Title: Chancellor’s Advisory Council Meeting Minutes
Place: Ohia 118
Date: Tuesday, March 31, 2015
Time: 2:30 p.m. – 4:30 p.m.


Not Present: Kalani Fujiwara, Mary Hattori, Carol Masutani, Karl Naito, Conrad Nonaka, Louise Pagotto, Dawn Zoni and Jeff Zuckernick

Guests: Harry Davis, Lisa Kanae and Amy Patz Yamashiro

Call to Order: Leon Richards, Chancellor
Introduction: John Richards, Dean of Hospitality, Business & Legal Academic Programs

BOR/KCC Authorized Governance Orgs (AGOs) Report

ASKCC Student Congress: William Arenivas
A student survey was conducted in partnership with the Office for Institutional Effectiveness. In the Student Congress archives there were past surveys but no results could be found. This survey focused on campus life, library, the smoking policy and the cafeteria. So far, 715 students have completed the survey and the survey will close on April 3rd. The survey was sent by email to every Kapi’olani CC home-based student.

For the last month and a half, Student Congress meetings were scheduled but there were not enough members present for a quorum as there were scheduling conflicts. The goal was to provide training for the next generation of student congress officers and to lay down a framework. There has not been a successful campus election in years. Being involved in the UH System Student Caucus has provided ideas on how other campuses are operating.

Kalāualani: Nawa’a Napoleon
The bylaws were revised and they were sent to the members on March 30th for voting. After the closing date on April 3rd, the bylaws will be sent to the Chancellor for approval. The bylaws were revised to align with the strategic directions moving forward. The Council met for over 20 hours and compared other campus’ bylaws. The Council is also considering whether to continue to belong to the Puko’a Council. Statements were made on behalf of the entire Puko’a Council without consulting the campuses.

Faculty Senate: Veronica Ogata
The Faculty Senate’s next meeting is April 6. They are discussing whether some of the ad hoc committees should become standing committees. An ad hoc committee must be dissolved before they can become a standing committee. The ad hoc committees are Distance Education, SLO and Sustainability. Faculty Senate is revising their constitution. They hosted two Faculty Senate forums in February and March to receive campus input. The Executive Council made revisions and it will be sent to the senators for a vote.
There have been 30 action requests by faculty. The goal is to close on the action requests by the end of the semester. The Faculty Senate forum on April 15 will focus on the length of dossiers, contract renewal and tenure promotion documents. They are looking for campus input to make the process better and more manageable. The last forum in May will be on open educational resources (OER), which are free online textbooks for students. The Vice President for Community Colleges had a conference on OER resources. The UH is working with faculty to use OER resources to decrease the costs to students. Textbooks are expensive. There is a need to look at other resources.

**Staff Council: Helen Hamada**

There are plans for a possible Health Fair in the summer.

**CAC Budget and Planning Work Group Update: Harry Davis, Chair**

The Work Group is focusing on the strategic plan, budget request process, and the Office of Continuing Education and Training (OCET) business plan. A new student-centered committee is being formed called, “Engineers for a Sustainable World”. The goals of this committee are to lower electricity usage but installing sensors, timers, etc.

**Budget Update: Brian Furuto**

The college is essentially in the same financial position as last year. We are currently at a deficit of $612,237. The General Fund account is showing a $1.65 million deficit, which will need to be covered by the Tuition and Fees Special Fund. The deadline for larger purchases to the business office is six weeks earlier. The Vice Chancellor for Administrative Services (VCAS) asked the CAC members to consider the necessity of each purchase. Deficit spending will be taken from the Community College Special Fund (CCSF). However, this is our final emergency fund. The College has made some strides in reducing electricity use, student help and overload. Personnel costs are the greatest expense.

A question was asked, “How do you look at the budget in terms of student success?” We, as a campus, need to define student success. What activities and programs are directly related to student success? The College needs to consider how to raise revenue as well as reduce expenses. A suggestion was to encourage International students and mainland students to attend and to increase overall enrollment through stronger recruitment efforts. The Honda International Center has assisted in bringing over 700 International students to the College. KCC has the largest number of Japanese students in the U.S. There are students studying at KCC from over 40 countries. International student who come to KCC contribute $36 million to the overall economy of the State. Another suggestion was to translate the website into other languages as well as provide marketing materials and social media in other languages.

**CAC Enrollment Management & Marketing Work Group Update: Carol Hoshiko**

The Enrollment Management and Marketing Work Group had a meeting earlier this month. The focus for marketing is to enhance the College’s social media presence such as Facebook, Google ad words and Youtube. In April, there will be regular messages posted on KCC’s Facebook. College guidelines have been developed for using social media. All the ads and social media point people to the microsite - [www.gokapiolani.com](http://www.gokapiolani.com). The microsite was created as it has more flexibility. Pamphlets and rack cards are being created. Radio stations are being targeted. The TV commercials will air on paid stations to broadcast on primetime spots. For internal messaging, there is a KCC presence at the Farmer’s market. Packets of information on the College are being produced. The campus view piece will be coming.
Our TV commercials are on a DVD and can be used for promotion. Another focus is to follow up with people who have applied but do not attend. A question was asked, “Have surveys been done through OFIE to find out how current students learned about the college?” A possibility is to ask current students what they want to see in marketing. How did they learn about the campus? Surveys were also conducted on the system level.

**CAC Accreditation & Assessment Work Group Update: Lisa Kanae, Chair**

Kekaulike Information and Service Center (KISC) is revising their service area outcomes (SAOs). The Student Learning Outcome (SLO) coaches have reminded the faculty that the Course Learning Reports (CLRs) are due in May. The AMS Coordinator position was posted but needed to have legislative approval as the position is temporary. The search committee has been approved. The ACCJC Annual and Fiscal Reports were submitted.

**Taskstream Update: Amy Patz Yamashiro, Interim Assessment Coordinator**

Title III funded the purchase of the Assessment Management System (AMS) and will fund the AMS Coordinator. Eight people are working on setting up and the implementation of the AMS Taskstream. There are two parts: the assessment data and the Learning Achievement Tool (LAT). The goal is to set the system up to match the current processes. Pilot programs have started. Training and professional development will be offered at the end of the semester and during duty week. Dawn Zoni is leading the non-academic side. Information can be found on the Ohana site.

**Strategic Plan Open Forum: Bob Franco**

Bob Franco presented a powerpoint on the Strategic Plan process (Appendix A). A discussion with the faculty is needed on whether to use percentage increases vs. absolute number increases to track the measures. The numbers need to be realistic. The achievement measures are related to enrollment measures. There is a need to increase enrollment, persistence (fall to spring and especially fall to fall), graduation or transfer.

If enrollment is decreasing, it will affect our achievement levels. The Hawai‘i Graduation Initiative (HGI) and President Obama’s initiative are driving the higher metrics.

**KCC Strategic Plan Outcomes (draft March 31, 2015) Aligning with UH System and UHCC Strategic Directions (SD), 2015-2021 (Appendix B)**

There is a 7% increase in tuition scheduled for fall 2015. The Board of Regents may reduce it, which will add to the budget burden.

* For accompanying documents and/or access to all Chancellor’s Advisory Council minutes and documents, please go to the Ohana website, https://ohana.kapiolani.hawaii.edu/groups/chancellors-advisory-council-cac/under Groups, Chancellor’s Advisory Council (CAC).

Submitted by: Joanne Whitaker
2015.3.31_Chancellor’s_Advisory_Council_Minutes