



San Joaquin Valley College Board of Governors Meeting March 9, 2017	
MEETING CALLED TO ORDER BY	John Swiger, Chair
ATTENDEES	In-person: Mark Perry, Mike Perry, John Swiger, and Jill Sozinho By telephone: Susan Good and Marlea Lyon
ABSENT	Carol McLellan
GUESTS AND PRESENTERS	Joseph Holt, Chief Administrative Officer Carole Brown, Vice President of Academic Affairs Mike Abril, Vice President of Legal & Regulatory Affairs Adrianna Ruiz, Campus Director (Porterville) Anthony Alejandro, Campus Director (Modesto)
RECORDER	Crystal VanderTuig
QUORUM PRESENT	Yes

- I. **CALL TO ORDER:** Meeting was called to order at 5:05 p.m. by John Swiger.

- II. **BOARD RECOGNITIONS:** John informed the board that this quarter’s recognition award is going to the Bakersfield Campus’ Clinical and Administrative Medical Assisting Club for their involvement in community service. Due to scheduling constraints, Mary Phillips - the recipient of the award, was unable to attend the meeting. Crystal will invite her to attend the next BoG meeting for purposes of receiving this award.

- III. **INTRODUCTION OF NEW CAMPUS DIRECTORS:** Mike Perry introduced two newly appointed SJVC campus directors to the BoG.
 - A. **Adrianna Ruiz:** Has been with SJVC for eight years and has served in various capacities within Career Services. She is currently the Director of SJVC’s newest campus in Porterville, CA. Adrianna reported that the community is very excited

about the new campus and informed the board that advertising for the three program offerings began this week (Business Administration, Medical Office, and Medical Assisting). Classes are scheduled to start on May 15th. Adrianna informed the BoG of various community activities and events she and her team are participating in to increase awareness of the new campus.

- B. Anthony Alejandro:** Has been with SJVC for two years as an Enrollment Services Director and has extensive industry experience through his previous employment at Heald College. Anthony informed the BoG that he intends to focus on the campus' academics and retention; his goal is to reach a census of 400 students by 2018.

After the introductions were made, the campus directors left the meeting. Mike then informed the BoG that a vote needs to be taken to ratify the appointments of these two new directors (board bylaw 4.3.4).

Voting Item: Mike Perry moved to ratify the appointment of Adrianna Ruiz and Anthony Alejandro to the position of Campus Director. Jill seconded the motion. All in favor.

- IV. AKT PRESENTATION:** Tabled to a future meeting.

V. ONLINE TASK FORCE: Carole Brown gave the BoG an overview of the rationale behind the creation of this task force (low online graduation and placement rates). To improve in these areas, a committee of academicians and representatives from online and student support services met and developed a quantified vision statement for online (50% graduation rate and 70% placement for the period of January through June 2018) along with four strategic initiatives for improvement: 1) restrict recruiting resources by state, 2) eCourse shopper, 3) online graded orientation, and 4) online remediation plan. Each strategic initiative is described in detail in the attached handout.

- VI. STRATEGIC PLANNING UPDATES:** In Nick Gomez' absence, Joseph Holt informed the BoG that the 2019 Strategy Map has been vetted by appropriate stakeholders (campus and corporate directors) and is now before the board for final approval and implementation. He also informed the BoG that a balanced scorecard has been created for the revised Strategy Map. A copy of both the map and the scorecard were provided to the BoG.

Voting Item: Mark Perry moved to approve the 2019 Strategy Map and corresponding scorecard. Jill seconded the motion. All in favor.

- VII. NEW SJVC POSITIONS:** John informed the BoG that he met and discussed the new position of Campus President with Mike Perry before the board meeting. John relayed to the BoG that he continues to have questions about the reporting structure for this

particular position and would like to see some data substantiating both the need for and the effectiveness of the position. As such, Nick will be asked to present this information to the full board at the next BoG meeting.

- VIII. GAINFUL EMPLOYMENT UPDATE:** Joseph informed the BoG of the latest update published by the U.S. Department of Education that extended the deadline to appeal the earnings data for GE impacted programs to July 1st (rather than mid-March). As SJVC had not filed an appeal, this extension is favorable for us in that it allows additional time to gather salary data on the impacted programs as well as continue to enroll students in the degree programs.

Joseph also informed the BoG of two pending state bills (AB 1619 and AB 1611); one of which is a derivative of the federal GE legislation; whereas, the other seeks to require 70% placement under new placement definitions. An institution's state authorization would be based upon the ability to meet the various elements of both proposed bills. Joseph informed the BoG of SJVC's work to exert influence in these two matters.

- IX. 2016 YEAR-IN-REVIEW:** All BoG members confirmed that they received a copy of the report. As not all members had the opportunity to review the document in advance of the meeting, decision was made to table any discussions about its content until the next BoG meeting.

- X. SENIOR ACCREDITATION:** Mike Perry, Mike Abril, and Crystal presented a proposal to the BoG recommending that SJVC pursue Eligibility with the WASC Senior Colleges and University Commission. The rationale for pursuing senior accreditation was presented in the handouts distributed for this meeting (see attached) as well as through the delivery of this presentation.

Mike Abril gave an overview of SJVC's history in pursuing senior accreditation, and, more recently, the initiative to gain approval for one baccalaureate degree program through the junior commission. He then gave an overview of the recent challenges faced by the junior commission in their recognition process, including the restoration of their scope to accredit one baccalaureate degree per accredited institution and their future plans to have this scope increased to more than one baccalaureate program per institution (timeline of 18 months). While ACCJC's restored scope will allow the Commission to approve SJVC's pending Baccalaureate Degree Completion in Respiratory Therapy, there is currently unmet need for additional baccalaureate degree programs in SJVC's academic disciplines. With an accreditor that currently only has authority to grant one baccalaureate degree and in light of the initiative to deliver a Physician's Assistant program (which must be offered at the Master's degree level), accreditation with WASC Senior is the clear pathway forward.

Crystal gave an overview of the steps in this process as well as the anticipated changes that need to be made to comply with the senior commission's Policy on Independent Governing Boards and the other action item (augmentation of the Vision Statement). She also discussed the potential timeline for completion of the eligibility application and emphasized that the timeline would be determined; in large part, on the implementation of the necessary BoG changes. To that end, one of the handouts distributed to the BoG was an overview of the senior commission's requirements for governing boards.

Mike Perry led a board discussion on how the board can demonstrate compliance with these requirements as well as specific changes that need to be made for compliance purposes. He then explained that – based upon where the institution is in its current accreditation cycle (1 ½ years from comprehensive visit) and in light of the increased board requirements and expectations of the senior commission, it is conceivable that board members will, in turn, have increased responsibilities. Mike asked all board members to consider their future ability to commit their time and expertise to the institution. Mike then asked that the board to take a vote on this proposal.

Voting Item: Jill moved to approve the recommendation that SJVC pursue senior accreditation through the submission of an Eligibility Application. John seconded the motion. All in favor.

XI. BOARD BUSINESS

A. BoG Terms: Mike Perry led the BoG in a discussion concerning the language of our current bylaws on length of terms and term limits. The board recommended that the bylaws be modified to remove the cap on term limits; a modified version will be presented to the BoG at their next meeting for consideration and approval.

B. Review/Approval of BoG Meeting Minutes: Board reviewed and took action on minutes from the December 8, 2016 board meeting.

Voting Item: John moved to approve the minutes as submitted. Mark seconded the motion.

C. Report by the Academic Oversight Committee: John and Jill informed the BoG of their recent meeting where they reviewed the Registered Nursing and Pharmacy Technology program review reports. They noted the following:

- i. Registered Nursing:** Committee noted that the program had a slight dip in graduation rates (79% to 70%) and that employer survey results indicated a lack of clinical and critical thinking skills in SJVC graduates. The committee intends to seek answers on the reasons for the declining graduation rate and whether employers have consistently provided this input or whether it was a one off.

- ii. **Pharmacy Technology:** Committee noted that the Ontario program's 5-week retention was significantly lower than the other campuses whether this program is offered. The committee also noted that attendance is declining across the board. The committee will reach out to CAO staff for an explanation on these areas as well.

The committee also informed the BoG that the program review process has been revised to an asynchronous, computer-based process versus a face-to-face meeting. John explained that this change was made to increase faculty participation and support diversity of input among stakeholders such as career services, admissions, etc.

- D. **Professional Development:** Mike Perry and Crystal asked the board to identify potential professional development opportunities for this year. They also informed the BoG of their plan to see if Dr. Ralph Wolff will provide board professional development.
- E. **San Diego Campus and Dental Hygiene Program:** Mike Perry informed the BoG that the Senior Management's previous recommendation to close the campus and teach-out the program is being reconsidered and asked for board support of the same. Mike explained that SJVC's lease on the campus facility expires at the end of 2018 and the last Dental Hygiene cohort will graduate in November 2017. In an attempt to use (rather than sub-lease the facility), Mike suggested that there may be other opportunities in the San Diego market to provide a different program mix. He emphatically stated that unless a Dental Hygiene school in that area closes there is no opportunity to continue offering the program in this market. As such, he also asked the board for their approval to discontinue enrollments in the program. Lastly, Mike discussed the possibility of transferring the San Diego Campus' Dental Hygiene CODA approval to another existing SJVC campus or possibly a new location.

Voting Item: John moved to approve the period of non-enrollment of Dental Hygiene students and evaluate other options for the San Diego Campus. Jill seconded the motion. Susan abstained from the vote due to her position as volunteer Vice President of the Dental Hygiene Committee of California and her appointment as public member to the Committee by Governor Brown. All others were in favor.

- F. **Fifth Board Meeting of 2017 and 2018 BoG retreat:** Due to the campus visit scheduled for August 2017, Crystal asked the BoG if they were willing to have a fifth board meeting this year. All agreed that it is necessary and decided upon the date of September 7, 2017.

Crystal presented a proposal for a weekend BoG retreat at Avila Beach; spouses/significant others are welcome to attend. The actual retreat will be on a Saturday morning from 8:30 – 11:30 with an all-board dinner on Friday or Saturday.

Potential dates were presented and discussed; all agreed to hold the retreat on February 23-25, 2018.

G. Ad Hoc

- i. John informed the BoG that he sent an email to the Campus Directors asking how the BoG can be more involved in campus life. He stated that he received some feedback that includes being a graduation speaker or serving on committees. John will work with the CD's to provide this support.
- ii. Mark informed the BoG of SJVC's upcoming 40th anniversary celebration. Crystal will send out information to all board members.

There being no further business, the meeting adjourned at 7 p.m.

Online Task Force Strategic and Operational Initiatives

February 1, 2017

SJVC Online Quantified Vision Statement

San Joaquin Valley College will increase access to its quality career education programs to students who, due to location or circumstances, are best served through online courses and programs. The College will aggressively pursue continuous improvement in student outcomes for its online programs, achieving a 50% graduation rate and 70% placement for the period January through June 2018.

Strategic Initiatives

Initiative Statement 1: Restrict Recruiting Resources by State (Joseph)

The College will discontinue advertising in states with a valid graduation rate measure less than 35%, and mitigate the negative impact on starts by redistributing marketing resources to regions with better student outcomes. Success will be measured by increased graduation rate by 3 points from 42% to 45% and no more than a 10% decline in starts.

Initiative Statement 2: eCourse Shopper (Carole)

To increase course outcomes, best practices will be developed for course design, student services and faculty and student engagement. An expert mystery shopper will be contracted to go through admissions, NSO and a minimum of 3 courses and provide an analysis and recommended best practices. Best practices will be implemented beginning June 2017. Success will be measure by an increase in course pass rates to 80% by July 2018.

Resource investment: \$5,000

Initiative Statement 3: Online Graded Orientation (Alyssa)

To improve Online First Module Success and Graduation Rates, the Online New Student Orientation will include a score for Presentation for Points (P4P) in addition to the currently graded Reading Companion and Test. Students who score below the accepted standard will be required to repeat Orientation prior to enrollment. By August 2017, this will result in a 3-point increase in First Module Success.

Initiative Statement 4: Online Remediation Plan (Pat)

To improve Online First Module Success and Graduation Rates, the Online Admissions process will include a Math and English (myfoundationslab) readiness assessment to better select and prepare capable applicants, prior to completing the SEA. Students who score below the accepted standard will be placed into remediation courses their first module. By August 2017, this will result in 3-point increase in First Module Success.

Resource Investment: myfoundationslab \$70/qualified applicant