



**BOARD MEETING ADDENDUM**  
**July 13, 2017**

<b>AGENDA ITEM#</b>	<b>PG #</b>	<b>ACTION TO BE TAKEN</b>
10.b.13	58	The current salary level is reflected as attached. She is moving from Range 13, Step C, \$90,267.80 annually.
10.b.13	60	Workforce Investment Board is no longer used and it should read Workforce Development Board on number 18.
10.b.14	63	The job description and funding source were mistakes and revised as attached.
10.b.15	70	The effective date for Robert Levesque and Robert Mejia is corrected to July 14, 2017.
10.b.15	72	In number 6, last sentence, the word "local" has been corrected.
10.c.4	99	The funding source for the Crown Lift Trucks contract has been corrected to Industry-Driven Regional Collaborative grant.
10.c.4	112	The department charged for the County of San Bernardino to provide "WAN" connection has been corrected to the Police Dept.
11.b	207	BP 2200 has been revised as attached.

**SAN BERNARDINO COMMUNITY COLLEGE DISTRICT**

**TO:** Board of Trustees  
**FROM:** Bruce Baron, Chancellor  
**REVIEWED BY:** Jose F. Torres, Vice Chancellor, Business and Fiscal Services  
**PREPARED BY:** Richard Galope, Associate Vice Chancellor EDCT  
**DATE:** July 13, 2017  
**SUBJECT:** Consideration of Approval of New Management Job Description and Interim Appointments for KVCR

**RECOMMENDATION**

It is recommended that the Board of Trustees approve the new Director of Operations job description and subsequently approve the *categorically-funded* interim management appointment for the following individual to accommodate internal reorganization of the KVCR/FNX management structure and functional areas:

Keith Birkfeld, Interim Director of Operations, KVCR-TV, Management Salary Schedule, Range 19, Step E, \$ 133,899.82 annually, effective July 14, 2017, through December 31, 2017, or until position is filled on a permanent basis, whichever occurs first. New Position. KVCR ~~General Fund~~Categorical Funds. Live Scan Clearance 6/1/2017.

It is further recommended that the Board of Trustees approve the following interim management appointments to replace existing vacancies needed to accommodate the immediate needs of day-to-day essential operations:

Micah Wright, Interim Chief Content Manager, KVCR TV/FM, District, Management Salary Schedule, Range 16, Step A, \$95,168.43 annually, effective July 14, 2017, through December 31, 2017, or until position is filled on a permanent basis, whichever occurs first. Replacement for Frank Blanquet. Funding Source is KVCR/FNX Categorical Funds~~General Fund~~. Live Scan Clearance 6/10/2017.

Sahar Khadjenaury, Interim Tribal Liaison, KVCR, Management Salary Schedule Range 8, Step A, \$5,447.83 per month, effective July 14, 2017, through December 31, 2017, or until position is filled on a permanent basis, whichever occurs first. Funding Source is KVCR/FNX Categorical Funds~~General Fund~~. Replacement for Terria Smith. Pending Live Scan Results.

Kristy Samone Jones Cooper, Interim Director, Television, KVCR, Management Salary Schedule, Range 16 Step C, \$104,917.51 annually, Effective Date, July 14, 2017, through December 31, 2017, or until position is filled on a permanent basis, whichever occurs first. Replacement for Lillian Vasquez. KVCR Categorical Funds~~General Fund~~. Live Scan Clearance 6/2/2017.

Ralph Cooper Jr., Interim Director Foundation, KVCR, Management Salary Schedule, Range 17, Step C, \$110,159.98 annually, Effective Date, July 14, 2017, through December 31, 2017, or until position is filled on a permanent basis, whichever occurs first. Replacement for Kate Salvesen. KVCR Categorical Funds~~General Fund~~. Live Scan Clearance 6/2/2017.

## **OVERVIEW**

Due to the ongoing and evolving purpose and mission of KVCR, including enhanced programming capacities to generate self-sustaining revenues, and expanded relationships with applicable Career Technical Education (CTE) disciplines to establish student internships and to promote collaboration with the District colleges in the incorporation of new, industry-recognized technologies and certifications, KVCR is conducting an internal reorganization to its management structure to meet these new organizational objectives to improve the quality and effectiveness of KVCR services. All funding for these positions have previously been budgeted.

## **ANALYSIS**

It is essential to reorganize the KVCR functional areas, create this new job description, and appoint individuals to serve on an interim basis for existing vacancies until positions are filled permanently in order to accommodate the immediate needs of the organization due to the evolving mission and expanded services of KVCR.

## **BOARD IMPERATIVE**

III. Resource Management for Efficiency, Effectiveness and Excellence

## **FINANCIAL IMPLICATIONS**

These are positions category-funded by KVCR/FNX and do not affect the Unrestricted General Fund.

**DIRECTOR OF OPERATIONS, KVCR-TV**

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job; however, any additional duties will be reasonably related to this class.*

**SUMMARY DESCRIPTION**

Under the administrative direction of the appropriate administrator, the Director of Operations manages the operations of KVCR's channels including the supervision of assigned staff, budget administration, planning and programming; coordinates the engineering, external fund raising and compliance with the Federal Communications Commission (FCC), the Public Broadcasting Service (PBS) and the Corporation for Public Broadcasting (CPB). The Director of Operations, KVCR-TV creates and executes the long-range plans for the channels, legal compliance, growth and development, staffing, programming, technical needs, equipment, signal expansion, fund-raising and academic support, with the goal of improving the station's service to the District and the community. The Director of Operations, KVCR-TV is also responsible for the preparation of all required reports. As the Director of Operations, KVCR-TV, of the channels, the incumbent functions as the administrator of the channel's broadcast, online, operations and content. In this capacity, the incumbent reports to the General Manager and is charged with the responsibility of planning, organizing and administering the public service television channel's operations and related activities.

**REPRESENTATIVE DUTIES**

*The following duties are typical for this classification.*

1. Plans and directs the activities related to a public broadcast network operation.
2. Manages and directs the hiring, evaluation, promotion and termination of full-time and part-time employees.
3. Monitors the public broadcast activities and makes necessary improvements to enhance programming format and operations.
4. Analyzes the programming needs of the public and creates the appropriate content programming; assigns producers to develop and implement programs.
5. Confers and participates with the KVCR Promotion and Development departments regarding special programs, events and fund raising activities.
6. Plans, monitors, maintains and administers the budget.
7. Prepares and submits cash flow analysis to Fiscal Services.
8. Prepares and submits budget-to-actuals and forecasting analyses to Fiscal Services.
9. Ensures internal controls over financial reporting at KVCR are operating effectively.

10. Reviews the KVCR accountant's bank reconciliations and journal entries for accuracy, completeness, and validity.
11. Prepares, reviews, and certifies required financial reporting (including KVCR's annual audited financial statements).
12. Establishes policies, procedures and goals for the channels by estimating needs for content and technology.
13. Establishes department goals, objectives and strategies; develops and implements programs and activities to accomplish goals, foster KVCR's position in the market and improve the operations at KVCR.
14. Ensures program content complies with all necessary state and Federal laws, regulations, and requirements as well as KVCR programming policies and requirements.
15. Ensures completion of and compliance with necessary public file reports, annual CPB Station Activity Surveys, Equal Employment Opportunity (EEO) mandates, charity registration with state Attorney General, Occupation Safety & Health Administration (OSHA) regulations, or other necessary local, state and Federal filings.
16. Develops and implements, in collaboration with the Development Director, a strategy and long-range plan for organizational sustainability
17. Identifies, cultivates, supports and oversees KVCR's development efforts.
18. Develops, plans and coordinates community service programming and operations of the television channels resulting in high-quality broadcasting services to the Inland Empire and the nation.
19. Prepares, submits and administers grants for the public television channel.
20. Prepares, maintains and submits reports, licenses and applications to relevant state and federal agencies.
21. Meets, coordinates and consults with operational board and stakeholder groups.
22. Represents the television channel at professional meetings.
23. Develops and maintains community engagements.
24. Anticipates, prevents and resolves difficult and sensitive inquiries, conflicts and complaints.
25. Performs related duties as required.

## **QUALIFICATIONS**

*The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

### **Knowledge of:**

Operational characteristics, services, and activities of a public broadcast programming, operations,

equipment and systems.

Principles and practices of satellite broadcasting procedures and protocols.

On-Air methods, techniques, principles, procedures and processes.

Principles and practices of program development and administration.

Principles and practices of budget, purchasing and fiscal preparation and administration.

Principles and practices of contract and grant preparation and administration.

Public television organizational structures, workflows, systems and operating procedures and processes.

Federal Communications Commission (FCC) rules and regulations pertaining to station operations.

Methods and techniques in fundraising preparation and administration.

Concepts, methods, techniques and practices in underwriting.

Principles of supervision, training, and performance evaluation.

Pertinent federal, state, and local laws, codes, and regulations.

Developing trends in public media, including digital, multi-channel and emerging technologies.

### **Ability to:**

Oversee and participate in the management of a comprehensive public broadcast program.

Manage broadcast program schedules.

Develop interpersonal relationships with a diverse audience.

Make decisions using independent judgment and discretion.

Organize, prioritize and schedule project and other work assignments.

Develop and manage budget and fiscal operations.

Plan and organize the operation of the television channel in accordance with FCC rules and regulations and KVCR policies.

Establish and maintain high broadcasting standards.

Supervise assigned programming, production, development, operations and engineering staff.

Develop and evaluate comprehensive plans and programs to satisfy present and future broadcasting and public media needs.

Promote an organizational culture that values creativity, open communications, diversity and tolerance

Oversee, direct, lead, coordinate and motivate volunteers, staff and students.

Participate in the selection and recommendation, supervision, training, and evaluation of staff.

Participate in the development and administration of goals, objectives, and procedures for assigned area.

Gather and analyze data and situations and make appropriate decisions.

Prepare and present comprehensive, concise, clear oral and written reports.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Interpret and apply California Education Code, Title 5, federal, state, and local policies, laws, and regulations as it relates to the position.

Demonstrate a sensitivity to, and understanding of the diverse academic, socioeconomic, cultural, and ethnic backgrounds of community college students and personnel, including those with physical or learning disabilities.

Demonstrate professionalism, fairness and honesty in all aspects of the performance of duties.

Provide leadership based on ethics and principles as they relate to public broadcast functions and operations.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

## **Education and Experience Guidelines**

### **Education/Training:**

A Bachelor's degree from an accredited college or university with major course work preferably in communications, marketing, broadcast or journalism or any equivalent combination of education and experience.

Additional experience may be substituted for the educational requirement on a two-for-one basis up to a maximum of four years of experience for two years of college.

### **Required Experience:**

Five (5) years of increasingly responsible media experience including three (3) years of administrative and supervisory responsibility.

### **License and Certification:**

Current and valid California driver's license.

### **Preferred Experience:**

1. A Master's Degree.
2. A minimum of two years public media experience.
3. Experience working in public broadcasting and experience in a college or university setting.
4. Experience with start-up of a new and innovative public media service.
5. Experience with national distribution.
6. Experience with developing partnerships and collaborations.
7. Experience with diversity programming and services.

## **PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

**Environment:** Work is performed primarily in a standard office setting. Occasional exposure to work in confined areas and exposure to electrical hazards.

**Physical:** Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

**Vision:** See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; and to operate assigned equipment.

**Hearing:** Hear in the normal audio range with or without correction.

Board Approved:

**Management Range: 19**





**Origination:** 01/2001  
**Last Approved:** 01/2016  
**Last Revised:** 01/2016  
**Next Review:** 6 years after approval  
**Owner:** Board Board:  
**Policy Area:** Chapter 2 Board of Trustees  
**References:**

## BP 2200 Board Duties and Responsibilities

(Replaces SBCCD BP 2000 and BP 2270)

The Board of Trustees governs on behalf of the citizens of the District in accordance with the authority granted and duties defined in Education Code Section 70902.

The Board is committed to fulfilling its responsibilities to:

- ~~Represent the public interest~~
- ~~Establish policies that define the institutional mission and set prudent, ethical and legal standards for college operations~~
- ~~Select, hire, and evaluate the Chancellor~~
- ~~Delegate power and authority to the Chancellor to effectively lead the District~~
- ~~Assure fiscal health and stability~~
- ~~Monitor institutional performance and educational quality~~
- ~~Advocate and protect the District~~

~~The Board is committed to excellence and effectiveness in all the operations and entities that comprise the District. It is committed to student access, retention and success and to prudent management of all the District's resources. The Board strives for and expects informed and excellent governance and leadership from themselves and from all the key leaders of the District.~~

- Act as a unit
- Represent the common good
- Set policy direction
- Employ, support, and evaluate the chief executive officer
- Define policy standards for college operations
- Monitor institutional performance
- Create a positive climate
- Support and advocate the interests of the institution
- Lead as a thoughtful, educated team

In addition, the each Board member accepts the following responsibilities to:

- Work as a member of the board unit
- Make being a trustee a priority
- Understand their role and the colleges' roles
- Know the community and represent its best interests
- Be visionary and thoughtful

- Support the colleges' pursuit of their missions
- Act with integrity and respect
- Use influence effectively
- Avoid conflicts of interest

To that end, the Board has established ~~four~~ Institutional Values that are reviewed, revised and adopted by the Board Imperatives: each year.

- I. ~~Institutional Effectiveness~~
- II. ~~Learning-Centered Institution for Student Access, Retention, and Success~~
- III. ~~Resource Management for Efficiency, Effectiveness, and Excellence~~
- IV. ~~Enhanced and Informed Governance and Leadership~~

The Board directs the Chancellor to ensure that each entity of the District develops and meets goals to ensure that the ~~Board's Imperatives~~ Institutional Values are met.

In addition, the Board of Trustees is committed to fulfilling its roles and responsibilities in the following ~~duties and responsibilities~~ ways:

**A. General**

1. ~~Select the Chancellor of the District.~~
2. ~~Approve the college calendar and determine which holidays to observe and on what days to observe them within the framework of providing the necessary number of days of instruction to qualify for state apportionment. The calendar shall be established after consultation with the District constituencies.~~
3. ~~Consider communications and requests from citizens or organizations on matters of administration and policy.~~
4. ~~Provide auxiliary services necessary to achieve the purposes of the community college.~~
5. ~~Approve and provide such classes, programs and facilities under the provisions of the Community Service Act and the Civic Center Act as deemed appropriate.~~
6. ~~Notify the Board President or Chancellor when a member shall be absent from a Board meeting. Such notification shall be given as far in advance of the meeting as possible.~~
7. ~~Evaluate annually, in writing, the Chancellor's performance using selected evaluation instruments.~~
8. ~~Evaluate annually, in writing, the Board of Trustees performance using selected evaluation instruments.~~

**B. Business**

1. ~~Establish policies and approve long-range master plans for facilities, and submit such plans to the Board of Governors for review and approval.~~
2. ~~Determine and control the District budget and present the budget to County authorities.~~
3. ~~Consider reports of the financial condition of the District.~~
4. ~~Provide for periodic audit of funds of the District as provided by law, including those of student organizations, food services, bookstores, and others handled under the supervision of the District.~~
5. ~~Authorize expenditures of funds and approve payment for authorized purchases.~~
6. ~~Manage and control District property.~~

- ~~7. Contract for the procurement of such goods and services as authorized by law.~~
- ~~8. Receive and administer gifts, grants, and scholarships.~~

#### **C. Educational**

- ~~1. Establish policies for, and approve, current and long-range educational plans and programs, and promote orderly growth and development of the colleges within the District.~~
- ~~2. Establish academic standards, probation and dismissal and readmission policies, and graduation requirements not inconsistent with the minimum standards adopted by the Board of Governors.~~
- ~~3. Approve courses, programs of instruction, and certificate and graduation requirements.~~
- ~~4. Establish ad hoc citizen advisory committees and curricular or career and technical advisory committees, and appoint, upon the recommendation of the Chancellor, the members of such committees.~~

#### **D. Personnel**

- ~~1. Employ and assign all personnel.~~
- ~~2. Establish employment practices, salaries, and benefits for all employees.~~
- ~~3. Serve as a Board of final appeal for employees and the public.~~
- ~~4. Act upon the recommendations of the Chancellor pertaining to the appointment or dismissal of District employees.~~

#### **E. Students**

- ~~1. Establish such student fees as authorized by law.~~
- ~~2. Establish rules and regulations governing student conduct.~~
- ~~3. Serve as a final appeal for complaints regarding administrative actions against students, employees, and citizens of the District. The Board shall serve in its appellate role for students, employees, and citizens only after a decision on the matter in contention has been made by administrative action and then upon the basis of a request for reconsideration of the matter to the Board. Appeals on grievances and discipline matters of bargaining unit members will be handled in accordance with the Collective Bargaining Agreements.~~

- : Act as a Unit – The board as a whole is a corporate body. It governs as a unit, with one voice. Each trustee contributes his or her talents, skills, and backgrounds to the board but has no power or authority to act on his or her own to further individual agendas or direct college employees or operations. Individual trustees do not make commitments for the board to constituents, nor do they criticize or work against board decisions once they are made.
- : Boards of trustees exist to represent the general public for whom they hold the colleges in trust. They are responsible for balancing and integrating the wide variety of interests and needs into policies that benefit the common good and the future of their region. Trustees should learn as much as they can about the communities they serve. Representing the public means considering multiple viewpoints and discussing the issues in public.
- : Set the Policy Direction – Policy is defined as a set of broad statements that define the institutional mission and vision as well as acceptable practices to achieve them. Governing boards provide guidance to the Chancellor and administration of the colleges through their policies. Visionary boards are aware of broad values and diverse needs-they gain this knowledge through the work they do to learn about and communicate with many different groups.

- Employ, Evaluate and Support the Chancellor – One of the essential factors for successful governance is a good relationship between the board and the Chancellor. He or she is the primary agent of the board and is the single most influential person in creating an outstanding institution. Selecting, evaluating, and supporting the Chancellor are among the board’s most important responsibilities. This paradoxical relationship works best when there are clear, mutually agreed on expectations and role descriptions. The partnership thrives on open communication, confidence, and trust.
- Define Policy Standards for College Operations – Successful boards of trustees establish policies that set standards for quality, ethics, and prudence in college operations, including the following:
  - Educational Programs and Services – The colleges’ educational programs and services are guided by the policy direction set by the board. The board adopts policies that set standards for student achievement and how students should be treated. At its discretion, Program Review or other evaluations processes may be addressed in board policy.
  - Personnel and Human Resources – The board will establish policies that ensure the District and Colleges attract and retain high quality personnel and that hiring, evaluation, and dismissal procedures are legal, equitable, and clear. Policies and budgets should create an expectation for professional development and growth. The board will define standards for salaries and benefits, and collective bargaining processes.
  - Fiscal Health and Stability- The board is responsible for ensuring that the public’s money is spent wisely and well. It will set policy standards for the use of public funds. Policy will address budgets, expenditures and protection of assets. The board will adopt a budget based on its support of progress toward the educational goals of the colleges.
- Create a Positive Climate – The board sets the tone for the entire District. Through their behavior and policies, they establish a climate in which learning is valued, and professional growth is enhanced. The importance of student success and adding value to the community are of utmost importance. The board creates a positive climate by focusing on the future, acting with integrity, supporting risk taking, and challenging the Chancellor and college staff to strive for excellence.
- Monitor Institutional Performance – The board is responsible for holding the Chancellor and the Colleges accountable for serving current and future community learning needs. The board, through the Chancellor, will monitor adherence to board policy standards for programs, personnel, and fiscal and asset management. All monitoring processes culminate in the evaluation of the Chancellor as the institutional leader.
- Support and be Advocates for the Colleges – Trustees promote the college in the community and seek support for it from local, state, and national policymakers.
- Lead as a Thoughtful, Educated Team- Each trustee will function as a part of the team, by being well informed, and committed to working with each other. Trustees will speak openly for their points of view during decision making processes and then will support the position of the board.

## References:

ACCJC Accreditation Standard IV (formerly IV.B.1.d);  
Education Code Section 70902

## Attachments:

[BP 2200 Board Duties and Responsibilities - Comments](#)  
[BP 2200 Board Duties and Responsibilities - Legal Citations](#)

## Approval Signatures

Step Description	Approver	Date
Board of Trustees 1st reading	Board Board:	pending
District Assembly 2nd reading	District Assembly District Assembly: [SN]	06/2017
District Assembly 1st reading	District Assembly District Assembly: [SN]	06/2017
Chancellor's Cabinet	Chancellor's Cabinet Chancellor's Cabinet: [SN]	06/2017