



# Chancellor's Chat

A SAN BERNARDINO COMMUNITY COLLEGE DISTRICT PUBLICATION  
 ENHANCING YOUR LIFE WITH QUALITY EDUCATION

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## BOARD MEETING REMINDERS

**March 24, 2016**  
 12pm  
 Study Session: EEO  
 Mandatory Training

**April 14, 2016**  
 2pm  
 Study Session  
 4pm  
 Business Meeting  
 @ CHC LRC 231

## COLLEGE HIGHLIGHTS

To view the Crafton Hills  
 President's Report  
 click [here](#).

To view the San  
 Bernardino Valley  
 President's Report  
 click [here](#).

## Chancellor's 2016 Vision and Call to Action: Let's Accomplish Together

*Our blueprint for action and accomplishment as we move forward in 2016 must be built on the foundation of **A.C.T.I.O.N.** –*

**Accountability** to all members of the SBCCD community so that we faithfully carry out our roles and meet the commitments that we make to others.

**Collegiality** at all levels of the organization so that work is accomplished in the spirit of collegial consultation.

**Transformation** of the District and all of its entities so that we can continue on the path of continuous improvement and to become the best community college based on the indicators of success we measure.

**Interaction** with others so that we can build meaningful and consistent communications between individuals and groups.

**Objectivity** in our interactions so that we can better understand one another without preconceived notions and biases to derive collegial outcomes.

**Necessity** as the basis for efficiency and effectiveness as stewards of district resources, sustainability, and most importantly, service to our students and the community.

## *Useful Links*

[Accreditation Update](#)

[Board Policies & Procedures](#)

[Board Meeting Agenda & Minutes](#)

[District Assembly Agenda & Minutes](#)

[Master Calendar of Events](#)

[Chancellor's Webpage, Photo Gallery and Presentations](#)

[SBCCD WIKI](#)  
*Business & Fiscal Services*  
*Payroll*

*Environmental Health & Safety*  
*Human Resources*

*Technology & Educational Support Services*

[District Police Department Information](#)

[Classification & Compensation Study](#)

[San Bernardino Valley College](#)

[Crafton Hills College](#)

[Economic Development & Corporate Training](#)

[KVCR](#)

## *The 50% Law and the Faculty Obligation Number (FON): A Proposal*

### **Background**

Chancellor Brice Harris commissioned a small workgroup of faculty and administrators to explore issues and, if possible, to develop a proposal for reform in regards to the 50% Law and the FON. The workgroup considered a number of issues relevant to the 50% Law and the Faculty Obligation Number. Among these issues were the changing needs of students and the changing instructional environment since the 50% Law was enacted in 1961 and the FON was instituted in conjunction with AB 1725 (Vasconcellos) in 1988. The workgroup also considered the ways in which the various requirements of the 50% Law and the FON might be aligned into a more compatible and cohesive form.

### **The 50% Law**

After entertaining a variety of approaches to this issue, the workgroup agreed that the essential structure of the 50% Law should remain unchanged but that the definition of instructional expenses should be reconsidered. In determining which expenses to include as aspects of instruction, the workgroup agreed in principle that only costs that directly impact instruction and learning should be included. The following criteria were used in determining additional costs that could be included as instructional:

- All faculty work outside the classroom that plays a direct role in the education of students.
- Individuals who provide educational services directly to students
- Services that assist in the direct education of students.
- Governance activities that pertain directly to the education of students.
- Professional activities that pertain to the curriculum.

The final determination of the workgroup was that the following expenses should be included as instructional in the new calculation:

- All expenses considered to be instructional in the current calculation
- Salaries and benefits of counselors and librarians
- All tutors performing in an instructional capacity in a supervised setting
- Faculty reassigned time for instructional program and curriculum development and modification

- Faculty participation in curriculum development, design, and modification is necessary for the creation and maintenance of effective instructional programs.
- Reassigned time for college and district academic senate governance activities
- Academic senate participation and representation in governance activities is essential for effective collegial decision-making that has a direct impact on the instructional program.

If all of these expenses were included as instructional, a new percentage amount of the general fund budget, appropriate to these expenses, would need to be determined.

### **The Faculty Obligation Number (FON)**

The FON was established in 1989 as a means of ensuring that colleges at a minimum increased their number of full-time faculty workforce in proportion to their growth in credit FTES. Annually, the Board of Governors determines whether or not the state budget has provided colleges with resources adequate to implement the regulation. The California community college system has failed to attain this goal for a number of reasons, including but not limited to a lack of funding for increased full-time faculty hiring, fluctuations in the economy, rapid enrollment growth, faculty retirement incentives, and competing demands for system resources.

In order to refocus the system's attention on the 75% goal, and to ensure that the FON is used to make progress toward this goal, the workgroup recommends implementation of the following procedures and requirements regarding full-time faculty hiring:

- The FON requirements should be re-benchmarked based on districts' full-time faculty workforce in the fall of 2015. This re-benchmarking should include noncredit faculty, who are currently excluded from the FON equation.
- A sliding scale should be established for future adjustment of the FON, with those institutions with the lowest percentage of full-time faculty expected to show greater progress.
- The system should continue to advocate for a standing line-item allocation in the state budget for full-time faculty hiring.
- All community college districts should be required to submit to the Chancellor's Office a five-year plan for full-time faculty hiring designed to make local progress toward the 75% goal.
- Data regarding the district's performance and progress toward achieving the 75% goal should be included in both the CCC Scorecard and the CCCCO Institutional Effectiveness Partnership Indicators.

### **Next Steps**

The workgroup intends to continue meeting in order to review data and develop the necessary aspects of the proposal which include:

- The specific percentage of the general fund budget that will constitute the minimum for instructional expenses under the revised formula for Education Code Section 84362, previously referred to as the 50% Law
- The specifics of the sliding scale formula for the future adjustment of the re-benchmarked Faculty Obligation Number and its application to district plans for making progress toward the 75% goal
- The specific hardship circumstances under which districts could be exempted from demonstrating progress toward the 75% goal in their full-time faculty hiring plans

## *Associate Degrees for Transfer (ADT)*

Associate Degrees for Transfer (ADT) were a legislative result of a drive to create a more seamless process of transfer from the CCCs to the CSUs. Under these acts, each college is to create an ADT that correlates with the specific Transfer Model Curricula (TMC) offered by that school. TMC provides a template for aligning CCC coursework with CSU major requirements.

The idea was that students who successfully completed 60 units of transferable coursework in community college would be awarded an Associate Degree for Transfer (ADT) and receive guaranteed admission with junior standing into the CSU to finish their upper-division coursework—not to exceed 60 units. Today, nearly one-half of all CSU degree programs are matched with an ADT pathway.

Crafton Hills is to create 25 ADTs and SBVC to create 20. A report, *Keeping the Promise*, was issued by The Campaign for College Opportunity, to analyze where the colleges are in creating their ADTs. At this point, CHC is currently at 94% and anticipates 100% by the August 1, 2016 due date. SBVC has 15 completed, two more passed by the Board of Trustees and being sent to the CCCCCO for final approval, and the final three are planned to be completed by the August deadline, pending some course adaptations that must be made.

Both colleges are faring well as far as the actual use of the degrees by students and the numbers are increasing. Statewide, only 8% of all CSU transfer students held an ADT in 2014-15. For the same period, SBVC had nearly 12% and CHC had 36.5% graduating with an AA/AS and an ADT during the same year.

The numbers of students earning the ADT and the numbers actually transferring do not necessarily correlate yet. Statewide, only 37% of ADT earners transferred to a CSU on the guaranteed pathway. There are several reasons for this.

- These are new degrees and a student earning an ADT may transfer to a CSU in a different program, having changed his or her mind about their educational goal.
- The student's desired CSU may not have space in that specific program or may not offer that specific program, so an alternate is selected.
- The student may take time off before heading on to the four year, breaking the data cycle.
- Some CSUs are slow to participate in the process, especially those with hands-on processes for their entering first year students, like Cal Poly, SLO.

At this point, the numbers of ADTs being granted by our two colleges have grown from 22 in 2012-13 at SBVC to 156 in 2014-15, and at CHC, 448 were granted in 2014-15. In addition, our students are doing very well at specific CSUs and UCs. From CHC, 180 applications were submitted to CSUSB in Fall 2011, and 372 for Fall 2014 – an increase of 106%. Applications to the UC system from CHC grew by 119% in the same period and offers from UCs have grown as well. UC Berkeley has an average admission rate of 23% for all transfer students. This year's admission rate for CHC was 28%, a terrific sign of increasing acknowledgment of the quality of our transfer students.

## *Marketing with Pandora Radio*

With the use of traditional radio on the decline as students move to other mobile music on their phones and digital devices, our marketing team decided to expand their efforts to

Pandora radio advertising. A streaming service like Pandora allows both campuses to target the audience by zip code (19 zips for SBVC and 15 for CHC), age (18-34), and ethnicity (i.e. Latin). In the SBVC zips, more than 44% of the 185,000 adults ages 18-34 access Pandora, and in the CHC zips, more than 47% of the 106,000 adults of the same ages access Pandora.

SBVC is generating 60,000 audio impressions, an additional 19,000+ Latin impressions, and more than 34,000 display ads per week, through Pandora. CHC is similarly generating 51,000+ audio impressions, 11,400+ Latin impressions and more than 24,000+ display ads per week.

Pandora provides both audio and visual advertising where users can see banner ads and static logo ads as well as hear voiced-over ads created by Pandora's staff. The ads drive students and potential students to the campus website for information and enrollment. There has been upticks in website visits tied to the ads, but the full analytics report will be released on March 27.

Traditional print and radio marketing can have its limitation, but our marketing team continues to explore other avenues to reach our potential markets. Comparisons and analysis will be done at the end of each run.

### *Kuddos to SBCCD Police*

The District Police recently received a request to use their website as an example of a best practice for campus law enforcement by Virginia Sexual and Domestic Violence Action Alliance (VSDVAA). The statewide sexual and domestic violence coalition was tasked to create a best practices guide comprised of trauma-informed and social justice oriented recommendations for campus professionals (including campus law enforcement) to respond to gender-based violence.

In a quest for specific examples from community colleges, VSDVAA found the SBCCD police website through a google search. The site included information that was clear and easy to find such as victim's rights, what they can expect from interactions with the police department, and campus and community resources to assist survivors. Great job District Police!

### *Update: Search for College Presidents*

The Human Resources Department is on track with presidential recruitment efforts for both campuses. The positions have been posted and will remain open until filled.

March 25, 2016	Committee Appointment
April 1, 2016	EEO Training
April 14, 2016	HR 1st Review/Screening of Minimum Qualifications
April 15, 2016	1st Screening Committee Meeting
April 22, 2016	2nd Screening Committee Meeting
May 9-13, 2016	1st & 2nd Level Interviews, Forum, Campus Tours

May 9, 10, 2016	SBVC and CHC 1st level Interviews
May 11, 2016	SBVC Campus Forum and 2nd Level Interviews
May 12, 2016	CHC Campus Forum and 2nd Level Interviews
May 13, 2016	Finalist Interviews - Board of Trustees
May 9-20, 2016	CCSS Reference and Background Checks
May 23, 2016	Job Offers
June 9, 2016	Board Approval

## The SBCCD in the News for 03.17.2016

[http://www.sbccd.org/District News and Events/Press Room and Publications/SBCCD in the News?folder=2016%2fMarch+2016%2fWeek+of+03.17.2016](http://www.sbccd.org/District%20News%20and%20Events/Press%20Room%20and%20Publications/SBCCD%20in%20the%20News?folder=2016%2fMarch+2016%2fWeek+of+03.17.2016)

### The following stories were included:

- ⇒ College district approves accrediting response
- ⇒ Community College Week Appointments
- ⇒ Crafton Hill College to present Distinguished Alumnus Award
- ⇒ CSUSB lags in helping transfer students
- ⇒ Foodie Empire
- ⇒ San Bernardino Assembly race could define what it means to be an Inland Empire Democrat
- ⇒ SBCCD to help 8th graders get their day at Fontana's Auto Club Speedway
- ⇒ SBVC Sports Roundup
- ⇒ Trustee Viricell named by Assemblyman Steinorth in 'Woman of the Year' selections

More news on the District can be viewed [here](#)

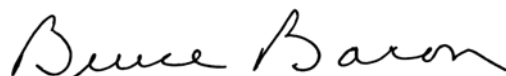
As I continue to reflect on my vision for the San Bernardino Community College District, I feel, stronger than ever, the importance of maintaining my commitment to these ideals. We have been successful in many areas of this vision. In other areas, the progress toward the vision will take time, but I remain faithful in the desire to achieve these ideals.

#### *We Will:*

- Be considered the "best" community college in the State.
- Build a culture of trust with open and respectful communication.
- Increase all partnerships with business and industry, other academic institutions, non-profit agencies so that we can be stronger through combining resources and working together.
- Improve student success as measured by the State Chancellor's Office and any additional indicators that we determine are appropriate.
- Increase our resource development and bring new grants and fundraising dollars to the colleges.
- Continue to develop and implement new academic programs that Meet the needs of our community.
- Use technology to work smarter and to improve opportunities for student success.
- Provide service to students that reflects quality and excellence.
- Enhance our safety programs and be responsive to staff concerns about environmental health and safety.
- Hold professional development, including wellness, to be an integral part of our commitment to faculty and staff.

Please let me know how I can help you in the performance of your important work on behalf of our great District.

Sincerely,



Bruce Baron  
Chancellor

## *Mission Statement*

The mission of the San Bernardino Community College District (SBCCD) is to transform lives through the education of our students for the benefit of our diverse communities.

This mission is achieved through the District's two colleges, San Bernardino Valley College (SBVC) and Crafton Hills College (CHC); the Economic Development and Corporate Training Center (EDCT); and public broadcast system (KVCR TV-FM) by providing to the students and communities we serve; high quality, effective and accountable instructional programs and services.

## *Board of Trustees*

The Board of Trustees of the San Bernardino Community College District is the governing body of the District. The Board is established by, and derives its power and duties from, the Constitution of the State of California and the Statutes of California as adopted by the Legislature and issued in the California Education Code, and the directives of the Board of Governors, California Community Colleges, listed in Title V, California Code of Regulations.

Seven trustees, elected from your communities, and two student representatives elected by their respective campuses govern the San Bernardino Community College District. Trustees serve a four-year term, while the non-voting student trustees serve a one-year term.

All regular and special meetings of the Board, except as otherwise required or permitted by law, are open to the public so that citizens may have the benefit of Board deliberations concerning items under consideration.

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## *Contact Us*

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