



500 Court Street ~ Martinez, CA 94553  
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Your comments and suggestions are welcome. E-mail the Community Relations Office at [info@4cd.net](mailto:info@4cd.net)

## *"The News" for March 2007*

### Calendar

- Caesar Chavez Day – March 30 (replacing Good Friday for this fiscal year only)
- Spring Recess – April 2 - 6

As many of you prepare for Spring Recess, the District wishes you a relaxing and well-deserved time off. Come back rested and ready to take on the challenges of the remainder of the spring semester, culminating with graduation on May 25.

### District Office Switchboard Test

In an effort to test an automated switchboard, callers to the District Office during the week of **April 2 – 6** will be required to enter an extension number to be transferred to their desired party. Recorded department and personnel directories are available from the main company greeting as follows:

- Press 1 – **Department** Directory
- Press 2 – **Personnel** Directory

**Please note that the test will only affect those callers who do not know their parties extension.** During the test, messages left in the attendant's mailbox will be responded to twice a day—once in the morning and once in the afternoon.

Thank you for your patience while the switchboard system capabilities are tested.

### ***For your convenience...***

District Office personnel directories can be accessed on both the District's Internet and Intranet at the following links:

- **Internet:** <http://www.4cd.net> and select Personnel Directory from the District Office drop-down menu
- **Intranet** (requires your password): <http://gryphon.4cd.net/default.aspx>

The personnel directories are organized in two formats, by first name and by last name, and are updated monthly for your convenience.

District Office meeting room reservations should continue to be directed to Diana Rafii at extension 1400.

## Budget Forums Scheduled

Budget forums at all District locations have been scheduled for the first two weeks of May. Chancellor Helen Benjamin and Interim Vice Chancellor of Finance and Administration Doug Roberts will facilitate the forums.

Please attend so that you can become better informed on the many budget challenges facing the District. The meetings are open to all employees, so pick a date and time and plan to attend a "Budget with Benjamin and Roberts" forum.

Date	Location	Room	Time
May 1	SRC	West 212	12:30 p.m. – 2:00 p.m.
May 2	CCC	LA-100	12:30 p.m. – 2:00 p.m.
May 4	DVC	Forum	1:30 p.m. – 3:00 p.m.
May 7	LMC	Little Theatre	3:45 p.m. – 5:00 p.m.
May 10	Brentwood Center	TBD	1:00 p.m. – 2:30 p.m.
May 11	District Office	Board Room	10:30 a.m. – 12:00 noon

## Governing Board Meeting

The Governing Board is scheduled to meet according to the following schedule on Wednesday, March 28, 2007, at the District Office, 500 Court Street.

Closed Session: 5:30 p.m.

Newly Tenured Faculty Reception (District Office Lobby): 6:30 p.m.

Open Session: 7:00 p.m.

The Board Agenda and attachments can be accessed at the following link:

[http://www.4cd.net/agenda/july06-june07/032807\\_agenda.pdf](http://www.4cd.net/agenda/july06-june07/032807_agenda.pdf)

## JobLinks for Classified Employees

"Ready Set Go.....Let's Get It Started" is the theme for this year's JobLinks to be held at CSU East Bay Concord Campus on Thursday, June 7, 2007.

Keynote speaker and District faculty member Sandra Pearson will address providing excellent customer service, communication and revitalization. There will be ample opportunity during the event for attendees to network and share ideas with co-workers.

A continental breakfast, hot lunch and afternoon snack are included, all for the price of \$10. Van pools from CCC and LMC are available by contacting your JobLinks committee representative.

The 2006-2007 JobLinks Committee is spearheading this event. Committee members include **Mercy Pono** and **Rose Orpilla** from CCC; **Andrea Gonzalez-Lewis** from the DO; **Margie Ahola** and **Sue Garcia** from DVC; and **Linda Kohler**, **Carol Love**, and **Sandi Schmidt** from LMC.

It is anticipated that online registration will be available in early May. Additional information on JobLinks will be made available in the coming months.

## Photovoltaic Solar Project

By Kindred Murillo, Special Assistant to the Chancellor, Finance and Facilities

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Last June the Contra Costa Community College District Governing Board approved an energy services contract with Chevron for energy conservation measures to include a lighting system retrofit, primary voltage upgrades, and a photovoltaic solar system. After months of planning and work by the colleges, District Office, and Chevron, the photovoltaic solar parking cover project is moving forward. The project will provide photovoltaic energy at each of the colleges as follows:



- Contra Costa College – Parking Lot 9 – 399 kw
- Diablo Valley College – Parking Lot s 1 and 4 – 1090 kw
- Los Medanos College – Parking Lots B and C – 1125 kw

Construction will begin in May with the repaving of the parking lots and installation of the photovoltaic units in June. The completion date of the project is August 15, 2007.

The energy services agreement is \$30.7 million, with a rebate of \$8.2 million, from the Self



Generation Incentive Program (SGIP) sponsored by the California Public Utilities Commission and administered by Pacific Gas & Electric. The annual energy savings to the District are estimated to be \$1.9 million from the energy services contract.

The photos are of photovoltaic solar parking structures similar to the ones identified for the District. A covered lot at Foothill Community College is shown above and a USPS office parking lot in Sacramento is at the left.

## Market Survey

In a major push to look at enrollment generation, the Governing Board approved at their February 2007 meeting a contract for CLARUS Corporation to conduct a Districtwide Market Study.

Founded in 1988, CLARUS Corporation was created to provide marketing research and planning services to community colleges. They have a proven track record having worked on in-depth enrollment and marketing plans for more than 125 community colleges nationwide, including colleges in urban environments with multiple campuses.

Reference comments were very positive and included the following, *"...I have worked with CLARUS on at least two different community colleges and they are exceptional. What they say, they will do."* –Mohave Community College; Community College of Philadelphia indicated that due to CLARUS' recommendations, *"We made many major changes in our marketing, our publications, managing recruitment, staff training, and operations of various offices."*; and *"Congratulations on selecting CLARUS. You will be VERY happy with their work. We just got our survey results back last week and they are really good."* –Chabot-Las Positas Community College District.

The Chancellor and Cabinet have pledged their support for the study. The District Marketing Group also heralds the study as an opportunity to obtain important new information on District identity, desirable programs, perceptions, and community needs.

It is anticipated that the process will take approximately 12 weeks to complete the data analysis and development of recommendations. The District will receive a working plan that not only can be implemented, but will also be flexible enough to change as market conditions change. The resulting, comprehensive marketing plan will become an integral component of the long-range strategic plan, providing a firm foundation for strategic programming decisions, college positioning and success.

CLARUS CEO Kathi Swanson will make a "first visit" to the District on April 9 and 10. Swanson will spend a half day at the District Office and at each of the colleges meeting with a wide spectrum of the District's community. Presently, individual and group meetings are being scheduled in identified functional areas. Marketing materials are being compiled and Management Information Systems (MIS) data is currently being shared as a precursor to the visit.