with the 13 colleges we associate with.
  - c. The goal of the report was not to come up with definitive answers but to come up with questions we needed to look at.
  - d. We spend approximately 90% of our money on salaries which is high.
  - e. Our budget is hard to analyze in comparison to others because we self-insure.
  - f. Steve Marsden stated that there is a lot of garbage in the report but he included everything so as not to be biased.
  - g. Key issues in the report included:
    - i. 2008-2011: 6,000 GTE students were educated for no revenue. Other colleges did the same but they built up their reserves.
    - ii. We lost a lot of non-resident students at that time.
  - h. The data in this report is over four years now and therefore no longer pertinent.
  - i. Ron Nakasone addressed the report.
    - i. When the report came up at the last Team A meeting the biggest concern was why are we looking at a report that is four years old?
      1. Looking at the report will help identify if we have the same concerns.
    - ii. Ron presented a handout with observations from the summary of the Steve Marsden report.

- II. Growth
  - a. The topic of growth was brought up.
  - b. The college should be spending more time and money in marketing to make the institution more successful so we can establish a pattern of growth rather than just squirreling money away.
  - c. We need to identify what we have that other colleges do not. What makes GCC unique?
  - d. We need to look at unique programs again that will generate a different population.
  - e. A question arose as to what the best avenue would be to make a recommendation to the Board?
    - i. Both Team A and Budget could make a recommendation.
    - ii. Student Affairs meets Wednesday. Somebody could make a recommendation that growth be addressed.
  - f. Advertising needs to be a priority now. Marketing needs to move forward in order to increase growth.
  - g. It was requested that a task force be created to look into potential ideas for growth.
    - i. The Enrollment Task Force Committee will reconvene and look at this.

Meeting Adjourned at 3:00 p.m.

Next Meeting: TBD

Minutes Recorded by: G. Lui