



**Faculty Association of California Community Colleges
Faculty Association of California Community Colleges Education Institute**

**Board of Governors/Directors Retreat
Sacramento
June 27-29, 2014**

Minutes

Key Decisions and Actions:

1. Approved board meeting schedule for 2014-15
2. Approved the recommended endorsements from the Executive Committee
3. Approved the committee recommendations from the NLIE Committee
4. Approved both FACCC and EI budgets
5. Approved the formation of legacy giving

Members Present: Glenn Appell, Patti Flores-Charter, Deirdre Frontczak, Martin Goldstein, Mary Ellen Goodwin, Richard Hansen, Berta Harris, Colette Harris-Mathews, Meredith Heiser, Kathy Holland, Jonathan Lightman, Mario Martinez, Mitra Moassessi, Natalina Monteiro, Dean Murakami, Dennis Smith, John Smith, Shaaron Vogel, Adam Wetsman

Absent Members: Allison Merzon, Cynthia Mosqueda, John Queen

Staff Present: Mikhail Chernyavsky, Evan Hawkins, Soni Huynh, Janet Oropeza, Lidia Stoian, Andrea York

President Dean Murakami called the joint FACCC and FACCC-EI Boards to order at 1:00 p.m.

The Board and staff introduced themselves. Berta Harris was approved as a Governor At-Large to fill the one-year vacancy left by Adam Wetsman who ran for the Region C seat in the last FACCC election.

Explanation of Retreat Agenda/Reflections on Year

Dean Murakami

Murakami reviewed FACCC activities over the last year. FACCC waged legislative battles over MOOCs and the budget and took a very successful trip to Washington DC, educating federal representatives and agency staff about community college issues, emphasizing the concerns over accreditation. In addition, FACCC held many successful workshops and other events: a Veterans Conference, a Counselors Conference, several local benefits conferences, the Policy Forum, and the Advocacy and Policy Conference. FACCC's committees were especially productive this year.

Contra Costa became the fifth FACCC contract district, and two new staff members joined the FACCC team: Lidia Stoian and Mikhail Chernyavsky. Murakami expressed his thanks to all of the staff for working so hard to make FACCC successful in such a difficult year, and he expressed his personal appreciation for how both staff and the Board stepped up during his health battle.

Looking to the future, Murakami asserted that FACCC would continue to advance five focus areas: promoting faculty staffing, confronting the threat of privatization, addressing concerns about accreditation, ensuring an effective expansion of student services (including advancement of the current categorical programs), and facing the challenge of securing faculty retirement benefits. He noted that FACCC committees will come together for meetings at the upcoming Advocacy & Policy Conference and a reorganized communications effort promises to push FACCC to outreach beyond membership recruiting to a wider public marketing.

Jonathan noted that he and Evan had spoken by phone to Charles Cunningham, a FACCC president from the early 1970s. He had earlier spoken with them about FACCC's history, including endorsement meetings with gubernatorial candidate Richard Nixon (1962) and Jerry Brown (1974).

Group Participation Exercise

Patti Flores-Charter

Patti Flores-Charter led the group in a "speed dating" exercise. Rotating among the entire group, everyone had one minute to tell little know facts about themselves.

Annual PAC Report

Meredith Heiser

PAC Chair Meredith Heiser reported on the activities of the FACCC PAC over the past year. She acknowledged the current committee's hard work on primary candidate interviews and introduced next year's committee, with Evan Adelson as chair, Chris Halligan as vice chair, and Mario Martinez as secretary/fiscal officer. Heiser also noted the success of the Advocacy & Policy Conference as well as that of both the Democratic and the Republican Convention receptions. She said revamping the PAC website will be a priority in the coming year along with fundraising, particularly in the contract districts. Lightman noted how important it is for the PAC to stay ahead of the election cycle with candidate interviews to be sure new legislators know FACCC.

Small Group Rotations - Issue Orientations

Everyone rotated among four groups giving orientations on the following.

- Budget
- Retirement
- Elections
- Accreditation

See the attached Easel Notes (Activity 1) for the results.

Changing the Narrative

Mikhail Chernyavsky

Communications Director Mikhail Chernyavsky presented on effective communications and outreach. He discussed a variety of media, including use of new social media options, and unveiled the new FACCC website.

Approval of Meeting Calendar

Motion was made to accept the 2014-15 meeting dates:

September 19	Sacramento
November 21	Oakland
January 23-24	L.A., Orange County, or San Diego (January 23 is Policy Forum)
February 28-March 2	Sacramento (coincides with Advocacy & Policy Conference)
May 15	Burbank
June 26-28	Sacramento Vicinity

Passed unanimously.

Murakami noted that all committees will meet in advance of the Advocacy & Policy Conference on February 28, the same day the Board meets.

Murakami recessed the joint FACCC and FACCC-EI Boards at 5:29 p.m.

Saturday, June 28

President Murakami reconvened the joint FACCC and FACCC-EI Boards at 9:01 a.m.

Reviewing the Fundamentals of Board Service

Jonathan Lightman

Lightman presented on the basics of board member service and responsibilities.

Staying Engaged Throughout the Year

Shelly Alcorn

Shelly Alcorn, a Principal in Alcorn Associates Management Consulting who specializes in non-profit trade and professional associations, presented on maintaining board and committee volunteer activities throughout the year. She provided a framework for a Board Achievement Plan, and participants broke into groups to create a working plan for the coming year. The result of this activity is the attached "FACCC Volunteer Achievement Plan – Group and Individual Engagement Matrix."

See also the attached Easel Notes (Activity 2) and note that concerns were voiced about the scoring of these activities. Mitra Moassessi and Colette Harris-Mathews will work with board members throughout the year on implementation of these goals. Addressing the concerns on scoring, the emphasis will be on group, not individual, achievement.

Murakami recessed the joint Boards for lunch at 12:00 p.m.

Murakami reconvened the joint Boards at 2:00 p.m.

Year for Membership Recruitment

Evan Hawkins

Membership Director Evan Hawkins reported that despite more than 1,000 retirements, with the addition of Contra Costa as a contract district, FACCC's membership remains above 10,000. To maintain these numbers, a recruitment letter will be sent to all new faculty hires throughout the state. Board members will be notified when these letters are sent. While the hope is to get all 400 new hires signed up as members, Hawkins admitted that a more realistic goal would be 80-160 new members.

Throughout the year, Hawkins is planning some direct mail recruitment and promises to make good use of social media. Ideas discussed included regional dinners, house parties, and social outings. Hawkins asked board members to alert him to faculty he should target, and he said contract membership efforts will focus on Chabot-Las Positas, Ranch Santiago, and Pasadena. He also described the new board member recruitment incentive program that will be used for the coming year.

Fulfilling our Mission/Achieving our Vision

Glenn Appell

The Board broke into four groups to set a series of goals at 3, 6, and 12 months as the year progresses for Politics/Legislative Advocacy, Professional Development, and Membership. This was conducted as an extension of the work done in the morning. See the attached Easel Notes (Activity 3) for the results.

Murakami recessed the joint FACCC and FACCC-EI Boards at 4:55 p.m.

Sunday, June 29

Murakami reconvened the joint FACCC and FACCC-EI Boards at 9:01 a.m.

Legislative Update

Jonathan Lightman

Lightman reported on the AB 1942 (Bonta) on accreditation, noting that the bill had been stripped down considerably. The Board expressed interest in changing regulations to allow districts to choose accreditors other than the Accrediting Commission for Community and Junior Colleges (ACCJC), but this may have to be introduced through Consultation.

Lightman described a very successful legislative session for FACCC with AB 675 (leaves and tenure review) and AB 2295 (part-time sick leave transfer) moving through to the governor. FACCC also sponsored ACR 95, expressing legislative intent that colleges should not artificially limit part-time faculty hours to avoid the responsibility for medical benefits under the Affordable Care Act.

He also mentioned ACR 19 on career technical education, SB 1023 on foster youth that raised some concerns on the part of EOPS, and SB 850, the bill FACCC opposes, initiating a baccalaureate pilot for community colleges.

Overall, all FACCC-sponsored measures were moving through the Legislature. Budget priorities were adopted by Legislature, but were dropped out when Governor expressed opposition.

Consent Calendar

Passed unanimously.

Items Pulled from Consent

Vice President Shaaron Vogel pulled the Professional Development report to add that the Counselors Conference can be held on the UC Berkeley campus with no charge for the facility, but it may have to be switched from fall to spring. Murakami suggested this issue should be referred to the Executive Committee.

Passed unanimously with this additional information.

Endorsement of Constitutional Officers

Jonathan Lightman

Lightman noted that the positions of most importance to FACCC, aside from governor, are the treasurer and controller because they have seats on the CalSTRS Teachers Retirement Board (TRB). It was also suggested that FACCC get involved in the race for the Superintendent of Public Instruction because it is shaping up to center on faculty issues.

The FACCC Executive Committee recommended the following endorsements.

Governor	Jerry Brown (D)
Lt. Governor	Gavin Newsom (D)
Attorney General	Kamala Harris (D)
Controller	Betty Yee (D)
Treasurer	John Chiang (D)
Insurance Commissioner	Dave Jones (D)
Secretary of State	Alex Padilla (non-partisan office)
Superintendent of Instruction	Tom Torlakson (non-partisan office)

Passed unanimously with one negative vote for Governor Brown due to concern about his lack for support for funding of community college faculty priorities.

NLIE Recommendations

Evan Hawkins

Hawkins presented the NLIE committee assignment recommendations and reported that all committees have been limited to nine people with the exception of the Legislative and Policy Committees. He noted that most of the faculty who submitted committee interest forms were from the south. He also asked those board members who are not on a committee to contact him.

Passed unanimously.

Budget

Mitra Moassessi

Treasurer Mitra Moassessi reviewed the proposed budgets for both FACCC and FACCC-EI, noting new expenses in the coming year for communications, membership, and research. She explained the budget process and noted that funds left over at the end of the year is normally put into reserves, but this year it will be listed as a carryover to start the next budget year.

Murakami called the joint Boards into closed session.

Reopening the joint Board meeting, Murakami entertained a motion to approve both the FACCC and FACCC-EI budgets as proposed.

Passed unanimously.

Approving Formation of Legacy Giving

Jonathan Lightman

Lightman described the practice of Legacy Giving in which FACCC is listed as a beneficiary in an individual's will, life insurance policy, or annuity fund. Dennis Frisch has agreed to chair a group of FACCC's past presidents who will initiate the effort to solicit participants. Lightman will most likely staff this group.

Motion to approve the Legacy Giving effort.

Passed unanimously.

FACCC-EI Professional Development Activities in the Year Ahead

Lidia Stoian

Director of Program and Development Lidia Stoian reviewed the professional development activities for the coming year.

Board Activity Around the Calendar

Jonathan Lightman/Kathy Holland

Lightman and Part-Time Faculty Officer Kathy Holland led the group in compiling a month-by-month list of the coming year's activities. See the attached Easel Notes (Activity 4).

Evaluation of Retreat

Colette Harris-Mathews/Natalina Monteiro

Colette Harris-Mathews and Natalina Monteiro led the group in a +/-delta analysis of the retreat. See the attached Easel Notes (Activity 5).

Murakami asked for comments and heard "thank you" to everyone for making the year and retreat a success; good camaraderie among everyone; special thanks to the staff; good motivational level good; and special appreciation for Murakami's leadership.

President Murakami adjourned the joint FACCC and FACCC-EI Boards at 12:07 p.m.

Richard Hansen, Secretary

Approved by the FACCC Board of Governors and FACCC Education Institute Board of Directors on September 19, 2014.

(date)

(signature)

BOARD RETREAT EASEL NOTES – June 2014

Activity 1: Issue Orientation

Budget

Need to understand:

- 1) Governor's priorities
- 2) Link priorities to student success/workforce development
- 3) Subsidiarity
- 4) Politics

Need mechanism to reduce effect of increase in districts' contribution to CalSTRS

Educate legislators regarding faculty priorities

Educate Chancellor's Office – faculty priorities are connected to student success

Local control – collective bargaining

Accreditation

Fear of reprisals of “no confidence” vote in ACCJC

How to replace ACCJC?

Talk with accreditation agency accreditors regarding an ACCJC alternative (NACIQI)

Explore a change in ACCJC monopoly with Chancellor's Office

Scope (admin v. education) of ACCJC standards?

Educate Congress regarding scope of the problem for California Community Colleges.

Regulations – remove ACCJC designation

RP group report

Vote of No Confidence (FACCC could lead?)

Research: DOE, NACIQI, etc. on forming our own agency

ACCJC guidelines/teaching vs institutional structure

Must recognize intimidation factor

Spread CCSF concern to state concern

State Elections

One-to-one meetings with all legislative prospects (FACCC PAC takes lead)

House parties (check with office before any commitment of \$)

Be the community college issues person

Staying engaged with legislators

Good websites

Retirement

Education of: FT, PT, Administration, public

Building relationships with CTA, CFT, CCCI, CCLC, CBOs, CSEA, etc.

Avoid divide and conquer FT/PT

Education to include PERS/Social Security

Activity 2: Session with Shelly Alcorn

Statutory Split (20 pts) Group

- Meet all committee chairs
- Meet new legislators on key committee
- Point & Click
- Response alerts
-

Statutory Split (individual)

- Calls & letters/visits
- Point & Click
- Alerts

Accreditation (40 pts) Group

- Meet all committee chairs
- Make visits

75:25 (60 pts) Group

- Visit 8 new legislators to inform about FACCC
- Visit local legislators with students at least 2 times
- Participate/testify
- Key Constituents: State committee, higher ed, budget sub, PERS (retire), Approp.
- Organize a local grassroots event
- Issues, candidate fundraiser, Op-Ed article

75:25 (individual)

- Each board member meet with all local legislators a minimum of 2x per year
- Member part. #4 region act.

Activity 3: Fulfilling our Mission/Achieving our Vision

Politics/Legislative Advocacy

July 1 – September 30

- 1) Legislative discussion audit report
- 2) Communicate endorsements to faculty colleagues
- 3) Talking points on top issues (budget, CalSTRS, accreditation)
- 4) New web launch
- 5) Fall FACCCTS 8/30
- 6) Better int. messaging/comms plan

October 1 – December 31

- 1) Connect with faculty colleagues on legislative ideas
- 2) GOTV

- 3) Grassroots visits to new legislators
- 4) Winter FACCCTS
- 5) Develop “Changing Narrative”
- 6) At least 3 Op-Ed in papers

January 1 – June 30

- 1) Advocacy for budgetary/legislative priorities
- 2) Promotion of A&P
- 3) Localized legislative programs
- 4) Two issues of FACCCTS
- 5) New relationships with reporters (at least three)
- 6) Set up grounding for success evaluation

Group 4

- Endorsements (interviews)
- Research local candidates
- Prioritize key races
- Mobilize/organize local community; Coordinate with union/labor council & party
- Post-election relationship & accountability & educating on issues – establish our community college champions
- Individual visits, lobby days, establish a personal relationship, educate on critical community college issues (e.g., STRS/accreditation)
- Host a candidate at campus/home

Professional Development

Activities

- Los Rios Ben. (August)
- PT Conference (November) – South
- Butte-Shasta-Yuba – October
- Vets Summit (December)
- Counselors Conference (Berkeley) – North 350 people
- Policy Forum (January)
- A&P (north)
- L.A. Benefits
- Diversity Conference – South
- Santa Monica Benefits
- Contra Costa Benefits
- Budget (January) – North, South
- Great Teachers Seminar
- Multiple leaders impact STRS (union-reg leg, etc)
- Repeatability ASCCC?
- Need central valley & outlying areas

Professional Development Goals

- Rural northern California event expand numbers of PT by event – counselor??
- FACCC board identify “ins-service topic/dates”
- A&P – 150 faculty
- FACCC webinars?
- Do in-services
- Expand Policy Forum attendance
- Central Valley event
- Expand hot topics to go: work with ASCCC on equity, union, accreditation, budget
- Become an expert presenter and/or develop seminar

Group: A&P Survey

- 150 faculty
- Figure out ways to recruit faculty
- Scholarships – get word out
- More senate/union coordination & support (CTA & CFT have own days)
- Separate A&P/Lobby? Rotate? N/S

Individual

- Recruit faculty locally 200-250 u. 100
- Coordinate locally with student groups (student pres./faculty advisor)
- Faculty & students institutionalize
- Local lobby days
- Regional governors & marketing

Membership

Group

- Minimum: stability; discussion at board level to get CFT/CTA colleges to become contract – work group, agenda item
- Next Level: net increase of 100 members; discussion at board level to get CFT/CTA colleges to become contract – work group, agenda item
- Top Level: new contract school & strategic guide to get contract school

Individual

- New Hire Orientations
- Opening Days
- Set up a meeting with a faculty leader at nearby college & member recruitment day
- Increase membership % at your college or nearby college by 10%

Membership

- Introduce member-to-member contest
- Attend new hire orientations (Fall & PT)

3 months

- Update membership lists for FACCC office
- Membership will develop materials/talking points for NH, Senate Unions...
- Discuss ways to convert CTA & CFT colleges to contract
- Use board reports to create plan of action

6 months

- Develop outreach to adult education faculty
- Continue New Hire Orientations (Fall & PT)
- Develop strategy for CTA & CFT conversion
- How-to-Guide for winning FACCC membership contract
- Use reports to establish 10 regional contacts

9 months – 12 months

- Revising membership materials
- New contract district

Activity 4: FACCC Around the Calendar

July

- Contact colleagues
- Opening/new hire orientation
- CCA October Conference booking
- CCBOG

August

- End of legislative session
- Los Rios Benefits
- Great Teachers Seminar
- New hire orientation
- FACCTS issue – Fall
- Consultation/new FACCC website

September

- Budget workshop

- Board meeting
- Fundraising/campaign activities
- New hire orientations
- A&P marketing

October

- Budget rural campuses
- Campaigning
- Marketing PT Symposium
- Membership month

November

- PT Symposium
- FACCC meeting
- GOTV!!
- FACCTS issue
- Legislative agenda needed
- A&P promotionals
- Meet the newly elected

December

- FACCTS out
- Vets Conference

January

- Policy Forum
- Board meeting
- New Legislators
- January budget out
- Spring hires

February

- A&P push!
- D.C. Trip (either Jonathan or group)
- Legislative bills introduced
- A&P marketing
- Board meeting/committees meet
- (bring steroids) 😊

March

- A&P/Lobby Day
- FACCC Elections push
- Counselors Conference
- FACCTS out

April

- UF Benefits Conference
- Budget/policy hearings
- FACCC Elections

May

- May Revise
- FACCC elections results
- Board meeting
- SMC Conference
- Bills
- Events/Lidia's BD 😊

June

- Budget approved
- FACCTS out
- Board Retreat

Activity 5: Evaluation of Retreat

Positive

- Interactive/contribute to conversation
- Jonathan's house – interaction with other people
- Fuse the activities – think quick on our feet
- Staff included in our conversations
- Shelly Alcorn's presentation
- Dean's presentation was very good (changing the narrative)
- Discussion on accreditation very positive
- Coordination of everything worked well (food, room, etc.)
- New board members – the way they got involved

Delta

- Disconnect (3 months, 6 months, 12 months)
- Less paper (flash drive)
- Timing – distribution
- Move us away from the hotel's party area
- Mexico lost