**PRESIDENTS’ COUNCIL**

Minutes

March 3, 2020

# MEMBERS PRESENT:

President Tim Cook Vice President David Plotkin

CHRO Melissa Richardson ASG President Ashley Magaña

FTF President Dustin Bates PTF President Leslie Ormandy

Admin/Confidential President Matt Goff Executive Director Marketing Lori Hall

College Council Representative Cynthia Risan Recorder Denice Bailey

Guests: Sue Goff, Matthew Warren, Laurette Scott, Jay Leuck, Jeff Shaffer, Kevin Anspach, Mickey Yeager, Kat Long

**ISP 171: ACADEMIC USE OF CCC BRAND AND LOGO**

Sue Goff provided a brief history of this ISP. Faculty worked on it and it has been to College Council three times. Concerns have been raised by the curriculum department and the marketing department. The ISP committee feels it is complete and ready for approval by Presidents’ Council.

Sue reviewed details of the ISP. It delineates academic vs. non-academic use of the logo. This is limited to items posted on campus, such as on bulletin boards, etc.

Lori Hall shared the concerns from the Marketing department. She is struggling with Standard 5 of the document, and asked that academic use of the brand comply with the Brand Toolbox guidelines. There is no way for Marketing to know if students are using the brand outside of the guidelines. She suggested using “student produced work” on the materials produced, not using the logo, or including language about the logo being kept to scale. Mickey Yeager spoke in support of Lori’s position.

Laurette Scott said this is a standard use of the logo and falls outside of the Marketing guidelines. She is interested in protecting students’ right to academic freedom. We cannot catch every instance of misuse. The group discussed the issue.

Tim Cook suggested we try this as it is written, see how it works, and assess it in the future. He called for a vote by Presidents’ Council members. Nine members voted to approve the ISP, one voted against approval, so the ISP was approved by a majority of members.

Sue Goff, Matthew Warren, Kevin Anspach, and Mickey Yeager left the meeting.

**ACADEMIC CALENDAR**

David Plotkin distributed a draft academic calendar. Changes include corrected dates for the Skills Contest and two new years of academic schedule dates (2021/22 and 2022/23).

David said this has been approved by the registrar’s office and will go to College Council on Friday. If there are no concerns raised at College Council, it will go to the Board of Education for approval on March 11.

**BUDGET EXERCISE**

Jeff Shaffer distributed the 37 items that were suggested as budget reductions/sources of revenue. This has been shared in a few different forums. Tim asked for feedback on the list; which are good ideas, which are bad ideas, or just comments on the proposals.

Jeff would like to come up with a list of the top five items and the bottom five items for budget reduction. The group discussed. There was a discussion of fee funds, sweeping, and differential/ tiered tuition. The group came up with more than five items that they do not want to implement as a reduction.

Next, the list of items and the feedback provided goes to the Executive Team for consideration.

# ASSOCIATION REPORTS

ASG – Katie reported:

* Tuition forums are being held on March 4 at Harmony and March 9 at Oregon City.

Classified – No report.

PTF – Leslie reported:

* Bargaining is ongoing, and they have mediation soon.
* She is working with Jason Kovac on PTF office space and phones.
* She is working with David on lecture lab changes.

FTF – Dustin reported:

* Faculty senate meets this Thursday and will be reviewing ISPs and a voluntary separation incentive regarding sabbaticals.
* The FTF contract was approved by a 90.8% margin and with 91% of eligible people voting.

Admin/Confidential – Matt reported:

* March 19 is the All Staff Breakfast. There will be a special guest and pancakes. The theme is Thank You 100 Ways.

College Council – Cynthia Risan reported topics at the last College Council included:

* John Ginsberg and Jaime Clarke gave an overview of the DEI strategic priorities and equity framework.
* Sue Goff presented ISP 481, recognition of academic excellence, for a first read.
* Jeff Shaffer shared an overview of the budget process.

ANNOUNCEMENTS

Lori reminded everything that the Welcome Center groundbreaking is scheduled for March 13 at 4:00

Adjourn 5:00 pm