



**ANTELOPE VALLEY COLLEGE  
STRATEGIC PLANNING & BUDGET COUNCIL (SPBC) AGENDA**

**August 7, 2013  
2:30 p.m. – L 201**

To conform to the open meeting act, the public may attend open sessions

1. **CALL TO ORDER AND ROLL CALL**
2. **OPENING COMMENTS FROM THE CO-CHAIRS**
3. **OPEN COMMENTS FROM THE PUBLIC**
4. **APPROVAL OF MINUTES**
  - a. **July 17, 2013 (attachment)**
5. **REPORTS**
  - a. **2012 – 2013 Annual Review Report Update – Mr. Steve Standerfer**
  - b. **Budget and Finance Sub-Committee – Ms. Mazie Brewington**
  - c. **Facilities Subgroup – Mr. Doug Jensen**
  - d. **Communications Subgroup (attachment) – Mr. Steve Standerfer**
  - e. **Educational Master Plan – Dr. Karen Cowell**
6. **ACTION ITEM**  
None
7. **DISCUSSION ITEM**
  - a. **Integrated Planning – Dr. Meeta Goel**
  - b. **SPBC Council Composition – Director of Business Services and Director of Human Resources**
8. **INFORMATIONAL ITEM**
  - a. **Integrated Planning & Budgeting Cycle Diagram**
9. **SPBC ADMINISTRATIVE BUSINESS**
  - a. **2013 – 2014 SPBC Meetings**

July 17, 2013	October 16, 2013	January 1, 2014	April 2, 2014
August 7, 2013	November 6, 2013	January 15, 2014	April 16, 2014
August 21, 2013	November 20, 2013	February 5, 2014	May 7, 2014
September 4, 2013	December 4, 2013	February 19, 2014	May 21, 2014
September 18, 2013	December 18, 2013	March 5, 2014	June 4, 2014
October 2, 2013		March 19, 2014	June 18, 2014

9. **OPEN FORUM**
10. **ADJOURNMENT**

**NON-DISCRIMINATION POLICY**

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ANTELOPE VALLEY COLLEGE  
STRATEGIC PLANNING & BUDGET COUNCIL (SPBC)  
MEETING MINUTES

August 7, 2013  
2:30 pm. – L 201

**1. CALL TO ORDER AND ROLL CALL**

Dr. Meeta Goel, Dean of Institutional Effectiveness, Research and Planning, called the meeting to order at 2:32 p.m.

**2. OPENING COMMENTS FROM THE CO-CHAIR**

Ms. Sharon Lowry, Vice President of Academic Affairs, introduced Dr. Goel and asked that members introduce themselves. Dr. Goel suggested adding a time limit of five minutes to reports.

**3. OPEN COMMENTS FROM THE PUBLIC**

None

**4. APPROVAL OF MINUTES**

**a. July 17, 2013 (attachment)**

A motion was made and seconded to approve the July 17, 2013 SPBC meeting minutes. Motion carried.

**5. REPORTS**

**a. 2012 – 2013 Annual Review Report Update – Mr. Steve Standerfer**

Mr. Standerfer reported he needs reports from the Budget and Finance subcommittee and the Facilities Subgroup to complete the review.

**b. Budget and Finance Sub-Committee – Ms. Mazie Brewington**

No report.

**c. Facilities Subgroup – Mr. Doug Jensen**

Mr. Jensen reported that the demolition of the three science buildings would continue and that the work might be disruptive to people on the west side of campus.

**d. Communications Subgroup – Mr. Steve Standerfer**

No report

**e. Educational Master Plan – Dr. Karen Cowell**

Mr. Standerfer reported he needs reports from the Budget and Finance subcommittee and the Facilities Subgroup to complete the review.

**6. ACTION ITEMS**

None

**7. DISCUSSION ITEMS**

**a. Integrated Planning – Dr. Meeta Goel**

Dr. Goel distributed a handout on integrated planning and budgeting to solicit input on the planning process, problems and continuous improvement goals. Challenges to the planning process cited by group members included lack of communication hindering the ability to integrate plans, and failure to take information from program reviews and utilize that information to make decisions.

Dr. Goel then asked what would help move forward integrated planning. Group members cited:

- Lack of access to action plans coming from WEAVE
- Lack of clarity regarding how the planning process works

- Confusion over the appropriate usage of Student Learning Outcomes (SLOs), Operational Outcomes (OOs), Institutional Learning Outcomes (ILOs), etc.
- Lack of focus and standardization for data and format from the Institutional Research Office
- No clearly defined prioritization process for funding budget requests
- A gap between funding personnel needs and operational/facility needs.

Another document, Planning for Strategic Planning @ AVC, was distributed by Dr. Goel. She stressed the need of a plan for a plan and the possibility of having just three main goals – rather than seven – for the Educational Master Plan: mission, means and measures. Ultimately, Dr. Goel said, it come’s down to results; the return on investment.

Dr. Goel spoke to the benefits of a three- to five-year planning and budgeting cycle. A three-year cycle would fit the accreditation cycle, which includes an accreditation self-study every six years and a mid-term report at three years.

President Knudson said he preferred simplicity in whatever planning process was devised. The entire planning process should point to a measurable outcome, he said.

**b. SPBC Council Composition – Director of Business Services and Director of Human Resources**

Dr. Grishman reported on the status of the two director positions (business services and human resources) as to whether they had been added or should be added to the SPBC membership roster. The Director of Business Services position was retained on the membership roster when the Vice President of Business Services served as SPBC co-chair – in the belief that the director would bring a needed perspective to the budget and planning process, according to Dr. Grishman. On the other hand, there was no mention in SPBC minutes of the Director of Human Resources being added to the council. If SPBC members are interested in adding the Director of Human Resources to the SPBC membership, that would be up to the College Coordinating Council to decide.

**8. INFORMATIONAL ITEM**

**a. Integrated Planning and Budgeting Cycle Diagram**

Ms. Lowry presented the Integrated Planning and Budgeting Cycle Diagram for discussion. Mr. Shaw noted the lack of mention of the information technology plan on the document, noting there has been a systemic disconnect between program review and technology planning. Mr. Knudson noted that a comprehensive list of plans should be included somewhere on the cycle diagram – representative of the “Planning Documents” on the diagram.

**9. SPBC ADMINISTRATIVE BUSINESS**

**a. 2013 – 2014 SPBC Meetings**

Ms. Lowry noted the next scheduled SPBC meeting would fall on Aug. 21, 2013, the first week of the fall semester, and that the next meeting should be held on Sept. 4.

**10. OPEN FORUM**

None

**11. ADJOURNMENT**

Meeting adjourned at 4:00 p.m.

**MEMBERS PRESENT**

Dr. Ed Beyer	Dr. Meeta Goel	Reanna Paul – ASO Rep.	Dr. Erin Vines
Dr. Liette Bohler	Dr. Lee Grishman	Bridget Razo	Joseph West
Mazie Brewington	Jack Halliday	Rick Shaw	Shelby Woods –ASO Rep.
Mark Bryant	Doug Jensen	Steve Standerfer	Dr. Jill Zimmerman
Carolyn Burrell	Diana Keelen	Rick Shaw	
Dr. Karen Cowell	Sharon Lowry	LaDonna Trimble	
Pamela Ford	Sherrie Padilla	Dr. Les Uhazy	

**MEMBERS ABSENT****GUESTS/EX-OFFICIO MEMBERS**

Maria Clinton	Jenell Paul	Dr. Karen Cowell	Ed Knudson
Kim Fite	Maria Valenzuela	Dr. Charlotte Forte-Parnell	Heidi Preschler
Victoria Jenne – ASO Rep		Cynthia Hoover	

**Goal IV and subgoals A and B**

**Enhance and expand relationships and collaborative partnerships with the external community. (Standard IV.B.2.e) □**

**Create partnerships with school districts, universities, community organizations and business. □**

Continued to work with CSULB officials to promote the local engineering program, through use of AVC's website and AVC distribution of joint promotional materials.

Hosted two semi-annual job fairs – each with in excess of 50 employers and attended by more than 1,000 people -- and assisted in the recruitment activities for new companies entering the community such as: Sun Power, Verengo Solar and High Desert MACC Project. The fairs were sponsored by local businesses, providing additional funding through the AVC Foundation.

Worked with 85 community organizations and individual donors to increase the number of student scholarship awards to 208, with a total value of \$145,250.

In cooperation with the City of Lancaster and Bank of America, provided a job fair with 37 employers and conducted workshops on how to prepare laid-off workers for job searches. More than 400 of 800 laid-off employees at a call center participated in the event.

Provided short-term solar training to 14 community members in support of local job demand for trained solar workers.

Assisted the City of Lancaster in successfully enticing a Chinese manufacturer, BYD, to locate in Lancaster by showing the cost savings benefit of training, job preparation and recruitment through the community collaborative.

Joined Lancaster Economic Development personnel in meeting with Morton Manufacturing of Santa Clarita to demonstrate the lower cost benefits associated with successfully moving the company to the Antelope Valley.

Hosted Transfer Day to provide several hundred students with access to information on approximately 30 colleges, universities and technical schools.

Offered multiple transfer and university application workshops as well as hosted university advising throughout the year, attended by 1,066 students.

Approved a memorandum of understanding with Students on the Academic Rise (SOAR) High School to serve fifth-year students who are part of the early college high school program that served 355 students in 2012-13.

Partnered with the Antelope Valley Joint Union High School District to implement an electronic 2+2 articulation process (CATEMA) utilizing SB70 grant funding.

We had more than 38 dinner sponsors and 221 corporate sponsors in support of AVC through the AVC Foundation.

### **Raise awareness of college programs and services**

Campus news is routinely posted to the college website, which is visited by more than 20,000 unique visitors every week. During peak times, such as the week of Aug. 20-26, 2012, there were 117,576 visits to AVC's website by 45,934 unique visitors.

Expanded use of electronic media and social networking to raise awareness of AVC programs and services, including a mid-year effort through Facebook that reached 30,000 current and prospective students.

Increased communication through AVC Foundation and AVC Alumni and Friends Facebook pages.

Identified nearly 2,000 nursing alumni to create an AVC Nursing Alumni Association.

Hosted Health Sciences Building dedication attended by hundreds of community members and that included lecture series by key local alumni and business leaders.

Hosted a Financial Aid awareness day that reached approximately 1,000 students at the Lancaster campus.

Conducted a Foster Youth Awareness Day that assisted 23 young people at the Lancaster campus.

The Financial Aid Office created an AVC Financial Aid Office Facebook page to improve access and communications with students.

A consumer information web page was added to the AVC website to increase student access and comply with federal financial aid regulations.

Worked with the City of Palmdale to provide incumbent workers of a high profile retail outlet with instruction in delivering better customer service.

Utilized theater screen advertising in all local Cinemark theaters to promote AVC Career Technical Education programs via a 30-second video shown over a three-month period.

### **2013-14 Goals**

#### **Enhance and expand relationships and collaborative partnerships with the external**

**community. (Standard IV.B.2.e) □**

**Create partnerships with school districts, universities, community organizations and business. □**

**Seek to restore student enrollment as allowed by the restoration of state funding.**

**Raise community awareness of college programs and services. □**

*• Expose students to opportunities for higher education and the skills they need to achieve it.*

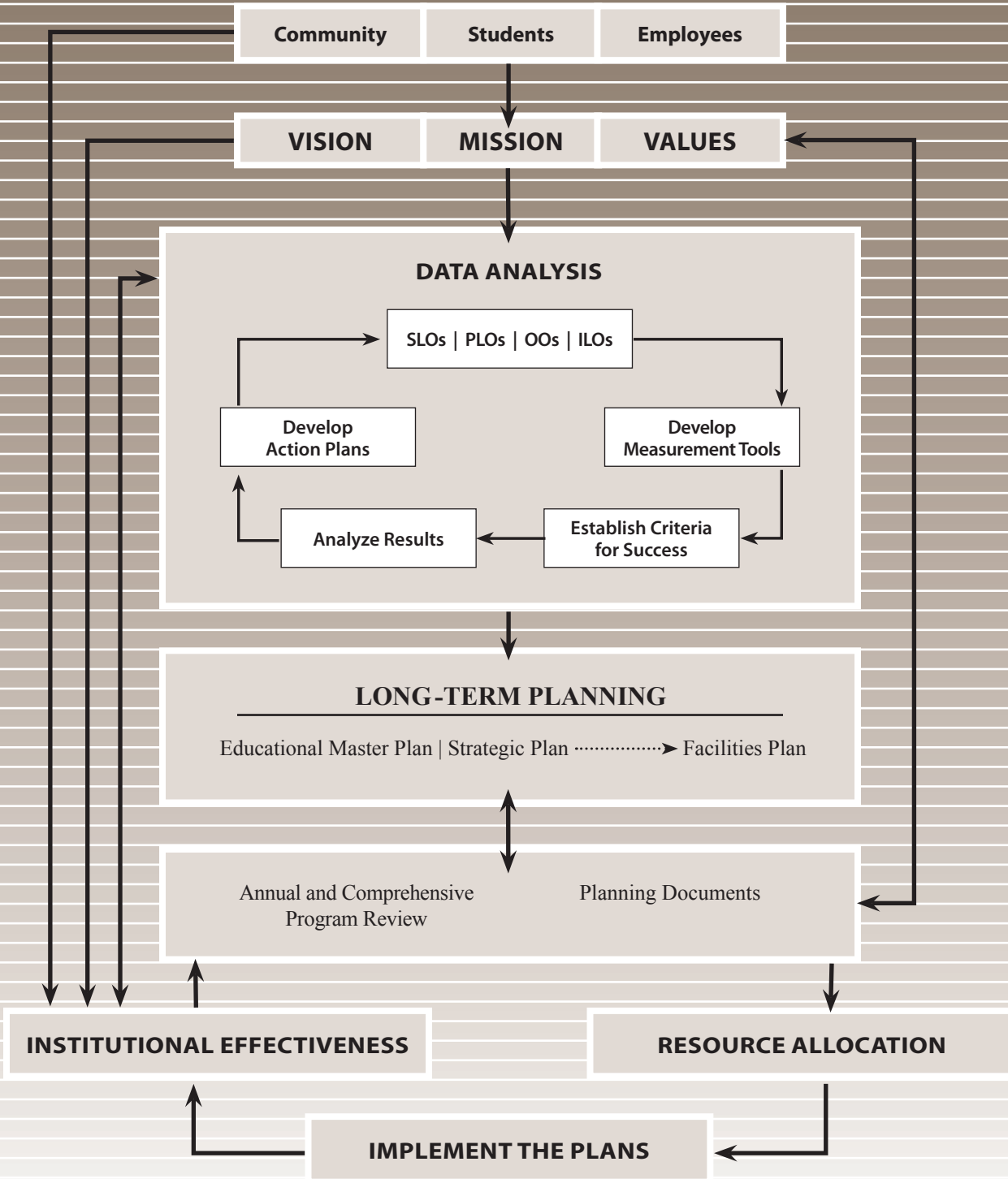
*• Recruit more non-traditional students into CTE programs.*

*• Develop programs to reach out to middle schools.*

*• Implement campaign outreach to enhance giving, raising \$1 million in AVC Foundation support.*



# Integrated Planning & Budgeting Cycle



The Antelope Valley Community College District Integrated Planning and Budgeting Cycle depicts how the components in the district planning and budgeting process connect to the mission, vision and values and link in the cycle of evaluation which includes data analysis, plan implementation, institutional effectiveness, resource allocation, communication and feedback.