



**MISSION COLLEGE ACADEMIC SENATE  
MINUTES  
MARCH 2, 2023  
2:20 PM - 4:15 PM**

**SEC 354 or**

Zoom: <https://missioncollege-edu.zoom.us/j/95597770952>

Senators	A	P	Senators	A	P
AS President – <b>Aram Shepherd</b>		x	Instruction – <b>Elaine Wong</b>		x
Associate Faculty – <b>Alla Petrosyan</b>		x	Language Arts – <b>Marina Broeder</b>		x
Associate Faculty – <b>Samir Magid</b>		x	Language Arts – <b>Christine Ritz</b>		x
Bus., Tech., & Kin. – <b>Wenlei Shan</b>		x	Math, Science & Engineering – <b>Neil Viernes</b>		x
Bus., Tech., & Kin. - <b>Brenna Wundram</b>		x	Math, Science & Engineering – <b>Max Sklar</b>		x
Career-Tech. Education – <b>Daniel Arias</b>		x	Student Services – <b>Michele Hittleman</b>		x
Health Occupations – <b>Marsha Oliver</b>		x	Student Services – <b>Theresa Lawhead</b>	x	
Hum Soc Sci & Fine Arts – <b>Joanna Sobala (Vice President)</b>		x	ASG Representative – <b>Alec Perekhodnik</b>		x
Hum Soc Sci & Fine Arts – <b>Matthew Johnston</b>		x			
Administrative Assistant – Liz Bogatin-Starr					
Additional Attendees: Inez Barragan, Director of HSI-STEM; Kate Disney, President of Faculty Union; Brian Miller, Dean of Humanities, Social Sciences, and Fine Arts; Danny Nguyen, Vice President of Administrative Services; Amira Ragaba; Raiida Thompson, AANAPISI, Equity and Student Success					

**1.0 Call to Order & Roll Call**  
Quorum met 2:21 pm.

**2.0 Order of Agenda**  
Agenda approved as written.

**3.0 Approval of Meeting Minutes (I/A)**  
3.1 February 16, 2023  
Minutes approved as written.

**4.0 Oral Communication from the Public (3 minutes/person) (I)**  
*This portion of the meeting is reserved for persons desiring to address the Senate on any matter not on the agenda. No action will be taken.*  
No communication from the public.

**5.0 Information & Announcements (College & District) (5 minutes) (I)**  
*This portion of the meeting is reserved for College and District announcements. Items should be limited to one minute per person. Topics requiring additional time may be put on the agenda for a future meeting.*

President Aram Shepherd welcomed Alec Perekhodnik, ASG Representative, to the Academic Senate. Senators introduced themselves and recognized the value of Alec joining the Senate this semester and voicing student concerns and interests.

## 6.0 Unfinished Business

### 6.1 None

## 7.0 New Business

### 7.1 Bookstore Transition (VP Danny Nguyen) – (20 min) – (I)

VPA Danny Nguyen engaged Senate in a conversation about the college's process to identify a new bookstore model that would best serve our students. Any transition to a virtual or hybrid bookstore model would require on-campus and web navigation support, as well as integration of class scheduling, course materials, library resources, and digital printing.

- A WVMCCD bookstore survey is providing feedback
  - Earlier data on MC students show: 25% purchase books on campus, 50% purchase online; 25% purchase books on both campus and online
  - Student survey is closed; results are being tabulated
  - The staff and faculty survey is still open. Danny will provide results to Senate.
  - ASG discussed that the bookstore is most important to students and families the first several weeks and week leading into the semester and during orientation.
    - A pop-up shop or kiosk for students to get help with purchasing books and having college swag should have a presence
- Looking at data with colleagues at West Valley
- Virtual or hybrid bookstore models
  - Barnes & Noble five-year contract was extended until 6/30/2023 with a \$50K management fee commitment.
    - Barnes & Noble has been a stable partner of the college for more than 20 years. Since 2020, the college has not collected yearly commissions that had been \$80K to \$100K before the pandemic and emergency conditions. Operating costs of a brick and mortar bookstore are no longer covered sufficiently by competitive commissions of bookstore vendors.
    - Contract was restructured to raise the commission threshold to 0% until after the first \$2 million in sales.
    - We declined the first day inclusive program that would have had students automatically opted in with charges to student account.
    - Barnes & Noble has been operating at a loss.
    - Districts running their own bookstores have inventory and staffing costs even when managed by a nonprofit 501(c)3 and take on a fair amount of risk.
    - Mission could run a smaller scale bookstore and absorb some of the operating costs with a sustainable source of revenue, e.g. Land Corp.
  - How to better meet needs of students
    - If commissions are eliminated, what can the bookstore vendor provide to our students?
    - What revenue source can pay for operating costs of the campus center that is not subsidized by the State.
    - Barnes & Noble's pricing for our students is terrible, sometimes five to ten times higher than what is online. Students on financial aid have needed to purchase books in our bookstore. The bookstore should not be for-profit and dependent on commissions.
    - How to offset costs of printing OER course materials and manuals, blue books and scantrons. Mission has some printing capacity in digital duplicating services.
    - Some students need support navigating a bookstore website. Older

- students and young students will benefit from walking to some place to pick up books and materials.
    - Could explore not having any bookstore and have students purchase books and materials online.
    - Supplies vending machines and some departments should be providing students with specific supplies but now no one is taking ownership.
      - Supplies in Gillmor vending machine are empty. Someone needs to install machines and stock supplies in various buildings.
    - Other costs to cover are for lab coats, goggles and some other expensive things.
  - Virtual bookstore models
    - Integrates voucher programs, e.g., financial aid, EOPs, price match guarantees for books.
    - Third-party sellers marketplace is transparent where students can see a list of comparisons with vendors' pricing.
    - Refunds and credits are immediate but a student credit card is needed. College could consider a voucher or prepaid card for students without a credit card.
    - Guaranteed buy back whether or not the book is adopted for the next term.
    - Mission could leverage our Welcome Center and set up a kiosk where students can be helped with book purchases, buy backs, returns, and book rentals and possibly provide some college swag. WV does have an emphasis on a bookstore with swag and athletic wear.
      - As college transitions from a physical bookstore, students would have a liaison and dedicated support for book selection and purchases.
      - The hybrid or online bookstore could have pop ups a few weeks just before and at the beginning of the semester where students are helped by volunteer faculty and staff and students using computers to do searches.
      - Students could order and have books delivered to the kiosk before classes begin and add in free swag, and navigate OER materials.
    - Virtual platform bookstore can create an environment and system for our students around books, course materials, and the library that's easily integrated and updated with courses and class schedule.
    - Ideally, a virtual platform would not have to charge for the book and materials service or be monetized for-profit, especially in ZTC and OER courses.
    - Continuous increase in printing book materials and identifying OER courses, degrees and certificate programs.
    - Tech Committee may be looking into digital syllabi. Students would be able to see course content and books when signing up for a course. This could be integrated into virtual bookstore platform.
    - Are private companies running the virtual bookstores for colleges at a profit.

Danny will bring back survey results to share with Senate this semester and go from there. Also, Senate would like to know about other campuses that have gone without a bookstore that would be good examples for us to look at.

#### 7.2 Strategic Education Master Plan (President Seher Awan) – (30 min) – (I)

President Seher Awan presented the Strategic Education Master Plan 2022-2023 (SEMP), an effort that moves forward Mission College's education planning and strategic goals in one

combined document. The Strategic Education Master Plan builds off Mission's Equity Plan and is an umbrella document for building all the college's master plans. The SEMP timeline was presented as a living, modifiable document with initial dates in 2023 for plan development and participation.

- The new Dean of Institutional Effectiveness and Research is leading the planning processes and defining any missing data points necessary for a meaningful plan development process.
- The SEMP work group with a tri-chair is being formed this month with representatives from students, classified, faculty. This steering work group will help facilitate and write the plan under the purview of College Council. Focus groups, each with about ten to fifteen people, will create our shared vision and goals through constituency feedback. One community focus group will have external partners as well as K-12 partners.
- This is a 3-year plan and timeline to realize the College's goals and vision and helps to prepare for accreditation.
- Campus Climate Survey - Everyone should be encouraged to complete the survey.
- Divisions and departments develop a mini visioning plan that is different from program review and is aspirational for education and services. What curriculum do we want to create in the next three years as new jobs and careers open. And what student services will support the educational component.
- In April, college goal development and campus vetting are based on the focus groups aligned goals and the Campus Climate Survey. Our partnership with the National Assessment of Collegiate Campus Climates (NACCC) continues as we look at students and their perception of equity, diversity, and inclusion at a campus level through our Equity Office that will help inform where we go and what goals the College sets.
- April Town Hall to present outcomes and where we are and collect additional feedback.
- Development Team (Tri-Chairs) begin drafting and synthesizing plan in the summer in a usable, readable SharePoint document that can be shared out with Senates in summer retreats and vetted by Campus and Constituency approval process in FA23.
- College Council is the final approving body on campus for the SEMP.
- WVMCCD Board Approval of Final Mission College Strategic Education Master Plan in November 2023.
- Approval of the Final SEMP triggers several updates of collegewide plans
  - Facilities Master Plan update: what needs to be addressed in the future
  - Strategic Enrollment Management Plan
    - Marketing Communications Plan
    - Technology Master Plan
- Institutional Effectiveness Committee: Could re-institute to hold on to process of plan development, making sure retreats go forward, and that the committee goals and committee themselves are helping the College accomplish their strategic collegewide goals.
- Strategic Planning Retreat: Committee chairs and committees would look at strategic goals that have been set for the next three years and for each year specify what can be done and what they're going to focus their efforts on.

President Awan asked Senate to please reach out to her about what comes to mind. The SEMP Charge and Timeline have been added to the President's priorities web page.

Senator Joanna Sobala: How does someone express their opinion or idea on what would be a priority for the college?

President Awan: There are two opportunities, the Campus Climate Survey to contribute your thoughts on goals and where the college should be focusing their efforts in the next three years, and the SEMP Focus Groups' opportunities that are opening up. The Research group will

have a signup process.

The departments are doing visioning and writing curriculum, and other groups with faculty would hopefully make proposals in departments as well as in focus groups and surveys. College Committees that feel strongly are welcome to share their thoughts.

### 7.3 District Academic Senate Updates (Aram Shepherd) – (10 min) – (I)

The District Academic Senate (DAS) met in its first of two meetings this semester on Feb 24. DAS clarified and approved the new Constitution with minor revisions. Quorum is easier to meet by including presidents of both Senates as being part of meeting quorum. Language also says agenda items are on academic and professional matters and not primarily limited to the 10+1 and can talk about other things.

Lab load was one of the discussion items. As people know, unions have been negotiating about bringing lab load closer to alignment with other load. This is a union matter. But after some discussion the DAS passed the motion saying the lab load inequity is harming faculty participation in participatory governance. The DAS recommended that the two presidents, Gretchen Ehlers, WV and Aram Shepherd, MC bring the recommendation to the Board of Trustees at the March 21st meeting. DAS did find purview in a State Academic Senate resolution on lab load inequity issues that was particularly focused on CTE and fit within the governance 10+1 area.

Covid Policy: The District Covid Task Force is proposing to end our vaccination requirement starting this summer. Faculty seem to be supportive or at least accepting of ending requirement. Please let Aram know if you have particular views he should share out with the Board of Trustees.

Student Housing: The sheer cost and use of ~\$40 million district funds and ongoing expense and resource costs are the greatest concern and makes decision difficult. Generally, people are supportive, and it will be going to the Board of Trustees on March 21<sup>st</sup> where they will select the campus and location for student housing.

### Senate Discussion

Senator Joanna Sobala: Aside from sharing the concern about the \$310,000/per bed cost for 300 beds, Mission and WV, I think, have a different perception of the need. Mission feels there is more of a need for student housing. There is a lack of data maybe from the Equity Office or Student Services about the student housing situation of our students and whether there is a need. The benefits for students are as important as cost and are very difficult to quantify.

Senator Aram Shepherd: Consultants did an analysis and need assessment based on our student surveys. The 300 beds is based on how many students are homeless or housing insecure, and how many students would be interested in student housing. This project is far smaller than the student need. The District Housing website has numbers posted.

Senator Max Sklar: Are these funds, about \$40 million needed to go to something else?

Senator Michele Hittleman: Are there other ways to provide student housing and be cost effective? How different is this from giving housing vouchers to students who are feeling housing insecure.

Senator Aram Shepherd: Consultants said the demand at Mission is for 536 beds and demand can go up to 1700 beds as rents go down. WV essentially has the same demand. At 80% of market rate, there is a 1,000 demand, and at \$550 rent, 3,000.

Senator Neil Viernes: Am conflicted on need and how to distribute housing for the first 300 people, helping a small fraction of people and only 150 if students stay two years.

Aram: MC Senators generally were supportive of student housing but not convinced of the specifics of this plan. The Board of Trustees meeting on March 21<sup>st</sup> might be a good place to have some of this discussion.

## 8.0 Administrative Business/Actions/Appointments (I/A)

### 1. President's Report - Aram Shepherd

#### College Council: March 1

- Ben Demers presented an update from the Brand Enhancement Task Force. The task force is working on standardization and has selected standard fonts and is slightly updating the colors. They will have a final brand book at the end of March. In Fall the college will look at a mascot and the college logo.
- Employee and student newsletters are now going out each Monday (40% open rate). Submit articles and information by Thursday afternoon.
- President Awan is planning to limit access to the All-Mission User Email List. There was discussion of creating other communication channels for informal communication and maintaining community, and how to do that. Seher wants to limit the All-Mission User Email list for professional communications for specific roles, e.g. committee chairs. Some college emails have seemed inappropriate and clutter in-boxes. Should use good etiquette, bcc's and be more professional.

#### Senate Discussion

- Should produce All-Mission User Email List guidelines and restrictions if rules are violated
  - Guidelines should be enforced
  - Getting rid of All-Mission User Email List is scary, create etiquette rules
  - Do all Mission Users have to be screened
  - Should determine who writes guidelines
  - Faculty should share their new publications
  - Faculty and staff feedback is appreciated on what went well or not well, e.g. responses to lockdowns, important events
  - Newsletter is only once a week, should send flyers, and event reminders
  - If email is directed to individual, then likely to read
  - Emails that are appropriate build community
- Share out limiting access to the All-Mission User email list with constituents for feedback on how strongly they feel, and how to proceed
  - Censorship concern
  - Feedback would be good in the next two weeks and can informally discuss, and bring to College Council and other places

#### Other College and District Updates

- OER/ZTC Funds Available: Proposals Due March 17, \$20,000 funds total
  - Mission has remaining Land Corporation funds to support the transition of classes to low-cost or zero textbook cost (LTC/ZTC). Based on the recommendation of the OER/ZTC Task Force, this round of funding is limited to projects that involve the purchase of textbooks, site licenses, or similar activities that directly eliminate or significantly reduce student costs. Examples of possible projects eligible for funding in this cycle include:
    - Purchasing a class set of texts
    - Purchasing licenses for online textbooks

- Printing of required class documents such as lab manuals

### **ASCCC and State Updates**

- New Chancellor of the California Community Colleges: Sonya Christian
  - The Board of Governors has named Sonya Christian as the next chancellor of the California Community Colleges. She currently is the chancellor of the Kern Community College District and has served as president of Bakersfield College and chair of ACCJC.
- Faculty Nominees for the Board of Governors
  - ASCCC appoints two faculty members to serve staggered two-year terms on the Board of Governors. This year's nominations are now open. The application deadline is June 30 but an endorsement from our local Senate is required so please let me know by May 1 if you are interested. [BoG Nomination Website](#)
- ASCCC Spring Plenary

The Plenary will be held Thu, Apr 20-Sat, Apr 22. Faculty can attend virtually or in person in Anaheim. The Academic Senate has funds for faculty interested in attending. Let Aram know by April 1st if you would like to participate.

### **Upcoming Dates of Note**

- ASCCC Area B Meeting: Friday March 24 via Zoom
- ASCCC Spring Plenary: Thu, Apr 20-Sat, Apr 22
- Tenure Ceremony: Tuesday, April 18, 2023, Time TBA
- Academic and Classified Senate Excellence Awards Ceremony: Tuesday, May 2 from 2:30-4:30 in HM

## **2. Committee Appointments**

### **Faculty Tri-Chair of Strategic Education Master Plan (SEMP) Work Group.**

MOTION to approve the appointment of Nita Esparza, Faculty Communications, to the Faculty Tri-Chair of Strategic Education Master Plan (SEMP) Work Group.

Roll-call vote with Nita Esparza receiving the most votes.

Thank you to both candidates, Elbina Rafizadeh, Health Occupations, and Nita Esparza, Communications, for your interest in serving in this important role for the College.

### **PRAC, Program Review and Assessment Committee**

MOTION to approve Jennifer Tseng, Chair of Accounting Dept, to the Program Review and Assessment Committee.

Senators: No objections, None opposed. Unanimous.

## **3. Report from the Vice President of Instruction - No report today**

### **9.0 Future Agenda Items**

### **10.0 Adjournment**

Adjourned, 4:03pm