

Meeting of the San Bernardino Community College District Board of Trustees
Study Session Minutes
District Board Room
July 13, 2017, 1:00 p.m. – 3:00 p.m.

Members Present:

Joseph Williams, President
Gloria Macias Harrison, Vice President
Donna Ferracone, Clerk
Dr. Donald L. Singer, Trustee
Dr. Anne L. Viricel, Trustee
John Longville, Trustee
Frank Reyes, Trustee

Members Absent:

None

CALL TO ORDER – PLEDGE OF ALLEGIANCE

President Williams called the meeting to order at 1:05pm. Trustee Harrison led the pledge of allegiance.

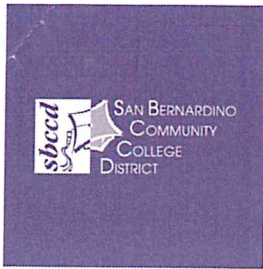
PUBLIC COMMENTS ON AGENDA ITEMS

Cassie MacDuff
Mary Fran McCluskey

PRESENTATIONS

Cynthia Pringle presented her findings and recommendations from the KVCR Television News Feasibility Study. The summary of recommendations:

- Embrace the historic demand for local television news that was met by the short-lived ICTN, and close the gap in meeting the information needs of KVCR's viewership by offering regionally relevant news and public affairs programming;
- Lay the groundwork for a TV news model that can be scaled up for growth in coverage, as resources warrant, and pave the way for sustainability;
- Establish working agreements with the Southern California Newspaper group and other media content providers to foster efficiencies in newsgathering;
- Launch with two-minute headline summaries of the top five news stories of the day, enabling the TV news program to be incorporated into the current on-air schedule, much as interstitial productions have been;
- Overhaul the stations' websites, inviting audience participation and creating a regionally "hyperlocal" presence that serves San Bernardino-Riverside and differentiates KVCR-TV in a multi-provider public media market;
- Realize that the radio news operation is the foundation of KVCR's news identity and staff up the FM station with two additional positions to create the flexibility needed for more local content and on-demand reporting;
- Strengthen the internship process with clear criteria that is agreed to by KVCR and academic personnel in order to provide an optimal experience for students as well as KVCR;



- Partner with CSUSB student productions, and those of other local institutions, to provide content that leverages the educational experience afforded by having a local broadcast station in the region;
- Evaluate the physical space to house a TV news operation;
- Invigorate the Foundation Board roster with a diverse set of leaders who have capacity to give and to connect with high-net-worth individuals;
- Engage District leaders in the philanthropic outreach needed to build the resource base;
- Leverage grant opportunities for student recruitment and retention through KVCR as a project of the Economic Development and Corporate Training division, which ultimately could establish a Professional Development Media Institute for post-graduate and apprenticeship work in television and film.

Vice Chancellor Torres presented on FAQs on FTES & Productivity. He reviewed full-time equivalent students (FTES) as the main source of funding for California Community Colleges. An FTES represents 525 Total Student Contact Hours (TSCH). The formula to measure full and part-time students is: 1 student taking five traditional three unit classes, or 15 units per semester for 2 semesters of 17.5 weeks each ($15 \times 2 \times 17.5 = 525$). FTES are counted at Census date which is about 20% after the start of the semester, except for positive attendance courses. SBCCD receives approximately \$5,004 per credit FTES. Best practice is, on average, 35 students per 3-unit class section. This is referred to as 100 percent productivity. He also presented, for illustrative purposes, the average cost to SBCCD for each FTES and the average revenue generated from each full-time faculty position.

ADJOURN

The next meeting of the Board: Business Meeting, July 13, 2017 at 4pm.
President Williams adjourned the meeting at 3:00pm.

A handwritten signature in blue ink that reads 'Donna Ferracone'.

Donna Ferracone, Clerk
SBCCD Board of Trustees