

**CALL TO ORDER**

President Moore called College Council to session at 1:34 pm

**ATTENDEES**

Council Members Present: President Mary-Rita Moore, Ernest Davis, Purva DeVol, Michael Flaherty, Hector Hernandez, Joe Klinger, Shekinah Lawrence, Journey Manuel, Hilary Meyer, Ty Perkins, Colleen Rockafellow, Maria Solorio, Kurian Tharakunnel, Shelley Tiwari, Mary Wink.

Council Members Absent: None.

Others Present: Sandra Berryhill, Mary Casey, Susan Campos, Rachel Hindery, Jacqueline Lynch, Gustavo Gaeta Montesano, Sam Tolia, Brenda Jones Watkins.

**APPROVAL OF MINUTES**

Dr. Flaherty made a motion to approve the minutes from the regular College Council meeting of October 16, 2023, seconded by Ms. Meyer. Voice vote carried the motion unanimously.

**HOT TOPICS**

None.

**OPERATIONAL ASSEMBLY**

Operational Assembly is meeting right after this Council meeting. Information from the November and December meeting will be presented together at the December Council meeting.

**ACADEMIC SENATE**

Dr. Michael Flaherty reported that Assessment is working on course learning outcomes being inputted into Watermark, which is going well. Academic Support is working on increasing the use of Retention Alert. Campus Quality is preparing events for National Recycling Week this week. The Professional Development Committee will have a theme of "Artificial Intelligence" for their next workshop, is working on a new Outstanding Faculty Form and the Faculty Evaluation Form.

**STUDENT SUCCESS**

No updates in this area.

**OLD BUSINESS**

None.

**NEW BUSINESS**

#### **SPRING 2024 MARKETING CAMPAIGN**

Sam Tolia, Director of Marketing Services, presented on the marketing campaign for Spring 2024 registration. A variety of outreach is being conducted by the Marketing Department to reach potential students. Questions were asked on whether transfer students were a focused target of a marketing campaign (they are not in targeted in a comprehensive way outside of summer sessions), and if success stories of students are shared (they are).

#### **COLLEGE COUNCIL GOAL 3 UPDATE**

Messrs. Hernandez, Perkins, and Davis presented an update on College Council Goal 3 which states, *Council will provide feedback on improving the student experience on campus*. The objective of the goal is to learn what programs and services students are not aware of, and to provide suggestions for improving communication with students. Student demographics were shared to provide a picture of the average student. Next steps will focus on hearing from students on what programs and services they need, and exploring student communications at other institutions.

#### **NEXT MEETING**

The next College Council meeting will be held on Monday, December 18, 2023, from 2 to 4 p.m.

#### **OTHER**

Shekinah Lawrence shared that the Academic Support Committee is promoting the use of Retention Alert and how a student's class attendance can be a valuable indicator of whether a student needs retention help. The committee will be sharing more information about surveying faculty about their practices and philosophies of recording class attendance at the Academic Senate meeting.

President Moore shared her appreciation to all those involved in the Ultra conversion, which is going well. The Center for Teaching Excellence will host a celebratory event on December 4.

#### **ADJOURNMENT**

Journey Manuel made a motion and Michael Flaherty seconded. Voice vote carried the motion unanimously. College Council was adjourned at 2:44 p.m.