

Community College *of* Philadelphia

**MEETING MINUTES
Institution-Wide Committee
Monday, January 28, 2019**

2:30 p.m.

IAS Boardroom, M2-1

I. Call to Order

The meeting was called to order at 2:33 by Todd Jones.

II. Attendance

Delegates

Federation: Todd Jones, Rainah Chambliss, Bridget McFadden

Administration: Carol de Fries, Judith Gay, Samuel Hirsch

Students: Shailynn Gabriel, Michael Luna

Alternates

Federation: Eric Neumann (voting)

Administration: Jody Bauer (voting), Simon Brown, Mary Anne Celenza

Students: Jermaine Matthews, Christina Holley

Guests:

Melissa Aponte, Paula Behrens, Kristi Bergman, David Bertram, Amy Birge,
Anne Cecil, Lezetora Datts, Lynsey Madison, Dawn Sinnott, Richard Saxton,
Chae Sweet

Christina Holley informed the Secretary that YaYa Dia is no longer at the College and that she was asked to serve by Michael Luna.

III. Approval of Minutes of December 17, 2018

Carol de Fries made a motion to accept the minutes of December 17, 2018 with the suggested changes. Sam Hirsch seconded the motion. Vote – All in favor. The minutes of December 17, 2018 were approved.

IV. Old Business – None discussed

V. New Business

a. Proposal to revise the Facility Management Program (Curriculum Committee)

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Paula Behrens explained the rationale for the revision. Chae Sweet and David Bertram also participated. Paula Behrens stated that the revision is based on the recommendations by the faculty and the advisory committee. There are no changes in course requirements. It was also mentioned that the name of the program will become Facilities Management.

Todd Jones mentioned that the catalog mentions dual admissions and there are no dual admissions for this AAS program. He asked if the statement in the catalog can be customized. Sam Hirsch stated that they are going to do that. It was also stated that the program will have the same major code.

The changes are:

1. Consolidating the two Facility Management options into one program with two concentrations.
2. Shifting the course sequencing.
3. Credits for the Construction concentration will be 60 while credits for the Design concentration will be 62.
4. Minor changes to the programs learning outcomes.

Carol de Fries made a motion to recommend the revision to the Facility Management Program. Bridget McFadden seconded the motion. Vote = All in favor.

b. Proposal for a Fashion Merchandising and Marketing Program (Curriculum Committee)

Pam Carter introduced Anne Cecil, a consultant hired to develop the program. Richard Saxton also participated. Anne Cecil said that she did research in working to put the program together for an AAS in Fashion Merchandising. She explained the structure of the program: first semester focus on the Foundation; second semester focus on the Customer and the Customer Experience; third semester focus on product and promotion; fourth semester focus on the Digital Frontier and Future Directions. The program also includes practicums.

Shailynn Gabriel asked what will happen if a student cannot complete the credits for the themed semesters. Anne Cecil stated that the program is sequenced so students can

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complete it part time

Bridgett McFadden asked if there has ever been a curriculum that was not created by CCP faculty. Judy Gay responded that the International Business curriculum (which no longer exists) was created by consultants. Pam Carter stated that faculty will be hired for the program. Bridgett McFadden also asked why the College would start this program when management programs have been discontinued. There was also a question about this program existing in the past. Pam Carter responded that the past program was retail oriented. There is more to merchandising than selling. She also said that the earlier program was an option. The new program is a whole program with work experience. This will be a richer experience. The earlier program did not have many students and the department was “fractured.” They said there is interest from the City in partnering.

Todd Jones asked about transfer and about the advising challenge. Pam Carter said it is a workforce oriented program but if students want to continue, they can look at creating more specific articulations. She also stated that they “flipped” the usual organization of the course by doing fashion merchandizing upfront. Our transfer institutions like it the other way. Drexel for example, is doing more business first. Since CCP would be flipping the sequence, they can get the business courses later. She also stated that students can start work and possibly get tuition reimbursement. She again stated that this is a workforce development program that they are proposing. Eric Neumann asked how students will know what they are getting when they look at the catalog. Pam Carter said It is not that students cannot transfer. The students are required to take the FYE course. They will be shown program differences and can change pathways. There will also be advising.

Eric Neumann asked about the numbers. Does the city have a number of students that they can take? Anne Cecil said she has a long relationship with the city. She said there is great need, particularly in the commercial corridors. Eric Neumann asked if that means they can handle whatever the supply is. He also asked is there an expectation that the city or others will hire the students. Anne Cecil said there is no other two-year program in the city. She predicted that having a fashion degree will get great interest. Pam added that our recruiters are also interested in telling about this degree. Christina Holley said she thinks the program is a good idea and she wished the program she is in (Liberal Arts – Social Behavioral) had similar practical experiences.

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Michael Luna asked about the store described in the proposal. Where will the funds go? Pam Carter said that has not been discussed yet but she is hoping the funds will go to the program and for students. The idea is not to make a profit or run the program like a not for profit business. Sam Hirsch added that it is not planned as a competitor for the bookstore or a funding stream. Other programs like Photographic Imaging and Art (Ceramics) do pop ups and those funds go back to the students and programs. Bridget McFadden stated that the pop ups are not continuously run. Will this program be continuously run? Pam Carter stated that the online aspect will be continuous. Bridget McFadden asked who will be responsible for the store. Pam Carter stated that someone would manage the store and other administrative responsibilities.

Todd Jones asked how students will get the major academic approaches. Pam Carter showed how the major academic approaches are being met.

Eric Neumann made a motion to recommend the AAS Fashion Merchandising and Marketing degree program. Christina Holley seconded the motion. Vote = 11 in favor; 1 abstention.

- c. Proposal for a Tourism and Hospitality Management Program (Curriculum Committee)
The proposal was introduced by Pam Carter. Lynsey Madison and Richard Saxton were also there for the conversation. Pam Carter stated that the proposal is for an A.A. in Tourism and Hospitality Management. This degree would replace the current AAS in Hospitality Management. The issues with the current program include problems with the level of the content and courses that could not transfer. Changing to an AA degree addresses these concerns. Lynsey Madison added that the focus has been on food, beverage and lodging, but hospitality is broader than that. Hospitality also includes events, casinos and tourism. They discussed this topic with the Advisory Committee and also looked at other programs around the country. They want to make sure that active learning is built into the program.

There was a discussion about the overlap with culinary courses. Course designations and numbers have been changed to emphasize the difference from the Culinary Arts program. Lynsey Madison reviewed course changes for clarification. The courses will be similar to other programs. They shared syllabi with Temple, Drexel and Cheyney.

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Eric Neumann asked how many students are expected for the program. Lynsey Madison talked about the need for marketing and the opportunities that having event planning and tourism open up. They will reach out to workers in the industry.

Eric Neumann also asked about having a certificate. Lynsey Madison and Pam Carter responded that certificates are built in.

Bridget McFadden asked whether they anticipate a moral concern with gambling by some students. Lynsey Madison stated that there is a difference between learning and doing. Students are being asked to learn about the industry.

Sam Hirsch made a motion to recommend the AA in Tourism and Hospitality Management. Rainah Chambliss seconded the motion. Vote = All in favor (11, Luna was not present for the vote).

d. Survey Policy (Academic Support Subcommittee)

Dawn Sinnott distributed a copy of the proposed policy. She stated that the version she handed out corrected an apostrophe in the draft distributed before the meeting. The survey policy was crafted by the Institutional Effectiveness Committee (IEC). There are three objectives: 1) improve the quality of surveys; 2) reduce over-sampling; 3) reduce redundancy in surveys. The policy is not intended to regulate; it is intended to improve quality and manage resources. Providing standards will improve data collection. In a culture of assessment, the quality of data is important. There will also be a central location to archive surveys and see what has gone out over time. The policy will also help people have appropriate phrasing. There will be a location on the Institutional Research website with resources and a way to request review and approval. Dawn Sinnott identified three levels of survey: 1) no review required; 2) review required; 3) review recommended. Dawn Sinnott gave examples of each category in the proposal.

There was a brief discussion of IRB proposals. Judy Gay started that our IRB does not approve surveys, it agrees to projects. Mary Anne Celenza said that she is a member of the College's IRB and she agrees that the IRB agrees to projects.

Todd Jones asked that the acronyms be spelled out in the document. Dawn Sinnott agreed

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to make that change.

Carol de Fries asked about data security. Where is the information stored?
Dawn Sinnott responded that that information is covered in the policy under
“Procedures.”

Todd Jones suggested that in the place where the policy refers to College Policy #313,
that the name of the policy and not just the number be included. Dawn Sinnott agreed to
make that change.

Rainah Chambliss asked about the IEC. Dawn Sinnott stated that the IEC was appointed
by Dr. Generals. It looks at institutional effectiveness across the institution, consistent
with the expectations of Middle States. Currently the IEC is looking at AES assessment.

Todd Jones asked whether there should be a stronger policy statement. Should people be
required to use the resources first?

Eric Neumann asked for an example of survey request issues. Dawn Sinnott gave the
example of the mission effectiveness survey being done by IR and at the same time
marketing sent out a survey to all students. She stated that reduced outcomes on both
sides. Under the proposed policy it will be possible to calendar surveys so each has the
best opportunity to get the best result.

Christina Holley stated that students do not like to do surveys. There was a discussion of
Christina Holley’s statement and ideas for getting students to respond. Dawn Sinnott said
survey responses are a valuable resource. The survey IR is doing this spring is on safety
and security

Eric Neumann asked if the policy applies to paper surveys. Dawn Sinnott responded yes.

Christina Holley made suggestions for making surveys more “hip.”

Bridget McFadden said there is nothing in the policy that says approval or disapproval.
Dawn Sinnott responded that anything disapproved goes back for recommendations. She
also did not believe that it is so cut and dry that there needs to be language in the policy
stating that. Bridget McFadden also said the policy does not say what happens if someone

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violates the policy. Committee members discussed what happens with violations of any policy. Dawn Sinnott stated that any consequences for violating the policy do not rest with IR.

There was further discussion about people accessing the information before doing a survey request. Dawn Sinnott agreed to add a bullet about that.

Bridget McFadden made a motion to recommend the survey policy with the changes Dawn Sinnott agreed to in the meeting. Carol de Fries seconded the motion. Vote = All in favor (Luna, Gabriel, Matthews not present for the vote).

e. Process of Making Recommendations

Todd Jones and Judy Gay made statements about emails that were sent to IWC members and others before the meeting about the expedited review request made by Sam Hirsch after the meeting. Judy Gay said she had her office staff pull past copies of minutes to show that the past practice was that the request sometimes came during the meeting and sometimes after the meeting was over. The practice dates to at least 2010 when Pascal Scoles was chair or co-chair of the IWC and there were complaints about how long it took to get a review by the president when the minutes were to be approved before the recommendations were sent to the president. Sometimes the IWC skipped meetings because there were no items for the agenda, resulting in a delay. The discussion included:

- Could there be an electronic vote on the minutes?
- Why is there a practice of waiting for approval of the minutes? Other standing committees do not function that way;
- Is it just an issue for curricula?
- Why is there a problem with sending draft minutes?
- Is this all just related to the Time, Place, Manner policy?
- The case for expedited review included unanimous yes votes, so there should not have been an issue.
- If it has been the practice for 10 years, what is the issue?
- The person responsible for the CFT attends the meeting and can make any changes necessary quickly.

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- Should people be informed during the meeting that they can ask for an expedited review?
 - Discuss the need for expedition in the meeting.

Sam Hirsch asked for an expedited review of the items on the agenda. There was agreement that such requests do not require a vote.

VI. Adjournment

The meeting adjourned at 4:00 pm

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