Standing Committee Recommendations 13/14 Summary
Reviewed & Approved by Chancellor’s Cabinet – October 21, 2014

Note: See manual for detailed recommendations from each Standing Committee

1. Academic Calendar — NO REPORT

2. Academic Standards — NO REPORT

3. Auxiliary Services
   For 2014/2015, the Committee has the following recommendations:

   Foodservice:
   1. Continue to monitor operational performance with a focus on vendor achieving breakeven financials with PCC subsidy;
   2. Issue Request for Proposal in July for implementation of the successful vendor over the winter break;
   3. Develop/implement student/employee feedback surveys for type, price and availability of food;
   4. Complete installation of new Halo POS system with bar code capabilities at final location (West Campus).

   Bookstore:
   1. Continue to monitor vendor’s operational performance to develop better understanding of factors driving declining long-term revenue trends;
   2. Monitor changes in textbook industry, especially recent trends in textbook rentals, online texts, and other electronic e-book formats;
   3. Develop and issue a Request for Proposal during FY2014-15 with conversion for any new vendor to happen over the winter break or at the end of the fiscal year;
   4. Develop and implement student and employee feedback surveys/forums to help determine type, price and availability needs of course materials;
   5. Look for additional operational enhancements and alternative textbook delivery systems.

   Beverage Vending:
   1. Continue to monitor vendor’s operational performance by machine location and product type, evaluating alternatives in both areas for improved sales potential;
   2. Develop and establish a feedback mechanism to gauge user preference for alternative vending options – food, convenience items, etc.;
   3. Meet with vendor to review operational performance and opportunities for future beyond beverages;
   4. Consider advantages of consolidating all vending (beverage and snack) with one vendor (e.g., Gilly, Ace, Tomdra).

4. Chancellor’s Cabinet — No recommendations
5. **College Curriculum Council — NO REPORT**

6. **Copyright**
   1. Review and update language in Copyright documents: BP-2701, RG-2701/A, SPG-2701AA, BP-2702. — **GENERAL COUNSEL**
   2. Finalize a place for repository for copyright permission letters. Invite guests (ex: Planning & Institutional Research, Office of Professional Development, etc.) to committee meetings for exchange of ideas. — **COMPLIANCE TEAM**
   3. Review survey results and incorporate into plans. Determine appropriate means to inform the College community (full-time faculty, adjunct faculty, administrators, and staff) on copyright laws, College policies on copyrights, and resources available. May include development of workshops and/or a reference guide through Office of Professional Development. — **COPYRIGHT COMMITTEE AND OED**
   4. Monitor and make recommendations on continuing (or discontinuing) subscriptions (Image Quest) services pertaining to copyrights. May include promoting awareness of Image Quest. — **COPYRIGHT COMMITTEE AND LIBRARY SERVICES**
   5. Monitor and update as necessary all College website(s) to ensure copyright information is current, accurate and consistent. — **COMPLIANCE TEAM AND COPYRIGHT COMMITTEE**
   6. Determine appropriate ways (e.g., Code of Conduct, Student Handbook, New Student Orientation, Copyright bookmarks) to inform and educate students about copyright issues, including materials produced by students. — **PROVOST**

7. **Diversity**
   1. Continue to participate in the strategic planning process to address issues faced by LGBTQ students and employees. Workshops and training such as *Creating a More Inclusive Community* and *Safe Zone Ally Development* should continue as part of the College’s professional development offerings and be expanded to other sites. *Supports College Plan Initiative 5 and the Chancellor's Goals 2.* — **HUMAN RESOURCES AND OED**
   2. Complete a training module, including aspects tied to diversity, confidentiality, and legal issues, to employees who participate on Selection Advisory Committees (SAC). This training should be developed by Human Resources and be delivered through EmployeeDevelopment, the College’s Content Management System. The training can be completed in advance of the Committee charge. The training could have a test-out component. *Supports College Plan Initiatives 1, 5, and 6 and the Chancellor's Goals 1, 2 and 5.* — **HUMAN RESOURCES AND OED**
   3. Conduct continuous improvement on the College’s recruitment and hiring processes to address obstacles which may exist in our application and
recruitment process. Supports College Plan Initiatives 1, 5 and 6 and the Chancellor's Goals 1, 2, and 5. — HUMAN RESOURCES

4. Review and update employment practices, supervisory/management approaches, and methods of communication in our workplace to assure that the College is welcoming and nurturing of people from multiple generations. Supports College Plan Initiatives 1, 5, and 6 and the Chancellor's Goals 1, 2, and 5. — HUMAN RESOURCES

5. Plan and implement a Diversity Festival at the College to celebrate diversity at each Campus, Maintenance and Security, and District Office during fall 2014 (suggested month- November, 2014). The purpose of the festival is to enhance awareness and to celebrate the diversity of PCC and the Tucson community. The activities would be selected and organized by the site and could include speakers, food, entertainment, information booths, and educational opportunities. Supports College Plan Initiatives 2, 3, 5, and 6 and the Chancellor's Goals 2 and 4. — COLLEGE EVENTS AND CAMPUS STUDENT LIFE

6. Create Diversity Awards (which can be given to an individual, group, or both) to recognize leadership in diversity initiatives or to highlight an innovative, creative, or unique activity which celebrates diversity or raises awareness. The Diversity Committee has provided suggested criteria for selection. (SEE ATTACHED CRITERIA) The award(s) would be presented at the Multi-Cultural Convocation. Supports College Plan Initiatives 2, 5, and 6 and the Chancellor's Goals 2. — TO COME BACK TO CABINET

7. Partner with Office of Organizational Effectiveness and Development (OED) and Student Life to continue Project Diversity Conversations. — HUMAN RESOURCES

8. Engage with other College groups to support student success and preparation for workforce, with special emphasis on supporting underrepresented groups (i.e., Women in Technology, Hispanic and African-American Males, Adult Education Students, International, Students with Disabilities, etc.). Supports College Plan Initiatives 2, 3, and 5. — HUMAN RESOURCES AND INFORMATION TECHNOLOGY

Change to Diversity and Inclusion Statement Requested

Diversity and Inclusion Statement — TO COME BACK TO CABINET

Pima Community College welcomes, celebrates, and fosters the diversity and contributions of students, faculty, staff and administrators. We cherish the diversity of our community and, in addition to equal opportunity and educational access for all, we respect and are inclusive of all beliefs, values, abilities, personal experiences and preferences, cultural and socioeconomic backgrounds, and worldviews. We believe our differences are our strength and a source of innovation, excellence, and competitiveness.

We understand that the “community” in the community college of the 21st Century extends beyond local political boundaries, thus we aspire to build a community of responsible global citizens. We believe that the ultimate objective of diversity is the achievement of equality and social justice. Furthermore, social justice has no borders and is an essential
right of the human race. Therefore we recruit, retain and develop the potential of students and employees from historically marginalized groups in the US and from any origin in the world regardless of ethnicity, religion, disability, political views, gender, gender identity, sexual orientation, social status and other characteristics.

8. Dual Enrollment — NO REPORT

9. Faculty Professional Development and Sabbatical — NO REPORT

10. General Education — NO REPORT

11. Human Subjects — No recommendations

12. Information Technology — No recommendations

13. Job Evaluation — No recommendations

14. Non-Exempt Employee Work-Site Safety
   1. Continue to review the logs of workplace injuries; provide recommendations to improve work-place safety.
   2. Follow-up with Facilities Unit to ensure that recommendations for the safety training plan are implemented.
   3. Combine the “Safety” and the “Non-Exempt Employee Work-Site Safety” committees. The merging of the two committees would provide for a more diverse membership and cohesive safety culture. Additional recommendations were made to include employees in the membership that represent the following areas: science lab, employee services (workers compensation), AFSCME, ACES and PCCEA. — MEET AND CONFER ITEM

15. Online Education — NO REPORT — CHANGE NAME TO DISTANCE EDUCATION

16. Professional Development
   The committee recommends following trainings evolve from those initiatives:
   1. Orientations for new employees to the College. — HUMAN RESOURCES
   2. Professional development workshops for student services staff, faculty and administrators in student development across the college regarding new roles and structures in the Student Services Centers. — PROVOST
   3. Professional development workshops for staff, faculty, adjunct faculty and administrators regarding best practices in developmental education and the implementation and sustained maintenance of those programs and practices. — PROVOST
   4. Professional development workshops in business analytics and data collection and analysis related to different programs and outcomes. — PROVOST
5. Professional development workshops Student Learning Outcomes for all members of the College community. — PROVOST

6. Professional development trainings resulting from a strategic initiative of the Strategic Plan at the College or Campus level. — PROVOST

17. **Public Information — INSTITUTIONAL ADVANCEMENT WITH NO FUNDING APPROVALS**

1. **Develop a holistic Strategic Marketing Plan:** With assistance from an external consultant, develop a comprehensive Strategic Marketing Plan to include:
   a. A Communications Plan
   b. Major College and Campus initiatives
   c. Strategies for both marketing and public relations
   d. Strategies for social media and the use of technology
   e. Specific funding for each campus,
   f. Structured campaigns for individual programs
   g. Initiatives/strategies for programs demonstrating growth potential
   h. Targeted strategies for diverse populations
   i. Strategies for publicizing key individuals and high achievers
   j. Alignment with enrollment management and targeting marketing funds to non-traditional students

   **Rationale:** The goal of the plan is to distribute information, contribute to a positive image, and increase college enrollment. As the College tries to build a positive image and increase enrollment, it is important to consider the most effective communication methods, messages, and audiences. An external firm would bring a fresh perspective and could help develop the plan based on research and benchmarking against peer institutions toward adopting best practices.

2. **Offer professional development classes for marketing skills development:** Professional development courses in marketing will help all employees become familiar with effective marketing tools for their programs and empower campuses to develop their own tools and strategies for marketing. Many delivery options exist for professional development that could be employed, including online, hybrid and/or face-to-face courses.

   **Rationale:** Learning effective marketing techniques will contribute to professional development, and serve to empower individuals; as well as allow the campuses and programs to contribute to their own enrollment and program growth. Appropriate professional development would close the gap between marketing employees and program area experts in putting marketing strategies in place.

3. **Provide campuses with marketing funds and create processes/protocols to request additional marketing funds from the District:** The committee recommends that District allocate line-item marketing funds for campuses/programs with a clear, transparent process for requesting additional funds as needed.

   **Rationale:** With sufficient resources, the Campuses, who are familiar with their programs and clientele, can develop effective marketing tools. This would allow campuses/programs
to further develop an identity, contribute to their enrollment, and develop employees’ skills. The Campuses should develop respective marketing campaigns and collateral materials for program areas. Such Campus involvement will limit needed approval layers while allowing for more creativity by those who are most familiar with their programs and their customers. To ensure continuity across the district, promotional materials and activities should be reported to the College’s marketing area.

4. **Revisit the roles of Campus-based Outreach employees**: Campus-based outreach employees were originally targeted K-12 audiences, though they performed other duties as well. The committee recommends that the re-creation of these positions be revisited to determine how to best meet current community outreach needs. At a minimum, the District Office should provide the Campuses with a comprehensive list of community events, for outreach purposes, that includes dates, contact information, and targeted populations. **Rationale:** Outreach Coordinators on campuses could contribute significantly to enrollment growth and nurturing relationships with the surrounding communities. As the College works to increase enrollment, these positions can be key to recruiting students from not only K-12 schools, but also a variety of other community organizations. Additionally, campus outreach employees can help build or strengthen relationships with community partners, contributing to the positive image of PCC.

5. **Review printed publications**: The committee would like to review our current printed publications for content and cost-effectiveness. Data should be used to measure effectiveness of printed publications. **Rationale:** Printed publications, such as the Schedule of Classes, become dated quickly once printed, while others may not contribute significantly to enrollment. Materials can be reviewed to determine how best to distribute information and market programs to target audiences in a cost-effective way. Developing data tools, such as surveys, can help measure effectiveness of printed publications.

6. **Investigate the use of gift cards as a viable marketing tool**: The committee recommends further investigating the use of Pima Community College gift cards (to be used for tuition, gifts, PCC items) as a marketing tool. Consider offering gift cards at a variety of locations in the community. **Rationale:** Gift cards can be a convenient and easy to use tool to attract the wider community to PCC. They can increase brand visibility and augment the ways Pima can highlight its services. For example, PCC gift cards might be used to pay tuition or purchase books. The Committee felt strongly that this idea warrants further investigation.

The Committee was actively engaged, and committed, as demonstrated by the rich thoughtful discussions during the various meetings. The above suggestions and recommendations are designed to improve the overall marketing of the College, the Campuses and our educational programs - there by contributing to the success of our students and our community.

**18. Safety — NO REPORT**
19. Student Financial Aid and Scholarship — NO REPORT

Recommendations to the Chancellor for Committee Charge and Roster Changes

1. No changes to the following committees:
   - Auxiliary Services
   - Chancellor’s Cabinet
   - Human Subjects
   - Job Evaluation
   - Public Information
   - Professional Development

2. Some changes recommended for the following committees:
   Diversity (Fugett) – Change of Membership:
   1. We recommend that the new position within Human Resources, focused on Organizational Effectiveness and Development, serve on this Committee.
   2. We recommend that Dottie Sutherland, faculty member, be removed from the Committee for failure to attend.

Change to Charge: To identify challenges and opportunities in the achievement of diversity and recommend institutional initiatives that increase plurality, access, retention and success of underrepresented populations. To achieve this, the committee works in collaboration with other College areas to advance policies, guidelines, practices, and programs that enhance diversity in three dimensions:
   - Student access, retention and success as part of the global workforce and society.
   - Employment, retention and development of talented staff, faculty and administrators.
   - Development of multicultural and global education for the College and our community.

Copyright (Bia) – Change to Membership:
1. Jennifer Wiley, a faculty member, was not able to attend many of the meetings due to a conflict in teaching schedule.
2. Committee requests a staff member from the Office of Professional Development to be added as a committee member to assist with the training recommendations for 2014-2015.

Non-Exempt Safety Committee (Quiñones) – Change to Membership: Terms have expired for: Yes, Terms have expired for: Don Shaffer, Steven Mendoza a Jaylene Wilson. — Change to Charge: Combine the “Safety” and the “Non-Exempt Employee Work-Site Safety” committees. The merging of the two committees would provide for a more diverse membership and cohesive safety culture.