FCCCC President's Address
CCC Board of Trustee's Meeting
Thursday, July 12, 2012

Chairman Wolf, Chancellor Hyman, members of the board, officers of the district, faculty, staff, and all others present, good morning.

For this brief report, I would like to share some discussions and observations I've been part of recently in my position as F4C president. The two areas I will focus on are marketing and academic integrity and academic policy and governance.

Marketing and Academic Integrity

Some faculty have expressed concern about the advertising slogan "same results, shorter time" used to promote our mini-term sessions. If these mini-terms are, in fact, shorter than the traditional 16 week semester, than isn't this a violation of state regulations? Mini-terms should be equal in time to our traditional 16 week semesters-- the difference is the configuration of time, not the amount of time. If, however, our mini-sessions are the same amount of time as our traditional semesters, as they should be, then don't we have a truth-in-advertising issue? F4C respectfully requests the marketing department look into this situation and rethink its approach to the promotion of mini-term sessions.

Faculty have also expressed concern about the tone this kind of slogan creates. "Same results, shorter time" Is this really the best marketing direction for our academic institution? Some of you may be asking, "why are faculty getting all worked up over marketing and advertising? Well, faculty know language matters. When a rhetorical atmosphere of "same results, shorter time" is created, it works against the integrity faculty hope to bring to the process of learning and the classroom. Faculty at colleges and universities all over the world know their primary mission is to nurture students to become intellectuals--critical thinkers--who understand learning is a process of deep reflection, contemplation, and mastery of knowledge and skill. In our marketing materials, CCC should be boasting its state-of-the-art facilities and programs, and the high quality education students receive at CCC at an affordable cost--these are what our "unique selling points" should be! While it's true some colleges and universities produce similar kinds of sloganism in their promotional materials, City Colleges should resist the temptation to pander to the "get-it-now and fast mentality" in its marketing materials. Doing so would actually make the job of educators easier, help ensure authentic student success, and create the kind of prestige our educational institution deserves and should desire.

Academic Policy and Governance

I have recently reviewed the Reinvention document entitled "Projects - All Workstreams, Process Operations and Governance Task Force" dated Monday, January 2, 2012.

Of specific interest was section five entitled "Policies." As a brief review to refresh everyone's memory, this section speaks to the current situation of policy creation, inventory, organization, and communication. The language in this section is explicit in admitting that improvement is needed in all the aforementioned areas (see page 69).

I appreciate the candor of this section and agree with its concerns, and today I would like to formally and respectfully ask about the status of some of the recommendations.

1) On page 71, a future policy workflow is outlined. Has this workflow been implemented yet--that is, systematized in CCC operations?

2) Has the Policy Request form, as outlined on page 75, been created and is it currently being used as a matter of course? If it has been created, I wasn't able to locate it on the CCC web site. Where should I be looking?

3) On page 77, a Policy Workflow is outlined. The four phases are Initial, Elaboration, Validation, and Closeout. If this workflow is to be adopted, I would like to formally request that F4C and Local College Faculty Councils be explicitly added to the Elaboration phase. The descriptor currently reads "Advisory Committee cascades content for feedback in relevant departments, including colleges and external stakeholders." F4C requests it read *"relevant departments, F4C, Local College Faculty Councils, Colleges, and external stakeholders."*

4) On page 78, there is a listing of policy handbooks that need reconciliation. The Academic Policy Manual is listed as number three. Recently, I have had a look at the current Academic Policy Manual posted on the CCC web site and noticed it was last updated on March 5, 2012, yet I don't recall a formal announcement of any changes. Obviously, I stand corrected if there was one, and I missed it, but as a point of fact, was there a formal announcement of any changes and/or updates made? Also, the F4C Curriculum Committee will be getting in touch with the Provost about some revisions the committee requested but are not reflected in the current version dated March 5, 2012.

5) Who is the contact person for the Policy Workflow initiative? I'd like to touch base with this person to discuss further how F4C can continue to be effective and regular partner in the governance of City Colleges of Chicago.

Respectfully Submitted,
Christine Aguila, Assistant Professor
F4C President