

RIVERSIDE CITY COLLEGE
Resources Development & Administrative Services Leadership Council (RD&AS LC)
September 29, 2020
3:00 p.m. – 5 p.m.
Via Zoom

Chair: Tucker Amidon, Faculty

Co-Chair: Dr. Chip West, Administrative

C-Chair: Stephen Ashby, Staff

Members Present

Dr. Chip West, Kimberly Reimer, Jennifer Lawson, Leo Truttmann, Tucker Amidon, Stephen Ashby, Amber Casolari, Charles Richard, Dan Hogan, Natalie Halsell, Gabriel Rivera, Patrick Scullin, Tonya Huff, Robert Beebe, Ismael Davila, and Chris Williams.

Guests

Hayley Ashby

Call to Order: 3:05 p.m.

Approval of the Agenda

Amber Casolari motioned to approve and Stephen Ashby seconded. Motion carried.

Approval of May 29, 2020 Minutes

Natalie Halsell motioned to approve and Amber Casolari seconded. Ismael Davila, Gabriel Rivera, and Chris Williams abstained. Motion carried.

Action Items

Personnel Evaluations Process

RCC got penalized during Accreditation for not closing the loop on personnel evaluations. Faculty and part-time faculty had a good process set in place, the classified staff had some gaps, and the managers had the worst record of completed evaluations. The committee went over the new evaluation process improvements for all groups. A tracking spreadsheet has been created and the President's office will ensure the managers and classified evaluations are completed, while Academic Affairs will keep track of the faculty evaluations. This will go to EPOC for approval and start this October.

Since this document was received late, we will move this to next meeting's agenda for approval.

Stephen Ashby motioned to table this item and Amber Casolari seconded. 3 abstentions. Motion carried.

Informational Items

Determine Subcommittee Member/Chairs

There is uncertainty on how faculty are voted into leadership councils and subcommittees. We want to be consistent and follow process. Financial Resources Committee would like some goals and guidance for this year. The constitution and bylaws state that each voting member of a council is expected to sit on one of the council's major subcommittees. This item will move to next month's agenda after more information is gathered.

Subcommittee/Workgroup Discussion

Nothing further to discuss.

Website Launch

The new RCC website will launch October 15th. The council looked over the new website. The new website is built around Guided Pathways. There is a focus on telling our students' stories. The new site is fully ADA compliant and is tablet/phone friendly. Programs/departments can be trained to update their pages.

Marketing Campaign

The council looked over the marketing campaign presentation. The campaign is "Where Tradition *Brightens Tomorrow*" The word *Brightens (Moves, Builds, etc...)* changes based on the program/department. This is the first fully integrated, bilingual campaign for RCC. The visual is black and white photography with a pop of orange. There will be banners (in English and Spanish) around the campus, freeway billboards, social media advertising, and a website landing page. With enrollment down, we can target market certain programs/departments that have the lowest enrollment. This campaign will start November 1st.

Guided Pathways

EPOC is concerned that the leadership councils are not taking on the Guided Pathways work as much as they can. The college has contributed funding and personnel but we need to be mindful in regards to joint prioritization and where we can weigh in from the resources angle on these initiatives as they support Guided Pathways. One issue is that money is being spent to support Guided Pathways and we are not receiving data showing us how efficient these dollars are being spent. This needs to be provided moving forward. There is discussion on marketing to existing students. For efficient FTS distribution we are identifying where we are in need of more faculty. Guided Pathways is a college-wide initiative. We need to be mindful of how we are participating and supporting this initiative.

Dr. West's most important VP plan initiatives are the STEM engagement center and LHSS engagement center. We have been asked to create a resource form for the prioritization process to establish more structure. VP plans will be sent to RDAS members in a few days.

Strategic Planning & Financial Budget Update

As mentioned, enrollment is down by 15%. There have not been budget cuts from the state; the state carried forward our existing budget. We predict a budget cut sometime in January. We anticipate difficult years in 2021-2022 and maybe 2022-2023. We will want to be conservative moving forward. We

are trying to invest in the infrastructure of our college and on student retention efforts with our one-time monies.

New Service Desk Initiative for TSS

Moved to next meeting's agenda.

Committee Reports

Subcommittee reports went out for review before the meeting.

Adjourned: 4:47 p.m.