



**SB 1440 Implementation and Oversight Committee (IOC)
Thursday, September 22, 2011 Meeting Minutes**

Call to Order

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

Committee Member Attendance

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|---|--------------------------|---|-------------------------|
| X | Ephraim Smith (co-chair) | X | Erik Skinner (co-chair) |
| | Milton Gordon | X | Eloy Oakley |
| X | Donald Para | X | Pam Deegan |
| X | Douglas Freer | X | Carsbia Anderson |
| X | Sandra Cook | X | Sue Granger-Dickson |
| X | James Postma | X | Michelle Pilati |
| X | Andrea Renwanz-Boyle | X | Beth Smith |
| X | Eric Forbes | X | Linda Michalowski |
| | Gregory Washington | | Brandon Kleine |
| | | | |

Daniel Galvan, from Cal Poly SLO, substituted for Gregory Washington.

Approval of August 25, 2011 Meeting Minutes

Minutes were amended as proposed by Michelle Pilati to clarify the CCA grant’s fiscal agent. The minutes were approved as amended.

Updates

Related Legislation: SB 292 (SB 1440 Spot Bill) and SB 940 (Linda Michalowski)

Linda Michalowski reported that SB 292, the intended spot bill for SB 1440, was re-purposed at the last minute for an unrelated legislative need, thus eliminating the SB 1440 related language in earlier versions of the legislation. Senator Padilla is likely to introduce a new bill when the legislature reconvenes. It was also updated that SB 940 was awaiting the Governor’s signature, including a technical amendment that ensures veterans will continue to have admission priority to the CSU.

CCC Degree Approval *(Barry Russell)*

Barry Russell updated the committee regarding CCC degree approval. At this time, 180 programs have been approved, which all follow a statewide TMC template; and seventy-eight additional campus programs are in the review and approval process. Of the 180 programs, sixty-nine colleges are in full compliance (having two or more approved degrees) and ninety-nine have at least one (1) degree program in the system. Barry shared with the committee that he has contacted the CIOs of the campuses who did not have any degree programs reported and has received replies from almost all outstanding campuses. Discussion ensued regarding further communications to CCCs with clearly articulated system expectations beyond the minimum compliance threshold of two (2) degree programs by end of fall 2011 term. It was concluded that for the next IOC meeting on October 27, 2011, each system will provide a 1-page prospective regarding minimum attainable thresholds for end of spring and fall 2012 terms.

CSU Campus Response to 2nd TMC Similar Review *(Ken O'Donnell)*

Ken O'Donnell reported that the compiled responses received from campuses will be sent to the committee electronically. A handout was distributed detailing the number of CSU campuses with potentially similar degrees. Ken stated that this matrix is a work in progress as a number of CSU campuses are on quarter systems and the faculty has not returned. Once all reporting has been completed, a second review will be conducted. Ken reported that the CSU Board of Trustees emphasized the importance of SB 1440 as a system priority and requested updates at every trustee meeting moving forward.

Posting on Mentor of Similar Degrees *(Ken O'Donnell)*

The CSU does plan to post those CCC degree programs that have been determined similar to a CSU degree on CSU Mentor. Work continues on this project.

Complete College America Grant *(Barry Russell/ Ken O'Donnell)*

Ken O'Donnell and Barry Russell provided an update on the Complete College America (CCA) Grant, which was awarded July 2011 jointly to CSU and CCC, with the Academic Senate for California Community Colleges serving as the fiscal agent, via the Governor's Office. The grant will provide funding to further support the development of SB 1440 TMCs, as well as communication to students and parents about associate degrees for transfer.

SB 1440 Presentations at Counselor Conferences *(Bob Quinn)*

CCC staff member Bob Quinn reported that he and Karen Alisca Simpson have jointly given thirteen presentations to both high school and community college counselors at counselor conferences throughout the state; final conference to take place last week of September in Pasadena. Bob estimated that the information has reached close to 1,000 high school and community college counselors. He further expressed that the feedback from counselors has been overwhelmingly positive and inquisitive. The presentations provide an introduction of the new law, its advantages to students and key policy decisions, along with where to look for further details. One member asked if it would be possible to post the presentation on YouTube and possibly capture some of the initial positive commentary from counselors, parents and/or students. Quinn stated that following the final counselor conference the presentation will be posted on the CSU Counselor Conference webpage and can also be posted on the SB 1440 webpage.

SB 1440 Communications (*Mike Uhlenkamp/Paul Feist*)

Mike Uhlenkamp and Paul Feist updated the committee on the current logo and tagline options that have been recently tested. A supporting handout was distributed to the committee with top logo and tagline options. A communications firm in Sacramento had been hired to assist with the branding campaign and assisted with the development and field testing of potential logos and taglines. The field testing and online survey results identified the top logo for the associate degree for transfer as illustrated by three mortar boards stacked one on top of the other. Respondents felt this image best conveyed the progression of degree achievement - reflecting an element of both the associate and baccalaureate degrees. The tagline that tested the highest was "A Degree with a Guarantee." Mike and Paul shared with the committee that this tagline was by far the most popular among respondents stating that respondents felt it communicated the initiative as well as they had a positive reaction to the strength of the word "guarantee." Several members questioned the timeline for production of marketing materials and Mike stated that if the committee is at a consensus with the recommended logo and tagline, production would be able to move forward within weeks. Paul added that guidelines for use of the marketing material would be included with the initial roll out to the campuses. Several members expressed a sense of urgency for marketing material as the application cycle deadline of November 30 is fast approaching. Discussion ensued regarding a work plan for continued and future communication roll out. The committee requested that the subcommittee further develop its work plan and provide an update via conference call prior to the next IOC meeting on October 27.

Workgroup and Subcommittee Reports

Intersegmental Curriculum Work (ICW) Group (*Michelle Pilati/Jim Postma*)

Michelle Pilati updated that Discipline Input Group workshops are scheduled for both the north and south this October, and listed the disciplines convening.

Early Identification Subcommittee (*Carsbia Anderson*)

Carsbia Anderson updated that the subcommittee had previously discussed possible long-term and short-term solutions, one possibility being a paper form for students to demonstrate their intent. This form was circulated and re-reviewed, and will be utilized for spring 2012 applicants. Carsbia reiterated some of the challenges and limitations at the CCCs to move forward with implementing an early identification mechanism. He suggested at this time a joint meeting of the CSU and CCCs is needed to identify progress to date and determine next steps. It was concluded that a joint CSU/CCC work group meeting would be convened before the next IOC meeting on October 27.

Counselor Information Subcommittee (*Jeff Spano*)

Linda Michalowski updated for Jeff Spano who was not present. A draft version of a counseling advisory sheet was distributed. The two-page document, developed by a subgroup from the ICW committee, includes both a narrative and decision flow schema. Discussion focused on the level of detail necessary within the document. The committee provided several suggestions for revision which Linda agreed to share with the subgroup.

Discussion

Continuation from Last Meeting on Handling of Auditions, Portfolio Reviews, etc. *(Eric Forbes)*

Discussion continued from the last meeting regarding review of majors requiring either an audition or portfolio review for program admission. Eric distributed a handout to the committee highlighting the various degree programs that require auditions or a portfolio review for admissions into the actual degree program and not into a specialized performance option. Eric stated that he will follow-up and work with the campuses identified to align with SB 1440.

Member Substitutions *(Eric Forbes)*

After consultation with the segment leaders, Eric Forbes informed the committee that member substitution should, as much as it is feasible, be kept to a minimum in order to maintain continuity in the conversations as well as assist into moving the outstanding issues forward. It was recommended that if substitutions are needed, representatives should already be involved in the process and can speak to the issues.

IOC Business

Next Meeting Dates and Locations

Upcoming meetings are scheduled for:

- Thursday, October 27, 2011 in Sacramento, and
- Wednesday, November 30, 2011 in Irvine.

Meeting locations and times are available at <http://www.sb1440.org/Communication.aspx>.

Recap of Decisions, Action Items and Parking Lot Items

- Erik Skinner requested a time change for the next Irvine meeting to commence earlier to accommodate travel from Sacramento. Details for next meeting, including updated schedule, will be forthcoming.
- At the next meeting on October 27, each system is to provide a 1-page document that clearly outlines threshold expectations for spring and fall 2012.
- Eric Forbes and Linda Michalowski will continue to work with Paul Feist and Mike Uhlenkamp on next level of messaging and splash page. The Marketing subcommittee will also work on developing its workplan.
- Linda Michalowski will follow-up on the status of materials for counselors.

The meeting was adjourned at 2:25 p.m.