Future Plans  The college community will soon begin discussing the College’s future with an eye toward creating a new strategic plan.  Page 2

Aggies Gather  Area high school students compete in entrepreneurial projects with help of MC Ag Division.  Page 3

Just the Facts  Do you know the difference between the Classified Senate and CSEA? This chart will help explain.  Page 5

MC Podcasting

Business professor Toni Reintke (center) works with students Christine Jargick (left) and Angelina Koncewiz (right), who’ve joined others in creating and organizing the first-ever podcasts from Merced College. The podcasts feature current news on happenings at Merced College. For complete story, see page 7.
Plans Moving Forward for New Strategic Plan

Campus Forums Scheduled to Address Needs of a Changing Society

By Dr. Ron Taylor
Superintendent/President

Looking forward...

While we work on the issues immediately before us, and continue to serve students with good heart and a ready smile, and while we work to honor each other’s role in this collective endeavor and build a strong community as we do so, it is important that we envision a future for the College that is responsive to the changing society around us. I will be speaking about this in my address to the community on April 11, but I thought I should also brief you, as faculty and staff, on how you can contribute to our visioning.

This week the Strategic Planning Task Force is holding a marathon meeting to review information from program reviews, distill the larger trends and greater needs in that data, as well as in the external demographic data already reviewed, and then develop draft changes to the Strategic Plan goals and objectives. These draft changes will then be reviewed by EMPC, and following any adjustments, will be rolled out to the college community for comment.

Campus forums for review of the draft changes are tentatively scheduled for Tuesday, April 15 (tax day!)—one on the Merced campus at 9 a.m. and one on the Los Banos campus at 1:30 p.m. We will be sending out reminders, but please check your calendar and see if you can make one of these. The draft changes will of course be available online for comment, but these will be our opportunities for face-to-face dialog about the implications of the proposed changes.

Leading up to the forums in April, I encourage you to take a look at our current Strategic Plan — [link to the Strategic Plan document]. It contains five major goals:

1. Assure Student Access and Success
2. Improve Communication Throughout the District
3. Enhance Technology Systems and Integration
4. Partner with the Community
5. Promote a Sustainable, Supportive, and Safe Learning Environment

If you look at the objectives under each of these goals, it is clear that we have done a great deal on them in the last three years—we’ve completed a number of them, in fact. That doesn’t mean that the over-arching goals are behind us, however. We have taken the approach of “updating” our plan, knowing that these goals remain rather important to the College and its future. In a way, they are almost value statements, if you look at them a certain way.

That said, they may not encompass all of the important vectors for future development of the College, and we need to think outside of that “box” a bit, if you will. For example: how central to our College is student equity? Do we want to get serious about addressing the well-recognized “achievement gap” between students of different backgrounds?

In our current plan, this concept is represented as Objective 1.3 under Goal 1: “Increase equitable access for a diverse population of learners with varied interests and goals.” That objective is about access, however, not success levels. Do we want to see what we can accomplish in the realm of program completion and transfer for students from various backgrounds?

I encourage you to think about these things, calendar your time on April 15 to attend if you can, and if you have ideas that you would like considered, send them either to my office, or to a member of the Strategic Planning Task Force: Karen Crombie, Cherie Davis, James Thornburgh, Caroline Dawson, Karyn Dower, Brenda Latham, or Joanne Schultz. You can also channel ideas to your representative on EMPC.

Help us map the future for the college.
MC Aggies Host High School Project Competition

Each year the Merced College Agriculture Division hosts an event in which agriculture students from all high schools within Merced and Mariposa counties compete for awards and scholarships based on the judging of their entrepreneurial projects and work experience projects.

Over a two-week period, the College's Agriculture faculty, along with members of the agriculture business community, met with the students at the location of their entrepreneurial project and/or work experience project. The students were interviewed about their project, and what they learned during the time they have been involved with it. This interview also includes a tour of the project and usually some sort of educational demonstration put on by the student.

On February 4, these high school students, their parents, and their agriculture instructors gathered at an awards banquet hosted by the Agriculture Division and the Merced College Agriculture Ambassadors, to receive their awards.

Please follow the link provided below to see a presentation on the awards banquet that honors the students who are involved with these incredible projects.

http://www.youtube.com/watch?v=jNw6p3dMXEM

Building Projects Moving Forward with State Approval

The Chancellor’s Office recently included the Agriculture Science and Industrial Technology Complex Final Project Proposal (FPP) in the 2015-2016 spending plan (pending Board of Governor’s approval). This project was first submitted to the Chancellor’s Office as an Initial Project Proposal (IPP) in 2004 and the Capital Planning Department has made great strides in keeping this project on the forefront for approval.

The College was also notified that the call letter for approved IPPs would soon be released. The Vocational Complex Renovation/Expansion Project is an IPP first submitted to the Chancellor’s Office in 2006. The call letter is the approval of the IPP and requests that the College submit an FPP for this project. As soon as MC receives the call letter, the project will be formatted into the FPP document, which will be due no later than July 1.

This project includes not only a renovation of the Vocational Building but also includes a new two-story wing on the east side of the building. Funding for this project is proposed for the 2016-2017 budget.
Wayfinding, Energy, Water Conservation, Top List

By Sheila Flores
Capital Planning and Events Manager

Wayfinding Project Update

Turner Signs and Graphics, the contractor for the Wayfinding Project, has been busy manufacturing the new signs off-campus. We anticipate that there will be some movement on campus around the end of May. We will continue to keep the campus community updated through various campus communication channels.

Proposition 39: Clean Energy Jobs Act

Proposition 39 provides funding to the Merced Community College District on an annual basis for the next five years. There are stringent guidelines established in order to qualify for Proposition 39 funding. Bids were advertised with bid openings scheduled March 21 and March 28. We anticipate taking the lowest responsive and responsible bidders to the April Board of Trustees meeting.

Administrative staff is busy locating projects to spend down the remaining 2013-2014 funds and preparing the potential list of projects for the 2014-2015 allocation. We welcome any suggestions for energy saving projects. Please feel free to share any ideas you may have with Sheila Flores, flores.sh@mccd.edu.

Water Conservation Measures

Governor Jerry Brown has called for a statewide water reduction of 20 percent.

The Grounds and Agriculture departments, under the direction of Vice President Schultz and Dean Anderson, have committed to a 25 percent districtwide reduction. The Board of Trustees was updated at its March 4 meeting.

One of the restrictions that is being implemented is the requirement that car-wash fundraising events take place where the water can be captured before heading into gutters. Due to this restriction, we will be unable to approve car wash fundraisings on campus during this mandate.

Questions? contact Dr. Schultz at Joanne.Schultz@mccd.edu.

Foundation Hosts State of the College Address

2nd annual State of the College Address & Luncheon
with the Presentation of the
2014 President's Medallion Award

to Hanimireddy Lakireddy, M.D

Friday, April 11, 2014
11:30 am to 1:00 pm

President Ron Taylor, Ph.D.
2014 President's Medallion Award
Hanimireddy Lakireddy, M.D.

MERCEDES COLLEGE ALLIED HEALTH CENTER
3600 M Street, Merced, CA 95348

President Ron Taylor will deliver the 2nd annual State of the College Address on Friday, April 11 at 11:30 a.m. A highlight of the luncheon event is the presentation of the 2014 President’s Medallion Award, given this year to Merced cardiologist Dr. Hanimireddy Lakireddy. For more information, call the Merced College Foundation at 209.381.6470.
What is the difference between Classified Senate and CSEA?

### FACT SHEET

<table>
<thead>
<tr>
<th><strong>Classified Senate</strong></th>
<th><strong>CSEA</strong></th>
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<tbody>
<tr>
<td>• Shared Governance (AB 1725)</td>
<td>• Collective Bargaining</td>
</tr>
<tr>
<td>▪ Promote the awareness of participatory governance.</td>
<td>▪ Right to representation and protection in critical issues affecting their safety, security, salaries and benefits.</td>
</tr>
<tr>
<td>• Promote the development of Classified Senate.</td>
<td>▪ Primarily working conditions and salary.</td>
</tr>
<tr>
<td>• CS look at the interest of the institution, not of individual constituent groups</td>
<td>• Unions represent classified interests</td>
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<tr>
<td>• CS shall vote on all volunteer members to committees</td>
<td>▪ The president shall appoint members to committees</td>
</tr>
<tr>
<td>• Represent classified staff on hiring committees</td>
<td>▪ Represent the bargaining unit on hiring committees</td>
</tr>
<tr>
<td>• Collect, evaluate and disseminate information for the classified staff</td>
<td>▪ Represent CSEA members in good standing on bargaining issues only</td>
</tr>
<tr>
<td>• Serve as the representative of the classified staff to make recommendation to the College President and Board of Trustees with respect to district-wide classified professional matters.</td>
<td>▪ Expresses the viewpoint of the classified bargaining unit to the college administration and Governing Board in matters regarding Collective Bargaining.</td>
</tr>
<tr>
<td>▪ To represent those interests in non-bargaining</td>
<td>• To promote the efficiency and raise the standards of service of its members and other public service workers</td>
</tr>
<tr>
<td>• Promote professional and personal development through participation for all classified staff (Classified Staff Development)</td>
<td>• To instill confidence, good will and understanding among the members and their employers</td>
</tr>
<tr>
<td>• Facilitate communication among the classified staff, College President, and the College Board of Trustees</td>
<td>• To promote the economic and social welfare of the members of the Union through unity of action and mutual cooperation.</td>
</tr>
<tr>
<td>• Represent and include all classified staff regardless of classification that are not administrators or certificated. Classified includes all classified employees (40 hour employees, 19 hour employees, Directors, Managers, and Supervisors).</td>
<td>• Establish a spirit of cooperation, good faith and fair dealings with the employer; to safeguard, advance and promote the principle of free collective bargaining in a democratic society</td>
</tr>
<tr>
<td>• Participate in the formation of college district policy and practices</td>
<td>• To promote such legislation as may be in the best interests of the members of this organization</td>
</tr>
<tr>
<td>• Assist the State's Governmental and Higher Educational Officials</td>
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</table>

Classified Senate meets every 4th Thursday of the month
Math & Physics Students Shine in National Match

By Patrick Mitchell
Math Professor

MC math and physics students have just completed their third year of participation in the American Mathematical Association of Two-Year Colleges (AMATYC) Student Math League competition.

The Student Mathematics League was founded in 1970 by Nassau Community College in New York. In 1981 the American Mathematical Association of Two-Year Colleges assumed sponsorship with Terry Shell of Santa Rosa Junior College as its first director. The League has grown to more than 165 colleges in more than 35 five states involving over 8,000 community college math students.

Our students’ interest in the competition has exploded over its first three years, beginning with about 15 participants in the first year, to about 70 last year, with over 110 students participating in the fall 2013 semester. With increased participation has come improved results, with Merced College moving from a 44th place finish in the West region of 49 colleges in 2011-2012, to 27th place out of 50 colleges in 2012-2013.

The top three students at Merced College each year win gift cards in the amounts of $100, $50, and $25, and are honored at the SME scholarship awards ceremony in May. By the end of March, we will know whose name will join those of Maria Sandoval (2012) and Luke Daniels and Victor Gonzalez (2013) on the plaque honoring the top scorer each year.

Questions about Student Math League may be directed to Patrick Mitchell, SML moderator for Merced College, at Ext 6130.

A Natural Valentine

A combination of light and shadow produced this heart on the side of the Vocational Building. According to Business professor Annette Haugen, shown here, she and adjunct professor Cindy Blackmore noticed the heart-shaped ray of sun gleaming through the stairwell onto the wall just after their first CEO Club meeting of the year. “Pretty uplifting,” Haugen said.

Merced County has Alert Notification System

By Denise Butler
Administrative Assistant

Many of us may not be aware that Merced County has an emergency alert notification system very similar to Alert U currently used by Merced College.

Merced County is now issuing critical notifications to citizens countywide. Should there ever be a threat to your health or safety, you can receive notifications. There is no cost to register for this service, which is provided by the Sheriff’s Office, the Office of Emergency Services, and participating cities.

Messages can be sent to all standard voice and text communication devices, including landline phone numbers, cellular phone numbers, faxes, and email.

Please refer to the Merced County Emergency Notification System website for instructions.
Brave New World of Podcasting Comes to College

As use of social media expands across many programs at Merced College, a group of students are venturing into the world of podcasting, which is digital content that is usually posted on the internet and made available for downloading.

“Our main focus is to bring more awareness to the community about what’s going on at Merced College,” said student Angelina Koncewicz.

The podcasts can be found on the internet at www.mcpod.popbean.com. A link can also be followed from Merced College’s website at www.mccd.edu.

With a $1,000 grant from the President’s Circle to purchase equipment, about a half-dozen students, working under the direction of Business professor Toni Reintke, have so far produced 12 podcasts. The fledging program looks promising and the students are preparing more podcasts that highlight the College’s programs and services.

“We talk about ideas for the interviews and the students do both the interviews and the editing necessary to post it,” Reintke said.

Reintke, who is among the first across the nation to become a certified social media strategist and trainer through the National Institute for Social Media in Minnesota, has created a social media certification program at Merced College, which is currently the only California community college offering such certification.

Business professor Jonae Pistoresi was among the first interview subjects.

“I was very excited to be asked to be one of the first podcasts for our new Emerging Leaders Institute,” Pistoresi said. “This is a great example of Merced College being proactive and on the leading edge of trends out there.”

According to student Christine Jargick, “Podcasting is a fairly young platform that is gaining in popularity. It’s underutilized, but more people will be listening to podcasts for a variety of reasons, including news and entertainment.”

Registered Dietitians Promote Profession

By Michelle Pecchenino
Merced College Foods & Nutrition Professor

March is National Nutrition Month, and this year the Foods and Nutrition Program hosted a healthy luncheon to honor local registered dietitians and future ones.

Registered Dietitian Nutritionist (RDN) is a recognized title from the Academy of Nutrition and Dietetics and requires a bachelor’s degree in Nutrition, as well as completion of an approved internship. At the end of this experience students are eligible to take the Registration Exam. Continuing education units are required to maintain the license.

Registered dietitians are recognized across the country and around the globe. Students can begin their programs at the College taking nutrition, food safety, basic foods cooking and a variety of chemistry and science courses before transferring.

Dietitians who attended the luncheon work in a variety of areas, and the businesses represented included: Women, Infant and Children (WIC) Program, DaVita Dialysis, UC Merced Health Center, Golden Valley Health Centers, Avalon Healthcare-Skilled Nursing, various Consulting businesses and our own adjunct professors.

Foods and Nutrition students who plan to transfer and become dietitians were invited. The event was a great occasion for networking among peers and an opportunity for students to learn more about the field and determine if this is their passion.

After introductions, students found out where the dietitians attended school and they shared their work experiences. Special thanks to our Child Development Center preschool children for providing the placemats with original artwork depicting their view of healthy foods.

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We would also like to thank Horticulture professor Bryan Tassey for providing the centerpieces as table decorations and Danny Torres, Work Study Student for his unending energy and assistance.
Support the Arts at Merced College

**Curse of the Starving Class**
by Sam Shepard
Directed by Carin Heidelbach
PRESENTED BY MERCED COLLEGE
THEATRE DEPARTMENT
March 7, 8, 13*, 14, 15 @ 7:30 pm
March 16 @ 2:00 pm
Admission: $10 General;
$8 Students, Faculty, Seniors & Military
*Special $5 student price Thursday, March 13 performance only

**MUSIC**

**Glorious Gospel Concert**
Presented by Black Student Union of Merced College
February 9 @ 3-5 pm
Donations Appreciated

**The Bald Soprano**
by Eugene Ionesco
Directed by Carin Heidelbach
Presented by Merced College Theatre Department
MERCED COLLEGE THEATER
May 1* thru May 3 @ 7:30 pm
May 4 @ 2:00 pm
Admission: $10 General;
$8 Students, Faculty, Seniors & Military
*Special $5 student price Thursday, May 1 performance only

**ART GALLERY HOURS**
Monday - Thursday: 9:30-11:30 AM, 12:00-2:00 PM
And by appointment, 386-4664
For more information, please call
Merced College Fine & Performing Arts Dept. 209-386-4664

Support the Arts at Merced College