

**GLENDALE COMMUNITY COLLEGE DISTRICT**

1500 North Verdugo Road  
 Glendale, California 91208  
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**SPECIAL BOARD OF TRUSTEES MEETING NO. 2**

The special board meeting of the Glendale Community College District Board of Trustees was called to order by Dr. Benlian at 9:07 a.m. on Friday, July 28, 2023 in the Sierra Vista Building, SV280.

Trustees Present:

Dr. Sevan Benlian  
 Ms. Yvette V. Davis  
 Dr. Armine Hacopian  
 Ms. Desirée Portillo Rabinov  
 Ms. Ann H. Ransford  
 Ms. Elin Gharibian, ST – arrived at 10:00 a.m.

Administrators Present:

Dr. Ryan Cornner  
 Dr. Brittany Grice  
 Dr. Ed Karpp  
 Mr. Amir Nour  
 Dr. Michael Ritterbrown  
 Mr. Drew Sugars

**PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by Board of Trustees President Benlian.

**COMMENTS FROM THE AUDIENCE – BOARD AGENDA ITEMS ONLY**

No comments presented.

**STUDY SESSIONS**

## 1. Introduction

Cornner opened the meeting by asking each Board member, “What is the one thing you most enjoyed this past year at GCC? and what would be the one thing you would like to see GCC do in the coming year?” The Board shared some experiences from the past year as follows: learning more about the student body, observing student success, participating in student events, assisting students seeking guidance, appreciation of GCC’s new leadership and their consideration on improving the District budget.

Looking ahead, the Board seeks greater focus on issues that impact students, providing more opportunities for community student internships, opening the campuses to community organizations highlighting GCC successes and offerings, improved marketing, and strengthening relationships with the GC Foundation and their goals.

## 2. Review of the Board Focus Areas for the College

Cornner presented a preliminary review of the Board focus areas for consideration and discussion. Focus will continue on the following:

- improving enrollment through greater outreach
- providing support to students throughout their experience with GCC
- increasing persistence of Latino and African American students
- advancing equity and social justice through the President’s Equity Advisory Team (PEAT) and including DEIA in all evaluations
- maintaining a balanced budget and planning use of remaining Measure GC funds
- Advocacy and legislative planning
- Continuing efforts on Guided Pathways, supporting CTE programs, expanding energy conservation and reducing achievement gap

## STUDY SESSIONS - continued

### 3. Review of Broader Service Area Population Trends and Projections

Karpp provided information covering a definition of GCC's service area, population projections for Los Angeles County, demographic trends in the region and service area and high school population trends.

### 4. Review of Marketing Plan

Sugars outlined communication campaigns including print, digital and owned media. Fact finding, focus groups and social media auditing are under continuous evaluation and outreach efforts to stop-out and potential students is a major focus. Going forward, research will be placed on the Latino population, quantitative information (GCC selling points, audience media habits) and developing a tagline (one consistent message).

### 5. Review of Current Enrollment Plan with Projected Areas of Growth

Ritterbrown reviewed past enrollment trends and compared with new, positive enrollment information. While figures are looking up, management is carefully considering final results going into the fall semester. There will be program growth with the Buena Vista Building nearly finished and in Business, Nutrition and Ethnic Studies at the Verdugo campus, and Garfield is seeing a significant uptick in Noncredit ESL courses. Many new programs include biotechnology, cybersecurity, vocation film, technical theatre academy, paramedic program, organic urban farming and public health.

### 6. Review of Student Outreach and Efforts

Schlossman detailed the Student Outreach Services (SOS) success and progress, and shared signature events that included Welcome Day, Counselor Day, High School Senior Night, Community Open House and two enrollment fairs. Also, Welcome Week planned many activities to connect students to the college, faculty and staff. He shared the progress of the Dual Enrollment program and "inreach" services.

### 7. Critical Initiatives and Areas of Need

The Board engaged in thoughtful dialog on the core areas in which the College will be working to improve effectiveness and student outcomes. There was great interest in dual enrollment and the types of programs available, along with their benefits as compared to AP or other alternatives. Staff recommend placing dual enrollment as a future presentation item. Also, the Board had great interest in learning more about the results of the Promise Plus as soon as fall enrollment is completed and also when retention is known, and staff will prepare and schedule presentations.

There was interest in the marketing campaign and whether the 200+ students recruited persisted. Staff will work on this information for future follow-up. The Board had interest in developing a lessons learned report on COVID response and incorporation of these lessons into a future emergency response plan. Also, interest in the Board engaging Supervisor Barger in discussions on maintaining the Go Pass beyond the federal funding was shared. Suggestion for more in-language marketing and having that information available for Trustees.

There was interest in having more data on Private school enrollments and enhancing outreach where applicable. Also, the Board shared interest in faculty engaging in conversations on applying for a BA degree. There was interest in more interaction with the Foundation and its Board members to support higher levels of collaboration and support.

## **STUDY SESSIONS - continued**

Trustees noted pride in the ways in which the college has shifted to be more student focused and inclusive, and the ways in which opportunities such as research have been developed to enhance the learning experience. The Board also expressed excitement with the inclusion of faculty, staff and students in collaborative advocacy efforts and its ability to bring together the Board and constituency leaders.

The Board expressed interest in in more community involvement on campus and ensuring that community groups are integrated into on-campus activities

### **8. Finalize Board Evaluations and New Board Focus Areas**

The Board accepted the consolidation of focus areas for the Superintendent/ President and asked that shorter bullets be added in connection with the activities listed from the Critical Areas arising from the Superintendent/President's evaluation.

The Board requested the following to the Board Focus Areas:

- adding advocacy to focus area 1.1
- a greater emphasis on marketing and external communications on the focus area 1.2
- a focus on projections in focus area 1.3
- a separate goal on maintaining required reserves
- integration of DEIA and workforce diversity in the language for focus area 1.5
- inclusion of closed session, civic roundtable and a process for reporting out information learned in Focus Area 2
- use of the word participation, an emphasis on meeting with local elected leaders and annual reporting on Focus Area 3
- use of the word promote and a shift from contribute to participate in order to enhance relationships with the Foundation in Focus Area 5
- additions of CBOC, reporting and tracking, community ownership and accessibility of facilities, collaborations with the city, modernizing space without increasing space and specific language on all locations in Focus Area 7

### **9. Review Board Development and Travel Plans**

Cornner briefly discussed plans of upcoming conferences and travel.

## **COMMENTS FROM THE AUDIENCE ON ANY SUBJECT**

No comments presented.

## **ADJOURNMENT**

Benlian adjourned the meeting at 3:35 p.m.

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Board of Trustees President

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Board of Trustees Clerk