



**MISSION COLLEGE ACADEMIC SENATE  
MINUTES  
FEBRUARY 16, 2023  
2:20 P.M. - 4:15 P.M.**

**SEC 354**

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> (Thuy Trang was a proxy for Senator Lawhead)	x	
Hum Soc Sci & Fine Arts – <b>Joanna Sobala</b> (Vice President)		x	ASG Representative – <b>Vacant</b>		
Hum Soc Sci & Fine Arts – <b>Matthew Johnston</b>	x				
Administrative Assistant – Liz Bogatin-Starr					
Additional Attendees: Inez Barragan, Director of HSI-STEM; Brad Davis, Chancellor of WVMCCD; Kate Disney, President of Faculty Union; Benjamin Demers, Director of Marketing and Public Relations; Diego Espinoza, Director of EOPS; Jeanine Flores, Graphic Design and Multimedia; Guy Shani, Chair of Curriculum Review Committee; Lana Sheridan, Physics; Sandra Quintero, CalWORKS					

**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 9, 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.*

**5.0 Information & Announcements (College & District) (5 minutes) (I)**

Diego Espinoza, Director of EOPs and Sandra Quintero, CalWORKS

Parenting Student Symposium, Saturday, March 4, 10:00am-2:00pm.

Diego and Sandra invited Senators to announce to students and faculty the MC/WV Parenting Symposium, held at Hospitality Management. The community is showing up with panelists and current and prior students sharing stories. The keynote speaker is Erica Alfaro, award-winning author and education advocate. Learn how Mission and West Valley provide parenting students with tools that empower their academic journey while assisting them in overcoming barriers. Art activity with artist Ignacio Maya. Resource Fair. Breakfast and lunch included. Please register: [Parenting Student Symposium RSVP](#)  
\$100 gift card will be provided to the first 100 enrolled parenting students that attend.

## 6.0 Unfinished Business

6.1 None

## 7.0 New Business

### 7.1 Student Housing Plans (Chancellor Brad Davis) – (35 min) – (I)

Chancellor Brad Davis updated Senators on campus Housing and District planning and encouraged Senators and constituents to participate in the new housing survey, and to email questions. He wants to make student housing the best it can be. Please send feedback responses before the March 21<sup>st</sup> Board of Trustees meeting. Faculty and constituents can hear more from consultants at each District monthly meeting and drill down on nuances and the financing model. The Chancellor can come back to Senate for more discussion and to keep lines of communication open on these issues. <https://housing.wvm.edu/>

Senators expressed concerns about ongoing financing, cost overruns, one campus receiving new funding, and the plan cost of \$310,000 per bed. Chancellor Davis addressed issues.

- District is planning to submit an application for SB 169 money due in July to the State.
  - State could approve up to \$50 million. WVMCCD would likely want the full \$50M funding to go forward with the project.
    - Financing plan covers costs: \$50 million from State, total cost from \$80-\$93 million, probably closer to \$80 million. Balance to come from what District put aside starting in 2019 and saved in our capital improvement budget with no additional costs. This is not part of the General Fund or daily Operating Budget.
      - For the State, the District contribution is the driving factor for awarding housing money. WVMCCD contribution will be at least double what other districts can afford to make in the short term. The Board probably does not want to borrow money for this project.
    - Ongoing costs that are associated with monthly rent would be devoted to providing staff that support student housing, maintenance and operations.
    - Scion has projected a date when student rent won't be required for covering operation costs of housing.
  - Housing feasibility, fiscal and needs analysis, understanding of state program and timeline, regular updates and Survey for faculty and staff can all be found at <https://housing.wvm.edu/>
  - Resources: In 2019 the Board of Trustees in the annual budgeting process put aside money into a capital improvement budget that could be devoted to capital improvements related to our Bond Campaign and that can be utilized to help with student housing project. State funding is restricted to serving students. Can consider staff and faculty housing in the future but neither tested well in earlier housing proposals and feedback surveys.
  - Current District proposal: 300 bed student housing project, dormitory style, and located either at Mission or West Valley. Student need is 6,000 but can only provide 300. Students have to be full time.

- Student housing cost: less than \$550 a month (low rent vs local area housing rentals) is sufficient revenue to allow us to staff the project with housing directors, residents, residence hall directors and other personnel necessary to run and support a housing facility.
- Consultant Scion Corporation and LPAS Architecture are doing a site analysis considering access to transportation, food, entertainment, infrastructure to support a housing development and will recommend which campus site should be the first place for housing, that goes to BoT at the end of March.
  - West Valley site would be the old football field and old District facility building.
  - Mission site would be behind WalMart (Mercado). The fence would need to be enhanced to make it more desirable for ingress and egress.
    - Need to think about property crimes particularly related to the areas closer to the creek.
  - Welcome ideas on alternative locations.
    - Considered acquisition and/or converting an existing facility into apartments but was much more expensive than using District owned property and financing model. State doesn't support acquiring an off-campus development.
    - Student Housing with Mission Bistro on first floor of building on either campus connecting to student services and meal options.
  - Address issues of homeless population and how to partner with the city to manage a safe campus.
  - Plan on having access to the facility, regardless of the campus, available to students on both campuses. Some beds could be reserved at housing site for students from the other campus.
  - GO SHUTTLE, free intercampus shuttle service starting this semester. Public transportation between the campuses can take an hour.
  - Parking: WV has 20,000 more parking spaces than it needs. Some parking spots at either campus need to be accessible for mobility issues.
  - Addressing the issue of making campus attractive in terms of how it functions day to day and housing being meshed with campus student life and services and providing amenities around it - is a work in progress.
    - From a business perspective, Bistro on the first floor of student housing isn't consistent with the requirements that the State has set for receipt of funding.
    - Could think around President's Master Planning of what the campus is going to look like and engaging HM Bistro.
- Each college determines what to prioritize and utilize for student housing and would be decided through participatory governance. District would manage financing and construction.
  - Develop policies and rental agreement
  - Who can access housing, rental amount
  - Support the full time students with a relationship that is maximally beneficial to them. We'll draft guidelines, work with counselors, and decide on room design, security, and supports.
  - Mission Bistro should be part of MC planning of food options and enabling student community and services in the new housing.
  - Some block of housing could be identified as short-term emergency, or devoted to veteran students and disabled students, or another population that needs attention.
  - Experts needed to think about housing, food service, security that is included in \$550 monthly rent.

- Housing investment has zero impact on District’s ability to provide salary and benefits increases in the future. Is in a completely different funding stream.
  - As a District project, the expectation is the beds will be split evenly between the two colleges over the long term and administered by district personnel and not affect the financing in terms of the college receiving more money. Nor should the first student housing project alter the power balance between the two colleges all that much.
  - Cost overruns of almost 20% are built into the design and financing budget. Silicon Valley construction costs are very expensive. The \$310,000 per bed construction cost accounts for WVMCCD owning the land and paying for labor, materials, services, infrastructure, architecture and seismic upgrades. The upgrades that are necessary to make a public building as opposed to a private residence are incredibly expensive. Construction cost per square foot to build in the State gets more expensive every year.
- SB 629 West Valley Mission CCD Free Tuition and Housing Bill, that allows us to have absolutely free cost education for anyone who lives in the WVMCCD service area, is being moved forward by Senator Dave Cortese (D-San Jose). Would go into effect as soon as January 2024.
  - Chancellor Davis’s next solution to remove student financial barriers is to have free food for students in the cafeteria or hospitality management. Students would swipe their card and get a free meal without paying for food.

Senate Discussion:

Thuy Trang, Counseling: So glad that housing funds could be used for student emergency housing needs and would be a local decision once the campus is selected.

Senator Neil Viernes: Really like the idea of having student housing. My previous community college has student dorms that opened up housing opportunities for international students.

Senator Joanna Sobala: Mission College may be a good place for the new student housing. We’ve closed off the campus in the last ten years from Mercado, coffee shop and lunch places. Why not open up the campus to these walkable local amenities that are a factor in selecting student housing?

Senator Marina Broeder: Good to clarify that staff running the student housing on a permanent basis are District employees and that housing costs and housing employees are excluded from the 50% calculation. Student housing near Mercado has been discussed for many years. Now we have two high schools on campus and raises a question about security 24/7. Will the student housing be safe, well supervised, and fair? Would international students be excluded due to paying higher fees?

7.2 Update from Marketing Office and the Brand Enhancement Task Force (Ben Demers) – (35 min) – (I)

Ben Demers, Director of Marketing and Public Relations and Jeanine Flores, Faculty Lead. Ben first gave some background related to MC goals. At Los Angeles Southwest College, Ben led a similar effort where the college introduced a new Brand Book, established new protocols and procedures for how college presented themselves to the on-campus and off-campus communities, and did a lot of work with athletics. When Dr. Seher Awan became LA Southwest College president Ben recognized her strong marketing vision. They worked well together. The college produced a new logo after 30 years and comprehensive marketing and public relations.

Ben’s first response to Mission is the fantastic, beautiful community college in Silicon Valley

and importance to support students, the diversity and young students going into their lives trying to make their mark. And increasing student support for success and to get more students. Ben strongly believes in teams and supporting, and if necessary even bailing out Mission College departments, programs, initiatives to show each group's best attributes and vision.

Brand Enhancement Task Force Members are Ben, Jeanine, Tawny Sverdlin, Front End Developer for Website, Shelby Turner, Graphic Designer, and Hiram Korramian, ASG Director of Marketing. Please reach out to Ben to answer any questions.

The Brand Enhancement Taskforce Charge is to ensure an inclusive process to facilitate campus-wide dialogue around a brand.

- Support development of a comprehensive brand book. The brand is everything, how the college is perceived by those who experience it. Brand Book timeline is end of March in terms of a style guide that we can use. Logo would only have slight modifications and could be modified later.
- Recommend refresh of logo and expand the color palette.
  - Logo has lots of history but need consistency in how logo is used and make slight modifications after getting as much feedback as possible
    - A consistent identity for our college provides a feeling of reliability, and the college is more recognizable as a caring campus that welcomes all students, supports students
    - Logo colors appear outdated and muted
    - Abstract design may be okay: palm leaf, book, or sun, as a new day happening at this college, new support, you can change your story. If design is abstract enough, can read into it what you want because it is versatile, e.g. a campaign about there's always a new tomorrow, then logo could be a sunburst or sunrise and not be one thing to everybody.
  - Need to lighten colors a little and add secondary colors to make it pop.
    - A little lighter orange and teal colors, easier on eyes, and ADA compliant, still investigating colors
    - Five secondary colors, providing warmth, contrast, contemporary
  - Fonts: Futura Std (headlines) and Avenir Next (text) for readability; Aoutoory, fancy font (Billboards, Banners)
  - ADA compliance
- Conversations about who we are and our story would be consistent. Logo, colors, and fonts build the image of Mission College supporting students and what we do great and that project our values across all our platforms.
  - Segment message for certain audiences, and what we best provide for that audience. Must be consistent, the student support component.
  - Consider a new nickname for college has been said in open forums and could be part of college's discussions the later part of 2023.
- MC Brand Book
  - Everyone can share same design, core attributes, tone, how to present ourselves on all platforms
  - Presenting college logo and logo with name of departments, programs, events
  - Need to say how logo is used
  - How to use photography, icons, illustrations
  - ADA compliance
  - Stationery, business cards
  - Swag, college materials

Senate Discussion:

Senator Joanna Sobala: Whether Mission College is an appropriate name has been discussed,

particularly being located next to a church, and Saints nickname. Mission name has many connotations depending on perspective. Should have a larger discussion. At the same time, we just invested a lot of money in the Mission sculpture. Changing that would be expensive. Mission College is successful because of our story and how we differentiate ourselves from other colleges.

Senator Neil Viernes: How strict would be utilization of the logo? Would your department or program have the ability to creatively make your department or your program unique while still aligning to the college logo? Understand that we want to have a message that highlights strong parts of the department.

Senator Marina Broeder: People in the local area know Mission College and the campus location near Great American Parkway and are aware of the college either from taking courses or programs. Sharing easily available resources for marketing would provide consistency. The new colors are a very sensitive subject. The blue and yellow may be too bright and poppy, reflective of ocean/beach/sunshine. Northern California has the Bay, orange hills, and colors of nature.

Senator Sklar: To adopt new fonts, faculty and staff need new fonts added to Word and MS software and done in a systematic way with Tech support to use new fonts.

Senator Daniel Arias and several Senators: Mission Bistro connects students and services and is a central hub for everyone at the college for meetings, dining, socializing. Mission Bistro should be prioritized.

Thuy Trang, Chair of Counseling: Department will need resources for new outreach materials and will wait to hear directly from Marketing and Public Relations.

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

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

District Council, February 13

- Enrollment Report - Colleges' enrollment is headed in the right direction and seems to have stabilized
  - West Valley
    - 98% of goal
    - 8% above SP22
    - 401 efficiency
  - Mission College
    - 104% of goal
    - 11% above SP22
    - 423 efficiency (right on track but a little below goal)
- BP/AP 5130 Student Services Financial Aid - 1<sup>st</sup> read
  - Adding some language, a few verbatim lines required by the State as West Valley is applying for baccalaureate degrees and Mission may decide to do that in the future.
- COVID-19 Policy
  - COVID Task Force is recommending ending the vaccination requirement for students and employees as of May 30. There will be more opportunities to discuss at the District Academic Senate and other places before brought before the Board of Trustees (BoT). WVMCCD is likely to end Covid-19 Policy, as are other colleges. Share thoughts with Aram to bring forward.
- Board of Trustees Meeting Agenda items, Feb 21

- The Board will grant tenure approvals as well as contract renewals for tenure-track faculty at both colleges.
  - The tenure ceremony will be held before the BoT meeting on Mission campus in April.

#### College Council - February 15

- Culture Center
  - Presentation from consultants (CaCCCHE) working on developing the campus cultural center or perhaps community center. The project is in the initial stages. Key issues such as location, size, and funding are still being explored.
  - Developing a 1-5-year plan for creating a culture center and recommendations for programming and staffing.
  - Consultants will be on campus a number of times this semester to begin planning.
  - The culture center is for student groups and community groups, probably using some existing space on campus.
- Strategic Education Master Plan (SEMP) - Prior plan is out of date
  - Work on a three-year Strategic Education Master Plan will start this semester. It will be led by a tri-chair development group. All the departments are going to be tasked with coming up with their vision and thoughts about where they're going. There will be student, faculty, administration, and classified focus groups.
  - Spring will focus on information gathering including focus groups and a climate survey, drafting would take place over the summer, and review and approvals of governance groups in the fall with BoT approval targeted for December 2023.
  - President Awan will attend the March 2 Senate meeting to provide further details on regular reporting out of goals and how college is meeting goals. This is an important document for accreditation and strategic work of the college.
  - Senate President Aram Shepherd invited a strong faculty member to participate on tri-chair development group. Please send a statement of interest by Wednesday, March 1, 5pm.

#### Other College and District Updates

- The College reorganization is on pause while the President's Office addresses position funding questions with the District. President Awan's intention is to go forward with the Reorg for Fall 2023.
  - The Academic Senate Resolution on reorg could be read to the Board as an agenda item, but this is not the intention now. The board is likely to say reorg is a college and not a district issue. Senate President Aram Shepherd is happy to discuss further.

#### Upcoming Dates of Note

- 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

##### CBAC

MOTION to approve the Appointment of Dina Aburous, Faculty Accounting, to the College Budget Advisory Committee (CBAC).

(B. Wundram/T. Trang) No abstentions. None opposed. Unanimous.

MCAS Excellence Awards Committee to review the awards nominations and select the

winners for faculty. Senators volunteered: Marina Broeder, Alla Petrosyan, Aram Shepherd, Neil Viernes.

**9.0 Future Agenda Items**

**10.0 Adjournment**

Adjourned, 4:15pm