



**CHABOT-LAS POSITAS
COMMUNITY COLLEGE DISTRICT
BOARD OF TRUSTEES
REGULAR MEETING**

**MINUTES
February 16, 2021**

PLACE

Chabot-Las Positas Community College District, 7600 Dublin Blvd, Dublin Ca 94568. Due to the current pandemic and social distancing restrictions, this meeting was held through Teleconference, Zoom.

CALL TO ORDER

Board President Randolph called the regular meeting to order at 5:04 p.m., Recording Secretary Debra Nascimento called the roll.

PUBLIC COMMENTS

There were no Public Comments offered at this time.

CLOSED SESSION

Motion No. 1

Motion made by Trustee Gin and seconded by Trustee Heredia, the Board immediately adjourned to Closed Session at 5:05 p.m.

Motion carried unanimously, 7-0.

Motion carried by the following roll call vote:

AYES:	Gin, Granger, Heredia, Maduli, Randolph, Reynoso, Sbranti
NOES:	None
ABSENT:	None
ABSTENTIONS:	None

OPEN SESSION

The Board re-adjourned in Open Session at 6:30 p.m. Recording Secretary Debra Nascimento called the roll.

ATTENDANCE

Members Present:

Trustee Dr. Hal G. Gin
 Trustee Linda Granger
 Trustee Maria Heredia
 Trustee Mr. Edralin "Ed" Maduli
 Trustee Ms. Genevieve Randolph
 Trustee Dr. Luis Reynoso
 Trustee Mr. Tim Sbranti
 Student Trustee Mr. Frank Polanco
 Student Trustee Mr. Weixian Lin

Recording Secretary:

Ms. Debra Nascimento

Managers Present:

Mr. Ronald Gerhard, Chancellor
 Dr. Susan Sperling, President, Chabot College
 Dr. Dyrell Foster, President, Las Positas College
 Dr. Theresa Fleischer Rowland
 Mr. Wyman Fong
 Mr. Bruce Griffin
 Mr. Jonah Nicholas

Others Present:

Ms. Sarah Thompson, President, Las Positas College Faculty Senate
 Mr. Miguel Colon, President, Chabot College Faculty Senate
 Ms. Noell Adams, President, Chabot College Classified Senate
 Mr. David Rodriguez, President, Las Positas College Classified Senate
 Ms. Rachel Ugale, Chapter President, SEIU
 Mr. David Fouquet, President, Faculty Association

REPORT OUT: ACTION TAKEN IN CLOSED SESSION

President Randolph stated in Closed Session the Board unanimously voted to deny the claim for Mr. Steven Nur Ahmed.

1.6 PLEDGE TO FLAG

President Sperling led the pledge.

1.7 PUBLIC COMMENTS

Mr. Sean Day, Coordinator of the International Student Program at Chabot College stated he was speaking on agenda item 5.3 Approval for Establishing Nonresident (Out-of-State and International) Tuition Rates and asking that the Board consider pulling this item for discussion. He stated this proposal would raise the nonresident tuition to a total of \$315 per unit. This is an increase of \$25 per unit. This is on top of the \$8 increase that was approved last year. He stated this proposal is the largest he has seen in his 14 years at Chabot College and likely the largest increase in the history of the District. He stated he conducted a survey of our International students along with the CARES Mental Health team last Fall to assess their well-being and identify areas where they needed support. He stated that the results showed us that the No. 1 concern for our students, were financial. He stated the families and sponsors of our students have been negatively impacted during this pandemic. He stated in light of the then announced new immigration policies that threatened our international student's well-being and ability to continue with their studies, our College Administration, including President Sperling met with our students on several occasions to listen to their concerns. Again, financial stress was identified and a call was made to identify on campus jobs for our students to be considered. Unfortunately, even with this support, it has been extremely difficult for our students to find jobs and for many of them to afford their tuition. He stated he also knows that our District is facing a shortage of funding due to declining enrollments. However, it seems unreasonable to raise the tuition so high on international students who are and have been also struggling. He stated they are required to enroll in minimum of 12 units a semester and are prohibited from working off campus without prior authorization. He stated the proposal to raise the nonresident tuition would make our tuition higher than any in our surrounding area and one of the highest in California and I am concerned that this may make it more difficult to attract international students to our district. He stated he would like postpone this increase at this time, until we are out of the pandemic or consider reducing the amount.

Ms. Thanh Vo, stated she is an International Student from Vietnam. She stated she is speaking regarding agenda item 5.3, approval institutional rate increases for 2021-2022 and consider pulling this item for discussion. She stated not all international students are wealthy and everyone deserves to receive an affordable education regardless of their race or background. She stated students miss opportunities when they have to work longer hours to pay for their expenses. She stated by increasing the tuition fees students will sleep less and work more to pay for this adjustment. She stated international students are not allowed to work more than ten hours per week which will add a financial burden on their families. She asked the Board to consider postponing the increase until the pandemic is over.

Dr. Arnold Paquio expressed his concerns regarding Chabot Colleges support towards the API students. He stated discussion is happening on how they can take action and immediately get the support needed. He stated the latest student survey shows, Asian American, Filipino's and Pacific Islanders have the lowest levels of satisfaction and engagement learning in almost every measure. He

expressed his concerns about waiting or the 10x10 as if justice is a commodity that you have to line up for as if racism oppresses one community at a time. He stated he has hope for the leaders in the room tonight because he knows; this is not a place where suffering and struggles of our community are ignored. He stated the 10x10 project has taught us that leaders don't wait around for the suffers to give us their own solutions. He stated that systemic require an institutional response and this institution is one that I have hope in.

Board Secretary Ms. Nascimento read the following Public Comments

Ms. Harumi Ueda, hello my name is Harumi Ueda. I am an International student in Japan. Thank you for the opportunity to express my thoughts about the agenda. Personally, I feel unpleasant that this agenda was submitted in spite of the severe situation for everyone. I would like to make a comment because I want to share my situation. Since the pandemic happened, my parents work less than before. Also, I have money saved up for five years of studying in the United States. My parents also provide me some support but they need to save money for their lives too. Also, we need to take 12 units at least, which means we need to cover \$300 for a semester. It may not be a lot for other people but for me, it is equivalent to buying food for a month. I think when this is approved, it will affect my life negatively. I hope everyone understands that every international student is not rich.

Mr. Diego Alejandro, I am an International Student-Athlete at Chabot College. I wanted to express my concern about Agenda Item 5.3, that talks about raising nonresident tuition fees. My family is part of the middle-low class in Guatemala. As inferred, my father has been working very hard to pay the tuition and my living expenses. Although he has been able to pay the last two semesters he has struggled a lot. On the other hand, I would be more than happy to help him by working myself, but I cannot since International Students are not allowed to work off campus too. On behalf of several internationals' students, I would like to ask to please not raise the nonresident tuition.

1.8 APPROVE CONSENT ITEMS (cc)

Motion No. 2

Trustee Maduli made a motion, seconded by Trustee Heredia, to approve the Consent Calendar with the exception of Agenda Item 4.2.

Motion carried unanimously, 7-0.

Motion carried by the following roll call vote:

AYES: Gin, Granger, Heredia, Maduli, Randolph, Reynoso, Sbranti
 NOES:
 ABSENT:
 ABSTENTIONS

The following items were approved on the Consent Calendar:

3.0 PERSONNEL

- (cc) 3.1 Faculty Personnel
- (cc) 3.2 Management Personnel
- (cc) 3.3 Executive Personnel
- (cc) 3.4 Authorization for Summer 2021 Work Schedule

4.0 EDUCATIONAL SERVICES

- (cc) 4.1 Approval of Amendment to the Koret Sub-Recipient Grant Agreement No. W3251-424/Gift No. 19-0290 for the College Agile Network between California State University, East Bay Foundation Inc and Chabot-Las Positas Community College District
- (cc) 4.2 Approval of Grant Agreement with Kaiser Permanente's Northern California Community Benefit Programs for CalFresh Employment and Training Program (115003), Chabot College
- (cc) 4.3 Approval of Sabbatical Leave Applications for 2021-22 Academic Year
- (cc) 4.4 Approval of Addendum Revision of Grant Agreement between United Way Bay Area and Chabot-Las Positas Community College District SparkPoint Center, Chabot College

5.0 BUSINESS SERVICES

- (cc) 5.1 Approval of Commercial Warrant Registers
- (cc) 5.2 Approval of Payroll Warrant Registers
- (cc) 5.3 Approval for Establishing Non-Resident (Out-of-State and International) Tuition Rates for 2021-2022
- (cc) 5.4 Acceptance of the Agreement for CARES Act Higher Education Emergency Relief Fund (HEERF) – Institutional Funding – from the U.S. Department of Education for
- (cc) 5.5 Approval of Award of a Piggyback Contract for Audio-Visual Equipment for the Economic Development and Contract Education, OSHA Training Center and Tri Valley Career Center Relocation Project the Chabot – Las Positas Community College District, Chabot College (P425F20310820A)
- (cc) 5.6 Approval of Agreement Renewal – Stanford Health Care – Valley Care and Chabot Las Positas Community College District, Las Positas College
- (cc) 5.7 Addendum for previous Falck contracts to include Chabot College EMS program as the part of the clinical environment
- (cc) 5.8 Approval of Budget Transfers from November - December 2020
- (cc) 5.9 Approval of Annual Financial and Budget Report for the Chabot-Las Positas Community College District (CCFS 311A Annual Financial Report for Fiscal Year 2019-20 and Budget Report for Fiscal Year 2020-21)

6.0 FACILITIES PLANNING AND DEVELOPMENT

- (cc) 6.1 Approval of Modification to Lease Agreement for the property located at 5860 Owens Drive, Pleasanton, between San Ramon Ambulatory Care, LLC and Chabot-Las Positas Community College District
- (cc) 6.2 Approval of Modification to the Contract with Armour Fence for the Swimming

- (cc) 6.3 Pool Revitalization Phase II Project at Chabot College
Approval of a Professional Services Agreement with Vanir Construction Management, Inc., for Project Management Services, Public Safety Center / Advanced Manufacturing and Transportation Facilities and Other Projects as Assigned at Las Positas College

7.0 ECONOMIC DEVELOPMENT/CONTRACT EDUCATION

- (cc) 7.1 Approval of Ratification to Grant Agreement No. 18-081-102, Amendment #2 – California Community Colleges Chancellor’s Office, District-Economic Development

8.0 INFORMATION AND DISCUSSION ITEMS (No Action)

- 8.1 Informational Personnel Report

9.0 OTHER ACTION

- 9.1 Second Reading of New, Reviewed, or Revised Administrative Procedures
- BP 4300 Field Trips and Excursions
 - BP 4400 Community Education Programs
- 9.2 Trustee Evaluation Subcommittee

10.0 REPORTS- SENIOR LEADERSHIP AND TRUSTEES

- 10.1 Presidents of Chabot College and Las Positas College
10.2 Chancellor
10.3 Recognitions
10.4 Trustee Reports and/or Official Communications

1.9 APPROVAL OF MINUTES OF DECEMBER 15, 2020, REGULAR

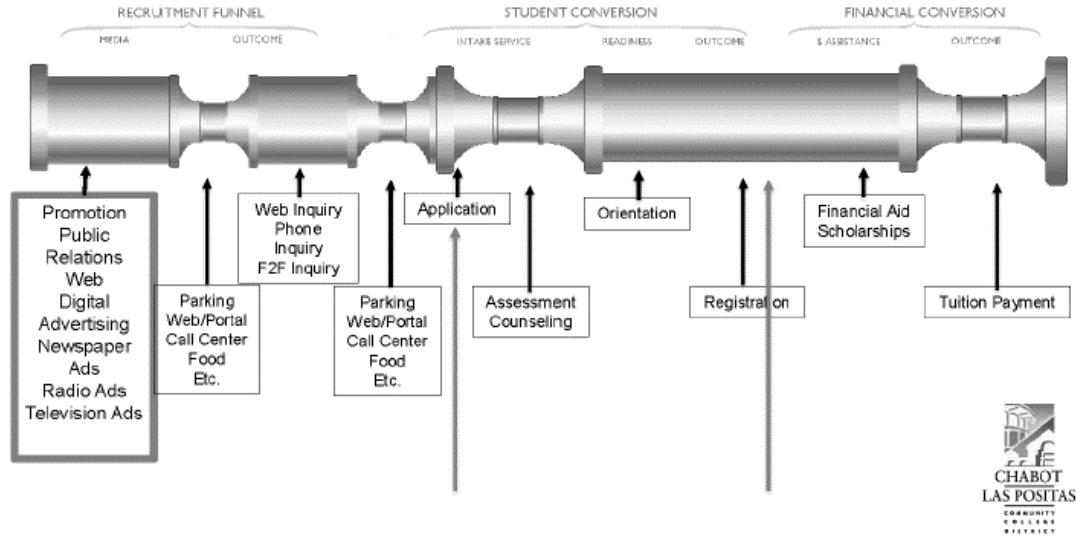
1.10 PRESENTATION: MARKETING UPDATE

Chancellor Gerhard stated our Interim Director of Public Relations Ms. Jennifer Aries will present us the Annual Marketing Strategy.

AGENDA

- Our Role in the Enrollment Pipeline
- Annual Marketing Strategy Update
- Upcoming Marketing Campaign Tactics

ENROLLMENT PIPELINE IN THE PAST



CURRENT PRMG INTEGRATION WITH RECRUITMENT/ENROLLMENT PIPELINE

PRMG INTEGRATION STATUS

- 1) PRMG Current level of integration
- 2) Show barriers to integration
- 3) Determine opportunities for increased integration

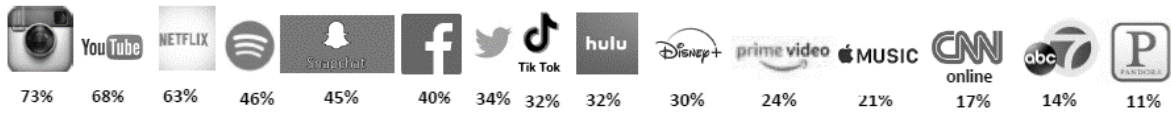
MARKETING STRATEGY UPDATE/ MARKET RESEARCH

PRIMARY STUDENT PERSONAS



MARKETING STRATEGY UPDATED/ MARKET RESEARCH

Chabot College

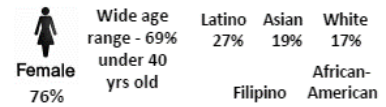


Las Positas College



PURSUING ASSOCIATE DEGREE

Pursuing an Associate Degree at Chabot: 12%




Also attending Las Positas:	10%
Areas of Study:	Early Childhood Dev (16%), Nursing (13%), Business (8%), Dental hygiene (6%)
Online Classes:	93%, Hybrid – 31%
How heard about Chabot:	Family/friends (30%), High school teacher/counselor (26%), Driving by campus (23%), From a current/past student (19%), Internet search (14%), Received something in the mail (10%), Member of staff/faculty (4%), Advertising (3%)
Other options considered:	Another community college (32%), 4-year university (25%), None (28%)
Top reason for choosing Chabot:	Convenient location (47%), Low cost (32%), Convenient class schedule (16%), Availability of of specific classes (27%), Availability of trfr/cert/degree program (21%), Financial aid access (16%)
Communication preference:	Personal email (73%), Text (54%), Zone email (52%), Mail (27%)
Student Svcs Req'd More This Semester:	Academic counseling (38%), None (33%), Tutorial programs (19%), How to use online tools (18%), Health & Wellness Ctr Svcs (12%), Mentoring (11%)
Most likely activities:	Social Media (92%), Music streaming (67%), Video Streaming (69%), Online news (63%), TV shows (54%), Broadcast Radio (33%), Podcasts (24%)



PURSUING ASSOCIATE DEGREE

Pursing an Associate Degree at Las Positas: 6%

 **Wide age range -** White Latino Asian
Female 75% under 40 yrs old 37% 22% 20%
 67% Filipino American 10% 5%

Also attending Chabot: 28%

Areas of Study: None (10%), Business (9%), Admin of Justice (9%), Early Childhood Dev (8%), Fire Science (7%)

Online Classes: 94%, Hybrid – 22%

How heard about Las Positas: Family/friends (35%), Internet search (24%), high school teacher/counselor (19%), from a current/past student (17%), Driving by college (6%), rec'd something in the mail (6%), saw an ad (5%)

Other options considered: Another community college (30%), None (24%), 4-year university (22%)

Top reason for choosing Las Positas: Convenient location (37%), Availability of specific classes (33%), Low cost (29%), Availability of specific trfr/cert/degree program (17%), Reputation (14%)

Communication preference: Personal email (76%), Text (56%), Zone email (44%), Mail (25%)


Student Svcs Req'd More This Semester: None (37%), Academic counseling (35%), How to use online tools (19%), Tutorial programs (14%), Mentoring (11%), Health & Wellness Ctr Svcs (10%), How to access library svcs (8%)

Most likely activities: Social Media (95%), Video streaming (73%), Music streaming (65%), TV shows (56%), Online News (56%), Broadcast Radio (37%), Podcasts (35%)



PURSUING BACHELOR'S DEGREE

Pursing a Bachelor's degree at Chabot: 66%

 **<22 yrs** Latino Asian White
Female 70% 37% 24% 18%
 53% Filipino American 13% 9%

Also attending Las Positas: 12%

Areas of Study: Early Childhood Education (16%), Nursing (9%), Business (4%)

Online Classes: 97%, Hybrid – 26%

How heard about Chabot: Family/friends (51%), HS teacher/counselor (40%), from current or past student (24%), driving by campus (23%), Internet search (15%), received something in mail (8%), Advertising (7%), Member of staff/faculty (6%)

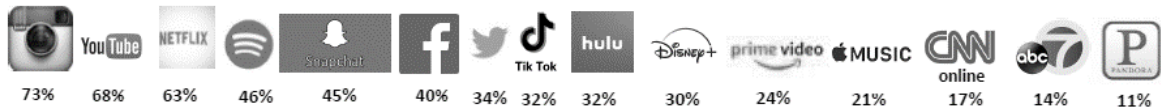
Other options considered: 4-year university (52%), Another community college (41%), None (19%)

Top reason for choosing Chabot: Low cost (52%), Convenient location (47%), Ability to apply credits to 4 yr degree (30%), Availability of specific trfr/cert/degree (20%), Convenient class schedule (19%)

Communication preference: Personal email (71%), Text (54%), Zone email (52%), Mail (20%)


Student Svcs Req'd More This Semester: Academic counseling (50%), Tutorial programs (26%), Mentoring (22%), None (21%), Health & Wellness Ctr Svcs (20%), How to use library svcs (17%), How to use online tools (15%)

Most likely activities: Social Media (95%), Video Streaming (76%), Music streaming (71%), Online news (56%), TV shows (52%), Podcasts (34%), Broadcast radio (23%)



PURSUIING BACHELOR’S DEGREE


Pursing a Bachelor’s degree at Las Positas: 69%

	 Female 65%	COLLEGE <22 yrs 64%	White 39% Latino 28% Asian 22% African American 8% Filipino %
Also attending Chabot:	16%		
Areas of Study:	Business (11%), Psych (9%), Nursing (7%), Biology (7%), Computer Science (7%)		
Online Classes:	97%, Hybrid – 25%		
How heard about Las Positas:	Family/friends (55%), HS Counselor/teacher (41%), from current or past student (28%), Internet search (15%), driving by campus (13%), Advertising (9%), received mail (7%)		
Other options considered:	4-year university (54%), Another community college (38%), None (23%)		
Top reason for choosing Las Positas:	Low cost (51%), Convenient location (47%), Ability to apply credits to 4 yr degree (33%), Availability of specific trfr/cert/degree program (23%), Convenient class schedule (13%)		
Communication preference:	Personal email (70%), Zone email (55%), Text (48%), Mail (20%)		
Student Svcs Req’d More This Semester:	Academic counseling (47%), Tutorial programs (24%), None (24%), Mentoring (19%), How to use library svcs (16%), Health & Wellness Ctr Svcs (14%), How to use online tools (14%)		
Most likely activities:	Social Media (95%), Video Streaming (80%), Music streaming (74%), TV shows (58%), Online News (54%), Podcasts (35%), Broadcast Radio (19%)		



PURSUIING CERTIFICATE/CAREER ADVANCEMENT

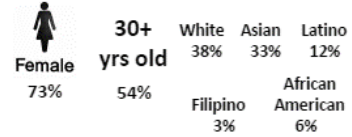
Pursing certification/career advancement at Chabot: 12%

	 Female 73%	30+ yrs old 51%	Latino 23% Asian 29% White 26% African American 8% Filipino 8%
Also attending Las Positas:	12%		
Areas of Study:	None (14%), Nursing (9%), Early Childhood Dev (8%), Business (6%), Accounting (5%)		
Online Classes:	89%, Hybrid – 27%		
How heard about Chabot:	Family/friends (35%), Internet search (20%), high school teacher/counselor (18%), from current or past student (18%), driving by the college (16%), rec’d something in mail (8%), Advertising (4%), Member of staff/faculty (3%)		
Other options considered:	Another community college (33%), None (28%), 4-year university (24%), Self-study (14%), Private/technical school (11%), Adult school (6%)		
Top reason for choosing Chabot:	Convenient location (45%), Low cost (37%), Availability of specific classes (30%), Convenient class schedule (28%), Availability of specific trfr/cert/degree program (25%)		
Communication preference:	Personal email (69%), Zone email (51%), Text (39%), Mail (18%)		
Student Svcs Req’d More This Semester:	None (33%), Academic counseling (29%), How to use library svcs (18%), Tutorial programs (16%), How to use online tools (15%), Mentoring (14%), Health & Wellness Ctr Svcs (14%)		
Most likely activities:	Social media (91%), Video streaming (69%), Online news (58%), Music streaming (57%), TV shows (52%), Broadcast radio stations (34%), Podcasts (33%), Print mags (16%)		



PURSING CERTIFICATE/CAREER ADVANCEMENT

Pursing Certificate/Career Advancement at Las Positas: 13%



Also attending Chabot: 16%

Areas of Study: None (54%), Early Childhood Dev (18%), ESL (15%), Nursing (11%), Computer Science (8%)

Online Classes: 94%, Hybrid – 22%

How heard about Las Positas: Family/friends (39%), Internet search (20%), from current or past student (19%), HS Counselor/teacher (19%), Driving by the college (9%) Rec'd mail (7%), Ads (4%)

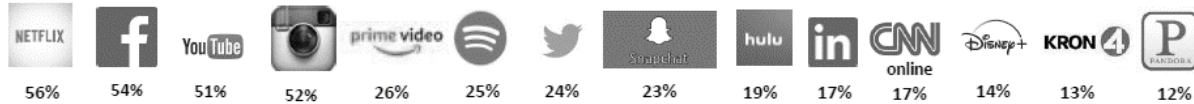
Other options considered: None (32%), Another community college (26%), Self-study (20%), 4-year university (19%), Private technical/career school (12%), adult school (14%)

Top reason for choosing Las Positas: Convenient location (45%), Low cost (35%), Convenient class schedule (34%), Availability of specific classes (32%), Availability of specific trfr/cert program (22%)

Communication preference: Personal email (75%), Zone email (43%), Text (31%), Mail (22%)

Student Svcs Req'd More This Semester: None (47%), Academic counseling (21%), How to use online tools (19%), Tutorial programs (13%), How to use library svcs (11%), Health & Wellness Ctr Svcs (11%), Mentoring (4%)

Most likely activities: Social Media (88%), Video streaming (78%), Online news (67%), TV shows (58%), Music streaming (56%), Broadcast radio stations (32%), Podcasts (40%)



MARKETING STRATEGY SUMMER 2021-2022

MARKETING CAMPAIGN SUMMARY
General Enrollment & Brand Awareness

SUMMER FALL SPRING 2021-22

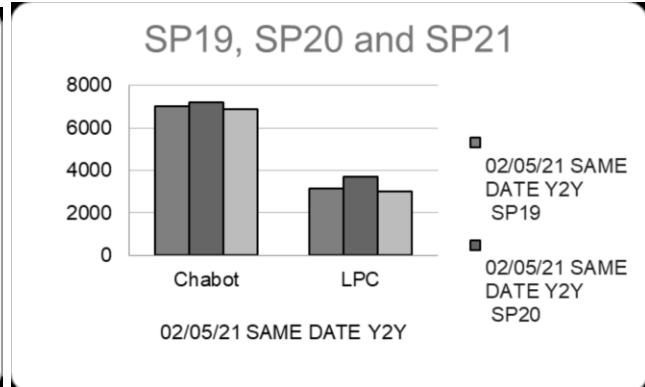
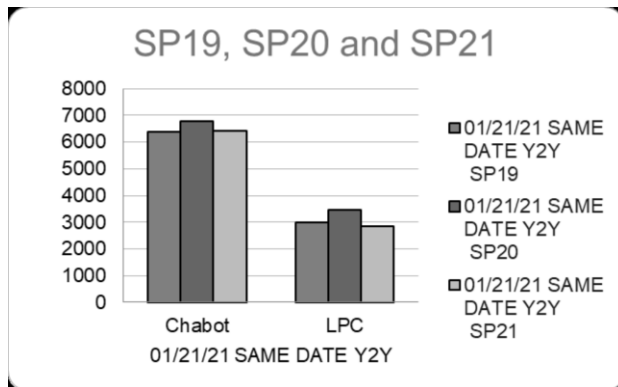
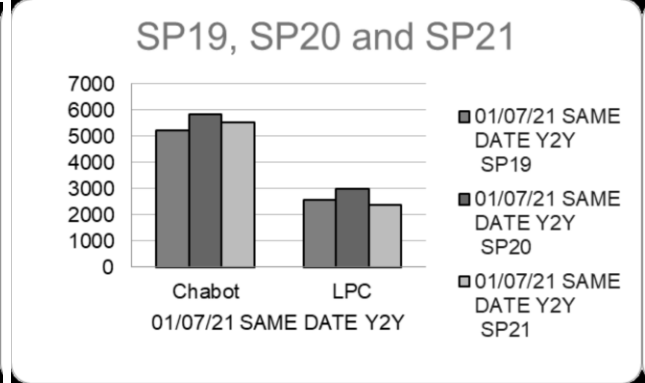
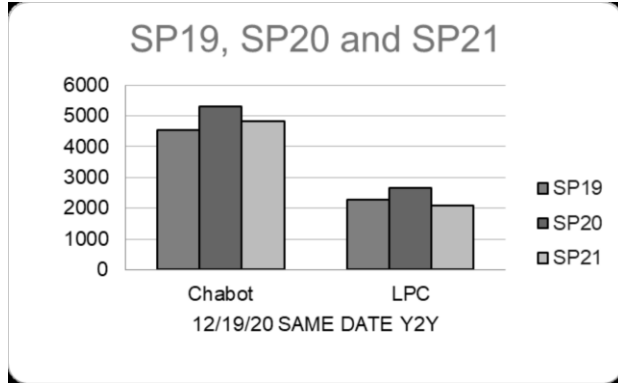
TACTIC ADVERTISING		SPRING 2022	SUMMER 2021	FALL 2021
Stoneridge Mall	Billboard	October 19-January 19		July-August
Wheels Buses	Bus	October 19-January 19		June-August
Comcast Cable Television Channel Specific	Cable Television	November 1-January 15		May-August
Facebook-Displaced Workers	Digital		April 20-June 1	
Facebook: Custom Audience REGISTER FOR FALL	Digital		April 15-May 31	June-July
Facebook: Custom Audience STAY ENROLLED	Digital		March 28-April 11	June-July
Facebook/Instagram General	Digital	October 19-January 19	March 29-June 1	May-August
Geo Fence Events and Locations of Interest/Reverse	Digital	October 19-January 19		May-August
Geo Fence Added University Lookback	Digital		April 12-June 1	
Google/YouTube	Digital	October 19-January 19	March 15-June 1	May-August
India Currents	Digital	December 1-January 1		May-August
OTT	Digital	October 19-January 19	March 28-April 11	May-August
OTT-Displaced Workers	Digital	October 19-January 19	April 20-June 1	
Smart Mailer	Digital	October 19-January 19		May-August
SnapChat	Digital	October 19-January 19	March 15-June 1	
SnapChat Custom Audience	Digital			May-July
YouTube-Displaced Workers	Digital		April 20-June 1	
La Raza 93.3 - Radio Only	Internet Radio	December 1-January 1		May-August
Pandora	Internet Radio	December 1-January 1		May-August
Spotify	Internet Radio	December 1-January 1	March 15-June 1	May-August
KKJL	Local Radio		March 15-June 1	
Cinema West (LIVERMORE) REPURPOSED	Movie-Theater	October 19-January 19		May-August
Regal Hialeah (Shubert) REPURPOSED	Movie-Theater	October 19-January 19	March 15-June 1	May-August
Tracy Theaters Cinemark REPURPOSED	Movie-Theater	October 19-January 19	March 15-June 1	May-August
Tactic	Platform		Summer 2020	Fall 2020
Tracy Press	Print	December 19-January 30		June-July
CSU East Bay	Print/Digital		March 15-June 1	
Livermore Independent	Print/Digital	December 19-January 30		June-July
Pleasanton Weekly	Print/Digital	December 19-January 30		June-July
San Francisco State Newspaper	Print/Digital		March 15-June 1	
SFSU Newspaper	Print/Digital		March 15-June 1	
UC Berkeley Newspaper	Print/Digital		March 15-June 1	
Pro, Post Semester Push			Summer App Not Req. Current Student, and Part-time to Full-time S/S	
			Summer App Not Req. Current Student: 5/14	
			Fall Modality 5/1	

AD SAMPLES

Video Assets: OTT, Cinema, Television <https://www.dropbox.com/sh/edgk4zdi7seHkhp/AAAYfdll10cAXCA3UwMxPrv1s7d1-0>

METRICS/APPLICATION TRACKING

02/05/21 SAME DATE Y2Y				
	SP19	SP20	SP21	
Chabot	7008	7220	6871	4% drop from year before, 1.9% drop from SP19
LPC	3127	3679	3014	18% drop from year before, 3.6% drop from SP19



METRICS/APPLICATION TRACKING

APPLICATION TRACKING 02/05/21 SAME DATE Y2Y				
	SP19	SP20	SP21	
Chabot	7008	7220	6871	4% drop from year before, 1.9% drop from SP19
LPC	3127	3679	3014	18% drop from year before, 3.6% drop from SP19

DEMC SPRING REPORT															
EMC Totals Report - Week(s) 3 Into the Term - Reported=08-feb-2021 08:20 am															
EMC Totals Report															
This does NOT include NON-Credit/Montoya/Rollback/Non-Apportionment info															
SUMMARY_REPORT_HDG		FTES	FTES +/- this time last year	FTEF	WSCH/FT EF	FTES/FTE F	Fill%	WSCH	#PRI_SE CTS	CENSUS	CAPACIT Y	ACTIVE_ HEADCO UNT	UNITS	UNITS/HC	HEADCO UNT +/- this time last year
Chabot College	201803 - Spring 2019	4061.50		288.87	435.14	14.08	79.41	125699	1212	31869	40130	11897	99994.00	8.40	
	201903 - Spring 2020	3945.70		274.11	445.29	14.39	79.54	122061	1173	31267	39309	11379	97326.00	8.55	
	202003 - Spring 2021	3721.89	-5.67% -223.81	264.93	433.13	14.05	75.83	114749	1064	28091	37144	10247	91941.00	8.97	-1132
Las Positas College	201803 - Spring 2019	3232.34		199.59	499.57	16.19	81.85	99710	872	23547	28770	8441	76715.30	9.09	
	201903 - Spring 2020	3052.92		203.90	464.21	14.97	79.19	94653	898	23295	29415	8367	75842.00	9.06	
	202003 - Spring 2021	2695.71	-11.70% -357.21	188.07	442.63	14.33	80.99	83244	777	20990	25918	7587	67704.50	8.92	-780

2020-2021 MARKETING EFFORTS QUICK STATS

- Fall 2020
 - Paid Promotion: June, 2020-August, 2021
 - Over 6 million ads served to your district for FA 20, either by digital, streaming video or audio, print, local radio, or billboard.
 - Over 7,500 Mailers went out to those that landed
 - Over 650 calls to the college
 - Ads with “Register Now” text fields, only text on the ads themselves, performed the best for both colleges
- Spring 2021
 - Paid Promotion: October, 2020-Janary 2021
 - Non-Paid Promotion and Reminders: October 1st, 2020- February 8,2021
 - Served over 4 million ads to the service area, answered over 15,000 search ads and delivered over 950 calls to the colleges.
 - Ads presented direct messages showing support services available help both new and current students graduate.
 - Incorporated retention and recruitment audiences such as waitlist, applied not registered, stop outs, part-time to full time, and current students to our customer audience segments for both cost and no-cost tactics.

MARKETING SUPPORT/MICRO-CAMPAIGNS SUPPORT

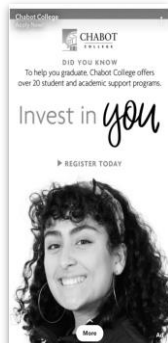
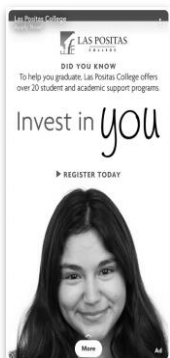
- Year to Career
- Degree works
- Financial Aid
- Transfer Center Support
- Student Life
- Veterans Support
- Health Center
- LPC Google IT Certification
- The Market at LPC
- The Actors Conservatory
- Smart Shop Series
- Late Start Push
- Virtual Q&A Drop in Sessions
- UndocuAlly Task Force
- Social/Email Support
- Video Support
- Public Relations Writing Support



UPCOMING MARKETING EFFORTS/CAMPAIGNS

- Summer 2021
- Fall 2021
- Spring 2022
- Class Schedule Support to Colleges
- New non-credit micro-campaign
- Multiple college program micro-campaigns
- SCFF Support
 - Financial Aid
 - Student Success
 - Concurrent Enrollment
 - Transfer

2020-2021 AD/MESSAGE SAMPLES



Questions:

President Randolph thanked Ms. Aries and Mr. Dadgar for their thorough presentation.

Trustee Heredia asked how the applications are tracked that they receive. Ms. Aries stated they are able to track numbers by campaign launch dates and application dates that they receive from the college admissions office. She stated once they implement the CRM program they will be able to track them tighter.

Trustee Maduli thanked Ms. Aries for taking on the role as interim.

Trustee Reynoso thanked Ms. Aries for a very good presentation. He stated it would be good to look at the metrics to see how successful some of these campaigns are.

Trustee Granger thanked Ms. Aries for the great presentation. She stated she loved the “Invest in you” campaign. She asked how the data is gathered in regards to why the student choose Chabot and Las Positas. Mr. Aries stated that is a part of the market research with surveys and focus groups. She added they analyze it to identify the messaging and the platforms to where we need to be. Trustee Granger asked how many students are surveyed. Mr. Dadgar stated they reach out to all the students from both colleges and create sample groups that fit within those three personas and then share this data with the Institutional Research offices they can run the numbers. Trustee Granger asked if we are doing any campaigns around successful online learning. Ms. Aries stated yes, with the “Invest in You” and “COVID Compassion” campaigns. She stated on several platforms they are reaching back out to the “stop out students” and “reverse transfer students” from the four-year universities.

Trustee Sbranti thanked Ms. Aries for taking a sophisticated approach across the board in the presentation. He stated even though it takes a lot of work he believes the micro-campaigns are effective. He agreed with Trustee Reynoso by stating we need to continue to analyze the metrics and highlight success stories. He asked what type of messaging do stop out students and part-time students receive. Ms. Aries stated they initially send out a compassionate email as well as do a custom-targeted campaign on Facebook and Instagram. Trustee Sbranti asked how we market parents of high school seniors. Ms. Aires stated they design custom audiences and set up target media to connect with them.

Trustee Gin thanked Mr. Aries for her presentation. He asked how many applications were received by the spring and fall calls made. Ms. Aries stated she would look into this. Trustee Gin asked if there are boundaries or rules that have to be followed in not crossing other community college districts. Ms. Aries stated yes however, some concessions are made. Trustee Gin asked if a study has been done to identify how many parents and grandparents we attract through our media to each campus. Ms. Aries stated she would provide that information once Customer Relationship Management, CRM Software Recruit is in place.

President Randolph thanked Mr. Aries for the great presentation. She suggested using alumni success stories in their marketing. She complemented Ms. Aries and her team for providing a visual for the enrollment process as well as working on campaigns to support the SCIFF goals.

2.0 REPORTS, FACULTY, CLASSIFIED AND STUDENT SENATES

2.1 PRESIDENTS OF CHABOT AND LAS POSITAS COLLEGES FACULTY SENATES

Las Positas College Academic Senate President, Ms. Sarah Thompson provided the following report:

A word about the SCFF Dash Board:

As you may know the Chancellor's Office has released the SCFF Dash Board, the latest public relations move to justify this truly chaotic and ineffective model Oakley refuses to abandon. I urge the board to ask Vice Chancellor Nicholas or Chancellor Gerhard to point out to you key points of misrepresentation of data so you can effectively dispute the overall message of the Dash Board (which is that the CCCs are faring so much better under this new model) with your peers.

Link to dashboard: <https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/College-Finance-and-Facilities-Planning/scff-dashboard>

Progress on our 2020-2021 Priorities:

- 1) COMPLETED Finalizing an educational program development process – Approved – our first new program to test out the process is Elementary Education. Thanks to Craig Kutil for his hard work.
- 2) COMPLETED Finalizing our remote process on academic honesty/integrity – an implementation subcommittee was formed to jump start the action map created last year and will be giving their action plan to the Senate in January. They have created a document of “Best Practices” for faculty, ranging from how to discuss academic dishonesty in syllabi to identifying red flags.
- 3) Responding to the immediate needs of faculty in terms of remote instruction – the faculty are finishing up this week with Finals.
- 4) Educating and leading discussions in preparation for budget reductions, I give bimonthly updates to my Senate from College and District Enrollment Management Committees as well as College and District Budget Committees.
- 5) Addressing the issue of semester to semester retention to stabilize enrollments, we will collaborate with our Guided Pathways Persistence Project as well as encouraging faculty to reach out to students in a more personal way. We have seen a significant dip in Spring enrollments, which is very concerning.
- 6) COMPLETED Performing equity audits of all scaffolding documents (e.g. curriculum updates and proposals) as well as all Senate Processes, we updated curriculum forms that now have multiple equity components embedded.
- 7) Collaborating with the Faculty Association in terms of faculty diversification goals
- 8) Working with our Guided Pathways team on 2020-2021 goals of removing barriers to onboarding and persistence, as well as mapping programs to careers Ongoing reports and discussions

- 9) Planning for accreditation
- 10) Evaluating the feasibility of an Audit Option, made a request at Chancellor's Council to convene a district wide task force to look into the audit option.
- 11) Being an active participant in institutional goals towards transforming our college into the accessible and welcoming place we know we can be.

Additional Work:

- 1) Working on a way to streamline succession in the Academic Senate President Position
- 2) Looking the process for implementation of the changes in CSU Ethnic Studies
- 3) Created a Credit for Prior Learning subcommittee is finalizing a plan for many CTE disciplines as well as a plan for streamlining the evaluation of Military Transcripts. Many thanks to Craig Kutil for chairing this important Task Force.
- 4) Cross campus subcommittee with Chabot on a resolution for a LGBTQ Support Board Policy and Administrative Procedures

Acknowledgements:

I would like to confer my deep felt thanks to our Curriculum Specialist, Madeline Wiest, who left us for greener pastures this month. Her expertise in our curriculum, catalog, and student learning outcome processes and her uncanny knack with data will truly be missed.

Chabot College Academic Senate President, Mr. Miguel Colon provided the following report:

These past few weeks have been difficult as we've been asked to address a 10% decline in enrollment. I get it, this is simple math: fewer students equal less money, and that means budget cuts. One would assume that an institution employing 100's of people would be strategic and ensure that budget reductions didn't impact our reason for existing, educating our Communities. We didn't do that. The budget cuts were directed exclusively at instruction and our adjunct faculty.

I recognize that we have some classes that are under enrolled. We also have programs, CTE, languages, comm, math, etc, that by their nature require smaller class sizes. Balancing these classes with high producing programs, BUS, Social Sciences, ADMJ, etc, is a challenge. But I ask you, if we are trying to keep the students we have and attract new students, is reducing access to classes the answer?

I understand that there is no easy way to make cuts, but we've had at least 5 years of budget short falls, and ample time to adjust college spending. That we didn't take action sooner means that dozens if not hundreds of adjuncts will not receive assignments in the Fall. Assignments that pay for rent, mortgages, food... I recognize the "that's the way it's always been done", thinking at play here, and find it unacceptable and lazy. I'll say it again, we've had at least 5 years of budget short falls to make adjustments. Our adjunct faculty deserves better.

But let's be clear, I am not suggesting we layoff classified professionals. On the contrary, our Classified Professional colleagues have experienced significant loses among their ranks as these talented professionals found higher paying jobs! That we pay these professionals so little means

that our best and brightest will continue to be poached by higher paying institutions. And when they leave, their work remains for those left behind.

In last week's budget town hall, the Chancellor asked the colleges to take a broad view and look at all budget items and operations. I agree and believe this should begin immediately. We must recognize that the landscape has been changing for some time. We need to stop looking internally for answers and stop dreaming of who we think we should be. We need to try to understand what our Community needs from us today and move forward to meet those needs. Yes, the pandemic was unexpected and that has resulted in new challenges. The question is, will we meet these challenges, or will our lack of action result in prospective students looking elsewhere for their education?

2.2 PRESIDENTS OF CHABOT AND LAS POSITAS COLLEGES AND DISTRICT CLASSIFIED SENATES

Las Positas College Classified Senate President, Mr. David Rodriguez provided the following report:

Thank you Letter from the 2020-21 Scholarship recipient. "Thank you for believing in me, it means the world to me. There have been times when I felt like giving up on my education. When others believe in me it motivates me so much."

- Classified Senate moved to award two scholarships for 2021-22 and increased the award amount. We acknowledge that many students are facing many challenges during these difficult times. Classified Senate is committed to helping meet student needs and working collaboratively to help student retention and achievement of their educational goals.

Work currently underway:

- Reviewing senate bylaws
- Upcoming senate elections

Classified Senate - President Goals/Approach:

- Sustainable participation of classified professionals in college governance by:
 - Increasing access to information on college matters
- Developing our Voice through:
 - Constructive dialogue that lead to greater awareness, informed opinions, and recommendations
 - Develop Classified Leaders. Connect colleagues with opportunities and resources for professional and personal growth. Foster a supportive environment that encourages participation.

- Advocate effectively for Classified Professionals o Encouraging meaningful inclusion of classified perspectives and careful consideration for needs. Seeking to promote honest dialogue and develop inclusive solutions that enable us to better meet our institutional mission and goals.

Chabot College Classified Senate President, Ms. Noell Adams provided the following report:

Presidential Priorities:

- Engaging classified professionals in the decision-making process
- Supporting and strengthening professional & leadership development opportunities for classified professionals
- Providing and supporting opportunities for classified professionals to make an impact in our community

Recent Classified Senate Activities:

Work underway this month includes:

- Engaging in succession planning to identify and support future classified professional shared governance leaders
- Commencing our annual classified prioritization process
- Providing feedback on the college's Title V HSI grant proposal and Guided Pathways scale of adoption self-assessment
- Forming our senate election committee
- Approving proposed revisions to our constitution
- Writing the ACCJC Institutional Self-Evaluation Report (ISER) standard narratives
- Completing our review of the District-wide Strategic Plan (DSP)
- Participating in district and college budget discussions
- Reviewing and providing feedback on board policies and administrative procedures
- Supporting Black students at Chabot through the Black Excellence Collective 10 x 10 villages
- Coordinating a professional development workshop series for classified professionals
- Honoring and celebrating Chabot College classified professionals

2.3 PRESIDENT OF STUDENT SENATE OF CHABOT AND PRESIDENT OF ASSOCIATED STUDENTS OF LAS POSITAS COLLEGE

Chabot College Student Senate President, Ms. Theresa Pedrosa reported on the following items:

Ms. Pedrosa stated she will be taking over as SSCC President for the remainder of the year. She stated AC Transit has gone back on their plans to bring back a direct line from South Hayward to Chabot College. She stated they are preparing to advocate for this route at upcoming board meetings. She stated that they are happy to keep Gladiator Day alive as a virtual event. She stated they had 118 students participate in their new online event platform Hopin. She stated they will be distributing a letter to Chabot Faculty and staff regarding the student experience with online learning highlighting

good things happening and the struggles that students are facing. Lastly, she stated they are learning what other campuses are doing to become 100% smoke free campuses and is hopeful to get their campus smoke free before they go back to face to face learning.

Las Positas College Student Senate President, Ms. Saba Salehifar reported on the following:

She reported that today the market served 167 students. She stated last week the student government hosted the virtual club fair where they encouraged student to join new clubs. She stated this week they will be hosting a virtual coffee chat to meet their representative and learn more about student life. She stated they are planning a virtual game night in the near future.

GOOD OF THE ORDER

Ms. Rachel Ugale, Chapter President SEIU, provided the following report:

Chapter Leadership Elections:

When I gave my report last month, the results of elections for our chapter leadership team hadn't yet been released, but I am glad to be able share the results for you this month. The election committee declared this a "white ballot" election, with all positions of our leadership team running uncontested. I want to thank our election committee, Jesus Bravo-Morales, Alexandra Gallegos and chair Shelly Rae Corpus for their diligence in making sure we met our obligations to hold elections. I also want to thank the chapter leadership team for all deciding to run again, and we look forward to continuing to serve the classified bargaining unit for another two years. We do still have a few vacancies and will be working on making appointments and I will update you once again when our team is fully formed.

COVID Discussions:

Chapter leadership and management met last week for our ongoing discussions around COVID and I want to once again acknowledge our College Presidents and HR for another really productive and positive conversation. We will be working with the Local and their guidance on education employees returning to campus, as well as having discussions with the bargaining unit to listen to their concerns, as there are so many factors at play. But once again, I want to thank Dr. Foster and Dr. Sperling, as well as Director Betts and Vice Chancellors Letcher and Fong, for starting off these discussions knowing that flexibility will be key in being able to bring the classified back to our worksites. The coordination in messaging, especially around the availability of PPE, testing and vaccinations, has also been a great resource to everybody across the District, and I know there will be so much more to report on in the coming months, hopefully all good!

Mr. David Fouquet, President, Chabot-Las Positas Faculty Association, provided the following report:

Happy to report that District employees are starting to get their jabs of COVID vaccine, seeing as how appointments for educators are now being made available — albeit sporadically — via the website <https://myturn.ca.gov>. Individual experience is varied; some people are getting

appointments straightaway, while others have to wait until new blocks of appointments are made available. (Checking back frequently seems to be the best approach; the website's notification system is reportedly not working.)

The FA signed an MOU with the District last week, that effectively restarts the normal cycle of peer evaluations for Regular (tenured) and Part-time faculty in good standing. (The cycle had been paused since last Spring.) While some faculty have expressed trepidation at being evaluated teaching online, we are reminding everyone (including peer evaluators) that while some core competence with remote instruction is necessary to work during COVID, no one's expecting faculty to become Jedi masters.

Fall Semester is going to be weird. This may be self-evident, but given: (a) the Biden Administration announcing a goal of getting all Americans vaccinated by the end of July; and (b) how such goals are always subject to "slippage," it will be challenging (to say the least!) to know the vaccination status of our students — not to mention their motivation to return to Face-to-Face instruction — in time to plan the optimal schedule for Fall. And, while I'd like to see a robust campaign to restore vibrant on-campus climates at both colleges, it's hard to know how best to time it. Even for experienced practitioners of Enrollment Management, we're in uncharted territory. One of the best things we can do, however, in my opinion, is to prepare ourselves to respond quickly to spikes in demand, if and when such things materialize.

4.2 APPROVAL OF GRANT AGREEMENT WITH KAISER PERMANENTE'S NORTHERN CALIFORNIA COMMUNITY BENEFIT PROGRAMS FOR CALFRESH EMPLOYMENT AND TRAINING PROGRAM (115003), CHABOT COLLEGE.

Trustee Sbranti stated knowing the food insecurities of our students how do we notify them to enroll in CalFresh. VP Kritscher stated the Student Health Center weekly sends enrolled students an email regarding the food distribution out of the Chabot College parking, food pantry, enrolling in CalFresh and other assistance offered. He stated the CalFresh students receive additional services through the employment and training program. Trustee Sbranti stated he likes the employment-training component of this and thinks it does need to be a multi-faceted approach. He thanked VP Kritscher for the work that is being done.

Motion No.3

Trustee Sbranti made a motion, seconded by Trustee Heredia to approve agenda item 4.2

Motion carried unanimously, 7-0.

Motion carried by the following roll call vote:

AYES: Gin, Granger, Heredia, Maduli, Randolph, Reynoso, Sbranti

NOES:

ABSENT:

ABSTENTIONS:

4.5 APPROVAL OF ADDENDUM REVISION OF GRANT AGREEMENT BETWEEN UNITED WAY BAY AREA AND CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT SPARKPOINT CENTER, CHABOT COLLEGE

Chancellor Gerhard stated this is an amendment we have with the United Way Bay Area; it is an augmentation of \$50,000 totaling \$60,000. VP Kritscher stated they are excited to formally launch the SparkPoint Center on February 5th at Chabot College. He stated they opened with a soft launch and a series of financial literacy workshops and trainings including cash for college workshops with financial aid. He stated they are excited to move forward to the new phase from participants in workshops to full service clients who go through a more intensive one on one family centered coaching model for financial literacy and management. He stated another part of the grant in addition to the staffing support is the financial coaching and literacy support is the rental assistance program. He stated the rental assistance program is new to Chabot College however they have identified a few experts that serve other SparkPoint Centers to assist them. He added they are looking to collaborate with an agency that does this externally for the fine details as they find clients and support them with the family centered coaching model.

Motion No. 4

Trustee Maduli made a motion, seconded by Trustee Sbranti to approve, agenda item 4.5. Motion carried unanimously, 7-0.

Motion carried by the following roll call vote:

AYES: Gin, Granger, Heredia, Maduli, Randolph, Reynoso, Sbranti
 NOES:
 ABSENT:
 ABSTENTIONS

5.10 RECEIVE AND FILE THE CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT ANNUAL FINANCIAL AND COMPLIANCE AUDIT FOR THE FISCAL YEAR 2019-2020

Chancellor Gerhard stated the Board has before them the District-wide Financial Statements and State Compliance Federal Compliance reports as well as the Financial Audit and Performance Reports for both Measures A and B. He stated these reports were reviewed with the Audit Subcommittee earlier this afternoon and invited VC Nicholas and the subcommittee to share conversation that occurred. Trustee Maduli stated they are happy with the results unmodified audits which is a clean audit for the District again and there were no findings or recommendations and feels comfortable in filing the reports.

Motion No. 5

Trustee Heredia made a motion, seconded by Trustee Gin to approve, agenda item 5.10.

Motion carried unanimously, 7-0.

Motion carried by the following roll call vote:

AYES: Gin, Granger, Heredia, Maduli, Randolph, Reynoso Sbranti
 NOES:
 ABSENT:
 ABSTENTIONS:

9.2 TRUSTEE EVALUATION SUBCOMMITTEE

President Randolph asked three volunteers to sit on the committee. The committee will review the questionnaire; once it is finalized, it will be sent to the entire board and then presented at a later board meeting. Trustees Gin, Maduli and Reynoso volunteered.

10.1 PRESIDENTS OF CHABOT AND LAS POSITAS COLLEGES

Dr. Susan Sperling, President, Chabot College and reported on the following items:

Dr. Sperling stated she appreciated Director Andrew Paguios' Public Comment this evening regarding the needs of Asian Pacific Islander students and staff. She stated that she too stands with Dr. Foster in solidarity against the violence that we have seen exhibited. She also appreciated the reports given by senate Presidents Adams, Poderosa, Rodriguez and Thompson. She stated she agrees with Senate President Cologne that we need to strategically analyze our budget and apply crucial data to the analysis; she believes the Chancellor is leading these efforts at the District and in collaboration with the colleges. She stated given that most of our budget is in people it is important to look at who these people are. She stated these colleagues have placed Chabot College in the center of the state's most innovative programs for equity, social, economic justice, student success and have helped us double our graduation certificate rates. She stated we currently are facing diminishment in budget but she thinks our great quandary is how we do this at the same that that we support and maintain these jewels of our accomplishments.

Dr. Dyrell Foster, President, Las Positas College reported on the following items:

Dr. Foster thanked the prestigious Black Education Association, comprised of faculty, classified professional and administrators from both colleges for their collaboration and providing comprehensive calendar of virtual activities across the District in honoring Black History month. He thanked the Veterans First Program for hosting an exclusive conversation with General Jim Mattis last month for LPC student Veterans. He thanked Mr. Todd Steffan and Ms. Evelyn Andrews for making this event possible. He stated on the heels of Lunar New Years and because this is an important celebration in his family he wished everyone good health and joy throughout the year. He acknowledged the epidemic of violence against Asian Americans in the Bay Area and across our nation. He affirmed that Las Positas College stands with his Chabot Colleagues and the entire API Community against Anti-Asian racism and violence

10.2 CHANCELLOR REPORT

Chancellor Gerhard recognized and thanked the hundreds of employees and colleagues for the work that went into the budget and town hall series. He stated even though this dialogue is difficult and painful it is necessary to bring common understanding and purpose in terms of the challenges we face. He encouraged everyone to be mindful this is a critical time for not just faculty and classified professionals but administrators and students and we need to be supportive. He stated the Reopening Taskforce continues to meet regarding safety protocols and schedules. He stated that capacity will be determined by the county color tiers and more information will be forthcoming. He reported he attended the CCLC and ACCT conferences over the past few weeks and the continued theme was equity and meeting student's needs. He stated knowing that financial aid structures for community college students have been insufficient he was happy to see CCLC highlight that during the conference. He stated he is proud that our District has led the efforts to express the failure of the structure to account for the student's total cost of attendance impacts community college students to a greater extent than it does any other segment of higher education. He stated at the federal level, the ACCT conference highlighted establishing federal state partnerships to enhance college affordability and enrollment by creating a tuition free community college program, increasing Pell Grants and enacting the Dream Act to provide Dreamers with legal status.

10.3 RECOGNITIONS

Chancellor Gerhard recognized everyone that contributed to the unmodified audit report with no state or federal findings. He recognized Trustee Sbranti for joining four of our Trustees in completing the Excellence in Trusteeship program through Community College League of California, CCLC. He recognized Dr. Foster, Dr. Sperling, LPC Presidential Taskforce Foundation, Chabot College Educational Association for hosting Dr. Jeff Duncan Andrade on his discussion on social justice and education equity.

10.4 TRUSTEE REPORT AND/OR OFFICIAL COMMUNICATIONS

Student Trustee Polanco stated he volunteered at the Market today and looks forward to getting back on campus. He stated he is excited to hear one of their parking lots is applying to be a vaccination and testing site. He encouraged faculty to continue to find best methods in pushing notifications to students for resources that are currently being offered. He thanked the senates and public comment speakers for expressing their struggles.

Student Trustee Lin thanked former Board President Maduli and Chancellor Gerhard for allowing him to participate in the 2021 National Legislative Summit.

Trustee Sbranti echoed Dr. Sperling by stating we have many challenges ahead of us. He stated he is excited to see the implementation of SparkPoint but recognizes there is more that needs to be done around meeting the needs of students related to the cost of housing and transportation access. He stated given the challenges he knows we are up for it and looks forward to the coming months as we address these issues. He appreciated Student Trustee Lin's participation in the National Legislative Summit and

continuing his advocacy. He stated by hearing the Chancellor's, executive team and staffs' plan to address these challenges we face, he feels confident we will overcome them.

Trustee Reynoso thanked the Trustees for taking the time to do a meet and greet with him and looks forward to one day meeting in person.

Trustee Maduli reported that he participated in the National Legislative Summit and was pleased to hear the First Lady's speeches. He stated he will forward the conference's daily recap to the Board Secretary to distribute to his fellow Trustees.

Trustee Heredia thanked everyone for their reports and continued work during these challenging times. She stated she is touched by the new programs that have been implemented to help our students. She stated she is hopeful with the advocacy work from the state and federal government reforms for financial aid and equity when is at the forefront of the legislators.

Trustee Granger stated what struck her tonight with everyone's reports was, in addition to doing your regular work during this challenging time, how consistently everybody continues to advocate for students. She stated as the Board goes into their Retreat in March it will help them identify their role in advocating for our students, faculty and staff. She shared a heartfelt story of a student making the Dean's List and stated the little things still matter and make a difference.

Trustee Gin stated he enjoyed the constituent reports as they showed a lot of thought of vision and what we need to do. He stated he is impressed with the SparkPoint Center at Chabot College and perhaps it can be implemented at Las Positas College. He thanked Dr. Arnold Paguio for his powerful words. He wished everyone a Happy Lunar Year, get vaccinated and stay safe.

Trustee Randolph stated she appreciated all the meaningful, powerful reports this evening. She stated we have done a lot of work but need to continue our efforts.

ADJOURNMENT

Motion No. 6

Trustee Gin made a motion, seconded by Trustee Heredia to adjourn the meeting at 8:40 p.m.

Motion carried unanimously, 7-0.

Motion carried by the following roll call vote:

AYES: Gin, Granger, Heredia, Maduli, Randolph, Reynoso, Sbranti

NOES: None

ABSENT: None

ABSTENTIONS: None

NEXT MEETING

The next meeting of the Board is a Regular Meeting scheduled for March 16, 2021 at the District Office, Dublin.

Minutes prepared by:

Debra Nascimento
Recording Secretary

Secretary, Board of Trustees
Chabot-Las Positas Community College District