

University of Hawai'i Community Colleges
Council of Community College Chancellors

January 3, 2007

9 am – 11:30 am

Dole Street Conference Room

MINUTES

Present: John Morton, Peggy Cha, Rockne Freitas, Steve Nakasone (WinCC), Ken Kato (HonCC), Peter Quigley, Leon Richards, Alvin Tagomori (MauCC), Michael Rota, Michael Unebasami, Debbie Nakagawa

Guests: Cheryl Chappell-Long, Susan Lee, Mariko Miho, KapCC: Louise Pagotto, John Rand

Meeting was called to order at 9:15 am.

I. Centennial Campaign Update and Action Items – Mariko Miho

Miho provided the Campaign's financial update - July 2002 to January 2, 2007 gifts of \$158.2M for the UH System. For the period 7/1/06-1/2/07, the UH System collected \$40.6M, of which \$2.2M is for the UHCC. Action items for each Campus are: a) identify initiatives/priorities relating to the Centennial Campaign and b) determine the minimum level of private gift support campus requires meeting demand for direct student support. . Financial aid goal is \$2.5M per year. Miho and Lee meet regularly to ensure the same message is driving the fundraising campaign and general CC marketing efforts. Also, need to develop plans to re-engage UHF-CC trustees, and develop the vision and address challenges. Miho to provide each campus with a brief history relating to the past five years.

II. Integrated Public Relations and Marketing Plan Approval – Susan Lee

At the 12/12/06 UHCC Executive Retreat, Lee had presented the draft plan and proposed budget. .The focus is using the Internet and multi-media (print, radio, television) to reach target audiences. Advertising to begin in May 2007 per suggestion from campus marketing representatives to affect Fall 2007 enrollment. Web master will coordinate with each campus to ensure tie in. Measure success of marketing efforts by tracking microsite and using cable TV, and customizing messages by zip code. Target market – primary Hawai'i residents, as well as national and international. Richards suggested that the materials be translated into appropriate languages. Printed materials will be funded by other sources and is not included in the proposed budget.

The plan ties to the FB budget request relating to support for enrollment growth. Coordinated marketing effort for the UHCC includes input from campus marketing representatives. Close coordination with each campus is necessary to ensure UHCC system vs. campus campaigns are in sync. The release of 5% withholding of electricity

appropriation, pending receipt of the December 2006 invoice, will provide Campuses with additional funds.

Decision: Chancellors agreed to commit to 1.5 year budget (instead of 2.5 years) that will be reviewed/re-evaluated before additional funds are committed. Unexpended funds will be carried over to the next fiscal year. Lee is available to meet with campus representatives and provide assistance/services.

III. Achieving the Dream Initiative – John Morton

Achieving the Dream is a multiyear national initiative to help more community college students succeed, especially student groups that traditionally have faced significant barriers to success (students of color and low-income students). Achieving the Dream include efforts at community colleges and in research, public engagement and public policy, and emphasizes the use of data to drive change. The UHCC are working with OHA and Kamehameha Schools who plan to commit \$500K each, to promote the success of Native Hawaiian students after we have recruited them –obtaining jobs and entering and completing a baccalaureate program. We have been working with Puukoa representatives. The application was submitted on 12/29/06. Plans include sending a team of 14 to a kickoff workshop in July 2007, one year of planning, determine the best point of intervention, and four years of implementation. Data coach will assist by sorting through data and issues, as well as compare with other colleges. Decision is expected by 1/15/07. Copies of the application were sent to each CC Chancellor.

IV. Degree Pathways – John Morton

The Degree Pathways Program includes a defined set of courses, and eligible CC students can be accepted into the respective baccalaureate program while still at a CC. Advantages include advising from both the CC campus and baccalaureate faculty, and continuing student status when transferring to the baccalaureate campus. All CC campuses have agreed to work within the framework. UHM is interested in working with the UHCC and a graduated transfer rate is included. Morton is meeting with UHWO and will renegotiate with UHH. Need to imbed this program into policy to ensure continuity.

V. Associate in Science Degree in Natural Sciences with Concentration in Life Sciences and Physical Sciences – Leon Richards

Richards presented an overview of the new A.S. degree in Natural Sciences that prepares students to transfer to four-year institutions, majoring in STEM (Science, Technology, Engineering, and Mathematics) disciplines. The degree proposal requires no additional courses, faculty, or resources and provides focused advising and appropriate course sequencing for efficient transfer to UHM, UHH, UHH and mainland schools. This program will directly contribute to meet the State's needs for an educated workforce and the nation's needs for a more robust STEM infrastructure.

Pagotto stated that this proposal exposes students to STEM courses early in their college education rather than having them wait until the completion of their General Education courses. This allows students to have experiences in and exposure to possible fields of study to enable them to decide early if the field is appropriate for them. The cost of the program's first year is greatly offset by a National Science Foundation grant and KapCC is already offering courses under existing budget allocations. This proposal; presented to the Chief Academic Officers, includes a transfer degree and clustering of existing courses. Rand added that KapCC has hired a STEM outreach coordinator and a summer bridge program provides a continuous pathway from high school to college.

Cha recommended that higher level courses should be made available through distance education to ensure wider participation and completion of the program, especially for students at Colleges that do not have sufficient headcount to offer needed courses.

VI. 2007 Legislature – Michael Unebasami

The House Finance info briefing is on 1/4/07 at 1 pm, with a new committee chair-Marcus Oshiro. There are many freshmen representatives on this Committee so all should be prepared to respond to many questions. The joint House/Senate Higher Education info briefing is on 1/5/07 at 9 am. Senate Ways and Means info briefing is on 1/18/07 at 9 am. The House and Senate Fiscal Committee instructions for testimony and UHCC Summary of New Positions – FB 2005-07 and Supplemental FY 2007 were discussed.

VII. Perkins Career and Technical Education (CTE) Act of 2006 – Michael Rota

Rota explained that reauthorization of CTE requires the submittal of an expenditure plan. Carol Pang, UHCC Director for CTE, met with Deans of Students regarding application for funds that is due to the CTE on 1/15/07. Over the last two years, the UHCC have improved overall performance on core indicators and are taking steps to meet performance levels on all indicators. Karla Jones, State CTE Director, will be invited to the next CCCC meeting to explain and share her views of the UHCC.

Alu Like must now compete for set aside of approximately \$2M for Native Hawaiian Career Education Programs that will awarded to seven community-based organizations averaging \$350K each. Decision to support Alu Like in their bid for these funds. The UHCC does not appear to be eligible to apply. Inform Morton if aware of other organizations that are planning to apply for funds.

VIII. What's on Your Mind?

Freitas inquired about the process for salary adjustments for administrators who can return to classroom. Morton responded that each Chancellor has the ability to propose salary increases for their employees.

APT special compensation adjustment – Performance Award is a one-time adjustment that does not increase the salary base and each campus funds this adjustment from their current service base.

IX. Next Meeting: February 7, 2007, Dole Street Conference Room

X. Meeting adjourned at 11:31 am.

Submitted by Debbie Nakagawa