COA Academic Senate
Meeting Minutes
Thursday, February 20, 2020

Meeting Called To Order: 12:21pm

Senators in Attendance: Jeff Sanceri, Matthew Goldstein (chair), Sue Altenbach, Jennifer Fowler, Richard Kaeser, Phyllis Tappe, Andrew Park (substitute note-taker), Bruce Pettyjohn, Hoi Ko, Jayne Smithson
Guests in attendance: Mark Johnson (Interim Executive Director of Marketing, Communication & Public Relations)

Agenda Item	Summary	Motion
Agenda Review & Approval	Discussion: • Minor date correction Modifications: • Addition of an action item to consider and approve resolution authorizing donation to COA library reserve textbook fund	Motion to Add as first action item to consider approving resolution authorizing annual donation to COA library reserve textbook fund. **First**: Andrew Park **Second**: Bruce Pettyjohn In Favor: all senators present **Motion**: Carries Motion to Approve Agenda for February 20, 2020 with the corrections: **First**: Jeff Sanceri **Second**: Jennifer Fowler In Favor: all senators present **Motion**: Carries
Review of Minutes:	Discussion: none Corrections: • Clarification on CVC-OEI discussion second bullet point. Where it says "It's faculty choice to participate in the search results. If you	Motion to Approve Minutes from February 6, 2020 with the corrections **First**: Richard Kaeser

	participate, your class pop up first". Suggested correction: "It's faculty choice whether to align to CVC-OEI rubric. If the faculty participate in aligning to the rubric, their courses come up in the search results first!" (Note that all online courses are included in search results regardless.)	**Second**: Phyllis Tappe In Favor: all senators present **Motion**: Carries
Action items: 1. Resolution to authorize contribution to COA Library Reserve Textbook Fund (A. Park)	Summary of Discussion: • Brought up for discussion last semester; draft edited to reflect feedback (authorization is annual and ongoing and the contribution to be made in honor of Ed Jaramillo) • Numerous typos/grammatical errors corrected with senate feedback	Motion to Approve Resolution with the modifications: **First**: Jayne Smithson **Second**: Phyllis Tappe In Favor: all senators present **Motion**: Carries
2. Empanel Employee Excellence Committee (M. Goldstein)	Summary of Discussion: • Continuation of discussion about establishing employee excellence award and determining process for nomination and selection. • On language around "excellence in teaching", the chair notes the difficulty in evaluating it (popularity contest a la RateMyProfessor?) • Will empanel a subcommittee for drafting the language around the award and process for nomination/award. Possible subcommittee members: Maurice Jones, Matthew Goldstein, Phyllis Tappe (interested senators are requested to reach out to M. Goldstein).	Motion: None on this item
Discussion: 1. CoA PIO help with marketing	Summary of Discussion: • Natalie Rodriguez, COA outreach specialist, will join us at the next meeting. She heads outreaches	Motion: none

| for classes (S. Altenbach) | to high schools (and communities other than high schools?) In AMT, Esther Cheng does a lot of outreach. One of the important question for students is what profession/job they can get into the education. There is also need for coordinating across the college. Taking English as an example: many career education students can benefit from English classes for foundational communication skill. Presentation by Mark Johnson, interim executive director of marketing for Peralta, discussing possibility of helping with outreach for particular programs and courses: There are limited resources on COA for promotion work (Cathy Summa-Wolfe works as consultant, but her hours are limited) District provides "air cover" for application, enrollment process, and other logistics. The recent upgrade of Peralta website added Google Analytics; this gave a way to look at effectiveness of several recent outreach efforts. Recent outreach efforts included: direct mail campaign to people who applied to Peralta but did not complete registration in classes, boosted Tweets, and Google AdWords (some limitations in not being able to target our service area specifically) | |

2. Program Appraisal Policy (J. Smithson)	- Matthew Goldstein notes COA faculty would be happy to participate in pilot programs for promotion. - Mark Johnson notes distinction between free promotion and paid promotion: - Free promotion: Peralta has Twitter account with about 4,000 followers; any class flyers, etc. can be posted there for organic outreach (doesn't cost anything) - For boosted tweets, etc.: a budget source needs to be identified. - More to follow later: stay tuned; for access to Cathy for creating class promotion materials, go through Tim's office; email Mark Johnson (markjohnson at peralta.edu) for posts on Peralta Twitter accounts. - Remaining questions on direct mail campaign: Chabot mails class schedules to nearby residents; is this something Peralta can do? (A: Individual colleges could decide to do. Jennifer Folwer notes she has received postcard reminder about enrolling at CoA, as Alameda resident). Summary of Discussion: - Report from taskforce: May 1 *is* the deadline to have review implemented (from district academic affairs office). So, Dominique (institutional researcher), Frank (curriculum specialist), and Jayne (curriculum chair) went through the CoA programs, comparing them to programs in COCI (Chancellor's Office Curriculum Inventory). There are 70 programs in CoA system that are also in	

3. Accreditation update (M. Goldstein)	COCI (active, current programs); there are also 15 old programs in Peralta/CoA system that are not active in COCI. • Senators Ko, Altenbach, Fowler, and Park participated in the question and discussion. Some notes below. • This is an initiative from the district academic affairs office; participants from CoA feel slow, deliberate process is needed for program appraisal. So, for this cycle, we are looking for old programs (programs not completed by students, and not tied to courses that faculty teach) to put forward for review and deactivation. • The 3-year timeline drafted by Vinh Phan was presented at curriculum committee; Matthew Goldstein exhorts the senate to continue pushing for this 3-year timeline for program appraisal process. Summary of Discussion: • The chair encourages senators to volunteer for site visit teams for accreditation.	
Officer Reports	Treasurer: Same fund amounts as before; need to seek input in establishing CoA AS scholarship (will bring up as discussion item in future meeting) No other reports	Motion to extend meeting by 5 minutes **First**: Jeff Sanceri **Second**: Jayne Smithson In Favor: all senators present **Motion**: Carries
DAS Updates/Actions	The president reports discussion on use of Starfish. Senator Park shared his experience using Starfish last Fall	Motion to extend meeting by 5 minutes **First**: Andrew Park

	and why he is deliberately not using it this semester. Other senators contributed to the discussion.	**Second**: Jennifer Fowler In Favor: all senators present except Jeff Sanceri Against: Jeff Sanceri **Motion**: Carries
Announcements	No additional announcements	
Public Comment	No public comments	
Proposed agenda items for	None noted	
Adjournment	Meeting adjourned at 1:27 p.m.	Motion to adjourn meeting **First**: Jeff Sanceri **Second**: Jayne Smithson In Favor: all senators present **Motion**: Carries