SB 1440 Implementation and Oversight Committee Meeting
Monday, November 19, 2012, 10:00 a.m. – 3:00 p.m.
Holiday Inn Capitol Plaza, 300 J Street, Sacramento, CA

Meeting Summary

Call to Order

The Co-chairs called the meeting to order at 10:10 a.m.

Committee Member Attendance:

X	Ephraim Smith (co-chair)	X	Erik Skinner (co-chair)
	Leroy Morishita	X	Eloy Oakley
	Donald Para	X	Robin Steinbeck
	Douglas Freer	X	Carsbia Anderson
X	Sandra Cook		Sue Granger-Dickson
	Andrea Renwanz-Boyle	X	Michelle Pilati
	Eric Forbes	X	Beth Smith
X	Miles Nevin	X	Linda Michalowski
X	Dianne Guerin (by phone)	X	Aaron Bielenberg

Welcome and Introductions by the IOC Chairs

The summary notes from the Monday, August 27, 2012 meeting were approved by the committee as amended. A member requested a revision to note that at the time of the August meeting only the Spring 2013 degree verification timeline had been approved, not the Fall 2013 timeline,

Presentations:

Campaign for College Opportunity on their recently released report – Michele Siqueiros

Michele Siqueiros, Executive Director for the Campaign for College Opportunity, presented their recently published progress report on SB 1440, titled *Meeting Compliance, but Missing the Mark*. Michele shared the highlights of the report, including the observation that 18 community colleges are excelling by having a high number of degrees available; however, 49 colleges have between two and four degrees available. Michele noted that the report purposely did not summarize college progress for the six majors recently introduced by the SB 1440 curriculum workgroup. Michele also discussed individual CSU campus status towards deeming degrees and degree options as similar. The report concluded with recommendations directed towards policymakers and legislators, system administrators, and local campus leaders.

Following Michele's presentation, the committee discussed the report's observations and conclusions. The general consensus was that the report was undeservedly critical, and did not take into consideration the magnitude of progress accomplished to date. A committee member commented on degree creation progress at the community colleges, and shared background regarding the initial goal of two per college. Another committee member noted the report's scale used to judge performance, where universities with less than 67% of the options deemed similar were designated as low-performing, was too harsh and was also never a goal. The member also reminded everyone that no funding came with the legislation. Another member expressed that the report is more for the public audience than for this committee's consumption, and there is an opportunity for the committee to better articulate goals related to the program's implementation. At the conclusion of the discussion, Michele and the Campaign staff were thanked for the report, and both co-chairs emphasized continued segment commitment towards accomplishing the law's intent.

Progress Reports:

CCC Degree Approval – Barry Russell

Barry Russell shared the most recent report, dated October 30, 2012, titled *CCCCO TMC College Summary.* The report represented degree submission and approval status through October 26, 2012. Barry discussed the 100% degree goal that was initially established by now retired Chancellor Jack Scott, and noted that a letter from the Chancellor's Office would be distributed to the community colleges today, restating the goal and detailing how each community college's progress will be measured. Barry further explained that each college will have until January 31st to determine and report back on the potential number of degrees applicable at the college, and the expectation that by June 2013, each college will have reached 80% implementation. Barry also mentioned the C-ID program framework within each degree template (TMC), and that, in addition to the degree goal, beginning in January no degrees can be submitted to the Chancellor's Office without courses for the degree having a C-ID status of pending or approved (in instances where the TMC course has an assigned C-ID number). Barry concluded that the goal of these policies is two-fold: to increase the quantity of degrees and, via C-ID, to preserve the quality of degrees. A letter providing policy direction regarding the C-ID framework within TMCs will distributed next week.

A member asked how each community college will determine the number of degrees applicable at a particular college (also termed as "the denominator"), and asked how the "opt out" process will work. The member further explained that some colleges may not currently offer a traditional AA or AS degree for which a TMC exists, but have faculty that teach discipline-related courses in a non-degree, support role. Barry explained there is no "opt out." If the AA/AS degree is currently offered for a TMC that exists within the same TOP code, the need for the college to create an AS-T/AA-T will be noted.   A member suggested that the Chancellor's Office review the current number of AA/AS degrees conferred and re-consider the goal methodology to ensure the largest numbers of students are reached. Another member noted that goal methodology would apply to CSU's "similar" determinations as well. A member asked about the status of the Music TMC, and the response was that those faculty are currently focusing their time towards adapting music curriculum to meet curriculum repeatability requirements brought on by recent legislation. A member asked about the ability of the C-ID program to review and process course outline submissions. Michelle Pilati responded that this policy will certainly place more pressure on the program, and hopefully recognition of the C-ID program's importance will in turn result in additional C-ID faculty reviewers.

CSU TMC Similar Review – Ken O'Donnell

Ken O'Donnell shared a report titled, *Similar Matches at TMC*. Ken reported that a recent update was made at the CSU Board of Trustees meeting, and interest to further implement the program remains strong. Ken mentioned that the next logical step is for the CSU to track enrollment results. A member asked about the CSU goal of each university having at least one transfer path per TMC, where the TMC major is currently offered at the university. Ken responded that the minimum one pathway per TMC as a university goal is still in place, although in many instances the goal has been reached or exceeded. A member asked about the Chancellor's Office timeline for analyzing the transfer patterns relating to the degrees and similar pathways, and Ken responded that the current challenge is student volume, which is too low to adequately draw conclusions. As the program expands and SB 1440 related transfers increase, data will become more useful.

The committee discussed the scenario of contingent admission rescissions. In the AA-T/AS-T context, an offer of admission from a CSU to an applicant would be contingent on the student completing an AA-T/AS-T degree for the selected major prior to the CSU enrollment term. It was noted that it will be interesting to see how many of the approximately 2,000 spring applicants are able to enroll, and the number who do not receive their intended AA-T/AS-T degree and have their admission offer rescinded. A member asked if this discussion of what happens to an SB 1440 student whose offer is rescinded could be a future agenda item.

Update on Fall 2012 and Spring 2013 admits to the CSU of CCC students with AA-T/AS-T degrees

Co-chair Smith stated that for the current fall term, 120 students came to the CSU system via the SB 1440 pathway, and this spring 2013 has approximately 2,000 SB 1440 applicants, whereas normal spring terms transfer enrollment volume is around 16,000 to 17,000 students.

SB 1456 Implementation Update – Linda Michalowski

Linda Michalowski provided an update on SB 1456, which was recently signed into law by Governor Brown. Linda reported that the law targets existing student services resources to support orientation, assessment and education planning services, and lays the groundwork to expand these services as more resources become available. The law officially takes effect January 1, 2013. The earliest that programmatic changes would occur at the college level would be July, 2013, and full implementation would not occur until 2015-16. The law also includes provisions around the Board of Governors Fee Waiver (BOGFW) program, where students are now required to maintain a certain level of academic progress to preserve BOGFW eligibility. Linda mentioned that several workgroups convened recently to look at necessary regulatory revisions, develop a new allocation formula, and revise data reporting requirements. Linda also noted the Chancellor's Office will soon form a new workgroup related to student equity, to ensure efforts regarding student success are applied equally across all student groups.

Barry Russell also provided input pertaining to the Academic Affairs division's efforts in response to the Student Success Task Force recommendations. Barry noted that several summits were organized and held related to professional development and basic skills enhancements necessary to successfully support the new law. Work will continue and more information will be reported out as time progresses. Barry also spoke about efforts to better align course offerings toward student goals, and that a meeting will take place next week to look at best practices of scheduling courses, including opportunities to merge student goal

setting and education plans with scheduling decisions. Co-chair Skinner summarized SB 1456 as increasing system effectiveness for students, with a focus on student completion. A member asked if the expected assessment and planning tools are system wide or local, and the response was that the tools at this time are local although eventually to goal is for system wide tools to materialize.

Work Group Reports

ICW Report – Michelle Pilati and Jim Postma

CCC Academic Senate Chair, Michelle Pilati, reported that the ICW has met twice since the August IOC meeting. Michelle reported on the status of the TMC development process and the new TMCs under review. Michelle reported the following:

- Faculty vetting for Philosophy & Spanish TMC's is complete and the plan is to have workgroup review done by the end of December.
- Work continues on Engineering TMC. Since the degree will not fit within the sixty units, it is not a TMC, but the workgroup is still seeking a solution that can bring the same benefits as SB 1440 compliant degrees.

Michelle also reported that discipline input groups have recently met to discuss various disciplines, including Child Adolescent Development, Early Childhood Education, Graphic Arts and Design, Health Science, Hospitality and Hotel Management, and Environmental Science and Studies. One objective of the discipline groups convened was to concurrently develop C-ID descriptors for courses included within any newly developed TMCs. Michelle also reported that Chemistry and Biology need to be brought together again to continue discussions on possible TMC solutions. Michelle shared that there had been some discussion of permitting the development of TMCs outside of the ICW-guided process so that disciplines with low transfer numbers could have a means of developing degrees with the 1440 guarantees. Consideration of this pathway is currently on hold.   A member asked about the timeline on the STEM majors and the response was that many STEM-related majors have been completed or are in the pipeline. Regarding the opportunity for a generic STEM type major, the workgroup has found that it is complex to resolve.   Co-chair Smith suggested that the STEM topic could be scheduled for a future meeting.

Enrollment & Tracking Verification Subcommittee Report – Carsbia Anderson

Carsbia Anderson reported that the subgroup met prior to this meeting. Carsbia re-iterated Co-chair Smith's earlier point that there were approximately 2,000 SB 1440 students for spring 2013, which the CCCs verify degree progress. Carsbia mentioned the train-the-trainer workshops and webinar for counselors. One suggestion from those events was the development of an optional verification form to further standardize the process, and two subcommittee members are evaluating that suggestion. For fall 2013, the CSU's goal is to provide applicant data to the community colleges by January 14; however, that date is still being confirmed. Carsbia expressed that the subcommittee will continue to look at technology solutions to replace the interim, manually dependent process. One barrier is the lack of available funding. Carsbia shared that the committee investigated the UC TAG software project as a comparable solution, but found that the cost to begin development would be approximately $100,000, and annual maintenance would be approximately $75,000. CSU members mentioned that they are also hoping to provide a technical solution that joins the CSU similar majors database to the CCC curriculum database.

Counseling Materials – Michelle Pilati/Bob Quinn

Michelle Pilati and Bob Quinn provided an update on the SB 1440 train-the-trainer events for counselors and transfer center directors. Bob noted that following the August in-person sessions, a webinar was held to provide training for the colleges that could not initially attend. Considering the August attendance and webinar attendance, 88% of the colleges sent at least one representative to a train-the-trainer event. Bob shared that an invitation was distributed recently for a general SB 1440 webinar for counselors, scheduled for November 27.

Communications Update – Paul Feist

Paul Feist, from the CCC Chancellor's Office, provided an update on marketing progress to date and future plans. On October 2nd, the public version of the SB1440 website www.adegreewithaguarantee.com was officially announced, and Paul reported on marketing-related coverage that occurred via media channels, such as online digital ads and broadcast radio. Examples of the ads were provided. The fall marketing campaign resulted in 14 million impressions (on a web page) resulting in approximately 24,000 clicks to the web site, which is a return rate of .16% (industry average is .04%). There have been 32,259 total visits as of November 12th, representing 28,282 unique visitors and an average visit time of 1.47 minutes. Paul played a sound file of one of the two available radio ads. Based on visitation, the most popular page on the web site is the Degree Listing page, followed by the Contacts page, and then the About the Program page. Paul also reported that mini posters and tear sheets went to 2,338 High Schools, CCCs and CSUs, and the ASCCC developed and distributed 234,000 bookmarks. Additional planned activities include flyers in Spanish and English, and a news conference with student newspaper editors.

Paul then discussed some challenges ahead. With the Campaign for College America grant funds nearly depleted, Paul estimates the costs of a spring 2013 flight of digital and radio ads to be $160,000, plus an additional $15,000 for necessary usability testing, which was delayed from the initial web site launch. Paul also mentioned there are ongoing requests for printed collateral, which to date has cost $43,000. A member asked whether the usability test could be done within the context of a college class project or exercise, and the idea was well received. The co-chairs requested Paul develop a cost proposal to support future marketing efforts.

Next Meeting:

Committee consensus was to hold the next meeting in January. A poll will be sent to members and it was suggested to include options for mid-January due to some member schedules. Possible topics for the next meeting are admission rescissions, a marketing proposal, STEM majors and the CSU graduation initiative.

The meeting adjourned at 1:40 p.m.