



HARTNELL COMMUNITY COLLEGE DISTRICT

ADVANCEMENT COUNCIL HANDBOOK

VISION STATEMENT

Hartnell College students will be prepared to contribute as leaders to the intellectual, social, cultural, and economic vitality of our communities and the world.

MISSION STATEMENT

Focusing on the education and workforce development needs of communities in the Salinas Valley, Hartnell College strengthens communities by providing opportunities for students to reach career and/or academic goals (associate degrees, certificates of achievement, transfer to four-year institutions) in an environment committed to student learning, achievement and success.

VALUES STATEMENTS

- ***Students First***

We believe the first question that should be asked when making decisions is “What impact will the decision have on student access, learning, development, achievement, leadership, and success?”

- ***Academic and Service Excellence***

We commit to excellence in teaching and student services that develop the intellectual, personal, and social competence of every student.

- ***Diversity, Equity, and Inclusion***

We embrace and celebrate differences and uniqueness among all students and employees. We welcome students and employees of all backgrounds.

- ***Ethics and Integrity***

We commit to respect, civility, honesty, responsibility, and transparency in all actions and communications.

- ***Alliances***

We develop strategic relationships within the college and community, locally and globally, that allow us to grow our knowledge, expand our reach, and strengthen our impact on those we serve.

- ***Leadership and Empowerment***

We commit to growing leaders through opportunity, engagement, and achievement.

- ***Innovation***

Through collaboration, we seek and create new tools, techniques, programs, and improve student learning, student achievement, and institutional effectiveness.

- ***Stewardship of Resources***

We commit to effective utilization of human, physical, financial, and technological resources.

- ***Health, Safety, and Security***

We commit to providing a healthy, safe, and secure environment for all students, employees, and visitors.

Hartnell College Vision Statement Hartnell College students will be prepared to contribute as leaders to the intellectual, social, cultural, and economic vitality of our communities and the world.

Hartnell College Mission Statement: Focusing on the education and workforce development needs of communities in the Salinas Valley, Hartnell College strengthens communities by providing opportunities for students to reach career and/or academic goals (associate degrees, certificates of achievement, transfer to four-year institutions) in an environment committed to student learning, achievement and success.

GENERAL OPERATING PROCEDURES FOR GOVERNANCE COUNCILS

All Governance Council meetings will be conducted using Robert's Rules of Order. The College Planning Council will have authority for the following aspects of the Governance System and for establishing the following general operating procedures for all Councils.

- Member Responsibility and Expectations for Participating in Governance
- Voting to Recommend Action/Approval
- Purpose of Each Council
- Establishing and Discontinuing Governance Councils
- Determining Required Membership Categories for Each Council
- Procedure for Placing Items on Agendas
- Reporting (To Whom or Which Group Recommendations are Forwarded)
- Providing and Updating the Handbook and Agenda format for all Governance Councils
- Process for Evaluation of Councils and Governance System Effectiveness

STRATEGIC PLAN 2019-2024 CORE OUTCOMES

Core Outcome 1 - Degree/Certificate Completion

Core Outcome 2 - Degree/Certificate Completion Efficiency (Units & Time)

Core Outcome 3 - Transfer to Four-Year Institutions

Core Outcome 4 - Student Employment Following Training and/or Degree/Certificate Completion

MEMBERSHIP (and terms of service)

- ◇ Faculty (co-chair, 2-year term, to be appointed by Academic Senate)
- ◇ VP of Advancement and Development (co-chair, permanent)
- ◇ VP of Academic Affairs or designee (permanent)
- ◇ Dean of Student Affairs or designee (2-year term, to be appointed by superintendent/president)
- ◇ Dean of Academic Affairs or designee (2-year term, to be appointed by superintendent/president)
- ◇ VP of Administrative Services or designee (permanent)
- ◇ Accounting Manager (permanent)
- ◇ Director of Communications, Marketing, and Public Relations (permanent)
- ◇ Director of Public Grants Development (permanent)
- ◇ 1 Classified Manager, Supervisor, or Confidential (2-year term, to be appointed by superintendent/president)
- ◇ 1 South County Representative At-Large (permanent, to be selected by Council)
- ◇ 2 Faculty (2-year term, to be appointed by Academic Senate)
- ◇ 3 Classified (2 CSEA, 1 L-39, 2-year term, to be appointed by CSEA and L-39)
- ◇ 2 Students (1 -year term, to be appointed by Associated Students)

MEMBER RESPONSIBILITY AND EXPECTATIONS FOR PARTICIPATING IN GOVERNANCE

- ◇ Council members are responsible for keeping their constituent groups informed about Council actions and matters under review and consideration.
- ◇ Council members commit to representing and working toward the best interests of all students, the college, and the community, although each member is encouraged to interact with and express the viewpoints of his/her constituent group.
- ◇ Council members commit to preparing in advance of meetings, and to participating fully in Council meetings.
- ◇ Council members commit to engaging in civil and respectful discussion, debate, and deliberation.
- ◇ Council members commit to working toward consensus in Council deliberations prior to taking

action. Council members reserve their right to cast an independent vote.

FREQUENCY OF MEETINGS

Monthly meetings during academic year

VOTING TO RECOMMEND ACTION/APPROVAL

Recommended action/approval: The Advancement Council shall be governed by Robert's Rules of Order, latest revised edition.

PURPOSE

Review and recommend the annual Advancement and Development work plan with resource identification.

RECEIVES INFORMATION FROM

The following sources appropriate to the work of the Council, including but not limited to: employees, students, other councils and committees, Academic Senate, program reviews, SLOs, accreditation, performance indicators, site visits, institutional effectiveness outcomes, existing plans and initiatives, labor market information, community and partner input, other trends and/or forecasts.

MAKES RECOMMENDATIONS TO

- ◇ College Planning Council
- ◇ Other Councils, Committees, Academic Senate

AGENDAS

The chairs and/or co-chairs develop the agenda for council meetings. Any individual (student or employee) who wants an item placed on the agenda must submit the item in writing to the chair and/or co-chairs.

COUNCIL RESPONSIBILITIES

1. COUNCIL RECOMMENDATIONS

- ◇ For items that have college wide implications or impact, review recommendations from other councils.

2. BOARD POLICIES & ADMINISTRATIVE PROCEDURES

- ◇ Prepare, review, and recommend new or revised Board policies and administrative procedures for submission to the College Planning Council.

3. ACCREDITATION

- ◇ Review and keep knowledge current regarding accreditation standards, eligibility requirements, and policies related to the Advancement Council.
- ◇ Provide input when appropriate to accreditation processes.
- ◇ Promote a campus culture that is focused on accreditation, inclusive of but not limited to institutional activities that foster assessment, evidence building, and continuous improvement.

4. BUDGET

- ◇ Develop, implement, and evaluate an advancement budget and resource allocation process based on the needs of the Office of Advancement to better serve the college.
- ◇ Submit recommended budget plans to the superintendent/president.

GRANTS

- ◇ Receive reports of proposed grants or Letters of Inquiry
- ◇ Receive reports on grants making trends, opportunities, and challenges
- ◇ Receive reports from grant funded activities
- ◇ Receive reports from Grants Oversight Council and grants team

5. PLANNING/RESEARCH

- ◇ Review Office of Advancement and Development goals and key performance indicators regularly.
- ◇ Review and recommend approval of Office of Advancement plans (e.g., strategic funding needs, technology, facilities, etc.).
- ◇ Review evaluations of Office of Advancement plans and make recommendations for improvement.

6. PROGRAM REVIEW

- ◇ Review program review reports and recommendations.

7. SERVICE AREA OUTCOMES

- ◇ Review reports on the status of SAO development, assessment, and results.

8. EVALUATION OF COUNCIL EFFECTIVENESS

- ◇ Conduct evaluation of the effectiveness of the Council every 2 years.