



Consultation Council / Strategic Planning Committee 2016-2017

Administration:

Dr. Terri Armstrong
Dave Clausen
Dr. Marlon Hall
Brian Murphy
Patrick Walton
Karissa Morehouse

Classified:

Jeff Lang
Carol Montgomery
Kim Clain

ASB:

Jacob Hibbits

Faculty:

Cheryl Aschenbach
Colleen Baker
Carie Camacho
Kory Konkol
Alison Somerville
Ross Stevenson

Management:

Terry Bartley
Eric Imrie
Dave Corley (ITP)
Vickie Ramsey (HRMP)
Greg Collins (FMP)

Guests: Brenda Hoffman, Matt Montgomery, Jonathon, Michell Williams, Glen Yonan

Minutes for April 5, 2017
3:00 pm in CD-119

Call to order

Consultation Council

1. Accept minutes from March 29, 2017 meeting (Consultation) – Cheryl Aschenbach
Minutes accepted by consensus
2. Present 2016 Business IPR (Information) – Cheryl Aschenbach
Business IPR was presented with no questions.
3. Summary of Strategic Planning Retreat held 3/30-3/31 (Consultation) – Dr. Hall
 - *Dr. Hall explained about the strategic planning retreat facilitated by the Eaton Cummings Group and held at the Diamond Mountain Casino last week. He highlighted some of the group's perspectives about college strengths, threats, regional trends, and areas of improvement.*
 - *Others shared their perceptions, including that there could have been more community participation, yet it was noted that it was a positive that we had representatives from Westwood, Alturas, and Lassen High Schools, and those representatives committed to partnering with Dr. Hall as strategies move forward.*
 - *One next step is to convene a Blue Ribbon Commission to bring regional folks together to determine how we might plan for industry and population growth in the region.*
 - *Another step is for the school superintendents to get together to begin planning for the Blue Ribbon Commission.*
 - *A third step was to explore better marketing at the college and for the region, likely to be two separate conversations particularly in regards to funding the local and regional efforts.*
 - *We will need to consider marketing expenses because it is a budget item. Another point made was that it can help to have college personnel be more*

Lassen Community College provides outstanding programs for all pursuing higher education goals. The core programs offer a wide range of educational opportunities including transfer degrees and certificates, economic and workforce development, and basic skills instruction. The college serves students, both on campus and in outreach areas, in its effort to build intellectual growth, human perspective and economic potential.



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active in the community to help create more positive community perspectives of the college and increased visibility.

- *In regards to marketing, there needs to be discussion about whether we consider hiring a marketing consultant or a regular marketing staff member. Some pros and cons for each was discussed, but it seems that to move forward we'll need to have a better idea what we want our product to be, and we'll need to know whether the city, county, and others will want to be involved in the larger effort. Constituent group leaders were encouraged to speak to their groups about the potential for marketing, a regional approach, and a Blue Ribbon Commission. Cabinet will also discuss. We'll come back to this conversation at our next meeting.*

Strategic Planning

1. Budget Prioritization Process - continued (Governance) – Cheryl Aschenbach
 - a. *Committee members and guests reviewed prioritizations on the staffing, on-going, and one-time lists.*
 - b. *Consultation Council agreed to support purchase of the gunsmithing storage pod that was never purchased after being prioritized for purchase and installation in 2014-2015. It can be paid for with salary savings from Academic Services. Jonathon was told to work with Academic Services to get the process started.*
 - c. *Plans are underway for a budget forum after spring break. Dave suggested a lunch forum, so a means of funding will be explored. Cheryl will check with Codi about which day is best based on fewest classes being offered during lunch (12:00 MWF, 12:30 TTH)*

Other (Information Only – No Action)

Glen Yonan asked about status of the assistant coach funding. It was prioritized in the EMP by the Academic Planning Committee, with conversation at multiple meetings, but it was prioritized lower than other positions. Glen expressed that he feels it is more important than many of the positions prioritized higher.

Requests for Future Agenda Items

- Now that a majority of the budget prioritization is done, resume weekly reporting for academic services, student services, and administrative services beginning next meeting with student services. Include an ASB report in the rotation now that a student is attending more consistently.
- Earth Day (ASB)

Adjourn



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Future Meetings:

April 19, 2017 at 3pm in CD-119

May 3, 2017 at 3pm in CD-119

May 17, 2017 at 3pm in CD-119

Future Agendas:

1. Potential policies regarding camera and video use on campus.
2. Enrollment update and broad discussion about potential enrollment opportunities.
3. Accept draft Facilities Master Plan (Governance) – Greg Collins
4. Accept draft Human Resource Master Plan (Governance) – Vickie Ramsey