

**Santa Fe College**  
**Resource & Planning Council**

May 20, 2010  
Northwest Campus, Room S-318

**Minutes**

**1.0 Welcome and Call to Order**

Ginger Gibson called the meeting to order at 2:05 pm.

The following members of the council were present:

Ginger Gibson, Co-chair	Julie Shay
Gayle Davis	David Shlafer
Lela Elmore	Lynn Speer
Steve Fisher	Joan Suchorski
Kelly Gridley	Lynn Sullivan
Jean Hutton	Marilyn Tubb
Paul Hutchins	Bruce Tucker
Eugene Jones	
Tim Nesler	
David Price	Benny Alligood – Ex Officio
Bill Reese	Ed Bonahue – Ex Officio
Laurel Severino	Chuck Clemons – Ex Officio
Angie Siekers	Portia Taylor – Ex Officio

The following members were not present:

Mike Droll	Lauren Bates – Student Senate
Karen Griffin	
Michael Hutley	
Dan Rodkin	
Clay Smith	Guy York – Ex Officio

**2.0 Approval of Minutes for March 25 and April 22, 2010**

Gibson asked if there were any corrections or modifications to the previous minutes. Gibson had received an email from Mike Droll mentioning a change sent in by Lela Elmore on the April 22, 2010 minutes correcting the fact that Ramona Miller-Ridlon is from the Library and not the English Department as written. Portia Taylor and Tim Nesler announced that they will be responding by email with some additional comments. Gibson said she would postpone action on the minutes at this time for feedback and correction by email.

**3.0 Update on Mission Statement Revision/Strategic Plan 2010-2015**

The revised mission statement was presented before the College Senate, Career Service Council and the Student Senate by Mike Droll. The College Senate approved, with no changes to, the

revised statement. The Student Senate thought the mission statement had the word “and” in it too many times. Also, while not a comment on the revised mission statement, the Student Senate expressed its opinion that there were not enough student representatives campus-wide. The Career Service Council also approved of the revised mission statement. There was a comment on the tagline and discussion of the Strategic Initiative. The tagline, ***adding value to the lives of our students and enriching our community***, was suggested to read adding value to our community and enriching the lives of our students. Marilyn Tubb commented that the tagline has currency now and that it has been through so much; let’s not mess with it now. Chuck Clemons agreed and said leave it alone. Ginger Gibson then asked the council for agreement. Paul Hutchins made a motion to say this is it for the tagline and Jean Hutton seconded the motion. The Career Service Council would like to see the last sentence from the Teaching and Learning Initiative “*providing training to increase effectiveness of adjunct and full time faculty, career ladder for faculty (e.g. Master Instructor Certification)*” added to the Organization Development Initiative as well.

**Action: Paul Hutchins made a motion to crystallize the tagline and Hutton seconded.**

#### **4.0 Next steps to College’s Strategic Initiatives**

Ginger Gibson segued to the fact that non recurring funds had been set aside for the Strategic Initiatives and those work groups from the previous meetings should get their work plans going. Here is a list of those working groups and their participants.

<b>CRM</b>	<b>TLC</b>	<b>OD</b>
DL – Tim Nesler	TL - Kelly Gidley	DL – Clay Smith
Steve Fisher	Bruce Tucker	Angie Siekers
Marilyn Tubb	Barbara Hirschfelder	Lela Elmore
Dan Rodkin	David Price	Lynn Speer
Eugene Jones		Bill Reese
Lynn Sullivan		
Julie Shay		
Gayle Davis		

#### **5.0 Update on the Enrollment Strike Force – Marilyn Tubb**

Ginger introduced the chair of the Strike Force Committee, Marilyn Tubb, and named other participants as Mike Hutley, John Chapman, Carole Windsor, Doug Diekow, Scott Fortner, Emilia Hodge, Mike Droll and David Houder. Marilyn said that starting on April 22, the group had weekly meetings. Their short term goal was to see a 10% increase in enrollment and to sustain a strong enrollment over time. When she said “Tag ‘em, keep ‘em and get ‘em to donate to the college” it was met with laughter. Looking at the data with John’s help was like peeling back an onion. Benny Alligood has been looking at a peer college study and asking questions about their enrollment management and found that it is different across the board. The committee has been brainstorming about strategies. In June they will be targeting a key target group, the A.A. versus A.S. students. Ginger asked if they will use a survey instrument. Marilyn replied yes, survey monkey for one and the SLS students will have a paper survey and perhaps a verbal/oral

survey for others. Laurel Severino said that perhaps instructors could lead some focus groups. She has found that often her students use her to voice their opinions. Perhaps in an informal setting with someone they trust you may get an honest answer, she proposes. Someone in the committee states that the students may also say what they think an instructor wants to hear. Tubb announces some data the committee has found, there has been a drop in the number of students coming from south Florida, there has been a drop in the number of students enrolled in Business Administration (A.S.), there has been a drop in the first term enrollment but not the second term, and that 65% of the students who apply for fall have not attempted to enroll/register. Steve Fisher commented on the south Florida residency issue; that students with an older brother at UF can self report their address as Gainesville and are counted as in-district students. Marilyn will attend to the drop in those numbers. Marilyn also said that we need to look at the bigger picture, we need to fix things but we need to do some careful analysis, data collection, ask ourselves when should we do X, Y or Z and choose Z. Steve commended Marilyn for doing a great job and states that enrollment is up for the fall. Ginger said that summer C and A term are closed but we are still enrolling for B term. Dr. Taylor thinks this will help with retention and fall enrollment. Marilyn said it takes six screens to get to the application form. She described how she videotaped students trying to apply to Santa Fe and that it took 15 minutes to find the application form. It is now on the home page of our website on a big button that reads "Apply to Santa Fe."

## **6.0 Board Approved 2009-10 Education Equity Report**

The Board of Trustees met on May 18, 2010 and approved of the 2009-2010 Annual Equity Report put together by Lela Elmore. This is a requirement by statute. The data will be made available and put online. It has some good information that could be very useful.

**Action: Make Equity Report available on RPC site or some other location**

## **7.0 Brief Budget Update**

The appropriation was sent to the Governor to sign. Educational institutions would get a 6% increase in state funding. We will be getting the second year installment of the stimulus meeting. Santa Fe's non recurring funds have been set aside for three SI work plans. It is one-time money that may not be appropriated. There may be an increase in tuition to the 2.7% consumer indexing. Any recurring dollars will be rolled into salary. FRS benefits are going up. On June 14, 2010 at 11:00 am there will be a Budget Workshop.

**Action: A reminder to send in approval of past minutes through email, Ginger Gibson will send a list of individuals in all three work groups by email.**

## **8.0 Meeting adjourned at 2:45 pm**