



Friday, September 9, 2016 – San Bernardino Valley College

701 S Mt. Vernon Avenue, San Bernardino, CA 92410

Meeting Room: President's Conference Room, ADSS-207, Second Floor

12:30 p.m. to 1:00 p.m. Lunch

1:00 p.m. to 5:30 p.m. Meeting

6:30 p.m. to 8:30 p.m. Dinner

Las Campanas – The Mission Inn - 3649 Mission Inn Avenue, Riverside CA 92501

Saturday, September 10, 2016 – The Mission Inn

3649 Mission Inn Avenue, Riverside CA 92501

8:00 a.m. to 8:30a.m. Breakfast

8:30 a.m. to 12:00 p.m. Meeting

12:00 p.m. to 12:30 p.m. Working Lunch

The meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by emailing the Senate at agendaitem@asccc.org or contacting Annie Wilcox-Barlettani at (916) 445-4753 x103 no less than five working days prior to the meeting. Providing your request at least five business days before the meeting will help ensure availability of the requested accommodation.

Public Comments: A written request to address the Executive Committee shall be made on the form provided at the meeting. Public testimony will be invited at the beginning of the Executive Committee discussion on each agenda item. Persons wishing to make a presentation to the Executive Committee on a subject not on the agenda shall address the Executive Committee during the time listed for public comment. Public comments are limited to 3 minutes per individual and 30 minutes per agenda item. Materials for this meeting are found on the Senate website at: http://www.asccc.org/executive_committee/meetings.

I. ORDER OF BUSINESS

A. Roll Call

B. Approval of the Agenda

C. Public Comment

This portion of the meeting is reserved for persons desiring to address the Executive Committee on any matter not on the agenda. No action will be taken. Speakers are limited to three minutes.

D. Calendar

E. Action Tracking

F. Dinner Arrangements

II. CONSENT CALENDAR

A. August 19-20, 2016 Meeting Minutes, Davison

B. Honoring Former Executive Committee Members, Bruno

C. Resolution Topics, Beach

III. REPORTS

A. President's/Executive Director's Report – 30 mins., Bruno/Adams

B. Foundation President's Report – 10 mins., May

C. Chief Instructional Officer Liaison Report – 10 mins.

A liaison from the CCC Chief Instructional Officers organization will provide the Executive Committee members with an update of system-wide issues and projects.

D. Liaison Oral Reports (*please keep report to 5 mins., each*)

Liaisons from the following organizations are invited to provide the Executive Committee with updates related to their organization: AAUP, CCA, CCCI, CFT, FACCC, and the Student Senate.

IV. ACTION ITEMS

A. Legislative Update – 15 mins., Stanskas

The Executive Committee will be updated on recent legislative activities and consider for approval any action as necessary.

B. Sponsorship Program – 40 mins., Adams

The Executive Committee will consider for approval a sponsorship program proposal to generate funding opportunities at the ASCCC events.

C. Academic Academy – 20 mins., Beach/Foster

The Executive Committee will approve the Academic Academy Institute program.

D. Supporting Formerly Incarcerated Students Regional Meetings – 10 mins., Smith

The Executive Committee will consider for approval the agenda for the Supporting Formerly Incarcerated Students Regional Meeting on November 18 – 19, 2016.

E. TOP Code Alignment Project of CTE Data Unlocked – 20 mins., Rutan

The Executive Committee will provide input on the proposed steps for the TOP code alignment project of CTE Data Unlocked.

F. Partnership with Associate for Community and Continuing Education (ACCE) for Regionals and Technical Visits – 10 mins., Aschenbach

The Executive Committee will consider approval of the partnership between ACCE and ASCCC to provide noncredit implementation information to the field.

G. Fall Plenary Session Resolutions – 15 mins., Beach

The Executive Committee will discuss the resolution process and consider for approval any Executive Committee resolutions

H. Fall Plenary Session Program – 25 mins., Bruno/Adams

The Executive Committee will consider for approval the preliminary program for 2016 Fall Plenary Session.

I. Letter from the Executive Committee about the Accrediting Commission for Community and Junior Colleges – 20 mins., Bruno/Rutan

The Executive Committee will approve sending the letter about ACCJC to NACIQI and the US Department of Education.

- J. CTE LC and Regional Consortia Meetings – 15 mins., Slattery-Farrell**
The Executive Committee will consider for approval the feasibility of providing representation at the Regional Consortium meetings across the state and the role of the CTE LC in such representation.
- K. Executive Committee Evaluation – 15 mins., Adams**
The Executive Committee will review the Executive Committee Evaluation and consider for approval any changes.
- L. Executive Director Evaluation – 5 mins., Bruno**
The Executive Committee will consider for approval the evaluation goals for the Executive Director and elect an Executive Committee representative to participate on the evaluation team.

V. DISCUSSION

- A. Chancellor’s Office Liaison Report – 2 hours.**
A liaison from the Chancellor’s Office will provide Executive Committee members with an update of system-wide issues and projects.
- B. North Far North Curriculum Pilot Update – 10 mins., Davison/May**
The Executive Committee will be updated on the Curriculum Pilot being discussed at the North Far North regional meetings.
- C. Common Assessment Initiative (CAI) Update – 20 mins., Rutan**
The Executive Committee will be updated on the development of the common assessment and the review of the common test by the Chancellor’s Office Assessment Committee.
- D. University of California A-G Pathways Discussion – 15 mins., Davison**
The Executive Committee will be updated regarding the potential of a new pathway for the University of California A-G requirements

VI. REPORTS *(If time permits, additional Executive Committee announcements and reports may be provided)*

- A. Standing Committee Minutes**
- B. Liaison Reports**
- C. Senate and Grant Reports**
- D. ASCCC Office Reports**
 - i. ASAE Convention – Staff Report, Adams

VII. ADJOURNMENT



Executive Committee Agenda Item

SUBJECT: Calendar •Upcoming 2016-2017 Events •Reminders/Due Dates		Month: September	Year: 2016
		Item No: I D	
		Attachment: NO	
DESIRED OUTCOME:		Urgent: NO	
		Time Requested: 5 minutes	
CATEGORY:	Order of Business	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Annie Wilcox-Barlettani	Consent/Routine	
STAFF REVIEW ¹ :		First Reading	
		Action	
		Information	X

Please note: Staff will complete the grey areas.

BACKGROUND:

Upcoming Events and Meetings

- **October Executive Meeting** – Sacramento – September 30 – October 1, 2016
- **Academic Academy** – Costa Mesa – October 7 -8, 2016
- **Session Executive Meeting** – Costa Mesa – November 2, 2016
- **2016 Fall Plenary Session** – Costa Mesa – November 3 - 6, 2016

Reminders/Due Dates

September 14, 2016:

- Agenda Items
- Committee Reports
- Action Tracking updates
- Final Program for Academic Academy due to Executive Director
- Draft papers due for second reading for Fall Session

September 16, 2016:

- Pre-Session resolutions due to Executive Director

October 3, 2016:

- Rostrum articles due to Julie Adams

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.

Action Item	Month Assigned	Year Assigned	Orig Agenda Item #	Assigned To	Due Date	Completed/Incomplete	Month Complete	Year Complete	Status/Notes
Committee Communication	3. October	2014	IV. L.	Adams	September	In progress			Communication flowchart was approved by Exec at its May meeting and will be modified to include more connections. This item will be included in the Executive Committee Livebinder.
SB 967 Student Safety: Sexual Assault	4. November	2014	V. E.	Beach	Future	TBA		EDAC will discuss this year.	Equity and Diversity Action Committee (EDAC) will have a conversation about how to assist local senates and make recommendation to the Executive Committee on how to assist local senates.
The Best of the Rostrum	5. January	2015	II. F.	Adams	December	In progress			Each standing committee reviews the Rostrum articles for inclusion in the Rostrum compendium that follows the following criteria: Philosophical or dealing with standing ASCCC principles; offer guidance that can apply to any time period (regardless of the context of the original publications); or deal with issues that are perennial faculty concerns not bound to a specific time period. The Executive Director will work on how best to display this information.
Proposed Revisions to Title 5 Regarding Distance Education.	5. January	2015	IV. C.	Davison	Fall	In progress			SACC is working on reviewing Title 5.
Distance Education Accreditation Pedagogy and Structure Reviews	5. January	2015	IV. F.	Conan/Rutan	Fall	TBA		Need to research status	The Distance Education and Accreditation and Assessment Committee will explore this idea further and bring back a recommendation to a future Executive Committee meeting.
TASSC Survey on Services for Disenfranchised Students	8. August	2015	V. M.	A. Foster	Fall	In Progress			TASSC will distribute a survey on existing services for disenfranchised students in the California Community College System. Survey distributed and summary developed. TASSC will discuss next steps.
POC Modules	January	2016	III. D.	Smith/Adams	Fall	In progress			The Faculty Development Chair and Executive Director are working with Committee chairs in facilitating the completion of the modules as approved. The Governance Module is in progress and will also be available in Fall. The incarcerated student module outline is in process and should be available in Spring.
Strategic Plan Resolution to be created to discuss issues around the Multiple Measures Assessment Project.	January	2016	II. L.	Adams	Fall	In progress			A report on the activities of the Strategic Plan will be published for Fall 2016
Academic Senate Policy	May	2016	IV. C	ASFCOC Foundation	Fall	In Progress			AS Foundation to discuss the Executive Committee members donation responsibilities and work with Standard and Practices regarding possible policy and changes to the ASCCC Bylaws. Item to be brought back to the August meeting.
Academic Senate Foundation Research	May	2016	IV. B.	Mey	Fall	In progress			ASFCOC to include description of the literature review on its website with a disclaimer. Standards & Practices to develop a process for how long the ASCCC/ASFCOC partners with other organizations on research
Part Time Faculty Committee - Recommendations of Priorities	May	2016	IV. D.	Adams/Goold	September	In progress			Once committee is formed and has reviewed the strategic plan, the plan will be brought to the board with a charge.
Outline for Revision of the 2009 Noncredit Instruction Paper	May	2016	IV. E.	Aschenbach	Future	In progress			Once modifications have been made to the outline a resolution for adoption of the paper is expected to be presented at the 2016 Spring Plenary. Paper will return to a future meeting for first reading.
Legislative Update	August	2016	IV. A	Starksias	August	Complete			Staff to update legislative report to ASCCC website
Committee Appointments	August	2016	IV. D.	Adams	August	In progress			Staff to update appointed committee members to the ASCCC website once all are confirmed and appointed.
Committee Priorities	August	2016	IV. E.	Adams	August	In progress			Staff to post completed committee priorities spreadsheet to the ASCCC website
Regional Meeting Dates	August	2016	IV. F.	Adams	August	Complete			Staff to post the 2016 - 2017 regional meeting dates to the ASCCC website
Regional Re-Entry Training	August	2016	IV. G.	Smith/Adams	August	In progress			Adams to reach out to Palomar to see if a regional live-training video is an option at the re-entry regional meetings.
Academic Academy Institute	August	2016	IV. I.	Beach	September Agenda	In progress			Beach to provide AAJ program for the September meeting for approval, hard copies to be provided.
Periodic Review	August	2016	IV. L.	Adams/Mica	Fall	In progress			Mica to schedule breakout surrounding the Periodic Review for 2017 Spring Plenary Session
Exemplary Award Theme	August	2016	IV. O.	Adams	September	In Progress			Staff to update application for the Exemplary Award and post to the ASCCC website and include in the emailing of the application.



Executive Committee Agenda Item

SUBJECT: Approval of Executive Committee Minutes – August 2016		Month: September	Year: 2016
		Item No. II. A	
		Attachment: YES (Forthcoming)	
DESIRED OUTCOME:	The Executive Committee will consider for approval the minutes from the August 2016 Executive Meeting.	Urgent: NO	
		Time Requested: 5 minutes	
CATEGORY:	Consent	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Dolores Davison	Consent/Routine	<input checked="" type="checkbox"/>
		First Reading	<input type="checkbox"/>
STAFF REVIEW¹	Julie Adams	Action	<input type="checkbox"/>
		Information	<input type="checkbox"/>

Please note: Staff will complete the grey areas.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.



Executive Committee Agenda Item

SUBJECT: Resolutions to Honor Former Exec Members		Month: September	Year: 2016
		Item No: II. B.	
		Attachment: NO	
DESIRED OUTCOME:	Approval for creation of resolutions	Urgent: NO	
		Time Requested: 5 min.	
CATEGORY:	Action	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Julie Bruno	Consent/Routine	X
		First Reading	
STAFF REVIEW ¹ :	Julie Adarns	Action	
		Information	

Please note: Staff will complete the grey areas.

BACKGROUND: The ASCCC has a tradition of honoring former Executive Committee members with resolutions. Executive Committee policy 40.00, Honoring Faculty leaders, states, “The honoring of Executive Committee members who have served a full term or longer is under the discretion of the Executive Committee. A request to honor an Executive Committee member must be agendized for action at a regular meeting of the Executive Committee.” The purpose of this agenda item is to approve a resolution honoring David Morse, who served for 7 years on the Executive Committee. If approved, his resolution will be presented during the Fall 2016 Plenary.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.



Executive Committee Agenda Item

SUBJECT: Resolution Topics		Month: September	Year: 2016
		Item No: II. C	
		Attachment: Yes	
DESIRED OUTCOME:	The Executive Committee will approve revisions to the list of categories for resolution topics.	Urgent: Yes	
CATEGORY:		Time Requested:	
REQUESTED BY:	Randy Beach	TYPE OF BOARD CONSIDERATION:	
STAFF REVIEW ¹ :	Julie Adams	Consent/Routine	X
		First Reading	
		Action	
		Information	

Please note: Staff will complete the grey areas.

BACKGROUND:

At the Executive Committee’s August meeting, the board directed the two Executive Committee members on the Resolutions Committee to review and revise the existing list of resolutions categories to be more relevant and clear. This item is asking for approval of the recommended revisions. Upon approval of the revised list of categories, the full Resolutions Committee will discuss each topic to determine the intended scope of each category and provide additional recommendations for revisions to the categories at a future Executive Committee meeting.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.

Appendix A: Resolutions Categories

1. Academic Senate
2. Accreditation
3. ~~Affirmative Action~~/Cultural Diversity and Equity
4. Articulation and Transfer
5. Budget and Finance
6. State and Legislative Issues
7. Consultation with the Chancellor's Office
8. Counseling
9. Curriculum
10. Disciplines List
11. Technology
12. Faculty Development
13. General Concerns
14. Grading
15. Intersegmental Issues
16. Library and Learning Resources
17. Local Senates
18. Matriculation
19. Professional Standards
20. Students
21. ~~Occupational~~ Career Technical Education
22. ~~Welfare Reform~~ Financial Aid

DRAFT



Executive Committee Agenda Item

SUBJECT: <i>Legislative Update</i>		Month: September	Year: 2016
		Item No: IV. A	
		Attachment: YES (1)	
DESIRED OUTCOME:	Discuss Legislation	Urgent: No	
		Time Requested: 15 minutes	
CATEGORY:	Action	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	John Stanskas	Consent/Routine	
		First Reading	
STAFF REVIEW ¹ :	Julie Adams	Action	X
		Information	

Please note: Staff will complete the grey areas.

BACKGROUND:

The last day for the legislature to submit new legislation was February 16, 2016. The legislature has been busy as the close of the two-year cycle for legislation approaches.

DESIRED OUTCOME:

The executive committee should be appraised of recent action by the legislature.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.

ASCCC Legislative Report
August 24, 2016

Legislation with implications for academic and professional matters
Assembly Bills

***ACR 158 (Holden) Postsecondary Education: Transfers**

Expresses the concern of the legislature and requests that the academic senates of the UC, CSU, and CCC systems work together to ensure that general education courses transfer between systems and within systems. The Legislature *recognizes the necessity for a more cohesive, robust, and fair articulation process across the University of California, the California State University, and the California Community Colleges educational systems so students are not unduly burdened while trying to transfer and are able to graduate in a timely manner.* The dialog surrounding this resolution focused on issues within the CSU system.

Status: Enrolled.

ASCCC Position/Resolutions: The ASCCC has expressed support for better articulation between systems as evidenced in resolutions 9.07 (SP11), 15.01 (SP11), 9.12 (FA10) and 4.03 (SP10) among others. The ASCCC has also advocated for increased and sustained funding for C-ID as an appropriate mechanism to facilitate transfer as evidenced in resolutions 9.07 (FA14), 9.13 (FA14), 9.03 (FA12), and 15.01 (FA10).

AB 1583 (Santiago) CC College Promise Program

Declares the intent of the Legislature to enact legislation that would establish a California Promise program to expand access to the California Community Colleges for California residents. ~~Amendments include raising the amount of income a student can earn and still qualify for a fee waiver to no lower than three times the current federal poverty level and by lowering~~ lower the amount of unmet financial need a student needs to demonstrate to qualify for a fee waiver to at least one dollar. Requires establishing a need-based aid program to provide fee waiver recipients with financial resources, not to exceed \$1,000 per student per year, for the purpose of offsetting a portion of the costs associated with the purchase of books, supplies, transportation, and other general living expenses. Amended 3/15/16. Amended 04/14/16.

Status: Reconsideration by Senate Education Committee (6/29/16)

AB 1721 (Medina) Cal Grant Program (CO Sponsor)

Increase the aid available to students through the Cal Grant program from \$1551 to \$3000 as well as amend the requirements for the applicants to being no more than 31 years of age or older by December 31 of the award year, and is required to have attended a California community college no more than 3 academic years before the academic year for which the award will be used. Finally, the bill will increase the number of grants from 25,750 to 34,000 per year. Amended by Senate (6/22) Re-referred to Appropriations (6/29/16)

Status: Appropriations Suspense File (8/11/16)

ASCCC Position/Resolutions: The ASCCC a number of resolutions ensuring students have adequate support in achieving their educational goals. However, there is not a resolution directly addressing increasing the amount or number of Cal Grant awards.

ASCCC Action: Resolution 6.01 in support was adopted spring 2016. A position letter was submitted 04/28/16.

AB 1741 (Rodriguez) California College Promise Innovation Grant Program

Establishes the California College Promise Innovation Grant Program, under the administration of the chancellor, which would require the chancellor to distribute multiyear grants, upon appropriation by the Legislature, to the governing boards of community college districts, who meet certain requirements, to support the establishment of regional programs with the goals of increasing college preparation, college access, and college success. Appropriates \$25,000,000 from the General Fund to the chancellor for allocation to community college districts in order to establish the regional programs. Amended 3/15/16 Amendments to grant program requirements include the exclusion of CSU campuses with campus-wide impact from the agreement of guaranteed admission. Amended 04/14/16. No further amendments as of 05/16/16

Status: Sent to Enrollment (8/23/16)

AB 1837 (Low) Office of Higher Education Performance and Accountability

Create the Office of Higher Education Performance and Accountability as the statewide postsecondary education coordination and planning entity. Establishes the Office of Higher Education Performance and Accountability as the statewide postsecondary education coordination and planning entity. The Governor will appoint an executive director and 8 member advisory committee consisting of the Chairperson of the Senate Committee on Education and the Chairperson of the Assembly Committee on Higher Education, who serve as ex officio members, and six public members with experience in postsecondary education. Board functions and responsibilities include, among other things, participation in the identification and periodic revision of state goals and priorities for higher education, reviewing and making recommendations regarding cross-segmental and interagency initiatives and programs, advising the Legislature and the Governor regarding the need for, and the location of, new institutions and campuses of public higher education, acting as a clearinghouse for postsecondary education information and as a primary source of information for the Legislature, the Governor, and other agencies, and reviewing all proposals for changes in eligibility pools for admission to public institutions and segments of postsecondary education. Requires the governing boards and institutions of public postsecondary education to submit data to the office on plans and programs, costs, selection and retention of students, enrollments, plant capacities, and other matters pertinent to effective planning, policy development, and articulation and coordination. Amended 03/17/16. No further amendments as of 05/16/16.

Status: Held by appropriations (8/11/16)

ASCCC Position/Resolutions: Resolution 6.01 Spr15 states that the Academic Senate “oppose SB 42 (Liu, 2015, as of December 2, 2014) and any further legislation that would seek to create an oversight body for California higher education that is not primarily composed of segmental representation; and...oppose legislation that proposes to expand the former role of CPEC into areas that intrude on decisions properly made by representatives of the California higher education segments themselves.” Additionally, Resolution 1.06 Sp94 states, “that the Academic Senate urge the Executive Committee to take the position that all current and future legislative bills pertaining to CPEC should include legislative language requiring the participation of faculty and the Academic Senate participation in CPEC projects which are authorized by the legislature.”

ASCCC Action: Resolution 6.02 to support if amended was adopted in spring 2016. A position letter was submitted on 04/26/16.

***AB 1914 (Bonilla) Academic materials: Textbooks: Access Codes**

Prohibits that students be required to purchase an **academic materials, including, but not necessarily limited to, textbooks, and access codes** for purposes of accessing resources that are otherwise available to these students or for performing functions that can be otherwise accomplished at no cost to these students on their campuses. **Requires that the total cost of academic materials from the immediately preceding academic year be provided to faculty as specified.** Also included a requirement for a summary of the descriptors the campus bookstore may post next to the academic materials offered for sale and that the campus bookstore shall not post “required material” next to academic materials it offers for sale unless it has received consent from the faculty member who assigned the material or from a staff member of the **appropriate department.** Includes that faculty be encouraged to consider free or inexpensive options in selecting academic materials to assign to their students. **Amended 03/17/16.** No further amendments as of 05/16/16.

Status: Sent to enrollment (8/23/16)

***AB 1985 (Williams) Advance placement**

Requires the California Community Colleges to develop, and each community college district to adopt, a uniform policy to award a student who passes an Advanced Placement exam with a score of 3 or higher credit for a course within this curriculum with subject matter similar to that of the Advanced Placement exam. Amendments include requiring the CO to collaborate with ASCCC in developing the AP policy and specifies CSU GE, IGETC or local GE when awarding course credit. Amended 04/21/16. No further amendments as of 05/16/16. Passed Senate after amending such that the fall 2016 language is struck and replaced with “*Commencing January 1, 2017, begin development of, and each community college district subsequently shall begin adoption and implementation of...*”

Status: Sent to enrollment (8/23/16)

ASCCC Action: Resolution 18.03 to oppose was adopted in spring 2016. A position letter was submitted on 04/26/16.

AB 2009 (Lopez) Dream Resource Liaisons

Require the California Community Colleges and the California State University, and would request the University of California to designate a Dream Resource Liaison on each of their respective campuses, as specified, to assist students meeting specified requirements, including undocumented students, by streamlining access to all available financial aid and academic opportunities for those students. Also encourages the establishment of Dream Resource Centers. No amendments 05/16/16 Amended to Bill sunsets July 1, 2022 (6/21/16).

Status: Re-Read by Appropriations. Ordered to third reading 8/15/16

ASCCC Action: Resolution 6.03 to support was adopted in spring 2016. A position letter was submitted on 04/28/16.

AB 2017 (McCarty) College Mental Health Services Programs

Establishes the College Mental Health Services Trust Account and would ~~transfer \$40,000,000 annually to that account from the Mental Health Services Fund~~, establish a grant program to be used by public community colleges, colleges, and universities to improve access to mental health services and early identification or intervention programs. Funding source is not identified. (8/23/16) ~~Grants awarded up to \$5 million per campus, per grant with dollar for dollar match requirement. Amendments include justification for the program and guidelines for grant funding 03/30/16. Amended to include specified dollar amount 04/07/16.~~ No further amendments 05/16/16. Amended to beginning 2017 and require grant applicants to partner with county mental health services and a public institution of higher education.

Status: Referred to Assembly (8/23/16)

ASCCC Action: Resolution 6.04 to support was adopted in spring 2016. A position letter was submitted on 04/26/16.

AB 2069 (Medina) Student Success Act of 2012

Requires the metrics for that research to include the percentage of part-time faculty that are required to hold office hours per full-time equivalent students. No amendments 05/16/16

Status: From committee: Be placed on second reading (8/1/16)

***AB 2137 (Santiago) UC Student Transfers**

Requests the regents to submit annual reports on the implementation of the recommendations of the Transfer Action Team convened by the President of the University of California and annual reports on specified topics relating to community college student transfers to the University of California including the number of students with an associate degree for transfer who were granted admission and those that were denied admission to the University of California, along with the average GPA, the number of students who used the transfer pathway framework who were granted admission and those that were denied admission to the UC, along with the average

GPA and the years to graduation in both admission cases. Last amended 03/28/16. No further amendments 05/16/16.

Status: Enrolled and sent to the Governor. (8/15/16)

AB 2352 (Rodriquez) Baccalaureate Degree Program at Crafton Hills

Authorize the establishment of a 16th baccalaureate degree pilot program at Crafton Hills College if the college resolves any deficiencies identified by the Accrediting Commission for Community and Junior Colleges. No amendments 04/05/16. No further amendments as of 05/16/16. No further action as of 8/24/16.

Status: Referred to Committee on Higher Ed 03/03/16

AB 2412 (Chang) Incentive Grant Program for Completion of Industry-recognized Credentials

Establishes an incentive grant program for the completion of industry-recognized credentials in specified occupational areas by students enrolled at participating campuses of the California Community Colleges. Requires a community college campus that receives an incentive grant award under this bill to use the funds to improve its workforce development and career technical education programs. Lists the criteria to be prioritized in the selection of industry-recognized credentials that would be eligible for funding under the program. Amended 03/17/16. No further amendments 05/16/16.

Status: Held in committee (5/27/16)

ASCCC Position: The ASCCC had a number of resolutions opposing or guarding against performance base funding including 5.06 F97, 6.02 F97, 5.02 F97, 5.05 F98, 6.05 F10, 5.01 S11, 5.01 F11.

ASCCC Action: "Oppose" letter submitted on 4/12/16

AB 2434 (Bonta) California Higher Education Master Plan

Establishes a Blue Ribbon Commission on Public Postsecondary Education and requires the commission to publish a report on designated by March 31, 2018. Commission is comprised of 9 public members who are representative of ethnic, cultural, racial and geographic diversity of the state, and are community leaders, business leaders and others knowledgeable about postsecondary education. Excludes individuals and their spouses who employed or retained by private or public higher education institutions. Higher education segments are in a consultative role. Commission will review reports, conduct public hearings, and issue recommendations on the following: ensuring universal access, identifying enrollment capacity and need, identifying need for additional campuses, ensuring equity, determining amount of increased investment needed to support universal access and participation, and identifying resources required to create an affordable and tuition free education system. Amended 03/31/16. No further amendments 05/16/16.

Status: Referred to Appropriations Suspense file 05/27/16

ASCCC Position/Resolutions: Resolution 6.01 Spr15 states that the Academic Senate “oppose SB 42 (Liu, 2015, as of December 2, 2014) and any further legislation that would seek to create an oversight body for California higher education that is not primarily composed of segmental representation; and...oppose legislation that proposes to expand the former role of CPEC into areas that intrude on decisions properly made by representatives of the California higher education segments themselves.” Additionally, Resolution 1.06 Sp94 states, “that the Academic Senate urge the Executive Committee to take the position that all current and future legislative bills pertaining to CPEC should include legislative language requiring the participation of faculty and the Academic Senate participation in CPEC projects which are authorized by the legislature.”

ASCCC Action: “Oppose, unless amended” letter drafted on 4/12/16

AB 2681 (O’Donnell) California College Promise Grant Program

Establishes the California College Promise Grant Program, until January 1, 2022, to be administered by the Superintendent of Public Instruction and the Chancellor of the California Community Colleges, to provide planning grants to eligible school districts and community college districts to establish CCAP partnerships. Authorizes the Superintendent and the chancellor to establish the grant application process and the criteria for determining the amount of each grant. Maximum grant amount under this program \$25,000. Last amended 03/18/16. Amendments include phrase “subject to an appropriation in the annual budget act.” Amended 04/14/16. No further amendments as of 05/16/16.

Status: Held by Appropriations 05/27/16

Senate Bills

***SB 66 (Leyva) CTE Pathways Program 2 year**

Requires the Department of Consumer Affairs to make available, only to the extent specified, to the Office of the Chancellor of the California Community Colleges, any licensure information that the department has in electronic format for its boards, bureaus, commissions, or programs for the sole purpose of enabling the office of the chancellor to measure employment outcomes of students who participate in career technical education programs offered by the California Community Colleges and recommend how these programs may be improved. Also, urge the chancellor to align these measures with the performance accountability measures of the federal Workforce Innovation and Opportunity Act. Last amended 01/14/16 Amendments include restrictions and guidelines for information dissemination. No further amendments as of 05/16/16. Amended to take out gender identification information as of 8/12/16.

Status: Ordered third reading by Assembly (8/18/16)

***SB 906 (Beall) Priority Enrollment (CO Sponsor)**

Removes the sunset date for priority enrollment for foster youth, EOPS, and DSPS students. No amendments as of 05/16/16.

Status: In Senate scheduled for vote. (8/23/16)

SB 1144 (Handcock) Community College Apportionment

Waive open course requirements for classes a CCC provides to correctional peace officers of a state correctional facility. No amendments 05/16/16

Status: Set for Comm on Ed hearing 3/30/16. Cancelled at request of author 03/23/16

***SB 1359 (Block) Education materials: Textbooks**

Requires each campus of the California Community Colleges and the California State University, and would request each campus of the University of California, to disclose in the campus course schedule the most accurate retail price information and estimated total costs of required and recommended textbooks and supplemental materials. Amended 04/12/16. No new amendments as of 05/16/16. Amended in Assembly to read

*This bill would require each campus of the California Community Colleges and the California State University, and would request each campus of the University of California, to identify in the online version of the campus course schedule its courses that **exclusively use** ~~at least in part~~ digital course materials, as specified, and communicate to students that ~~some or all~~ the course materials for these courses are free of charge and therefore not required to be purchased. By imposing new duties on community college districts, this bill would impose a state-mandated local program. *The bill would become operative on January 1, 2018.**

Status: In Senate. Ordered to special consent calendar. (8/23/16)

SB 1450 (Glazer) The California Promise

Establishes the California Promise, which would require the trustees and the board of governors to establish a program that authorizes a campus of the California State University and the California Community Colleges to enter into a pledge with a student who satisfies specified criteria to support the student in obtaining an associate degree within 2 academic years, or a baccalaureate degree within 4 academic years, of freshman admission. Prohibits systemwide tuition charged to a California State University student who participates in a California Promise program for an academic year from exceeding the amount of tuition charged to the student for the academic year of the student's freshman admission, and would prohibit tuition of a community college transfer student from exceeding a specified amount. Amended 04/12/16 Amendments include provision to close the achievement gap. No new amendments as of 05/16/16

Status: Re-referred to Committee on Ed. Failed passage. Reconsideration granted 04/20/16

Governor's Proposed Budget Education Trailer Bill Language regarding Strong Workforce Program and \$200M Allocation

Trailer bill language may be found here:

<http://doingwhatmatters.cccco.edu/portals/6/docs/sw/SWB%20Trailer%20Bill%20Language.pdf>

The Chancellor's Office Presentation on the final language can be found at:

[http://doingwhatmatters.cccco.edu/portals/6/docs/sw/2016_07%20Flow%20of%20\\$200M%20v3.pdf](http://doingwhatmatters.cccco.edu/portals/6/docs/sw/2016_07%20Flow%20of%20$200M%20v3.pdf)

Bills of Interest

***AB 801 (Bloom) ~~Homeless Youth in Higher Education~~ (2 year) Postsecondary Education: Success for Homeless Youth in Higher Education Act**

Establishes priority registration for homeless youth and former homeless youth, designates a Homeless and Foster Student Liaison within the institution's financial aid office and to inform current and prospective students of the institution about student financial aid and other assistance available to homeless youth and current and former foster youth and provides other program and financial assistance to homeless youth. **Amended 6/01/15. Amended 09/01 and 09/03/15.**

Amended 05/09/16 to remove former homeless youth from bill. Homeless youth defined as anyone under 25 years of age who has been verified as homeless 24 months immediately preceding application to college.

Status: Ordered to third reading. (8/18/16)

***AB 969 (Williams) Removal, Suspension, Expulsion 2-year**

Allows districts to discipline a student for an offense that happens off campus but threatens the safety of students and the public, whether the behavior occurred on or off campus. Also expands a board's authorization to deny enrollment to an individual who has been expelled in the last 5 years or is currently undergoing expulsion procedures for a sexual assault or sexual battery offense from another community college district. Authorizes a community college district to require a student seeking admission to inform the community college district if he or she has been previously expelled from a community college in the state for rape, sexual assault, or sexual battery. **Last amended 6/24/15** (CO Support) No new amendments as of 05/16/16. Amended by the Senate 6/27/16. Language regarding Student discipline was struck and new language inserted to read:

The bill would additionally require, until January 1, 2022, in order to receive state funds for student financial assistance, the governing board of each community college district, the Trustees of the California State University, the Regents of the University of California, and the governing board of each independent postsecondary institution to report, on or before October 1, 2018, and on an annual basis thereafter, specified data relating to cases of alleged sexual assault, domestic violence, dating violence, and stalking. The bill would require that report to be posted on the respective institution's Internet Web site in a manner easily accessible to students. The bill would also require that the information reported pursuant to these provisions be reported in a manner that provides appropriate protections for the privacy of individuals

involved, including, but not necessarily limited to, protection of the confidentiality of the alleged victim and of the alleged perpetrator.

Status: Enrolled (8/23/16).

AB 1449 (Lopez) CCC transfer Cal Grant Entitlement Program

Under the California Community College Transfer Cal Grant Entitlement Program, a student who transfers from a California community college to a qualifying institution that offers a baccalaureate degree receives a Cal Grant A or B award if the student meets specified requirements, among which is that the student graduate from a California high school or its equivalent during or after the 2000–01 academic year. This bill would instead require that the student receiving a California Community College Transfer Cal Grant Entitlement award either graduate from a California high school or its equivalent during or after the 2000–01 academic year or, *if he or she did not graduate from high school or its equivalent*, be a California resident, as defined, on his or her 18th birthday. Last amended 01/13/16. No new amendments as of 05/16/16. Amended in the Senate 6/20/16 to read:

This bill would ~~instead require that the student receiving a California Community College Transfer Cal Grant Entitlement award either graduate from a California high school or its equivalent during or after the 2000–01 academic year or, exempt a student from the requirement that the student graduate from a California high school or its equivalent~~ if he or she did not graduate from high school or its equivalent, *he and was* a California resident, as ~~defined, determined pursuant to specified provisions of law~~, on his or her 18th birthday. Amended 8/16/16 to include reference to matriculation to upper division either at a CSU or at a CCC with a baccalaureate program.

Status: Ordered to Third Reading, Appropriations 8/19/16.

AB 1582 (Allen) Conflict of Interest Codes

Requires an employee of that institution to disclose any item of value, any royalties, or any other compensation the employee receives as a result of *making or influencing* a decision to adopt specific course materials required for coursework or instruction. Amended 02/18/16 No new amendments as of 05/16/16

Status: Re-referred to Comm on Elections & Redistricting 02/22/16 Hearing cancelled at request of author 04/13/16

AB 1594 (McCarty) Prohibition of Using Tobacco and Smoking and Vaping on Campus

Prohibits the use of a tobacco product including, but not limited to, an e-cigarette, on a campus of the California State University or the California Community Colleges and authorizes each community college district to set standards for the enforcement of that prohibition. *Authorizes the campuses to conduct a positive educational campaign to increase the awareness of a tobacco- and smoke-free policy.* Authorizes the enforcement of this prohibition by a fine, not to exceed \$100 and requires the proceeds of the fine to be allocated for purposes including support of the

educational operations of the campus on which the violation occurs, education about and promotion of the policy implemented by the bill, and tobacco use cessation treatment options for students of that campus. [Amended 03/31/16. Amendments include guidelines and definitions.](#) No new amendments as of 05/16/16

Status: Ordered to third reading 08/22/16

AB 1653 (Weber) Campus Climate

Requires college generate a report that includes specified information related to the institution's campus climate, post the report on its Internet Web site, and submit the report to specified state bodies. The report will include new and recent administrative efforts intended to affect campus climate; recent campus program developments that impact campus climate related to the following: gender, race, ethnicity, national origin, religion, sexual orientation, disability, gender identity; new and recent administrative efforts to reduce student food insecurity and student homelessness; data, including, but not limited to, both of the following: student demographic data and crime data. [No amendments as of 04/13/16.](#) No new amendments as of 05/16/16

Status: Concurrence in Senate Pending. (8/23/16)

***AB 1690 (Medina) Part time temporary employees** (Previous bill AB 1010)

Specifies minimum standards for part time faculty to be included in collective bargaining agreements such as evaluation procedures, workload distribution, and seniority rights. [Amended of 03/14/16 Amendments include removal of specific evaluation requirements and substitute reference to evaluation requirements as outlined in 87663.](#) No new amendments as of 05/16/16

Status: Ordered to Enrolling 08/23/16

ASCCC Position/Resolutions: The ASCCC has many resolutions to address the academic and professional issues specific to the situations of part time faculty as well as the paper "Part Time Faculty: A Principled Perspective" which includes recommendations on hiring and evaluation processes and procedures and their implementation.

AB 1747 (Weber) Food assistance

Requires, as a condition of participation in the Cal Grant Program, each public and private postsecondary educational institution to ensure that surcharge-free transactions are accessible on each campus through the EBT system. ~~Prohibits these educational institutions from entering into contracts with a bank or financial institution that imposes a fee or surcharge on a person using an EBT card.~~ Requires educational institutions that are located in a county that participates in the Restaurant Meals Program to apply to become an approved food vendor for the program, if the institution operates any qualifying food facilities on campus, or to provide contracting food vendors with specified information about the program. Includes public postsecondary educational institutions among the entities that may receive matching funds for conducting CalFresh outreach activities, as specified. Establishes the Public Higher Education Pantry Assistance Account in the Emergency Food Assistance Program Fund, and would require that moneys in the account, upon appropriation by the Legislature, be allocated to the department for

allocation to food banks that support on-campus pantry and hunger relief efforts serving low-income students. Above amendments included on 03/28/16. Strikethrough amended 04/04/16 Amended 5/11/15 to include legally permitted surcharge by owner of ATM.

Status: Sent to Enrolling (8/23/16)

***AB 1778 (Quirk) Sexual Assault and Violence**

Require institutions, in order to receive state funds for student financial assistance, to conduct annual training of their respective employees, in addition to the training described above, on the employee's obligations in responding to and reporting incidents of sexual assault, domestic violence, dating violence, and stalking involving students. No amendments as of 04/13/16 No new amendments as of 05/16/16.

Status: Enrolled and presented to the Governor (8/23/16)

AB 1781 (Lopez) ~~CCC Board of Governors (spot)~~ Child Development Programs

~~Makes nonsubstantive changes to existing laws regarding BoG. Requires child development programs established by the California Community Colleges, the California State University, and the University of California to give specified priority to children of students who are active duty members of the California National Guard.~~ Requires the Superintendent of Public Instruction, in conjunction with Department of Education and other appropriate state agencies and stakeholders, to (1) convene a task force to examine rules and regulations regarding priorities established for children attending child development programs under contract with the department, (2) report to the Legislature as to whether these priorities should be amended to give priority to children of California National Guard students or other military personnel students, and (3) develop plans for these child development programs to implement in order to support the children in cases of state emergency when the students are called to duty. Amendments and strikethrough 04/11/16 No new amendments as of 05/16/16

Status: Re-referred to Committee on Veterans Affairs. Hearing cancelled at request of author 04/12/16

AB 1846 (Lopez) Adult Education

Appropriates \$250,000,000 every fiscal year from the General Fund to the Chancellor's Office California Community Colleges and the ~~State Department of Education~~ Superintendent of Public Education for ongoing support of the ~~adult education consortium program~~ Adult Education Block Grant Program. Declares the intent of the Legislature to add this appropriation to the \$500,000,000 appropriated annually in recent state budgets for the Adult Education Block Grant Program for a total of \$750,000,000 annually. Amended 03/28/16 Amended 04/26/16. Amended by Senate 6/22/16 to require reporting.

Status: Held by Appropriations (8/11/16)

AB 1892 (Medina) Cal Grant C Awards (CO/CCLC)

This bill would (1) rename Cal Grant C awards the Competitive Cal Grant C awards, (2) set the maximum Competitive Cal Grant C award amount at \$2,462 for tuition and fees and \$547 for

certain other costs, (3) establish an additional Competitive Cal Grant C award in an annual amount not to exceed \$2,462 for community college students for occupational and technical training to cover access costs, training-related costs, and tuition and fees, (4) require the commission, instead of the Legislative Analyst's Office, to submit a report on the outcome of the Competitive Cal Grant C program on or before April 1, 2017, and on or before April 1 of each odd-numbered year thereafter, and (5) establish a Cal Grant C Entitlement award for access costs for community college students who are enrolled in a for-credit certificate or credential instructional program that is less than one academic year in length and that is an occupational or technical training program identified by the commission. Amended 03/28/16. No new amendments as of 05/16/16

Status: Referred to Appropriations suspense file 05/27/16

***AB 1995 (Williams) Homeless Students Shower Facilities (SSCCC)**

Require a community college campus that has shower facilities for student use to grant access to those facilities to any homeless student who is enrolled in coursework, has paid enrollment fees, and is in good standing with the community college district and require the community college to maintain records relating to, among other things, student participation in the program, and to create a plan of action to implement this requirement that includes, among other things, conducting outreach to homeless students at each community college campus relating to available services. Amended 03/14/16 Amendments include requirements of a less prescriptive plan to provide facility use to homeless students. No new amendments as of 05/16/16. Amended by the Senate to require a minimum of 2 hours access to showers per weekday that does not interfere with intercollegiate athletic programs. (8/1/16)

Status: In Assembly for final readings (8/19/16)

AB 2156 (Levine) Higher Education regional workforce coordination

Require the California State University (CSU), and request the University of California (UC), to participate in regional conversations pursuant to the Federal Workforce Innovation and Opportunity Act. The bill would require CSU, and request UC, to submit a report to the Legislature on or before January 1, 2018, on specified topics related to regional workforce demands. No new amendments as of 05/16/16

Status: In Committee, held under submission. (5/27/16)

AB 2214 (Harper) Faculty Royalty Income Disclosure

Requires the trustees and the governing board of each community college district, and requests the regents, to require their faculty members to annually disclose, on or before April 15, 2017, and on or before April 15 of each year thereafter, all of the income he or she received in the immediately preceding calendar year from a publisher, periodical, or provider of online content for royalties, advances, consulting services, or for any other purpose. Requires faculty members to whom the bill is applicable to file a form even if they have no disclosable income in the calendar year and that these forms be filed under penalty of perjury, thereby imposing a state-mandated local program by expanding the scope of the crime of perjury. Requires that the information provided by the faculty members under this bill be available to the public on the

Internet Web site of the institution at which the faculty members teach. Authorizes the trustees, community college governing boards, or regents to require a faculty member who does not file the information required under this bill in a timely manner to pay an administrative fine of up to \$50, which would go into a fund for general education purposes at the campus. Amended 03/28/16. No new amendments as of 05/16/16

Status: In Committee, held under submission. (5/27/16)

AB 2455 (Chiu) Electronic Voter Registration

Requires the California State University and the California Community Colleges to implement a process and the infrastructure to allow a person who enrolls online at the institution, to submit an affidavit of voter registration electronically on the Internet Web site of the Secretary of State by July 1, 2018. Amended 04/06/16 Insignificant amendments 05/03/16. Amended in the Senate 6/16/16 – insignificant.

Status: In Assembly for Concurrence of Senate Amendments (8/19/16)

AB 2494 (Hernandez) Veterans Resource Center Grant Program (AB 393)

Establish the Veteran Resource Centers Grant Program, which would authorize the governing board of a community college district and a community college campus at which a veterans resource center has been or is intended to be established to jointly apply to the chancellor for a grant for purposes of providing resources to veterans and active duty members of the Armed Forces of the United States enrolled at the campus. No amendments as of 05/16/16. Amended to sunset January 2023 (5/27/16).

Status: Referred to Appropriations, Held 08/11/16

AB 2850 (O'Donnell) Assumption Program of Loans for Education

The Assumption Program of Loans for Education under which any person enrolled in a participating institution of postsecondary education, or any person who agrees to participate in a teacher trainee or teacher internship program, is eligible to enter into an agreement for loan assumption, to be redeemed pursuant to a prescribed procedure upon becoming employed as a teacher at an eligible school if he or she satisfies certain conditions. This bill adds to the list of characteristics that defines the criteria making a school eligible. Last amended 03/17/16 No new amendments as of 05/16/16

Status: Re-referred to Comm on Ed 03/28/16

ACA 7 (Gonzalez) Voting age: school and community college district board elections

Would authorize a person who is at least 16 years of age and a resident of the state to vote in a school or community college district governing board election in which that person would be qualified to vote based on residence. No amendments as of 04/13/16. No new amendments as of 05/16/16

Status: In committee, set first hearing, testimony taken. (6/15/16)

SB 893 (Nguyen) Tuition and Fees

Prohibits the regents, the trustees, and the governing board of each community college district from collecting any fees or tuition of any kind from a student in an undergraduate program who is the surviving dependent of any individual killed in the terrorist attack in San Bernardino on December 2, 2015, if the dependent meets the financial need requirements of the Cal Grant A Program and the dependent was a resident of California on December 2, 2015, or if the individual killed in the attack was a resident of California on that date. Requires the governing board of each community college district to waive fee requirements for any student in an undergraduate program who is a surviving dependent. **No amendments as of 04/13/16.** Minor amendments 04/19/16

Status: Committee on Appropriations suspense file 05/27/16

SB 1357 (Block) CCC Assistance Grant Program

Establishes the California Community Colleges Assistance Grant Program. Requires the Student Aid Commission to annually augment the awards of all recipients of Cal Grant B Entitlement awards and Competitive Cal Grant B awards who are enrolled as students at campuses of the California Community Colleges by \$1,500. Specifies that the amounts awarded under the bill would supplement, and not supplant, the Cal Grant B awards and other student financial aid received by those community college students. Amended 03/29/16 No new amendments as of 05/16/16

Status: Held in committee under submission. (5/27/16)

Spot Bills

AB 2132 (Baker) California Higher Education Master Plan No amendments 08/1/16

AB 2157 (Baker) Postsecondary Education No amendments 08/1/16

AB 2646 (Mayes) Postsecondary Education No amendments 08/1/16

AB 2831 (Chang) CCC Economic and Workforce Development Programs **Nonsubstantive changes to the job development incentive training component of the program.** No amendments 08/1/16

2-year Bills

AB 770 (Irwin) Basic Skills and Professional Development

Establishes a financial grant and professional development funding program for adopting or expanding the use of evidence-based models of academic assessment and placement, remediation, and student support that accelerate the progress of underprepared students toward achieving postsecondary educational and career goals. Delineate the specific criteria required to award the grant funds as well as reporting requirements. **Amendments include levels of funding and grant criteria and reporting requirements as well as provisions for technical assistance from**

the CO. Last amended on 7/01/15. Amended 8/18/15 (CO support, if amended) No amendments or change in status as of 04/13/16. No amendments or change in status as of 05/16/16.

Status: Senate Appropriations – Held under submission 8/27/15

ASCCC Position/Resolutions: The ASCCC passed Resolution 9.01 F11 requests that the ASCCC “support the intent of the California Community Colleges Task Force on Student Success recommendations (as of September 30, 2011) to encourage and incentivize innovation in the delivery of basic skills instruction.”

ASCCC Action: Letter of support, if amended submitted 4/14/15.

AB 1385 (Ting) Accreditation

Prohibit accrediting agencies from imposing a special assessment to pay for the agency’s legal fees unless a majority of the CEOs, or their designees vote to do so. Latest amendments would excuse compliance if the CO determines that the accrediting agency’s compliance would violate federal law. Last amended 7/08/15 No amendments as of 04/13/16. No amendments or change in status as of 05/16/16.

Status: Inactive file 09/11/15

AB 1397 (Ting) Accreditation Public Comments

The bill went under significant revision since being introduced. Amendments include defining the composition of visiting teams to include an appropriate percentage academics, public decision-making, prohibiting participation of persons with conflicts of interest, preservation of review documents, making documents public, and an appeal process. Latest amendments include specific criteria to determine conflict of interest. Amended 7/08/15. Last amended 09/04/15. No amendments as of 04/13/16. No amendments or change in status as of 05/16/16.

Status: Inactive file 09/11/15

SB 786 Adult Education Regional Consortia

Provides process and requirements for apportioning funds to joint powers of authority to support maintenance of effort for adult education. Latest amendments on 8/19/15. No amendments as of 04/13/16. No amendments or change in status as of 05/16/16.

Status: Assembly Appropriations – Held under submission 8/27/15.

ASCCC Position/Resolutions: The ASCCC has many resolutions urging support for students to assist them in achieving their educational goals and resolutions in support of adult education but not one that speaks directly to this issue.

*Indicates bills to be highlighted during the Executive Committee meeting legislation discussion.

^Indicates bill will be removed from next iteration of report since the bill is not germane to the work of the ASCCC or has been replaced by a new bill.

ACR = Assembly Concurrent Resolution
ACA = Assembly Constitutional Amendment
AB = Assembly Bill
SB = Senate Bill



Executive Committee Agenda Item

SUBJECT: Sponsorship Program		Month: September	Year: 2016
		Item No. IV B.	
DESIRED OUTCOME: The Executive Committee will consider for approval a sponsorship program proposal to generate funding opportunities at the ASCCC events.		Attachment: YES / NO	
		Urgent: YES / NO	
		Time Requested: 40 mins.	
CATEGORY:	Action	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Julie Adams	Consent/Routine	
		First Reading	
STAFF REVIEW ¹ :	Erika Prasad	Action	X
		Information/Discussion	

Please note: Staff will complete the grey areas.

BACKGROUND:

On August 28, 2013, the Executive Committee discussed allowing vendors to have access to faculty at our events and adopted a policy on August 22, 2014. See attached agenda item and policy. However, we have not solicited vendors for any of our events other than last Spring Plenary. With the addition of an ASCCC team member who has expertise in this area, we would like the Executive Committee to consider for approval a new policy.

Attached are two sponsorship packages. One is for corporate sponsorship and the other is scaled down for intersecting allies in our field. These sponsorships have been put together to generate funding opportunities at our events year round. This is a marketing endeavor to create lasting relationships with sponsors so that the ASCCC can establish a rapport with companies that share our target audience. In addition to growing the ASCCC it will also assist with bringing in additional donors and sponsor volunteers in the future. With approval from the Executive Committee, the expected time frame to market the program to prospects will begin with the Academic Academy Institute 2016 and will continue an ongoing outreach process for every major in person event.

What is the purpose? To effectively leverage sponsorships that will result in an increase of revenue and develop relationships to continue a funding stream. In turn, the program would offer sponsors brand visibility, exposure to membership, and overall organization recognition. Additionally, the partnership will assist both parties to reach new audiences. Greater visibility

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.

for the ASCCC can lead to new donors and volunteers, both from the public and the sponsor's employees.

Who is the audience? When seeking out prospective sponsors, it is imperative to ensure that the target audience relates to the ASCCC's membership and leaders. The audience will primarily be members that attend our events throughout the year. They may also consist of decision makers in the field, legislators, administrators and the overall public.

Who are the prospective sponsors? When choosing a prospect, it is important that the business supports and upholds the ASCCC Mission, Values, and is in no way promoting a negative/contradicting message that can hinder the ASCCC's cause. Before approaching potential sponsors, it will be critical to think about the demographics of our community and which businesses would like to reach this audience.

Once a list of prospects is created, (whether through alignment with the ASCCC's cause or personal contacts) there will need to be an approval process to ensure the relationship between the business and the ASCCC is mutually beneficial.

*Refer to Sponsorship Prospect Worksheet to be reviewed by Executive Director every time a prospect sponsor is researched.

Why is this under the ASCCC and not under the Foundation? The sponsorship program is a marketing endeavor; its purpose is to have some sort of ROI (return on investment) for the sponsor. In contrast, the Foundation work is going to focus on the sole benefit of the charity (donations, contributions, pledges, fundraising, etc.). After evaluation of the ASCCC sponsor program, if there is a measured success and an interest from Foundation leadership, an ongoing Corporate Sponsorship for the Foundation can be developed in the future.

How should sponsor's marketing materials be messaged out to membership? All communication benefits (listed in the sponsor program) on behalf of the business will be disseminated by ASCCC staff to membership. At no point shall the membership contacts be given directly to the sponsor. The sponsor will have the opportunity to bring marketing materials to the event. All engagement opportunities with the sponsor will be strictly voluntary for attendees.

Sponsor levels and price points: The sponsor levels and prices will vary by event and event attendance. These are just example prices and sponsor categories. It is open to suggestion from Executive leadership and staff. Before each event, ASCCC staff will consult with vendors to see if the price points are feasible within the scope of the program, attendance, and funding needs.

The Executive will discuss and consider for approval these two proposals.

August 2013 – Item IV.D. Executive Committee

DESIRED OUTCOME:

The Executive Committee will discuss developing a policy related to vendors and sponsors and provide advice to the Internal Processes Committee.

BACKGROUND:

(Please include the following components: issue, implication, analysis, relevant ASCCC positions/resolutions/policies, or any other useful data or information.)

Over the past few years, the Senate's resources have been reduced either by cuts to the Senate's funding via the Governor's budget; reduction in dues because of cuts to faculty positions on local campuses; or higher costs associated with holding events while maintaining low registration fees. During this time, the Executive Committee has discussed ways to augment our funding through other sources such as sponsorships or vendor fees. Specifically, in February 2012 the Executive Committee discussed allowing vendors to participate in Senate events and advertise in the *Rostrum* and on the Senate websites. The Executive Committee directed Adams to research the viability of including vendors and/or sponsors as an additional revenue source.

In April 2012, a spring session turnaround survey was conducted and below is a summary of the results:

A total of 148 Spring session attendees responded to a series of questions related to vendors/exhibitors. About 60% who responded said that inviting a vendor to attend events depended on the vendor and the information provided. When asked the type of vendors the Senate should invite, the following received the highest percentage: Universities of higher education/leadership institutions (76%); electronic technology (78%); Curriculum management systems (77%); and course management systems (74%). Sixty-one percent of the respondents also felt the Senate should allow vendors to advertise in the *Rostrum* compared to 38% who did not. Conversely, only 25% felt that vendors should advertise on the Senate's website versus 75% who did not.

In June 2012, members reviewed the survey results and asked Adams to consult with other groups such as the CIOs and FACCC about possible vendors and develop a concept for consideration. Subsequently, staff from FACCC and CCCIOs were interviewed about their processes and practices,

and web resources from other nonprofit organizations were reviewed. The research revealed a few considerations members should discuss prior to developing any policy and are provided here to inform the Executive Committee discussion.

Based on the research, it appears that one key to securing any vendors to participate in events or advertise in Senate publications is to understand that vendors want access to decision makers—those that have the purchasing power. In determine which vendor should be approached, members should think about the products that faculty have the power of the decision.

For any vendor relationship to be successful, the Senate should be able to provide vendors with person-to-person contact, email or mailing addresses, and other direct connection to those who are responsible for making or influencing the decisions. This might be a difficult task for the Senate as faculty often have limited decision-making authority on college campuses other than those that directly link to their classrooms. In addition, members should discuss what information we are willing to provide to vendors such as attendee rosters, access to listservs, and/or advertisement space in the *Rostrum* or on the website.

Sponsorship is a bit different as demonstrated by the two-year sponsorship of the Accreditation Institute by ACCJC. While some sponsors also want access, other sponsors might be interested in partnering with the Senate for visibility or perceived connection. Sponsorship might be an easier area to pursue given that the Senate is the decision maker and not the faculty on local campuses. Members should discuss which groups to approach to develop such partnership such as CCLC and their work on board policies; ACCA and their work on leadership development for middle managers; or CCCAOE and their newly developed leadership academy. There are many more relationships that the Senate could consider that might develop into sponsorships and additional revenue sources.

Members will also need to consider if we grant access to faculty by allowing vendors at all events or just plenary sessions, will vendors or sponsors be able to give breakout sessions, what criteria will be used to determine who can advertise in the *Rostrum*, or how much do we advertise on the website or via listservs? Regarding sponsorship, there are other considerations such as who should we partner with, what do we want from our sponsors (i.e., reduced registration, breakout sessions, keynote opportunities, articles in their publications), and how do we communicate to the field why we have partnered with certain groups and not others.

Another consideration for members to think about is that developing relationships with vendors requires an investment of time and effort as developing and maintaining relationships is critical to successful partnerships. Is the pursue of revenue from these sources worth pursuing at the sacrifice of other activities? Will the time spent developing these types of relationships result in a good rate of return? How do we monitor our success? Any policy developed should also address priorities and how volunteer and staff time is spent.

In researching the viability of vendors and sponsors for the Senate, several pricing options were also found and are attached to inform members about possible options as they consider the Senate's policy.

Finally, at the April 2012, meeting, members also directed Adams to research educational resources to see what vendors might be of interest to faculty and bring back for further discussion at a future meeting. The following vendors, sponsors, or partners the Senate might consider.

- ACCJC
- Association of Community College Administrators
- American Association of Community Colleges
- Apple
- CalPASS*Plus*
- CalSTRS (Retirement)
- Career Ladders Project
- Complete College American
- Datatel
- CCC Foundation (College Buys)
- eCollege (Pearson eLearning Solutions)
- ETS (Assessment development and research)
- FACCC (membership organization)
- Higher Education Institutions (Alliant, Claremont, Drexel, Walden)
- Learning Works
- Linked Learning
- Lumina
- Keenan (Insurance)
- NISOD (National Institute for Staff and Organizational Development)
- Nuventive (software for planning and development)
- Oracle (technology)
- STRS
- Sungard (software—IT and business)

Attachment: Example Sponsorship and Exhibitor pricing from other organizations

ASCCC Vendor Policies

Adopted August 22, 2014

Specific vendors are welcome to attend Academic Senate for California Community Colleges (ASCCC). The Senate holds two annual business meetings where representatives for each 112 community colleges attend to discuss the future of community colleges and provide guidance to the Executive Committee and staff on the direction of the Senate. On occasion, vendors may be invited to participate in our events as speakers, or as vendors in our vendor booth area. This document is designed to communicate the Senate's vendor policies to those vendors who are invited to attend our events.

Pre-Conference Vendor Speakers

Occasionally, ASCCC will host pre-conference breakouts. The speakers for this pre-conference are by invitation only. Speakers are identified by the Executive Committee and approved by the President based on the needs of the membership. Vendors who are invited to make a presentation at a pre-conference are required to pay a vendor fee and can present their products or services during the pre-session but are prohibited from selling during the event. All pre-conference sessions are subject to presentation review by the ASCCC Executive Director to ensure the membership is getting information that meets their needs, not just prospective selling.

Vendor Fair

Occasionally, ASCCC chooses to have a vendor fair in conjunction with events. The participants for this vendor fair are by invitation only. The vendors selected are based on the needs of the ASCCC membership. All participants are required to complete an application form (see attached sample form) that details the specific logistics of that particular vendor fair and pay a vendor fee. The fee includes one table with electrical power for the duration of the vendor fair. Selling is only allowed within the vendor fair area and only during non-conference times (before conference start, breaks, lunch, after conference ends). The fee includes conference registration and hosted meals for one person. If additional vendor staff attends, they must register as a vendor for the conference. This allows them to attend the conference and be included in all ASCCC hosted meals. The vendor fair will have a limited time span. However, the registered vendors are welcome to attend the remaining conference.

**ASCCC reserves the right to have sessions where no vendors are allowed.
The speaker's fee covers conference registration and all ASCCC hosted meals for one person.**

ASCCC Vendor Agreement

As a vendor in good standing, I understand that I am allowed to attend the ASCCC as a participant with no intent of selling my product during the event. The Senate event is my opportunity to understand the needs of the ASCCC membership so we can better develop solutions to meet those needs. I may make contacts during the event that leads to selling opportunities in the future. However, my participation in the event does not allow me to use the ASCCC membership list as a cold call opportunity and I will not share ASCCC membership information with anyone else.

I understand that ASCCC members may want to learn about my products during non-conference time; however, unsolicited sales presentations or pressure during the conference will not be tolerated. I understand that if I demonstrate this behavior the Executive Director will issue me one warning and if I repeat the behavior, I will be asked to leave the conference and will not be allowed to attend future conferences.

Vendor's Signature

Reference: <http://www.accis-wa.org/Documents/ACCIS%20Vendor%20Guidelines.pdf>

Form to be modified based on event.

ACADEMIC SENATE FOR CALIFORNIA COMMUNITY COLLEGES

FALL PLENARY SESSION NOVEMBER 7, 2013 IRVINE MARRIOTT EXHIBITOR REGISTRATION FORM

Name _____

Organization _____

Title _____

Email address _____

Phone number _____

REGISTRATION

By checking this box you are agreeing to Exhibit at the ASCCC Fall Plenary Session and the information that follows: Exhibitor Registration: \$500

This fee includes exhibit table and recognition in the onsite program. Please provide your logo as a .png file by October 7th. If logo is received after this date we cannot guarantee it will be included in the program.

If you need to cancel, please contact ASCCC immediately. Your exhibit fee helps us provide for an exceptional meeting experience. A full refund, minus a \$50 administrative fee, will be issued if cancellation is received by October 16, 2013. Any cancellations received after October 16, 2013 will be reviewed by the Executive Director. If it is too late to remove your logo from the program, your registration fee will not be refunded and we will work with you to provide materials to the attendees on your behalf.

Exhibits are open from 10am – 3:30pm on Thursday, November 7, 2013

PAYMENT INFORMATION

by check: Make payable to the Academic Senate

Expiration Date: _____ (mmyy) Card Code: _____

First Name: _____

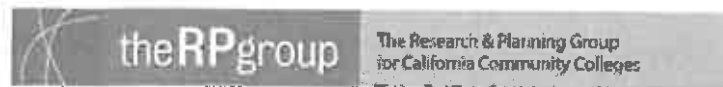
Last Name: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Email _____

Phone: Fax: _____



c/o MeetingWise LLC
 806 Manhattan Beach Blvd, Suite 205
 Manhattan Beach, CA 90266
 (310) 937-9473/(310) 937-9470 fax/admin@meetingwise.net

2013 Strengthening Student Success Conference
 October 9-10, 2013 | San Francisco Airport Marriott

Sponsor & Exhibitor Opportunities & Benefits

Registration Deadline: September 2, 2013

For more information about the conference, go to www.rpgroup.org

2013 Strengthening Student Success Conference
 October 9-10, 2013 | San Francisco Airport Marriott

Sponsor & Exhibitor Opportunities and Benefits at a Glance
 LOOK INSIDE FOR ADDITIONAL INFORMATION

	Gold \$6,000	Silver \$4,000	Bronze \$2,000	Exhibitor Only \$1,750
# of Opportunities	Two Remaining	Two Remaining	Two Remaining	Six Remaining
Sponsorship	Lunch 10/9 or 10/10	Reception 10/9 or Keynote 10/10	Afternoon Coffee Breaks 10/9 or 10/10	Exhibit Table
Audience (dedicated)	600	600	600	Flow
Conf Registrations	4	2	2	2
Attendee List (pre/post)	X	X	X	X
Program Listing	Logo, contact info and 25-50 word bio	Logo, contact info and 15-25 word bio	Logo, contact info and 10-15 word bio	Contact info & 10-15 word bio
Program Ad	Full Page	Half Page	Quarter Page	
Session Signage	Banner opportunity	Logo	Logo	
Opportunity to Trade Exhibit Table for Other Perks	X	X	X	
Custom Interaction Activity	X	X	X	
Link on Website	4 months	2 months		
Opportunity to Speak	Five min at lunch			

Chart is current as of June 28, 2013. Open sponsorships will be filled on a first come, first serve basis. If the sponsorship you request is not available, we will contact you to discuss alternatives within one week of receipt of your commitment form. Exhibits are table top (one 6'x30" table with two chairs) and are limited to a total space of 10' wide x 8' deep.

2013 Strengthening Student Success Conference

October 9-10, 2013 | San Francisco Airport Marriott

Sponsor & Exhibitor Opportunities

The Basics: Who We Are & Why Exhibit

Conference Overview: The Strengthening Student Success conference brings together a unique cross-section of people—including faculty, deans, program directors, student services staff, professional development leadership, researchers, and planners.

Now in its eighth year, the conference has become a popular and high-profile venue for community college leaders to explore effective practices. Even during the economic downturn, the event has continued to sell out. Comments such as “the Student Success conference is truly one of my favorite events” and “this is the one event I plan for each year” are standard feedback.

The 2013 conference, “The Power of the Collective,” will address topics including:

- Implementing the Student Success Act
- Creating Clear and Consistent Pathways
- College Practices that Encourage Completion and Wage Gains
- Assessment, Placement & Alignment
- Transforming the Pre-Collegiate Sequence
- Capitalizing on Affective Strengths
- Leveraging Accountability Requirements for Improvement Efforts
- Institutionalizing SLOs
- Professional Learning: Building Cultures of Improvement
- Leading from the Middle
- Utilizing Technology Tools

Conference Participants: We anticipate a minimum of 500 in attendance plus sponsors, exhibitors, and presenters for a total of 600 people.

Conference Sponsors: The Student Success Conference is produced by the Research & Planning Group for California Community Colleges in partnership with the 3CSN, Accrediting Commission for Junior and Community Colleges, the Career Ladders Project, and LearningWorks.

Why Exhibit: If the above doesn't convince you that your company needs to have a presence at this conference, go to www.rpgroup.org or contact Barbara McNeice-Stallard at BMcNeice-Stallard@mtsac.edu for additional information.

Important Notes:

All sponsor levels include an exhibit table (a \$1,000 value). *Sponsors who desire to do so may trade this opportunity for two additional conference registrations OR a next level ad upgrade and an additional two month listing on the website.*

Exhibits are table top (one 6'x30" table with two chairs) and have a 10' wide x 8' space in which to work/display; we do not provide pipe and drape.

Sponsor ads must be submitted to admin@meetingwise.net in jpg, pdf or eps formats by September 1, 2013.

2013 Strengthening Student Success Conference Sponsor and Exhibitor Levels and Benefits (as of 6/28/13)

Gold \$6,000

Luncheon Sponsor - 2 opportunities

- Logo on breakfast signage
- Four conference registrations (includes badges, materials, sessions, and all conference meals) —\$1,500 value
- Website link on events page at www.rpgroup.org for four months—\$1,000 value
- Exhibit table for two days (Oct 9-10) —\$1,000 value
- Full page ad in program (7" wide x 9-1/2" high)—\$2,000 value
- Custom interaction opportunity with participants
- Opportunity to provide a company banner maximum 8' x 3' (horizontal or vertical) for day two luncheon
- Introduction and opportunity to speak for up to five minutes at day 2 luncheon
- Sponsor listing in program including logo, contact information, and 25-50 word company bio
- Attendee list pre and post conference for up to two mailings or emails to attendees

Silver \$4,000

Reception or Keynote Sponsor – 2 opportunities

- Logo on breakfast signage
- Two conference registrations (includes badges, materials, sessions, and all conference meals) —\$750 value
- Website link on events page at www.rpgroup.org for two months—\$500 value
- Exhibit table for two days (Oct 9-10) —\$1,000 value
- Half page ad in program (7" wide x 4-1/2" high) — \$1,000 value

- Custom interaction opportunity with participants
- Sponsor listing in program including logo, contact information, and 15-25 word company bio
- Attendee list pre and post conference for up to two mailings or emails to attendees

Bronze \$3,000

Break Sponsor - 2 opportunities

- Logo on signage for one coffee break
- Two conference registrations (includes badges, materials, sessions, and all conference meals) —\$750 value
- Exhibit table for two days (Oct 9-10) —\$1,000 value
- Quarter page ad in program (3-1/4" wide x 4-1/2" high)—\$500 value
- Custom interaction opportunity with participants
- Sponsor listing in program including logo, contact information, and 10-15 word company bio
- Attendee list pre and post conference for up to two mailings or emails to attendees

Exhibitor Only \$2,750

10 opportunities

- Two conference registrations (includes badges, materials, sessions, and all conference meals) —\$750 value
- Exhibit table for two days (Oct 9-10) —\$1,000 value
- Sponsor listing in program including contact information and 10-15 word company bio
- Attendee list pre and post conference for up to two mailings or emails to attendees

2013 Strengthening Student Success Conference
October 9-10, 2013 | San Francisco Airport Marriott

Sponsor & Exhibitor Commitment Form

Contact Information:

Note: Please print clearly. This information will be included in the printed program.

Contact Name: _____ Company Name: _____

Street Address: _____ City: _____

State: _____ Zip: _____ Website Address: _____

Phone: () _____ Fax: () _____ Email: (REQUIRED) _____

Administrative Contact:

Note: If different from the above, please indicate individual for advance communications.

Contact Name: _____ Email: (REQUIRED) _____

Level (select one option only):

Note: We will do our best to honor your request. Assignments will be made in order of sponsor registration. If your preference is not available, we will contact you within one week with alternatives.

- Gold @ \$6,000 (check one: Lunch 10/9 Lunch 10/10)
- Silver @ \$4,000 (check one: Reception 10/9 Keynote 10/10)
- Bronze @ \$3,000 (check one -- Coffee Breaks: Afternoon 10/9 Afternoon 10/10)
- Exhibitor Only @ \$1,750 (10 opportunities)

Conference Registration:

We have included the names/title of our representative(s) receiving complimentary registrations. If we are registering to be a Gold or Platinum sponsor we are attaching the additional names/titles.

Name: _____ Title: _____

Name: _____ Title: _____

Note: Everyone attending the conference must purchase a conference registration. To register additional representatives (over and above your complimentary registrations) at the prevailing rate go to www.rpgroup.org.

My signature on this form constitutes a commitment on behalf of our organization/company. We understand that RP Group is counting on our participation at this point. Additionally, we agree to abide by all established guidelines and to submit payment in a timely manner.

Signature: _____ Date: _____

Payment:

- Please invoice us. We understand that payment will be due within 15 days of invoice or by September 1, 2013, whichever comes first.
- Check will be mailed to RP Group, c/o MeetingWise LLC, 806 Manhattan Beach Blvd., #205, Manhattan Beach, CA 90266 within the next 15 business days.

Credit card payments are not accepted.

Please fax (310-937-9470) or email (admin@meetingwise.net) your registration form to RP Group c/o MeetingWise LLC by September 1, 2013. Keep a copy for your records.



Academic Senate for California Community Colleges

LEADERSHIP. EMPOWERMENT. VOICE.

SPONSORSHIP PACKAGES

Choose from a wide range of opportunities to compliment your marketing plan and increase your visibility with hundreds of academic professionals. The following opportunities are provided to help you increase visibility with the Academic Senate for California Community Colleges (ASCCC) and attendees before, during, and after the program.

Interested? All sponsor packages can be customized based on your business needs. Please contact Erika Prasad, Development Manager at (916) 445-4753 ext. 110.

All sponsorships include:

- Exposure to an expected target audience of **300-500 attendees**
- Gain access to the top **leaders** in higher education
- One page insert in **program guide**
- Sponsor **logo and link** on ASCCC event registration page
- Demonstrate your **commitment to best practices** in the education industry
- **Increased awareness** of your products and services
- Be recognized as a key sponsor of **premier academic events in California**
- Sponsor **"Thank You" banner on site**
- **Customized marketing benefits** to help fill your needs

Special Sponsorship Promotion

- Sponsor any item valued at \$1,000 or more and receive **50% off a single registration!**
- Sponsor any item valued at \$1,500 or more and receive one **complimentary registration!**

MANY SPONSORSHIPS INCLUDE MORE BENEFITS THAN THOSE LISTED ABOVE.
ALL SPONSORSHIPS CAN BE CUSTOMIZED FOR MAXIMUM EXPOSURE.

Sponsorship Levels and Benefits

Sponsorship opportunities are designed to help you meet your marketing objectives. Each package includes customization support from our sponsorship staff.

Platinum Sponsor//Starting at \$20,000

Benefits:

- Includes all Presenting Sponsor benefits
- Skies the limit on customized benefits to meet your requested needs.

Unique Benefits:

- Opportunity to speak to VIP reception attendees and general session
- Sponsor table (in addition to general session booth) at the reception event and the opportunity to display any products, services or marketing materials

Presenting Sponsor//Starting at \$10,000

Benefits:

- Event booth for 2 with marketing materials
- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- Private networking opportunity with industry leaders
- Sponsor recognition and link from the event page on the ASCCC web site
- 4 tickets to the main event and Reception VIP

Premier Sponsor//\$5,000

Benefits:

- Event booth for 2 with marketing materials
- 1/2 page ad in event guide and honorable mention during general session
- Sponsor listing on all at-event signage and in PowerPoint presentation
- Sponsor recognition and link from the event page on the ASCCC web site
- 2 tickets to the general session and reception VIP

Partner Sponsor//\$2,500

Benefits:

- Event booth for 2 with marketing materials
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on the ASCCC web site
- 1 ticket to the general session

A LA CARTE SPONSORSHIP OPPORTUNITIES

Please select your desired sponsorship and/or advertising option below!

<input type="checkbox"/> Coffee Break \$2,000 (3 Spots) <p>Get an early jump on building your conference connections with this energizing coffee sponsorship. Your agency's logo will appear on the coffee cups being distributed during the morning and afternoon breaks. There is no better way to promote your brand than to put yourself right in the hands of attendees.</p>	<input type="checkbox"/> Wi-Fi (\$) Contact ASCCC <p>Get everyone connected as the official conference Wi-Fi sponsor. Your agency logo will be displayed on a custom splash page and signage instructing attendees on how to connect to the internet. You are also able to create a custom password for all attendees up to 6 characters long.</p>
<input type="checkbox"/> Event T-Shirt \$3,500 <p>Expand your brand visibility and continue to showcase your company logo long after the event. As the official event t-shirt sponsor, your logo will be printed on the back of the t-shirt given to each of the attendees!</p>	<input type="checkbox"/> Drink Tumbler \$2,500 <p>Fill up and take off with this unique way to showcase your logo on a tumbler to use throughout the event and beyond. Place your agency's name and/or logo alongside the event graphic for long-lasting visibility.</p>
<input type="checkbox"/> Demo Breakfast \$1,000 <p>Get a head start on the competition with this 15 minute speed dating sponsorship demo. Showcase your product and services in a private room with just you and the attendees with breakfast before the conference starts. This is a great way to get one on one time with attendees. Three slots available.</p>	<input type="checkbox"/> Sponsor Reception \$ 5,000 <p>Sponsor the reception for the night and have your company name/logo displayed prominently at the event. What better way to network with attendees then over some refreshments and nightlife? This option is prime since you will be the premier sponsor for the entire event.</p>
<input type="checkbox"/> Lanyards \$ 1,500 <p>Make your agency visible to everyone by having your agency name on each lanyard. What better way to have your name stand out then to have the lanyards worn everywhere by the attendees at the event?</p>	<input type="checkbox"/> Tote Bags \$ 3,500 <p>Let the attendees do the marketing for you! Your name and logo will be prominently displayed on each high quality tote bag that attendees will be carrying at the event.</p>

ADVERTISING OPPORTUNITIES FOR PROGRAM GUIDE

About the Publication

The program guide is passed out to attendees onsite. The guide contains in depth information about speakers, educational programs, and the reception. It is the number one source for reaching decision makers attending the event.

<input type="checkbox"/>	Back cover \$900 (1)- Full page in color
<input type="checkbox"/>	Inside front cover \$700 (1)- Full
<input type="checkbox"/>	1/2 page \$450
<input type="checkbox"/>	1/4 page \$300

INTERESTED IN BECOMING A SPONSOR?

Please fill out the form below!

Agency

Name: _____

Contact Person

Name: _____

Address: _____

City/State/Zip: _____

Phone/Email: _____

Signature: _____

Please read our Cancellation Policy below before completing payment.

Sponsorship or Advertisement Payment Form

Charge (circle type) Visa MasterCard American Express Discover

*Please read cancellation policy below prior to submitting payment

Card Number _____ Exp. Date: _____

Billing Address: _____

Name as it appears on card: _____

Signature _____

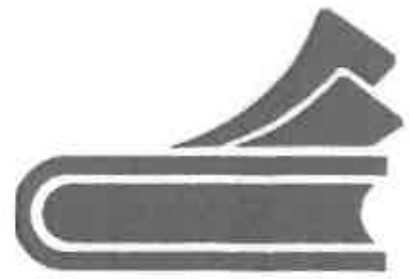
Send payment to:

ASCCC Sponsorship/Advertising

One Capital Mall, Suite 340, Sacramento, CA 95814

Cancellation Policy

Should a sponsor/advertiser need to cancel their purchase, written notice of the cancellation is required. A cancellation causes substantial disruption in the planning and execution of the events. A 50% administrative fee will be withheld from those who cancel on or before <insert date>. Those who cancel after the DATE will forfeit all fees and the right to the item/ad that was selected.



Academic Senate for California Community Colleges

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ALLIES SPONSORSHIP PACKAGES

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- **Increased awareness** of your products and services
- Be recognized as a key sponsor of **premier academic events in California**
- Sponsor **"Thank You" banner on site**
- **Customized marketing** benefits to help fill your needs

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Sponsorship opportunities are designed to help you meet your marketing objectives. Each package includes customization support from our sponsorship staff.

Presenting Sponsor//Starting at \$5,000

Benefits:

- Event booth for 2 with marketing materials
- Prominent sponsor recognition on all event-related marketing & promotional collateral: save the date, Invitations, flyers, e-mails and posters
- Sponsor recognition and link from the event page on the ASCCC web site
- (1) full page ad in program and honorable mention during general session
- 4 tickets to the general session and Reception VIP

Premier Sponsor//\$2,500

Benefits:

- Event booth for 2 with marketing materials
- 1/2 page ad in event guide and honorable mention during general session
- Sponsor listing on all at-event signage and in PowerPoint presentation
- Sponsor recognition and link from the event page on the ASCCC web site
- 2 tickets to the general session and reception VIP

Partner Sponsor//\$1,500

Benefits:

- Event booth for 2 with marketing materials
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on the ASCCC web site
- 1 ticket to the general session

*Customized marketing benefits include but are not limited to the following opportunities (you can add these to the levels above, or create your own package):

- 10-15 minute demo opportunity at a conference workshop (\$500)
- Hyperlinked banner advertising on organizational website for 3 (\$750), 6 (\$1,500), or 12 months (\$2,500)
- Ongoing social media recognition (\$100 per mention)
- Opportunity for a pre- or post-event email to be sent to attendees (your email, sent by the partnership) (\$500)

INTERESTED IN BECOMING A SPONSOR?

Please fill out the form below!

Agency
Name: _____

Contact Person
Name: _____

Address: _____

City/State/Zip: _____

Phone/Email: _____

Signature: _____

Please read our Cancellation Policy below before completing payment.

Sponsorship or Advertisement Payment Form

Charge (circle type) Visa MasterCard American Express Discover

*Please read cancellation policy below prior to submitting payment

Card Number _____ Exp. Date: _____

Billing Address: _____

Name as it appears on card: _____

Signature _____

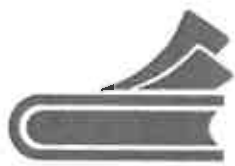
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Sponsorship Prospect Worksheet

1. Does the business value and promotional message of the sponsor align with ASCCC's organizational mission and positioning? If yes, how?

2. Does the ASCCC event offer the sponsor one or more of its target audiences? If yes, which ones?

3. If the sponsor has criteria for events it will sponsor, does the ASCCC event meet that criteria? If yes, how?

4. Will the ASCCC sponsorship program help the sponsor and the organization meet a strategic business objective?
If yes, how?



Executive Committee Agenda Item

SUBJECT: Academic Academy Institute Program		Month: September	Year: 2016
		Item No: IV C.	
		Attachment: YES (Forthcoming)	
DESIRED OUTCOME:	The Executive Committee will approve the Academic Academy Institute program.	Urgent: YES	
CATEGORY:		Action	Time Requested: 15 minutes
REQUESTED BY:	Adrienne Foster and Randy Beach	TYPE OF BOARD CONSIDERATION:	
STAFF REVIEW ¹ :		Consent/Routine	
		First Reading	
		Action	X
		Information	

Please note: Staff will complete the grey areas.

BACKGROUND:

The ASCCC Executive Committee will approve the program for the Academic Academy Institute scheduled for October 7-8, 2016. Given the unusually short time for planning, the Executive Committee is asked to approve the program with the understanding that additional changes will be needed.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.



Executive Committee Agenda Item

SUBJECT: Supporting Formerly Incarcerated Students Regional Meetings on November 18 and 19.		Month: September Year: 2016
		Item No: IV D
		Attachment: YES (forthcoming)
DESIRED OUTCOME:	Executive Committee will consider for approval the agenda for the Supporting Formerly Incarcerated Students Regional Meeting.	Urgent: YES
		Time Requested: 10 min
CATEGORY:	Action	TYPE OF BOARD CONSIDERATION:
REQUESTED BY:	Smith	Consent/Routine
		First Reading
STAFF REVIEW¹:	Julie Adams	Action
		Discussion

Please note: Staff will complete the grey areas.

BACKGROUND:

During the August meeting, the Executive Committee approved to facilitate regional meetings to convene faculty, staff, and administrators as well as community partners in creating intentional and highly visible practices that welcome, engage, and support formerly incarcerated students from application through successful completion of certificates and degrees.

The Executive Committee will consider approving the attached agenda for the day-long event.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.



Executive Committee Agenda Item

SUBJECT: TOP Code Alignment Project of CTE Data Unlocked		Month: September	Year: 2016
		Item No: IV. E	
		Attachment: YES	
DESIRED OUTCOME:	The Executive Committee will provide input on the proposed steps for the TOP code alignment project of CTE Data Unlocked.	Urgent: YES	
		Time Requested: 20 minutes	
CATEGORY:	Action	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Rutan	Consent/Routine	
		First Reading	
STAFF REVIEW ¹ :	Julie Adams	Action	X
		Discussion	

Please note: Staff will complete the grey areas.

BACKGROUND:

The work of CTE Data Unlocked uncovered inconsistencies in the assignment of Taxonomy of Program (TOP) codes to CTE courses, certificates, and degrees. When looking at CTE data, there appears to be inconsistency in how TOP codes were chosen and that many awards have few or no courses with the same TOP code as the award itself. Representatives from CTE Data Unlocked, Centers for Excellence, the RP group, and ASCCC were brought together to discuss how to clean up the TOP codes and how to have more consistency with the assignment of TOP, Classification of Instructional Programs codes (CIP), and Standard Occupational Classification System codes (SOC) on courses and awards and to develop to ability to track the courses that are part of approved awards.

Based upon preliminary discussions, planned future steps include:

1. Select initial CTE disciplines to be reviewed.
2. Identify a group of curriculum chairs to review possible TOP codes for the identified disciplines.
3. Submit any new TOP codes that might need to be created by the Chancellor's Office.
4. Prepare training materials for local curriculum chairs to review local assignment of CTE TOP codes.
5. Review and approve the new crosswalks between TOP and CIP and TOP and SOC.
6. Train colleges on how to review, evaluate, and update their current codes.
7. Revised codes are expected to be submitted using the new Curriculum Inventory that is currently under development.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.

Proposed Code Alignment Process

On July 12, 2016, a subgroup of the ASCCC/CTE Data Unlocked Code Alignment project met to discuss ways to track courses, awards, and programmatic areas in statewide tools, and how this might influence a code alignment effort during 2016-17. A meeting with representatives from the Chancellor's Office Technology Research and Information Services division, the developers of the new Chancellor's Office Curriculum Inventory (COCI), and the Centers of Excellence on August 17 led to some additional revisions to a possible process, which is outlined below.

- 1) Because technology infrastructures will need to be amended in order to receive new or updated code designations for courses and awards, the process being spearheaded through ASCCC/ CTE Data Unlocked should focus on identifying what which CIP and SOC codes should be assigned to degrees and certificates and which TOP6 codes should be assigned to courses. In parallel with this process, work should be done in MIS and COCI so that these changes could be bulk-uploaded into the databases at the point that this becomes possible.
- 2) The CCC system has a variety of needs related to mapping courses and awards. Therefore, any system-wide code alignment effort should capture all the related information needed for the various contexts, such as data dashboards and degree audit systems.
- 3) To keep the scope of the project manageable and to ensure appropriate deployment of CTE resources for the Strong Workforce Program, the 2016-17 code alignment effort should only address CTE courses and awards, as designated by TOP codes with vocational flags.
- 4) Code crosswalks are critical for any data alignment effort. Therefore, finalized master crosswalks of SOC to TOP and CIP to TOP needs to be established before any action can be taken with the field. This will require that work is done first to establish missing TOP6s, so that all courses can be assigned a TOP6. These crosswalks should be approved by both the Chancellor's Office and ASCCC.
- 5) Use of crosswalks during the code alignment process will likely reveal places where the crosswalks need to be amended. A clearly established process is needed to regularly review and update crosswalks and the TOP code manual, and colleges should retain the flexibility to select other codes if the crosswalks codes do not reflect the content of an award.
- 6) The group wrestled with how best to integrate the concept of "program" into statewide systems. Colleges define programs in a variety of ways—from entire departments to specific awards—and while TOP4 is often the default means of identifying a program, interdisciplinary pathways often cross TOP4 designations. After codes are assigned, it would be helpful to determine whether TOP4 roll-ups of course or award codes can be used to accurately identify programmatic areas. This issue could also inform the process of amending TOP code options, by adding specific TOP codes for common interdisciplinary programs.
- 7) COCI should capture the following elements, and make the data easily extractable:
 - For all CTE awards: TOP, CIP, and SOC codes and program control numbers
 - For all CTE courses: TOP6 codes and course control numbers
 - course control numbers for all courses associated with specific awards

- program control numbers for all awards associated with specific courses
- 8) MIS should focus on unique control numbers for awards and courses. Rather than embed into MIS the crosswalk of control numbers to TOP, CIP, or SOC codes, or the relationship of courses to awards, this information should be kept in COCI. Any updates to codes should be processed through COCI. COCI should provide easily extractable information that allows the Chancellor's Office to create reports on specific courses, awards, and program areas (both current and historical). This extract should also be used to ensure that accurate information displays in Chancellor's Office-sponsored resources like Here to Career, Cal-PASS Plus, and the LaunchBoard.
 - 9) Extensive professional development will be needed to ensure that those assigning codes have the information they need to choose the appropriate item, including clarity on the meaning of each of the codes, the difference between job titles and occupations, where the code descriptors and crosswalks come from, how course objectives and student learning outcomes relate to the content in the code descriptors, the difference between a program and an award, best practices for assigning codes, and how inaccurate code assignment affects data-based decision-making and funding.
 - 10) A list of suggested codes should be created for common awards, based on code crosswalks and on commonly selected codes, so that those assigning codes are considering the same options (even though they might opt for a different descriptor based on program content). This information could be integrated into COCI.
 - 11) All of the parties engaged in supporting a code alignment process need to have clear guidelines and engage in norming activities to ensure the same message is being given consistently.
 - 12) Through CTE Data Unlocked, colleges can elect to use their \$50,000 to underwrite the involvement of curriculum and data experts to lead the following process (these conversations could happen at a college, district, or regional level):
 - At a meeting with CTE faculty, deans, college researchers, and labor market information experts, identify the occupation(s) that a specific program is intended to prepare students for, then identify the appropriate SOC codes, based on the federal descriptors of those codes.
 - Based on SOC codes that are selected, use the federal SOC-CIP crosswalk to identify related CIP codes for the program's various awards.
 - Review the federal descriptors for these CIP codes and determine if they are correct, or if other CIP code descriptors are more accurate.
 - Identify the course control numbers for all required courses that lead to each of the awards.
 - Based on the CIP codes that are selected for each award, use the TOP-CIP crosswalk to identify related TOP codes.
 - Examine the TOP codes assigned to each of the courses. If courses have been given a TOP4 code, use the TOP code descriptors to assign the appropriate TOP6. If courses have been given a TOP6 code, use the TOP code descriptors to see if they are accurate for the course or if a different descriptor is more accurate.
 - Based on the TOP codes selected for courses, compile a list of all the award codes that each course TOP leads to, including award TOP codes, award CIP codes, award SOC codes, and program control numbers (this last step will support the creation of a reference document that can be used in the crosswalk review process).

The following people contributed to the development of this concept paper

- *ASCCC: Wheeler North, Craig Rutan*
- *CTE Data Unlocked: Marc Beam, Alison Bolton, Kathy Booth, Daniel Martinez, Lori Sanchez*
- *Chancellor's Office: Todd Hoig*
- *Tech Center/COCI: Angela Baucom, Rachel Stamm, Michael Tuccillo*



Executive Committee Agenda Item

SUBJECT: Partner with Associate for Community and Continuing Education (ACCE) for regionals and technical visits		Month: September	Year: 2016
		Item No: IV F.	
		Attachment: NO	
DESIRED OUTCOME:	Approve partnership between ACCE and ASCCC to provide noncredit implementation information to the field	Urgent: NO	
		Time Requested: 10 minutes	
CATEGORY:	Action Items	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Cheryl Aschenbach	Consent/Routine	
		First Reading	X
STAFF REVIEW ¹ :	Julie Adams	Action	X
		Discussion	

Please note: Staff will complete the grey areas.

BACKGROUND:

The Association of Community and Continuing Education (ACCE) is a California Community Colleges organization of professionals involved in community (not-for-credit) continuing (noncredit) education. The purpose of ACCE is to “develop and promote desirable policies, practices, and support for the educational constituencies within the Association and to promote professional growth of the membership” (acceonline.org).

ACCE currently works with the Chancellor’s Office on technical advisory committees, including having appointees to the Basic Skills Advisory Committee and System Advisory Curriculum Committee. ACCE also collaborates with CIOs for representation at Consultation Council and on policy development task forces. ACCE also has council representatives who refer members to other noncredit and not-for-credit professionals for assistance. For the past two years, ACCE has had a liaison attend and participate in Noncredit Committee meetings. The ACCE liaison has been helpful given in-depth experience in noncredit.

Right now ACCE membership is primarily administrators, including many deans, although there is some faculty representation. Their practical knowledge regarding implementing noncredit at small, medium, and large colleges, from curriculum development and approval to minimum qualifications, scheduling, evaluation, and program promotion, can be very helpful to faculty at colleges currently seeking to implement new noncredit programs or grow existing programs.

The ACCE liaison to the Noncredit Committee participated in the Spring Noncredit Regional, even offering to host at her college. This partnership has been beneficial to the Noncredit Committee and faculty who attended the regional. ASCCC should explore partnering with ACCE to allow for more joint efforts including regional meetings, breakout sessions, and technical assistance.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.



Executive Committee Agenda Item

SUBJECT: Fall Plenary Session Resolutions		Month: September	Year: 2016
		Item No: IV. G	
		Attachment: No	
DESIRED OUTCOME:	The Executive Committee will discuss the resolution process and consider for approval any Executive Committee resolutions.	Urgent: YES	
		Time Requested: 15 minutes	
CATEGORY:	Action/Information	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Randy Beach	Consent/Routine	
		First Reading	
STAFF REVIEW ¹ :	Julie Adams	Action	X
		Information	

Please note: Staff will complete the grey areas.

BACKGROUND:

Executive Committee resolutions are due to the Resolutions Chair by September 16, 2016. The Resolutions Committee will review any draft resolutions and work with the resolution contacts as needed to seek clarification and/or provide guidance.

Please be mindful of the following:

1. Research the resolutions database (<http://asccc.org/resources/resolutions>) to determine whether or not the positions proposed by your resolutions are already established senate positions. If it isn't clear that a position exists, please check with the Resolutions Chair and/or the Executive Director.
2. If a resolution calls for the Executive Committee to complete a task, please be sure to include a target completion date (e.g. fall 2016).
3. If your resolutions address subjects covered by the work of committees or task forces other than your own, please consult with the chairs of those groups before submitting your resolutions, whether as Executive Committee resolutions, area resolutions or session resolutions.
4. Review the Resolutions Handbook (http://www.asccc.org/sites/default/files/resolution-handbook_1_0.pdf), in particular Part III on Resolutions Writing and General Advice (page 12). While we are all experienced writers of resolutions, it never hurts to remind ourselves of the advice we give to the body.
5. Be sure to cite your sources! Please provide the citation(s) as a footnote.

Finally, if members of your committees/task forces are drafting resolutions to be brought to the October meeting, please work with them as needed to make sure the resolutions are well crafted and relevant.

Please be sure to share this information with your committees and task forces.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.



Executive Committee Agenda Item

SUBJECT: Fall Plenary Session		Month: September	Year: 2016
		Item No. IV. H.	
		Attachment: No	
DESIRED OUTCOME:	The Executive Committee will consider for approval the plenary program for the 2016 Fall Plenary Session.	Urgent: Yes	
		Time Requested: 25 minutes	
CATEGORY:	Action	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Julie Bruno/Julie Adams	Consent/Routine	
		First Reading	X
STAFF REVIEW ¹ :	Julie Adams	Action	X
		Information	

Please note: Staff will complete the grey areas.

BACKGROUND:

The 2016 Fall Plenary Session is just a few months away – November 3 – 5, 2016 in Costa Mesa, California. At its last meeting, the Executive Committee approved the theme “Honoring our Future, Navigating the Present, Imagining the Future”. The next step in the planning process is the development of the program. Members were asked to send to Adams breakout topics by August 24, 2016. Once the topics are received, a preliminary program will be sent to members (and posted on the Executive Committee agenda website for the public) for discussion and approval. Members will also discuss ideas for keynote speakers, breakouts, and timeline.

Attached: Fall Session Timeline with the preliminary program

1. Pre-Session resolutions due to Executive Director September 16, 2016.
2. Presenter’s list and breakout session descriptions due to Executive Director October 6, 2016.
3. Final Program to Executive Director by October 10, 2016.
4. Deadline for Area Meeting resolutions to Randy: Area A & B October 15, 2016; Area C & D October 16, 2016.
5. Final program to printer October 17, 2016.
6. Materials posted to ASCCC website October 24, 2016.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.



Executive Committee Agenda Item

SUBJECT: Letter from the Executive Committee about the Accrediting Commission for Community and Junior Colleges		Month: September Year: 2016	
		Item No. IV. I	
		Attachment: YES	
DESIRED OUTCOME:	The Executive Committee will approve sending the letter about ACCJC to NACIQI and the US Department of Education	Urgent: YES	
		Time Requested: 20 minutes	
CATEGORY:	Action	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Rutan/Bruno	Consent/Routine	
		First Reading	
STAFF REVIEW¹:	Julie Adams	Action	X
		Discussion	

Please note: Staff will complete the grey areas.

BACKGROUND:

Recently, the Accrediting Commission for Community and Junior Colleges (ACCJC) requested letters of support from educators to demonstrate that its standards, policies, decisions, and practices in granting, reaffirming, or denying accreditation are widely accepted as required by §34 CFR 602.13. ACCJC must submit the letters to the US Department of Education by the end of 2016 for review by the National Advisory Committee on Institutional Quality and Integrity (NACIQI) in December of 2016. At the August Executive Committee meeting, the Executive Committee discussed both the ACCJC’s request for letters from faculty and the possibility of sending a letter to NACIQI about the Academic Senate’s experiences working with the commission. The Executive Committee approved the President sending guidance to colleges about how to respond to the commission’s request for support letters (attached) and to develop a letter from the Executive Committee to NACIQI documenting the Academic Senate’s experiences with commission. Members will discuss a letter to NACIQI.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.

----- Forwarded message -----

From: **Julie Adams** <julie@asccc.org>

Date: Tue, Aug 23, 2016 at 1:29 PM

Subject: Faculty and Senate Response to ACCJC Request for Letters of Support

To: Senate Presidents <senatepresidents@listserv.ccnnext.net>, "Curriculum Listserv (CCCCO)" <curriculum@listserv.ccnnext.net>, CTEFACULTY@listserv.ccnnext.net

Dear Colleagues,

In the past few weeks, community college faculty across the state have received a request from the Accrediting Commission for Community and Junior Colleges (ACCJC) requesting letters of support for the accrediting commission. These letters would be included by ACCJC in a report to the United States Department of Education in preparation for a review by the National Advisory Committee Institutional Quality and Improvement (NACIQI) at its hearing in December. The ACCJC must demonstrate to the USDE that its standards, policies, decisions, and practices in granting, reaffirming, or denying accreditation are widely accepted by educators, as required by federal regulations (C34 CFR §602.13). To meet this requirement, the ACCJC has contacted faculty, by email and by phone, to request support letters and has provided a list of elements to be included in the letter as well as a sample letter that may be used as a template, if so desired (see attached).

A number of faculty have contacted members of the ASCCC Executive Committee, both past and present, requesting guidance in how to respond to ACCJC's request. The Executive Committee met on August 19-20 to discuss the issue and offers the following advice to faculty as they consider whether or not to submit a letter regarding ACCJC. Please note that these comments and recommendations from the ASCCC Executive Committee are advisory and that local senates and faculty may choose to follow, adapt, or ignore them.

First, no one is under any obligation to respond to ACCJC's request. Each faculty member must make the decision for himself or herself and should not feel obligated to comply with the request unless comfortable doing so.

Second, the letter need not follow the form or format supplied by the ACCJC. The letter may include both strengths and weaknesses of ACCJC's accreditation process and may be submitted to ACCJC, with copies sent to the USDE or to NACIQI. The addresses are provided below for reference.

Third, if you are a senate president and have been asked to submit a letter, it is valuable and essential to differentiate between responding as an individual faculty member and responding as a local senate president. This distinction would appear in the writer's title as noted in the letter's signature and perhaps in the body of the letter. Since senate presidents are the official representatives of their local senates and their college faculty, ASCCC recommends that if senate presidents would like to respond to ACCJC's request in their official capacity as senate presidents, they bring the issue to their local senates for deliberation. This process would provide an opportunity for the local senate to determine whether or not to respond as well as to provide input regarding the content of the letter. The letter might follow past positions of the local senate, if any were taken, or senates might consider passing a resolution that includes the content of the letter to authorize their senate president to communicate with ACCJC. Resources to provide context for the discussion, such as ASCCC resolutions and the 2015 CCCCCO Accreditation Task Force report, may be found on the ASCCC Accreditation and Assessment Committee page at <http://www.asccc.org/directory/accreditation-and-assessment-committee>

Finally, the ASCCC Executive Committee will be considering a response to ACCJC's request at our next meeting on September 9, 2016 at San Bernardino Valley College. As always, all are welcome to attend and comment at our meetings.

The ASCCC Executive Committee hopes that you find these comments and recommendations helpful. Please do not hesitate to contact us with questions or comments.

Respectfully,

Julie Bruno, President

Addresses:

ACCJC
10 Commercial Blvd., Suite 204
Novato, CA 94949

United States Department of Education
400 Maryland Avenue, SW
Washington, D.C. 20202

For NACIQI, email letters to: Jennifer.Hong@ed.gov.



Executive Committee Agenda Item

SUBJECT: CTE Leadership Committee and Regional Consortium Representation		Month: September Year: 2016	
		Item No: IV J. (forthcoming)	
		Attachment: YES	
DESIRED OUTCOME:	The Executive Committee will determine the feasibility of providing representation at the Regional Consortium meetings across the state and consider the role of the CTE LC in such representation	Urgent: YES	
		Time Requested: 15 minutes	
CATEGORY:	ACTION	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Lorraine Slattery-Farrell	Consent/Routine	
STAFF REVIEW¹:	Julie Adams	First Reading	
		Action	X
		Discussion	X

Please note: Staff will complete the grey areas.

BACKGROUND:

In August 2016 the Executive Committee considered the role of the CTE LC as representatives of ASCCC at the Regional Consortium meetings across the state. The Executive Committee requested this item be returned for discussion, along with a calendar of meetings, to determine the feasibility of having Executive members attend the regional meetings as official representatives or designating representatives from the CTE Leadership Committee.

Attachment: Role and Responsibilities of the CTE Leadership Committee.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.



Executive Committee Agenda Item

SUBJECT: Executive Committee Evaluation for Periodic Evaluation of ASCCC		Month: September	Year: 2016
		Item No. IV K	
		Attachment: YES	
DESIRED OUTCOME:	The Executive Committee will consider for adoption the Executive Committee evaluation tool.	Urgent: YES	
		Time Requested: 15 minutes	
CATEGORY:	Action	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Julie Adams	Consent/Routine	
		First Reading	
STAFF REVIEW¹:	Julie Adams	Action	X
		Information	

Please note: Staff will complete the grey areas.

BACKGROUND:

At the Spring 2014 plenary session, the body passed resolution 1.02 S14 that created the framework for the periodic review of the Academic Senate for California Community Colleges. In addition to providing the review team with the constitution, bylaws, rules, and policies of the Academic Senate, the team will be given an evaluation of the Academic Senate prepared by the Executive Committee.

The Executive Committee completed the first evaluation prior to the May 2014 orientation. Since the committee has so many new members, the Executive Committee will need to take the survey prior to the Periodic Review. The Executive Committee will review the survey and consider for approval the survey.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.

ASCCC Executive Committee Evaluation

Members of the Executive Committee of the Academic Senate for California Community Colleges are public representatives and advocates for the Academic Senate. This survey is intended to assess your knowledge of various parts of the organization and its operations. The officers will use the survey results to plan training activities for future members of the Executive Committee and the combined results will be included with other documents that will be provided to the team selected to complete the Periodic Review of ASCCC.

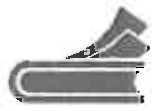
	Completely Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Completely Disagree
Mission, Values, and Goals						
I are aware of the Academic Senate's mission statement and how it differs from the Senate's values statement.						
I am aware of the Senate's strategic plan including the long-range goals and my role in achieving the goals outlined in the strategic plan.						
I monitor external developments and pressures that could affect the direction of the Academic Senate.						
Governing Documents						
I am aware of the information contained in the ASCCC Bylaws, Rules, policies, and procedures.						
I adhere to the principles promoted by the mission and values statements.						
I recommend policies and practices that reflect organizational wisdom to benefit the future of the ASCCC, our Member Senates, the Executive Committee, and the staff.						
Benefits, Programs (Events), and Services						
I am familiar with all of the programs, services, and resources that are offered by the Academic Senate.						
I review all programs and services periodically, making suggestions for improvements and recommending new training opportunities and services as appropriate.						

Please indicate your awareness and understanding of these aspects of leadership and governance...	Completely Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Completely Disagree
Budgeting, Finances and Fund Raising						
I am aware of the Senate's annual budget and provide input that maximizes the ability of the Executive Committee to further the strategic plan of the organization and respond to the expressed will of the Members Senates.						
I am aware of the Senate's budget reserves and help to assure that the recommended budget reserve remains intact.						
I receive understandable, accurate, and timely financial reports.						
I am aware of the required annual audit and consider the recommendations made in the independent auditor's report and management letter, suggesting changes to policy as appropriate.						
Staffing and Professional Development						
The Executive Committee delegates enough policy and operating authority for the Executive Director to manage the organization.						
The Executive Committee regularly assesses the performance of and compensation for the Executive Director in a fair and systematic way related to the goals in the current strategic plan.						
I give direction to staff only through the Executive Director.						
I redirect staff members who express concerns to me to the Executive Director rather than the Executive Committee.						
The Executive Committee encourages and funds the professional development of its staff.						

Please indicate your awareness and understanding of these aspects of leadership and governance...	Completely Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Completely Disagree
Leadership Development and Governing Body						
The size of the Executive Committee membership is ideal to advance the positions of the organization.						
The Executive Committee effectively identifies and orients new Executive Committee members and provides training to new local leaders.						
I avoid any possible conflicts of interest and disclose to the entire Executive Committee any possible conflicts in a timely manner.						
I promote respect for new ideas and people within the Executive Committee and Senate staff.						
I respect appropriate confidentiality of all Executive Committee meetings and materials.						
I act to facilitate the transition of committee chairs and help support the use of term limits on committee membership.						
I defer to the President in matters requiring a spokesperson for the Academic Senate.						
Communications and Public Relations						
I understand and follow the Academic Senate's policies about speaking on behalf of the organization.						
The Executive Committee has a strategy and hierarchy for communication with the news media and government officials.						
I maintain an awareness of other organizations from the perspectives of competition, coalition building, partnerships, etc.						

Please indicate your awareness and understanding of these aspects of leadership and governance...	Completely Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Completely Disagree
Strategic Governance						
The Executive Committee meeting agendas focus on significant policy issues and the future, not short-term operating matters or committee reports.						
The Executive Committee meetings provide adequate opportunity for discussion and questions.						
The work of standing committees contributes to the productivity of the Executive Committee and advances the mission and strategic goals of the Academic Senate.						
The standing committees, ad hoc groups, and task forces have charges and priorities that have been identified by the Executive Committee.						
The Executive Committee does not undertake the work of its standing committees during Executive Committee meetings.						
Fiscal Responsibility						
I understand my responsibility for protecting the fiscal viability of the organization.						
I understand the legal responsibilities of a nonprofit Board of Directors for Duty of Care, Duty of Obedience, and Duty of Loyalty.						
The Executive Committee ensures there is adequate insurance coverage for the organization and avoids risk.						
Overall						
I find serving on the Executive Committee to be a satisfying and rewarding experience.						

Please Provide Any Additional Comments:



Executive Committee Agenda Item

SUBJECT: Executive Director Evaluation		Month: September	Year: 2016
		Item No. IV, L	
DESIRED OUTCOME: The Executive Committee will discuss the evaluation goals for the Executive Director and elect an Executive Committee representative to participate on the evaluation team.		Attachment: NO	
		Urgent: YES	
		Time Requested: 5 minutes	
CATEGORY:	Discussion	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Julie Bruno	Consent/Routine	
STAFF REVIEW ¹ :	Julie Adams	First Reading	
		Action	X
		Information/Discussion	

Please note: Staff will complete the grey areas.

BACKGROUND:

The Executive Director's contract currently states:

"3. Performance Evaluation. Evaluation and assessment of the performance of Executive shall be conducted on an ongoing basis by the ASCCC governing board. The governing board will form an annual review group comprised of the elected officers and one member elected by the other members of the governing board. This group will submit a formal written evaluation to the governing board, including an overall recommendation of the Executive's performance, prior to the anniversary date of this Agreement. The evaluation shall be based on an annual performance plan to be mutually developed by Executive and ASCCC's President and Vice President. The annual performance plan shall provide for and assess performance of the general management of ASCCC and measurable goals and objectives for ASCCC and the Executive Director, taking into account the financial and staff resources made available by ASCCC. The annual performance plan shall be completed no later than the third month following the anniversary date of this Agreement. In the event that Executive's performance is found to be unsatisfactory, the ASCCC President, along with the officers and the member elected by the governing board, shall describe in writing, in reasonable detail, specific examples of unsatisfactory performance. Upon the conclusion of the annual evaluation, ASCCC's governing board, in its sole discretion, shall determine if an increase in the salary and/or benefits of the Executive is to be made for the upcoming contract year."

Executive Director Adams will be evaluated prior to the May 2017 Orientation meeting. President Bruno and Vice President Stankas have met with Adams to discuss goals for her this year. The following two year goals were agreed by all:

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.

- Succession planning;
- Establish an organizational structure to ensure continuity and stability in the long-range work of the senate;
- Facilitate strategic planning process and implement the plan;
- Help to strengthen relationships with other constituents and system partners; and
- Establish and implement the fiscal and organizational structure for the Academic Senate Foundation.

The Executive Director will be evaluated by May 2017 on the progress she has made in accomplishing the goals.

The Executive Committee discuss the goals and will select the 5th member of the Executive Review group.



Executive Committee Agenda Item

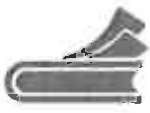
SUBJECT: North Far North Curriculum Pilot Update		Month: September	Year: 2016
		Item No. V. B.	
		Attachment: NO	
DESIRED OUTCOME:	The Executive Committee will be updated on the Curriculum Pilot being discussed at the North Far North regional meetings	Urgent: NO	
		Time Requested: 10 minutes	
CATEGORY:		TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Davison/May	Consent/Routine	
		First Reading	
STAFF REVIEW ¹ :	Julie Adams	Action	
		Discussion	X

Please note: Staff will complete the grey areas.

BACKGROUND:

The North Far North Regional Consortium Curriculum Pilot Committee has been meeting for the past few months with the intent of working on the WFTF Recommendation #8, "Evaluate, revise and resource the local, regional, and statewide CTE curriculum approval process to ensure timely, responsive, and streamlined curriculum approval." This Committee consists of administrators, sector and deputy sector navigators, CCCAOE representatives, and others whose colleges are in the northern region of California (membership includes American River College, Butte College, College of the Redwoods, College of the Siskiyous, Cosumnes River College, Feather River College, Folsom Lake College, Lake Tahoe College, Lassen Community College, Mendocino College, Sacramento City College, Shasta College, Sierra College, Woodland Community College, and Yuba College). The ASCCC appointed representatives are seeking direction from the Executive Committee regarding the activities of the NFN Curriculum Pilot, based on reports to follow.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.



Executive Committee Agenda Item

SUBJECT: Common Assessment Initiative (CAI) Update		Month: September	Year: 2016
		Item No. V C.	
		Attachment: NO	
DESIRED OUTCOME:	The Executive Committee will be updated on the development of the common assessment and the review of the common test by the Chancellor's Office Assessment Committee.	Urgent: YES	
		Time Requested: 20 minutes	
CATEGORY:	Discussion	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Rutan	Consent/Routine	
		First Reading	
STAFF REVIEW ¹ :	Julie Adams	Action	
		Discussion	X

Please note: Staff will complete the grey areas.

BACKGROUND:

The Common Assessment Initiative (CAI) has been developing a new assessment test (mandated by AB 743) that will eventually be used by all California community colleges that use assessment tests (SB 1456 requires colleges that use an assessment test to use the common test to continue to receive SSSP funding.) Test items developed by Link Systems International (LSI) and reviewed by community college faculty were piloted during the spring of 2016 with the hope to have the new test approved by the Chancellor's Office for use in Fall 2016 by 37 colleges (including pilot, sister and Compass colleges). The Executive Committee will be updated on the development of the common assessment test, data collection on test items, and review by the Chancellor's Office Assessment Committee.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.



Executive Committee Agenda Item

SUBJECT: University of California A-G Pathways Discussion		Month: September	Year: 2016
		Item No. V. D.	
DESIRED OUTCOME: The Executive Committee will be updated regarding the potential of a new pathway for the University of California A-G requirements.		Attachment: NO	
		Urgent: NO	
		Time Requested: 15 minutes	
CATEGORY:	Discussion	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Davison	Consent/Routine	
STAFF REVIEW ¹ :	Julie Adams	First Reading	
		Action	
		Discussion	X

Please note: Staff will complete the grey areas.

BACKGROUND:

On August 16, 2016, a group of stakeholders met to discuss an opportunity identified through the SB1070 project in the North & East Bay area, with the goal of supporting a more systemic approach to increasing articulated credit with high schools. Various SB1070 projects have been working on supporting the transition between high schools and colleges, and courses that provide both career pathways and the A-G requirements are likely to have the most appeal to students.

There is interest in using a variety of extant tools and systems, including C-ID descriptors, as a means by which to expand the efforts. The Executive Committee will discuss a proposal to establish a statewide program that takes advantage of the University of California Office of the President's Program Status to enhance articulation and dual enrollment for CTE courses that meet UC A-G requirements.

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.



Executive Committee Agenda Item

SUBJECT: ASAE Convention – Staff Report		Month: September	Year: 2016
		Item No: VI D-1.	
		Attachment: NO	
DESIRED OUTCOME:	The Executive committee will receive a report on the ASAE Convention attended by staff of the ASCCC	Urgent: NO	
		Time Requested:	
CATEGORY:	Reports	TYPE OF BOARD CONSIDERATION:	
REQUESTED BY:	Julie Adams	Consent/Routine	
		First Reading	
STAFF REVIEW ¹	Julie Adams	Action	
		Information/Discussion	X

Please note: Staff will complete the grey areas.

BACKGROUND:

As part of professional development, the Executive Director and several ASCCC team members attend the American of Association Executives to learn about current trends and services available for the association community. Julie Adams, Krystinne Mica, Tonya Davis, and Edie Martinelli attended this year’s ASAE meeting in Utah. The team attended sessions that directly related to their roles at ASCCC as well as personal growth. The following is a brief summary of the sessions attended by the team. Each member of the team is very grateful to the Executive Committee for approving a budget that allows them to take advantage of this valuable resource

¹ Staff will review your item and provide additional resources to inform the Executive Committee discussion.

**ASAE Conference – Staff Report Out
Friday, August 12th – Tuesday, August 16th
Salt Lake City, Utah**

Introduction

As part of professional development, the Executive Director and several ASCCC team members attend the American of Association Executives to learn about current trends and services available for the association community. Julie Adams, Krystinne Mica, Tonya Davis, and Edie Martinelli attended this year's ASAE meeting in Utah. The team attended sessions that directly related to their roles at ASCCC as well as personal growth. The following is a brief summary of the sessions attended by the team. Each member of the team is very grateful to the Executive Committee for approving a budget that allows them to take advantage of this valuable resource.

Saturday August 13th

8:00 am – 4:00 pm

Pre-Conference Session: Creating High-Performance Teams by Embracing Diverse Work Styles

As a newly promoted Associate Director, Krystinne Mica requested to attend the ASAE pre-conference to develop greater skills in directing the ASCCC team. Below is her summary of the activity.

This workshop focused on teaching attendees' knowledge and skills necessary to create effective work teams. The trainer, Tony Chatman, discussed teams and how they work, personalities and work styles, and generational diversity.

Through the first part of the workshop, Tony discussed the formation of teams and the role of people in leadership positions during the different stages. During the *formation* stage, leaders have to be able to provide clear direction and vision to the team. The *storming* phase follows the formation. Leaders need to be able to slow down and resolve conflict that arise and be prepared for everything. Leaders have to reassert their boundaries (hold their standards) and establish everyone's role. The *norming* phase comes after, at which time the leader becomes a facilitator, as the group in this phase has built trust and are working collaboratively. The *performance* stage is when the outcome of the work of the group is seen and leaders need to acknowledge the team and the work that was done.

Tony reviewed the different work styles that leaders can encounter in the office: Sanguine, Melancholy, Choleric, and Phlegmatic. Each work style is essential to the office environment as each one brings a different perspective. He indicated that leaders should stop assigning motive and intent to people's actions and recognize that people are generally good and that personalities and disposition are part of what makes a person. It's also less important to be right, than to foster a "right" working environment.

The last part of the day covered generational differences among people that are now in the work place. Tony explained that there are now four different generations that exist

that are beyond our control, but simply that in difficult situations, focus on what is within our scope and move from there. Another take away from their presentation was never to get comfortable with the status quo. Always make small constant changes and do not be afraid to take risks. In other words, the impossible starts with us. Their final message was the importance of working and valuing the team and without teamwork it is impossible to achieve the goals we have.

10:15 a.m. – 1:00 pm Opening Exposition

The Exposition is an opportunity to meet with hotel properties and supply and service vendors, as well as to explore new technologies and other resources available for associations. ASCCC Team members were able to meet with hotel properties, gain further corporate level contacts for each of the major hotel brands, meet contacts with all major hotel brands including Hyatt, Hilton, Starwood, Wyndham and Marriott, meet with California area representatives including Convention Visitors Bureaus from all the major cities and regions (Los Angeles Convention and Visitors Bureau and San Francisco Tourism). Team members were also able to gather information about ways to improve our event executions such as ways to create badges for events in a more efficient manner. For example, we were able to identify a new potential badge vendor that provides both software and hardware option in various size formats. Will be setting up a meeting with them to discuss other options for us.

Breakouts – 2:00pm - 3:30pm

Basics for Reading Financial Statements

This presentation concentrated on giving attendees tools they needed to understand and read financial statements. The presenters, Elizabeth Dollar and Melissa Harman, reviewed key components of the financial statement including: *Statement of Financial Position* (balance sheet) that contains assets, liabilities, overall financial position, and net worth; *Statement of Activities* (income statement/statement of operations) that includes revenue, expenses, interest, and ending net asset; *Statement of Cash Flows* (how much money was earned from operations) that includes cash from operations, investing, and cash flows from financing. Both Elizabeth and Melissa provided questions to ask when reviewing financial statements and red flags to pay attention to when looking at statements.

Sample questions to ask:

Do the current assets cover current liabilities? Are receivables collectible? Are investments appropriately valued? Are there any liabilities that have not been accrued? Are donor restrictions being correctly accounted to? Are reserves being built? How much cash on hand is needed to cover expense in emergency situation – 3 months, 6 months?

Red Flags:

Modified audit opinion; Significant deficiencies and /or material weaknesses; Concentrated ratio less than 1 – if my revenue is over 10% in one thing, that is potentially a liability; Days operating cash less than 60 to 90 days; Negative cash flow from operations; Negative balance in unrestricted net assets; Administrative ratio greater than 25% - make sure to allocate the salaries of people appropriately based on the time they spend at work (programming, fundraising, administrative, etc.) so that it doesn't all fall under "administrative"; Unexplained trends or budget variances

Senior Execs Shifting Lanes Before Exiting

This presentation focused on senior-level professionals who are thinking about what's next in their career. The presenters noted that given the baby boomers generation retiring, this situation has the potential to stir the most significant talent shift in American history. However, regardless of the age, associations need to begin to hold conversations on the war for talent because of the significant concerns for associations today. Presenters discussed specific challenges that will have an impact on each generation and the organizations they work for. Additionally, presenters explored creative career transition strategies and how to downshift employment responsibilities while providing value to both who employ the senior executive and those that replace them. One takeaway was the need for the senior executive should have a combination of organizational and personal readiness to make a move. And the board and the executive should be comfortable to discuss the topic.

What the Book of Mormon taught me about Association Management

In this session, "The Book of Mormon" provides a humorous metaphor for a panel of leading association executives to provide lessons in leadership, membership recruitment, branding and reputation management, the racial divide and diversity, the evolving role of social media, and how producing a musical is similar to planning an association event. *The Book of Mormon* follows two young missionaries who are sent to Uganda to try to convert citizens to the Mormon religion. One missionary, Elder Price, is an enthusiastic go-getter with a strong dedication to his faith, while his partner, Elder Cunningham, is a socially awkward but well-meaning nerd whose tendency to embroider the truth soon lands him in trouble. Upon their arrival in Africa, Elders Price and Cunningham learn that in a society plagued by AIDS, poverty and violence, a successful mission may not be as easy as they expected.

The presenters were both engaging and theatrical. There were five separate presenters representing various types of associations. They used the different premises of Book of Mormon as analogies for each of the different lessons. The lessons covered included: leadership; membership management; communication, social media, and branding; and diversity inclusion.

What to do When Getting a New CEO

In this breakout session, the panel shared experiences and held an open forum with attendees on how getting a new CEO can have a vast impact and ripple effect on staff substantially. Attendees were provided examples and techniques to help staff prepare onboarding a new CEO and managing the transition with ease while maintaining morale and productivity in the office. Many of the presenters provided examples and lessons learned from top association executives on what to expect when challenging issues arise and how to keep staff focused and positive during the changeover. The takeaways provided at this session will be used to develop succession planning advice for future transitions.

4:00pm – 5:00pm

Leadership Lessons from a Prison, a Monastery, and a Boardroom

This presentation was inspirational. The presenter was based on one man's harrowing experience as a prisoner, a monk, and a social entrepreneur. During his short life, he learned the power of servant leadership and how to create and sustain a highly innovative and effective work culture. Drawing on case studies from some of the best workplace cultures in the world, attendees were provided with powerful ideas and tools for building relationships through influence. Basically, he shared how creating a team that are dedicated and engaged through being an extraordinary leader.

Digital Badging Retrospectives

During this presentation, two companies (IMA and ABC) provided their honest perspectives on their experience with digital badging, and discussed candidly both the challenges and benefits their companies received. The presentation encouraged those companies that are considering using digital badging to learn from their experiences and to try digital badging, as both companies felt that it was an overall benefit using the digital badging system.

Digital badging is a digital representation of a skill, knowledge, award which transforms paper certificates into something portable (you can post digital badges online). Digital credentials allow companies to communicate value – it allows organizations and programs to be communicated in a valuable and beneficial way. When earners share the digital badge, it conveys the information behind the certification. Digital badges allow for marketing and branding for the organization by using the digital brand. Some tips and information provided by the IMA and ABC representatives included:

- Keep your pilot program small
- Average age of users is between 22 – 25 (Millennials) – Millennials continue to get credentials (digital badging is native for them). They have a higher claim rate.
- People typically share this on LinkedIn (put this into their certification bucket), twitter share, and Facebook – shows pride, recognition, and relevance.
- Educate users on how to claim digital badge - create an FAQ page

Panicked to Productive: How to Lighten Your Load While Getting Your Om On

In this breakout session, presenters focused on how happiness and productivity are connected. The panel provided attendees with productivity strategies that could help calm your mind and the office environment so that everyone would be happier and more productive. The panel also explored the latest apps that could help bring mind, body, and technology together for tools to make your day more productive. During the session attendees were divided into groups of three and given short exercises that allowed attendees to explore different strategies that would help relieve stress and tension in the office. For example, one exercise was the "Gratitude Day Exercise." During this exercise, groups randomly expressed their personal accomplishments or items and people they were grateful for. At first, the room was filled with tension and uncomfortableness. However, once each person on the team opened up and shared, the atmosphere changed and others were appreciative of the things others in the group were excited about. This is a great exercise to help build morale in an office environment.

Reimagining Events – Better Meetings through Sustainability

This presentation explored fresh innovative sustainable solutions for conferences by identifying how event suppliers are already set up to enhance the sustainability aspects of an event. Presenters provided case study examples that create buzz, win industry awards, inspire attendees, and save money – all the while strengthening organizational brand. The session was

interesting, but the feasibility of some practices based on cost and economics was questionable. A few key ideas were: make sure we are asking questions of the properties we do contract with (Riverside Convention Center is a leader in this area in California) including food sourcing, recycling and donation programs, and re-usable energy programs. Some of the ideas presented, we are already utilizing such as electronic disbursement methods for all power point and presentation materials; coordinated food donation to homeless when we have had bulk leftovers; or asking for glass versus plastic cups. While we are doing some, we can always improve and this breakout provided some ideas.

Monday August 15th

Breakouts -- 9:00am – 10:00am

Becoming Your Association's Storyteller-in-Chief

Storytelling is one of the best tools leaders can use to drive influence throughout their organizations. Facts and figures are necessary, but they do little to inspire members, prospects, partners, staff, or the general public. In associations, the opportunities to tell compelling stories are everywhere. The presenter, an association CEO, shared what he learned from being mentored by a storytelling master and how it changed the way he leads. He shared what makes a good story, how to identify and tell stories about actions that advanced your organization, and how stories can be powerfully used in an association context. He then shared the 5 principles for telling a great story: 1) you have seconds to deliver your message; 2) first and last – know the first words (inviting them in) and last words (your point); 3) Goldie locks – too hot (too many words) or too

cold (too few words); 4) telling a story allows you to use language in a different way; and 5) silence – has power.

The 5Cs of a Collaborative Leader

Pamela Green presented research published by Harvard Business Review, which reviewed the positive behaviors of a collaborative leader. She reviewed the 5Cs of a collaborative leader and how utilizing the 5Cs will lead to improved organizational performance and career success. As Pamela explained, the 5Cs are: *Connector* – connectors are individuals who have many ties to different social worlds. *Curator* - Curators collect, disseminate and translate information relevant to organizational challenges. Need to be able to *see both sides* of any argument and need to be able to do so with credibility, believability, and authenticity. *Constructively Confront* - you constructively confront situations in ways that allow for discussion to end and final decision calls to be made. Accept, adopt, and deal with the pushback from the team so that you know how to accept and adapt to the team. *Communicate Effectively* - Purpose/Picture/Plan/Part – someone needs to be sitting on the 4 Ps when you collaborate. *Coach Up!* - Leaders who ask the thought provoking questions, are better able to open up possibilities that lead to desired organizational goals. She added an additional 6th C which is to have the *Courage to Lead* – leaders need to be willing to make decisions and to be the bad persons sometimes, but to always remember to lead with love.

Managing Disruption to Contracted Room Blocks

This breakout session focused on attendee and exhibitor preferences, which are changing and posited that event management strategies may not be keeping up. The impact of the sharing economy, housing disruptors, and the dynamic nature of room blocks have forced event managers to shift the way the work. Whether it's poaching, Airbnb, or lower rates that are threatening your room block, proactive management will be key to ensuring a positive customer experience. Presenters discussed issues with attendees not utilizing blocks when they are coming from many different organizations, people booking completely outside the room block, compelling by communication – communicate information to attendees up front, and other hotel contract topics.

Insource or Outsource - That is the Question

In this breakout session, presenters explored the benefits and opportunities that come with choosing to insource or outsource different activities within the organization and the advantages and disadvantages. Outsourcing is a well-known concept that has been accepted and implemented by many associations because it is a cost-saving tactic. Outsourcing will allow a business to focus on its core competencies while offloading its non-core functions to outsourcing providers. Insourcing is a concept that has been advocated as an alternative to outsourcing. It leads to better management control and job creation. Insourcing makes more sense when the business requirement is temporary or where no significant investment is involved. If done well, insourcing can help you build a team of skilled people, though it might take more time than outsourcing.

10:15 a.m. – 1:00 pm Exposition and Lunch

Breakouts -- 2:00pm – 3:30pm

Three Keys to Train your Brain and Rocket Your Career

Presenters Lyne Tumlinson and Tracy King covered key concepts on how to launch your career and face challenges ahead. They provided examples on how to master emotions in a changing work environment and noted that the three keys to “train your brain” revolve around *Logic* – as humans, we need to clarify goals, assess what needs to change, and what we need to do to change that. *Emotion* – can either produce obstacles that throw us off course in our relationships or they can be a powerful fuel to bring us toward “togetherness”. *Environment* – we need to remove obstacles from our path in order to achieve our goals. The presenters lead the attendees through several different exercises that was meant to provide understanding of each of the three keys.

They also provided “brain hack tactics” including:

- What behavior do I want to create?
- What cue triggers the behavior?
- What reward will I learn from the new habit?
- Implement the new routine?
- Are there habits that are hindering you from reaching your goals?
- What new habit will move you closer to your goal?

4:00pm – 5:00pm Stop Thinking Like an Association

This engaging breakout presented by John Foley and Samantha Lake encouraged attendees to breakaway from the status quo and stop thinking like an association, but as entrepreneurs instead. They provided an interactive session, where participants were encouraged to contribute and engage with the presenters and utilize the workbook given to provide ideas and ways in which people can improve their organization. One of the primary focus of the presentation was how to move away from accepting and making excuses to learning how to track excuses and coming up with actionable solutions. They lead the group through exercises on how to examine team mentalities (thoughts) and what are the different methods or “cures” to overcome the thoughts/mentalities/excuses. They talked about the difference between a *fixed* and *growth* mindset and how to challenge that if we find that someone on our team has the fixed mindset (or if that someone is us!). Finally, they briefly reviewed the six key components of an association: Vision, People, Data, Issues, Process, and Traction.