West Los Angeles College
College Planning Meeting

MINUTES

(Monday, December 4, 2006 Meeting Was Cancelled)

Friday, December 8, 2006

Handouts:  Growth Initiative Proposals

The College Planning Committee Meeting for Monday, December 4, was cancelled; the committee will meet on Friday, December 8, to discuss the Growth Initiative Proposals.

Friday, December 8, 2006

Meeting Called to Order at 12:20pm

Nikki Jacobson, CPC chairperson relinquished her role to the Vice President of Administrative Services to chair the meeting.

Agenda was approved as submitted.

The proposals were reviewed and selected based on the following criteria:
CRITERIA FOR GROWTH INITIATIVES

1. What is the projected FTES increase? Does it increase FTES and how much?

2. Return on investment: Does it have the largest outcome? For example: evaluate number of people reached per dollar spent. "Big Bang for the buck"

3. Has the proposal been implemented before? If yes, history of success? Or is it a Novice Idea?

4. Is the Proposal supportive of current curriculum/ program(s)

5. Is the proposal technologically innovative? Easy to reach people?

6. How quickly can we initiate the request? (speed of implementation)
   a. Before 1/2/07 (Winter 2007)
   b. Before 2/12/07 (Spring 2007)
   c. Before 2\textsuperscript{nd} 8 week session (Spring 2007)
   d. Before 1\textsuperscript{st} Summer session (Summer 2007)

7. Who is the target base of the proposal? (Demographics)

8. Does the proposal help with Retention? How does it help?

9. Does the proposal have future commitments?
   a. Impact on college operations
   b. Impact on college infrastructure
   c. Does it require more money?
   d. One time versus continuing expenditure

10. Is this growth initiative discussed in your unit plan/ program review? How? When?

11. Does the proposal have more than one benefit? "Does it kill two birds with one stone?"
   a. Monetary Benefit $ = revenue
   b. Pre-collegial benefit
   c. Academic benefits

12. Is customer service available for this initiative?

I. Proposals Submitted

CPCMINUTES_120806
<table>
<thead>
<tr>
<th>PROPOSAL</th>
<th>CONTACT</th>
<th>BUDGET</th>
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<tbody>
<tr>
<td>1) <strong>Public Safety Training and Disaster Awareness (Deferred)</strong></td>
<td>Buck Stapleton</td>
<td>$65,000</td>
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<tr>
<td>2) <strong>Phone Bank Program</strong></td>
<td>John Workman</td>
<td>$28,000</td>
</tr>
<tr>
<td>3) <strong>International Student Services Recruitment Marketing (Deferred)</strong></td>
<td>Scott Feinerman</td>
<td>$25,000</td>
</tr>
<tr>
<td>4) <strong>A -College to Careers in Business &amp; Real Estate</strong></td>
<td>Vanita Nicholas</td>
<td>$98,000</td>
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<tr>
<td>4B <strong>Partnerships in Urban Planning: Mortgage Finance Certificate (Deferred)</strong></td>
<td>Vanita Nicholas</td>
<td>$69,000 over 4 semesters; $17,400/semester</td>
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<tr>
<td>5) <strong>Save General Tutoring</strong></td>
<td>Elisabeth Jordan</td>
<td>$13,000</td>
</tr>
<tr>
<td>6) <strong>E-Zines/E-newsletter, monthly (to students, potential students, alumni &amp; community)</strong></td>
<td>Nikki Jacobson</td>
<td>$18,000-24,000</td>
</tr>
<tr>
<td>7) <strong>Marketing WLAC through News Stands</strong></td>
<td>Art Lara</td>
<td>$115-$157 each</td>
</tr>
<tr>
<td>8) <strong>Community Visits (Postponed for future analysis)</strong></td>
<td>Theodore Pointer</td>
<td>$1,500</td>
</tr>
<tr>
<td>9) <strong>Access to Success (Addendum to current Counseling Program) Deferred</strong></td>
<td>Patricia Banday</td>
<td>$250,000</td>
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</tbody>
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Three proposals were submitted late:
- Community Visits – T Pointer
- Marketing WLAC via Newsstands – A Lara
- Access to Success – P Banday

It was M/S/P to accept the late proposals.

Growth Initiative # 1 (*Public Safety Training and Disaster Awareness*) and #4B (*Partnerships in Urban Planning: Mortgage Finance Certificate*) were deferred due to time impact on the Spring Semester. (i.e. curriculum research and approval)

Growth Initiative #3 (*International Student Services Recruitment Marketing*) was deferred for future consideration in the general marketing budget.

Growth Initiative #4A (*College to Careers in Business & Real Estate*) is approved with the following conditions:
- Approved with regards to High School requests
- All classes must be approved by Vice President
- If this concept does not work; we are open to other courses dependent upon the time schedule
Growth Initiative #4C (Customer Service Training for Fox Hills Mall) is approved with the following amendment to the budget:

- $15,000 Faculty (including salary and benefits)
- $3,600 Liaison (Coordinator)
- $1,400 (Printing)

Growth Initiative #9 (Access to Success) was deferred until further notice; it was viewed as an addendum to the current counseling program.

### II. Proposals Approved:

<table>
<thead>
<tr>
<th>PROPOSAL</th>
<th>APPROVED</th>
<th>BUDGET</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2 Phone Bank Program</td>
<td>APPROVED</td>
<td>$28,000</td>
<td></td>
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<tr>
<td>#4A College to Careers in Business &amp; Real Estate</td>
<td>APPROVED</td>
<td>$36,000</td>
<td>With approval of classes from Dr. Stansbury. Funding decreased to $36,000</td>
</tr>
<tr>
<td>#4C Customer Service Training for Fox Hills Mall</td>
<td>APPROVED</td>
<td>$20,000</td>
<td>Increased funding from $17,000 to $20,000 Modify original proposal accordingly: $15,000 Salary/Benefits, $3600 Liaison, $1400 Printing</td>
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<tr>
<td>#5 Save General Tutoring</td>
<td>APPROVED</td>
<td>$13,000</td>
<td></td>
</tr>
<tr>
<td>#6 E-zines/E-newsletter, monthly (to students, potential students, alumni &amp; community)</td>
<td>APPROVED</td>
<td>$24,000</td>
<td></td>
</tr>
<tr>
<td>#7 Marketing WLAC through news stands</td>
<td>APPROVED</td>
<td>$4,000</td>
<td></td>
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Vice President Oester relinquished his position as chairperson for the Growth Initiative discussion and the committee resumed its meeting at 2:00pm.

The chairperson will report back to those who submitted a proposal as well as to the CPC on how we revised certain proposals. The following criteria must be given to all submittals:

- All approved proposals have an accountability factor.
- Timeline for implementation will be within thirty days
- A technical review of the proposal should take place.

Meeting was adjourned at 2:25pm. The next meeting for the College Planning Committee is scheduled for Monday, December 18, 2006, 2:00pm. – Winlock Lounge.