



**Meeting of the San Bernardino Community College District Board of Trustees
Study Session Minutes
District Board Room
December 14, 2017, 1:00 p.m.**

PRESENT

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

ABSENT

None

CALL TO ORDER – PLEDGE OF ALLEGIANCE

President Williams called the meeting to order at 1:00pm. Trustee Viricel led the pledge of allegiance.

PUBLIC COMMENTS ON AGENDA ITEMS

None.

BRAND ASSESSMENT REPORT

Cerrell Associates provided a report to the Board of their findings and recommendations from the Brand Assessment process. A comprehensive report is attached that highlights methodology, key findings, strategic recommendations, and implementation considerations.

PUBLIC COMMENT ON NON-AGENDA ITEMS

None.

ADJOURN

The next meeting of the Board: December 14, 2017, at 4pm.
President Williams adjourned the meeting at 3:52pm.

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

Donna Ferracone, Clerk
SBCCD Board of Trustees