

CAMPUS REENGINEERING COMMITTEE

May 12, 2006

MEMBERS PRESENT:

Larry Furukawa-Schlereth, Chair
Melinda Barnard
Erik Dickson
Melanie Dreisbach
Joel Grogan
Sue Hayes
Bill Ingels
Nate Johnson
Paul Lange
Laura Lupei
Neil Markley
Edna Nakamoto
Peter Neville
Janice Peterson
John Rauschkolb
Chuck Rhodes
Sam Scalise
Tim Tiemens
Jason Wenrick

Eduardo Ochoa
Ruth Burke
Tristan Kelley for Steven Campbell
Christopher Dinno
Dolly Freidel
Ian Hannah
Tyson Hill
Carol Ingerman
Mike Kiraly
Rick Ludmerer
Rich Marker
Elaine McDonald
Catherine Nelson
Gloria Ogg
Katie Pierce
Anna Reynolds
Floyd Ross
Elizabeth Stanny
Nadir Vissanjy

MEMBERS ABSENT:

Letitia Coate
Katharyn Crabbe
Brian Jersky
Perry Marker
Dee Dee Brannan

Dan Condron
Lori Heffernon
Susan Kashack
Erica Wilcher

GUESTS PRESENT:

David Abbott

AGENDA

- I. APPROVAL OF THE MINUTES**
- II. VICE-PRESIDENT'S REPORT**
- III. STRATEGIC PLANNING**
- IV: BOOKSTORE PARTNERSHIP**
- V: MANAGEMENT TRAINING PROGRAM**
- VI: WASC CAPACITY REVIEW**

VII: CAMPUS FINANCIAL AFFAIRS
VIII: ITEMS FOR THE GOOD OF THE ORDER

I. APPROVAL OF THE MINUTES

April 14, 2006

Larry Furukawa-Schlereth brought the meeting to order at 12:15 pm. Schlereth asked for a motion to approve the minutes of the April 14, 2006 meeting. Floyd Ross moved; Jason Wenrick seconded. No objections or changes were heard and the minutes were approved with abstentions from those who were not in attendance at the April meeting.

Schlereth announced that he would be adding an agenda item regarding the Bookstore Partnership. This will be added to the agenda as item number four.

II. VICE-PRESIDENT'S REPORT

Enrollment

Schlereth announced that, at this point, enrollment for next year looks like it is going to be on target. Schlereth complimented the efforts of Katharyn Crabbe and Eduardo Ochoa in this substantial effort. This coming year, enrollment growth is substantial, making up for the 2% that was missed last year and the 3% of growth.

Sonoma State Enterprises Update: Bookstore

Schlereth is adding this topic as a full agenda item. Neil Markley will be giving an entire presentation on the outsourcing of the bookstore. The same presentation was given earlier in the day to the Sonoma State Enterprises Board.

Audit Finding, Grants and Contracts

There has been an audit finding of a reportable financial condition regarding a grant from 2000/2001. The finding was regarding controls over reimbursements to the university from the grant. The University may have to pay a fine of about \$70,000 back to Fish and Game but Letitia Coate and Lori Heffernon are negotiating with Fish and Game to possibly mitigate this fine. This is an area of concern and this audit finding points to the weaknesses in Grants and Contracts. This issue will be under discussion regarding strategic planning.

City of Rohnert Park – Faculty Staff Housing

The University met a few days ago with the City of Rohnert Park and no resolution has yet been reached.

Green Music Center Update

Construction should be starting up in the next few days. Schlereth emphasized that there will still be many financial challenges left to address such as the rising costs of construction for the second phase of the project as well as for items that are no longer in the contract but need to be completed.

Technology Accessibility

More guidance from the CSU is anticipated regarding this mandate. This will probably not need to be addressed until the 06/07 year.

Avian Bird Flu Business Continuity Plan

The preparation of the Avian Bird Flu Business Continuity Plan is well underway. Schlereth thanked Ian Hannah and Tyson Hill for all of their work on this project. The plan should be submitted to the Chancellor's Office by May 30th. Schlereth remarked that there has been great cooperation and support across campus in assisting with the creation of this plan.

Sustainability Awards

Schlereth announced that once again the University has been recognized for commitment to and success with sustainability. Dinno has been notified by the Chancellor's Office that CPDC is the recipient of three sustainability awards. Dinno added that receiving just one award is an honor so being recognized three times is quite an honor. The recognitions are for the Rec Center and Salazar Hall. CPDC will be attending a sustainability conference in June to be recognized for these achievements. Dinno thanked Keith Marchando for all of his great work in this area and Schlereth thanked the entire CPDC team for their commitment to sustainability.

New Member of Committee

Schlereth introduced Chuck Rhodes as a new member to the committee. Rhodes is the Director of Student Development and his duties are related to enrollment and retention and his point of view and expertise in these areas will be helpful for the committee's focus on a student centered organization.

III. STRATEGIC PLANNING

Schlereth provided a PowerPoint presentation outlining the Division Strategic Plan with the University Strategic Plan Goals, and Division Objectives and Initiatives with specific budget and responsibility information for each initiative for 06/07.

Elaine McDonald and Melinda Barnard both expressed concern about moving forward with the Division Strategic Plan before the University Strategic plan is finished. The worry is that if the University Strategic Plan decides to move in a different direction, resources will already be locked into these Division initiatives. Sue Hayes disagreed and thinks that the priorities that are getting funding in the Division plan have already been on the waiting list for three years or more. Markley added that these initiatives are also in reaction to external conditions that are driving changes, such as kitchens that need millions of dollars of improvement; dining halls that can't accommodate all of the students, the Bookstore's building falling down. So, regardless of what the University strategic plan identifies as priorities, these things still need to happen. Ochoa remarked that the University can't put itself on hold during the strategic planning process and that some of these objectives are built in with the growth projections for the campus such as the residential housing expansion, Faculty/Staff Housing, the University Center. Ochoa

also commended Schlereth on the way he pulls out the pieces of the University Strategic Plan as it changes and incorporates them into the Division plan. Melanie Dreisbach commended Schlereth on the vigorous and robust plan. Catherine Nelson questioned the plan's dependence on growth money considering the Chancellor's comments on lack of college-ready students in the future. Schlereth responded that this plan is not going to work if the campus doesn't meet enrollment, but the campus has to make a commitment to meet enrollment. As a campus, we don't want to plan that there aren't going to be enough students, we need to commit to prepare, market to and bring in those students. Peter Neville noted that this plan both anticipates and promotes growth and promotes retention as well.

Schlereth summed up the feedback of the committee on the Division Strategic Plan. There was no concern expressed that any of the initiatives themselves were problematic. The concerns were mostly tied to questions of enrollment growth and the future shape of the campus. Additionally, members are concerned that proceeding with this plan can lock us in and prohibit other projects. However, waiting could cause costs to rise and create problems meeting enrollment. Ultimately the President will make the decision of whether or not to proceed with the Division Strategic Plan.

IV: BOOKSTORE PARTNERSHIP

Schlereth announced the Sonoma State Enterprises will be partnering with Barnes & Noble to provide bookstore services for the campus. This is an SSE Board decision but Schlereth wanted to ensure that the committee is fully briefed on the background of the decision making and impact it will have on the campus. Markley provided a presentation on the Bookstore Subcommittee Report and Recommendation.

Markley then fielded questions from the committee. David Abbott asked if the potential move to the University Center factored into the proposal process. Markley responded that the negotiations really only considered the space that we currently have. Barnard asked about the vendor's methods dealing with faculty textbook orders since our Bookstore is very patient and helpful. Markley replied that Barnes and Noble has dealt well with this on other campuses and they should have a good communication system set up. Barnard asked if there would still be an educational discount offered on technology. Markley answered that this is a contractual consideration and since we do that now, it will probably be maintained, though it might be handled a little differently. Erik Dickson asked how student employment will be handled. Markley replied that Barnes and Noble will continue to hire students and will offer to hire current Bookstore student employees at the same salary they are currently making. Kiraly remarked on the vendor provisions, such as author signings and participation in student events that Barnes and Noble would be able to provide that would increase the quality of student experience. Peter Neville commented that he was involved in the partnering with Barnes and Noble at his last campus and it was a smooth transition that worked well for the campus. Neville also added that at his last campus, Barnes and Noble did not create a large corporate presence, which many here at SSU may be worried about. Markley responded that the roll-out method is up to each campus and it can be as splashy or as unobtrusive as the campus wants. Though avoiding a massive corporate presence is good, there is also a

positive element to emphasizing the branding element. Joel Grogan asked if Barnes and Noble would be required to accept the One Card and Markley replied that they would be contractually obligated to accept the One Card and to supply all of the readers. Edna Nakamoto said that she met with the union leaders who represent the displaced employees from the Bookstore and that both the union representatives and the employees themselves complimented the way that Markley's had dealt with this process and his openness with employees. Markley also credited Anna Reynolds for all of her hard work on the proposal process. Schlereth added that this change will create a positive revenue stream for SSE, however, it must be remembered that the University now has to absorb and place four people who will need to be retrained. Additionally Human Services and Finance face the possibility of being downsized because they no longer need to staff the administrative needs of the Bookstore. This will occur by reassigning or retraining employees or not filling positions vacated by retirements. However, it does create a positive revenue stream and hopefully once the displaced employees transition into their new positions and a new career path; it will also have a positive human resources impact. Schlereth extended his appreciation to the management team for their willingness to accept these changes.

IV. MANAGEMENT TRAINING PROGRAM

The Management Training Program is almost a year old and has had a lot of success but there are some issues that need to be addressed. All of the trainees have done an extraordinary job. Ian Hannah has been working on the Student Faculty Ratio presentation that will be shown later; Tyson Hill has been working in the area of emergency preparedness and planning for the avian flu; Carol Ingerman has focused on the Faculty/Staff Housing Project; Laura Lupei has been working on the Division's assessment and strategic planning; Reynolds has been recognized today for all of her hard work on the Bookstore RFP. They have also been successful on the academic side, but some issues with the academic area need to be discussed. Additionally, the interview process is underway to identify three or four more trainees. The interview committee will be meeting with Schlereth and Coate next week to analyze the candidates who have had interviews.

Despite the successes, there has been some difficulty with the students getting courses, registering in a timely way and being admitted to the programs. There seems to be some resistance on the academic side to accommodating the needs of these trainees outside of the normal admissions cycle. It appears that there is some difficulty for a working adult to be accepted and complete a program in three years. How do we fix this?

Catherine Nelson suggested that the interview process start long before April so that trainees can apply to the program before the March 30th deadline. Schlereth responded that that would be ideal, but it doesn't work with the salary cycle, because he often doesn't know if he will have the funding for positions until later in the spring. Nakamoto added that what she has heard from the newest bunch of applicants is that they are choosing a graduate program based on the amount of prerequisite requirements and that candidates aren't going to be choosing the MBA because of the heavy prerequisite load. This is making them choose the plan that allows them to meet the three year

requirement rather than picking the best suited program. Barnard highlighted the impact of the continuing management trainee program on the graduate programs and emphasized the necessity of mitigating the pressure on the programs to accept that many people. Stanny mentioned the possibility of changing the management trainee program to a four year program and Barnard suggested requiring all candidates to apply to the graduate programs prior to the beginning of the interview process. Schlereth thanked the committee for the feedback and Ochoa and Schlereth will continue to work on these issues.

V. WASC CAPACITY REVIEW

(Please see the May 12, 2006 Agenda Packet for this document)

Approval: CFR 1.8

Erik Dickson would like to see the addition of the Auxiliary Audit Guidelines in item #6.

Approval Additional CFR Language: 2.13, 3.1, 3.6, 3.7

These CFRs are not primarily the responsibility of Administration and Finance, but encompass portions of our operations so they are being presented to the committee for review and then will be passed on to the appropriate area.

VI. CAMPUS FINANCIAL AFFAIRS

(Please see the May 12, 2006 Agenda Packet for this document)

Projected 2006-2007 Endowment Earnings Distribution

The Endowment has increased by about \$100,000 because the amount of gifts has grown, primarily in the endowed chair in Native American Studies. The Endowment is now close to \$1 million in funds to support academics and scholarships. The Foundation Board will act on the earnings distribution in June.

Understanding CSU Student Faculty Ratio Differences

Hannah provided a PowerPoint presentation on Student Faculty Ratio Analysis. Schlereth thanked Hannah for all of his hard work on putting all of this data together and is pleased that this data analysis allows us to better understand where the issues lie. This analysis will be presented to the University Strategic Planning Committee. Ochoa added that this analysis also shows that, while it is true that we are under funded, the amount of money going to instruction isn't that far off from the other CSUs, so we need to ascertain where the problem is because it isn't so much a budgeting question. Schlereth remarked that it is also clear that we have an issue in academic support, especially in the area of institutional technology. This is a key issue to consider during strategic planning. Schlereth added that SFR data is being calculated differently on each of the campuses and there are different interpretations of faculty workloads. This data analysis will become a standard report in our budget process to be updated every summer to be presented in the fall. Additionally this analysis will be presented to Richard West sometime this summer. Schlereth again thanked Hannah for putting this information together.

VII. ITEMS FOR THE GOOD OF THE ORDER

Barnard expressed her frustration with the lack of information available on the mini bin recycling program. There is uncertainty about what can be recycled. Rich Marker replied that Mark Bradley has been meeting with the Administrative Managers and the information should be cascaded out. Dolly Freidel noted how valuable this program is to our sustainability.

Schlereth thanked the committee for all of their help and advice during the year. A few members will be leaving; Catherine Nelson will not be returning to the committee in the Fall and John Rauschkolb will be graduation. Schlereth wished the committee an enjoyable summer.

Schlereth adjourned the meeting at 3:52 pm.

Minutes prepared by Laura Lupei.