

Student Affairs Committee

13 October 2010, 10 am-12pm Darwin 101

Present: J. Mahdavi (Chair, Ed.), D. Romesburg (Soc Sci), M. Lopez-Phillips (SAEM), R. Lopez (A&H), L. Vega (ACE), I. Kanaana (S & T), K. Thompson (Bus), Nicole Pratt (AS)

Absent: S. Cunningham (Lib) [parental leave], Heather Purcell (AS)

Guests: Gustavo Flores, Gina Geck, Laurel Holmstrom Vega

Agenda: Approved unanimously with 11 TC for Holmstrom Vega.

Minutes of 9/29/10: Approved unanimously.

Reports

Chair's Report (J. Mahdavi): deferred

SAEM Report (M. Lopez-Phillips):

- Concern about *STAR* diversity representations and disconnect with cross-pollination of issues. Wants to underscore functional Multicultural Center challenged by lack of funding. Now a shift to sexual misconduct, Women's Center—wants these split apart in campus conversation so we can have a meaningful discussion about these issues. Concerned of structural vulnerabilities of joining these issues together, because need a confidential, supportive source. Student advocate vital for this, as is a confidential and secure space in addition to Multicultural Center. Concern of conflating sexual misconduct with women's advocacy. Question of a center that brings plurality together? J. Mahdavi calls for this to be an agenda item in upcoming meeting. M.L.P. calls for leadership and voice in Senate and other perspectives for shared governance.

ASI Report (H. Purcell and N. Pratt): Deferred.

ACE Report (L. Vega): Deferred.

Liaison Reports:

- ❑ No reports: Athletic Council (L. Vega); Scholarship Committee (I. Kanaana); Fee Advisory (K. Thompson)
- ❑ Academic Advising (R. Lopez): Seeking funding for \$25/wk for 2-4 weeks for banner to be hung on STEV for campus advising.

Business

Business Item #1: 2010-11 SSU Recruitment Plan (Gustavo Flores and Gina Geck, AD overseeing recruitment)

- 16 on staff: Main categories beyond management—Recruitment and Application Processing all happen September-December for first-time freshmen (4 staff); Transfer team outreach to CC/process applications (5 staff); International (1 staff)
- Student recruitment: Out-of-area burden to fill dorms; diversity; outreach services to 6-county service area. From data analysis, go to fairs, high schools, targeted recruitment and yield events, run campus tours, East Bay Initiative, partnerships (SOAR, Mills College Upward Bound, targeted high school MOUs, Healdsburg 5th-grade-High school scholarship/mentor program (mostly Latino/a), Young Black Scholars, Af Am Churches, etc.; Piloting soccer/scholar youth program in Sonoma County) and cultural diversity/regional media/communications.

- Since 2008: Implemented Strategies: Restructured staff toward greater efficiency and diversity recruitment, following Philips report and ongoing dialogue; Target local service area, low income, EOP students as priority, approved by Chancellor. Working closer with Ac Affairs, Deans to manage enrollment.
- Results: Met Enrollment Targets (despite moving); Increased First-Time Freshman Ethnicity (across all nonwhite, multiethnic categories—36% of incoming in F10 vs. 22% F07); Increased Transfer Diversity (21% F 07 to 25% F10—backlog from S10 but concern that increase less sustained); Increased Staff Productivity
 - Question of retention becomes more pressing as we establish higher incoming numbers.
- New Strategies for 2010/11: 2 contract recruiters of color (Af Am Bay Area, Latina in So Cal) supplementing work; Expanding partnerships (Adelante 6-week remedial and preparatory summer school program in Santa Rosa for migrant students, trying to host vs. SRJC—needs funding and is Gustavo's key priority to enhance Latino/a #s on campus; charter schools); Hopeful to focus on Latino/a first as leading into other targeted communities.
- Ongoing Challenges: HR down staff by 3; Moving targets; Impaction issues; University branding; Retention; Lack of coordination (silo); technology; Latino student challenge in CA—growing pop, lower grad/prep rates.
- SAC discussion: What should they highlight at the Senate?
 - Discuss public, successful outreach efforts (Spanish-language media, key implemented strategies) and developing initiatives, key structural challenges.
 - Emphasize the big picture and data sets of successes together. (Applied, enrolled, retained numbers visually compelling presentation including percentages)
 - Challenge of bringing in diverse transfer students.
 - Recruitment/Retention needing coordination with communication/branding.
 - Prioritization of Latino/a outreach in response to ongoing statewide issues.

Business Item #2: Fairness/Dispute Resolution Board policy changes (Laurel Holstrom Vega)

- Unanimous vote of Fairness Board to become "Dispute Resolution Board"
- Made changes as revised per last meeting.
- Revise the revision to make changes transparent (strike out/revised visible).
- Change "exigent" in Rationale 1 to "extenuating."
- II. G. cut "If a case is continued," and put "in case of continuance" at end of sentence.
- Changing II.D. "Statements should be no longer than 10 minutes and presenters should be prepared to answer any questions the Board may have."
- SAC will approve as changed via email prior to next meeting.

Adjourned at 12:00 pm.

Minutes respectfully submitted by D. Romesburg