

Additional Information
February 14, 2023 Board Meeting

The following additional information was provided regarding the February 14 Board meeting agenda:

Item 3.a, Purchase Order Listing:

1. P0155889: Please contextualize this. **This was a rental charge for the Cypress College Classified Senate retreat, which was held off campus and attended by over 100 classified professionals in December.**

Item 3.d, 2022-23 Budget Transfers: General Fund:

1. What personal consultant services is Fullerton College using for the second listed item? **This budget transfer is for real-time captioning transcription services and interpreting services related to deaf and hard of hearing support needs for the Fullerton College Disability Support Services department.**

Item 3.g, A2MEND Summit Conference Sponsorship:

1. Do we have a list of sponsorships the District has historically done at this level? **The District and campuses sponsor many events during the year at various price points. This year the District is sending 47 participants to the A2MEND Summit which is more than any other year.**

The following sponsorships cost \$5,000 or more:

Event	Current Cost
Fullerton College Foundation Gala	\$5,000
Estrella Awards - Hispanic Chamber of Commerce	\$5,000
Cypress College Americana Awards	\$6,000

Item 4.b, Fullerton College Revised Mission and Core Values:

1. Under growth, the word “rewarded” is used. I’m not sure if I’m over analyzing this, but what was the thought process behind using this word. **During their brainstorming sessions, Fullerton College wanted to change the framing of the previous version of the value (“Growth – We expect everyone to continue growing and learning”) and expand on what that means. The old wording sounded like the onus was being placed on the individual; we expect YOU to continue growing and learning. The new language is more wholistic, and puts some of that responsibility on everyone in the institution: “We create an environment where personal and professional growth is expected, supported, and rewarded for all members of our community.” The words expected, supported, rewarded provide some detail on how that positive learning environment is created, but are still meant to be broad as different constituents should be able to apply that value to their areas. There was no intention to tie “reward” to a specific thing. [Emphasis added]**

Item 5.b, Classified Personnel:

1. In the Grounds Coordinator job description, is there anything regarding sustainability endeavors? **This job description as presented to the Board has been approved by CSEA and does not reference sustainability efforts. However, moving forward, Human Resources plans to include the Educational Master Plan and the Facilities Master Plan initiatives and best practices, which**

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include sustainability, in job descriptions as they are newly created, revised, or are reviewed through the Job Families Project.

Item 5.c, Professional Experts:

1. What does "POS" stand for, for David Gallegos' job title? POS stands for "Point of Sale." It is an enterprise system that the Fullerton College Cosmetology Department is implementing to track all the information required by the California Cosmetology State Board.

Item 6.b, Emergency Conditions Recovery Plan Update:

1. Page 6.b.9: What's the marketing our campuses and district have done in the local community? I know our service areas host many local events. I'm not sure what events we may have sponsored or participated in. In addition to the ads and social media campaigns being run locally, Cypress College has produced a community mailer in recent semesters that has been delivered to approximately 150,000 homes in the surrounding communities, providing an important touchpoint with neighbors. Cypress College regularly participates in events, including mixers with the active chambers of commerce, specifically Cypress and Garden Grove. Outreach-specific events are typically attended by representatives from the Charger Experience Program, Counseling, or Dual Enrollment. The College invites representatives from community businesses to their advisory committees and sponsor events such as the automotive competition for local high school students. Cypress College is also cross referencing their theatre and dance productions with local community websites to promote Cypress and their programs.

Fullerton College's summer and fall campaign focused on a General Fullerton Brand Campaign (Main), and a Career Education campaign (CE) promoting general enrollment, career education programs, with media buying being done by Graduate Communications. The digital campaigns drove traffic into Fullerton College's pipeline by targeting prospective new students via Pay Per Click (PPC), social media marketing, and website retargeting. The College finds these tactics to deliver the highest volume and quality of traffic to the Fullerton College website. The Find Your Future Campaign includes both English and Spanish ads and was done in collaboration with the Office of Campus Communications and the Strong Workforce CTE Director. Additional collaboration took place with the Office of Campus Communications, Admissions and Records, and the Strong Workforce teams to specifically target emails, social media ads, and text messages to students who had missed their registration appointment and encouraged them to access in-person registration support.

NOCE has always incorporated the community at the center of its marketing plan. In addition to the digital media ads we have been continuously running on both social media and through search engines for the past two and a half years, they have mailed their class schedule to all residents in North Orange County, have partnered with local community-based organizations to host classes, and have attended and participated in dozens of outreach events and presentations. According to NOCE data, the top three ways our students come to NOCE is as a referral from a friend or family member, through Google search, and through the class schedule mailed to their home. Three times per year, NOCE prints and mails 360,000 class schedules to

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the residents of NOCCCD. In addition, 15,000 schedules are printed and distributed at the three NOCE Centers and community events as well as mailed to over 50 community partners.

NOCE is deeply involved in interacting with the community and has, for the past year, been very dedicated to re-engaging current and past partners as well as establishing new partnerships. The largest campus in terms of FTES and headcount are the off-site, community-based locations. Over the past year, NOEC has opened more than 35 classes at 21 new community-based partner locations in the community. And anytime NOCE works with a partner, they are often providing presentations and doing community outreach events with their employees and clients. Since the start of 2022 Fall Semester, NOCE has participated in over 35 community outreach/tabling, presentation, and meeting participation/events, reaching nearly 1,500 people. Staff, faculty, and managers from all instructional programs and student services meet on a regular basis to collaborate, share best practices, and participate in these activities. Lastly, NOCE is currently running ads at the Fullerton DMV office and is the sole adult education provider being advertised. Ads run four times per hour, every day the DMV is open.