

Community and Communication Committee

MEETING DRAFT NOTES

Date: November 9th, 2018

Time: 12:30-2:30 p.m.

Loc: Altos Room 2019

AGENDA ITEMS

ITEM	TOPIC	NOTES
1	Roll Call	<p>Escoto called meeting to order 12:37PM</p> <p><u>Members Present:</u></p> <p>Facilitator Isaac Escoto</p> <p>Tri-chairs Staff: Martha Rubin (acting as recorder) Faculty: Jordan Fong Administrative: Kevin Harral</p> <p>Administrators Valerie Fong Kevin Harral</p> <p>Faculty Katherine Schaefer (PT/acting as recorder) Nicole Gray Jordan Fong</p> <p>Staff Mrinmaie Deshpande</p> <p>Students Matthew Bodo Azad Unlu Avery Rose Robinson</p> <p>Ex-Officio Vanessa Smith Teresa Ong Lori Silverman Gay Krause Doreen Finkelstein Elaine Kuo</p> <p>Members Absent Recorder: Craig Gawlick</p>

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		<p>Staff: Fountainetta Coleman Ex- officio: Sean Bogle, Betsy Nikolchev, Thuy Nguyen, Lisa Ly</p>
2	Approval of Minutes	Approved by consensus
3	Public Comment	<p>Our meetings are open and are governed by the Brown Act. Members of the public may comment during this section, however this is not a place for discussion. Members of the committee would not be able to comment/respond, as discussion is reserved for agenda items.</p>
4	Committee/Charge	<p>The Community and Communications committee website off the governance page needs editing. Misplaced information regarding our committee and charge is displayed.</p> <p>Appointees *Ex officio members are determined by their role in the College *Faculty, Staff and Students were appointed by their respective Senate/ bodies *Representatives are here to represent the concerns of their constituencies.</p> <p>Question: What is the best way to share information with our constituencies and then to bring feedback from our constituencies back to the Committee?</p> <p>Escoto: Have the faculty and staff tri-chair go through their respective Senates for their communication process. For students, use their ASFC channels, however we can look further into how best to support student communication.</p> <p>Question: How do we share information and gather feedback from Part Time faculty?</p> <p>Escoto: PT faculty, as well as students, are dispersed and varied, this is one of the issues we are charged to tackle as committee.</p>
5	Fall/Winter Meeting Dates	<p>Escoto: Should we move the December 14th meeting date to December 7th?</p> <p>Comment: The December 7th date would coincide with the <i>Beyond Diversity</i> conference. Some members preferred the 7th, while others preferred the 14th</p> <p>Escoto to follow-up with a Doodle poll to help decide on the date.</p>
6	Service Leadership Report	<p>Prosper and Partners Colber Prosper, founder/presenter cp@prosperandpartners.com www.prosperandpartners.com</p> <p>How can Foothill College be successful in adopting and integrating Service Learning?</p> <p>Initial question posed - <i>What are the biggest challenges that Foothill faces?</i> *Cost of living</p>

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		<p>*Transportation – students *Retention and recruiting of students *Budget cuts *Community building, connection</p> <p>Service Learning is tied to college branding and making a college successful.</p> <p>Brand – reputation Stakeholders - Prospective students, parents, community, alumni, legislature, public, donors, employers, k-12 educators We are not just planning for ourselves, we are planning for our stakeholders</p> <p>Brand is “meant to help propel an institution from its mission to its vision by conveying...a powerful strategy...to get there.”</p> <p>The internal shift in culture and brand paves the way for external rebranding. Think inside-outside</p> <p>...And that leads to: *More positive relationship with stakeholders *Improved data, in both enrollment, quality, learning outcomes *Improved regional reputation *A more secure institutional future</p> <p>Service Leadership Survey *27 respondents, 17 of whom identified as having implemented service leadership activities *Asked for participants to define both Service Leadership as well as its requisite components as outlined by President Nguyen *Also asked respondents to provide examples, where applicable, or practices they had used around each service leadership component *Participants were asked to select all skills/competencies...</p> <p><u>Results</u> At 70% or more of all respondents choosing them, the skills/competencies identified as most important for a service leader were: <i>Civic Mindedness</i>: actions, activities or individuals that are motivated by or that show concern for the public good or humanity as a whole <i>Collaboration/Teamwork</i>: mix of interpersonal, problem, solving, and communication skills needed for a group to work together towards a common goal <i>Empathy</i>: the ability to understand and share the feelings of another <i>Leadership</i>: the ability to craft a vision, articulate and share it with others, and motivate them toward pursuing it.</p> <p><u>Resources needed</u> *Time *Smaller class sizes *More equity between full and part time faculty *Smaller course loads</p>

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		<p>*College advancement/fundraising in the initiative, utilizing student employees to increase capacity and including non-faculty staff in professional development</p> <p><u>Resources needed cont.</u></p> <ul style="list-style-type: none"> *Need strong faculty involvement, buy-in, and support *Seen as a legitimate scholarly pursuit for faculty *The infrastructure needs to be there *Work needs to be valued *Students need to be involved – student awareness of initiative-related opportunities on campus <p>Business Perspective</p> <p>The workforce is changing more to a diverse view, service leadership will help direct this change.</p> <p>Comment: How do we obtain these resources with our budget situation?</p> <p>Virtual center for resources</p> <p>External funder that endowed a fund for Service Leadership</p> <p>Needs to be designed so that is not an add-on requirement for faculty. It needs to be a rethinking of what we are already doing</p> <p>Comment: With Guided Pathways, the State is already challenging us to think differently about how we serve students. How do we think of Service Leadership so that it is nimble and agile for the next state measure?</p> <p>Comment: Model for how to get a <i>Virtual Center for Community</i>, for infrastructure, for faculty and student involvement so that we can successfully integrate Service Learning?</p> <p>Campus Compact</p> <p>https://compact.org/</p> <p>Foothill just recently joined this as a member. Community and Civic engagement work – how have different Colleges approached this work? The California chapter has done work in this. Can also help with Service Leadership.</p> <p>Comment: What can Communication and Community group do? If Pres. Nguyen left today, would we still pursue this initiative? Hopefully that answer would be a yes. This would be a way to get our brand to change from the inside out.</p> <p>Comment: Foothill can lead the nation in what “Service Learning” looks like. It can be what we make it to be, because of the history of innovation that we have.</p> <p>In our new Governance structure, we have the committees of...</p> <ul style="list-style-type: none"> Advisory Council Equity and Education Revenue and Resources Community and Communication <p>Why is Equity it’s own separate committee?</p>

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		<p>How do we create structures and systems that naturally bend toward equity, instead of exclude people and groups? What are some places on this campus that every student has to interact with? Start at those places so that these Service Learning opportunities touch every student?</p> <p>What are some of the biggest roadblocks to Service Learning? -Redoing my whole course -Job security</p> <p>Comment: How do part time faculty engage with Service Learning with uncertain employment? *Have community leaders come and speak to students *See resources in the Campus Compact website https://compact.org/</p> <p>Comment: Institutions do not have the luxury to not be entrepreneurial and innovative. If not service learning, then we would need to do something else.</p>
7	Report Debrief	<p>Comment: How do we get at a shared definition of Service Leadership and Service Learning? What is it? Let's make one of the first things we do to come up with a definition of Service Learning.</p> <p>Comment: We need a virtual hub, a community to form our ideas.</p> <p>Comment: A student leadership idea that was making life better for students. We shouldn't make students the passive recipients of service leadership.</p> <p>Comment: Students are more likely doing Service Learning outside of campus, how do we bring this on to the campus?</p>
8	Prioritize Committee Focus	<p>*Committee members are asked to email Escoto the top 3 questions from our Charge list they would like discussed.</p>
9	Announcements	<p>Escoto to send out email requesting 3 top questions from committee members, and a Doodle poll for the next meeting.</p>
10	Adjournment	<p>2:31PM</p>