Call to Order, Roll Call and Adoption of Agenda

The Board of Trustees of the Marin Community College District held a special board meeting (retreat) on Tuesday, July 19, 2005, in the Redwood Room at the Marin Community Foundation, 5 Hamilton Landing, Suite 200, in Novato, all members having received notice as prescribed by law. Board President Long called the meeting to order at 9:45 a.m. Board Clerk Hayashino called the roll and all members were present except Trustee Dolan, who arrived at 1:15 p.m.

Also attending were President Frances White, Al Harrison, Elise Schneider, Linda Beam, Andrew Carothers, Bob Thompson, Don Flowers, José Nuñez, Jeff Gee, Dave Kirn, Bruce Rich, Elizabeth Tucker, Bud Allen (CCS), Margaret Elliott (COM Foundation), David Schwartz (President, COM Foundation), Rob Barthelman (District Architect, Steinberg Architects), Tom Lawrence (On-site Architect, Steinberg Architects), Ernie Yamane (District Architect, Steinberg Architects) and Amy Skewes-Cox (CEQA Consultant).

Marin IJ Reporter Jennifer Gollan was the only member of the public present.

Trustee President Long thanked trustees, staff, and guests for taking the time out of their busy schedules to participate in the retreat and for their efforts over the past year. She stated that she is very optimistic about the challenges ahead, including those regarding our budget and the bond.

Trustee President Long and President White gave an overview of the agenda and then asked to add an additional subtopic under “Direction;” “Goals/Objectives/Priorities 05/06.” M/s (Moore/Hayashino) to approve the agenda. The motion passed unanimously.

Dr. White and Bob Thompson reported that a serious problem has developed with the fire alarm systems on the Kentfield Campus. The systems will need to be replaced, which will take up to 2-3 months.

1. Educational Master Plan
   Bud Allen of the CCS Group shared some pivotal demographics and information learned to date, while researching COM’s Educational Master Plan. The goal is to have the Plan
completed by winter/spring 05/06. Dr. Allen reviewed 5 important areas to which the Board needs to give its immediate attention. Demographic studies show that the County of Marin currently has 250,000 citizens, has experienced modest growth in recent years, and will start to decline by the year 2010.

a. Age Groups
   College age students (18 – 24) make up only 5.5% of the population. Marin has more mature adults (age 60+) than other counties in the Bay area.

b. Enrollment
   Student enrollment has been in a slow but steady decline, with head count down in both credit and non-credit courses.

c. Facilities
   There is a 5-year construction plan in place, but there are empty seats on both campuses.

d. Teaching Efficiency
   With declining enrollment, the ratio of students/class is diminishing. 70% of classes have 20 or fewer students.

e. Relationships
   There are many relationship issues within the College; all stakeholders’ cooperation, wisdom, and creativity will be needed in order to deal with these issues.

Summary:
1. It is not reasonable to expect population growth in Marin.
2. COM needs to gain control of its aging facilities.
3. Students have chosen Santa Rosa over Marin as their preference.
4. We need to give careful thought to re-engineering COM. COM needs a comprehensive program to capture and retain the student body it currently has, as there will be no growth.

Dr. White agreed that major shifts have to happen. She mentioned the Vision & Values process beginning to develop now and stated that, following the Mission Statement development of last year, COM is beginning to right itself.

2. COMF MOU
Margaret Elliott and Dr. White reviewed the function of the Foundation and presented a draft MOU to the board, which suggested one minor change. The document will be redrafted and presented to the Foundation for its review and returned to the board.

3. Communications/Marketing
Andrew Carothers reviewed plans for utilizing internal, external, website and community forums. These include:
   a. Adding campus-wide meetings
   b. Creation of a President’s Advisory Committee, to meet on a monthly basis. The committee members will be looking for the “word on the street,” myths, rumors, perceptions, and where more information is needed by stakeholder groups.
c. Plans are underway to prepare an Annual Report which will be a joint venture with COM and COMF, and will be mailed to all households in Marin.

d. Marketing programs will be developed targeting Latino populations, and looking to partner with them.

e. New URL – “marin.edu”

f. New signage

4. Goals/Objectives/Priorities
   Board members discussed goals, objectives and priorities for 2005/06.

5. Modernization Update
   José Nuñez and Dave Kim described COM’s Modernization Process Overview. Several consultants were introduced and each explained what part his/her particular specialty plays in the overall plan.

6. Future Board Retreats
   Two additional Board Retreats were planned for September 20th and October 11th in order to inform the Board of significant aspects of the Modernization Program.

7. Adjournment
   M/s (Brockbank/Treanor) to adjourn the meeting. The motion passed unanimously and Board President Long adjourned the meeting at 3:10 p.m.