

**SADDLEBACK COLLEGE
PLANNING & BUDGET COUNCIL (PBC)**

**MINUTES
January 17, 2006**

Our College Mission: To provide access to learning opportunities that promote student success; to foster intellectual growth, individual expression, and character development; and to support a dynamic and diverse environment of innovation and collegiality.

PBC Membership: Taylor Ames, Rebecca Cunningham, Mark Sierakowski, John Ozurovich, Jerilyn Chuman, Lise Telson, Rajen Vurdien, Jim Wright, Carol Hilton, Mary Williams, Claire Cesareo-Silva, Bob Cosgrove, Rich McCullough

President's Report

- Password/Tracking Committee Update – No update
- EMC Proposal Update - No update
- Wait List Board report will be presented to Cabinet on Thursday.
- The final WASC Progress Report Visit Findings is expected 1st week in February.
- Saddleback College ASG presents Dr. Thomas Parham on Wednesday, Jan 18th from 12 noon – 1:30pm in McKinney Theater “Ordinary is Good Enough”.

BGS/Campus Update

The lower campus Village is on schedule and construction of the six permanent modular units and five temporary units will begin this Thursday. The infrastructure is going in and looking good. The Deans are meeting regarding numbering of the rooms. A convenience store is being planned to be located at the Village to purchase food, coffee etc. Concerns were expressed as to whether the Village will be ready for Summer 2006 classes. It was emphasized that detailed planning needs to be in place for the upcoming move, as well as, alternatives and well communicated to the college community.

District Budget Workshop

A District Budget Workshop is planned for Tuesday, Jan 31st from 2:00 – 5:00 p.m. in the HS Auditorium. Everyone is encouraged to attend.

APPROVAL

PBC Minutes – January 10, 2006

Approved

GKK/MAAS – Educational Master and Facilities Master Plan

Presentation has been postponed until January 24, 2006.

Compressed Calendar – 2007-2008

No update at this time. The committee will be meeting on Thursday and are putting together a survey to be distributed to faculty and staff to compile additional information. The Task Force report of the College recommendation is due March 1, 2006.

Marketing/Strategic Planning Retreat Update

The Marketing Committee met for a retreat on Friday, January 13th to begin much of our work on a marketing strategy for academic year 2006-2007.

The committee determined their overall goal is to improve the image of Saddleback College to increase enrollments. They have also established objectives to help attain that goal.

These objectives are:

- Host activities and develop marketing materials to target 18-24 year olds, while also targeting the tertiary market of parents and the 30-49 year olds.
- Develop a theme to use in all marketing materials and publications (theme for next year would be Saddleback success stories).
- Marketing the village on lower campus.
- Branding – bring uniformity to all materials coming out of Saddleback College; develop process to ensure that uniformity is being adhered to.
- Community Relations – members of the Committee will get involved with local civic groups to facilitate ways to have face time and educate the public on what's going on at Saddleback.