



ASSOCIATION OF CALIFORNIA
COMMUNITY COLLEGE
ADMINISTRATORS



2019-2020

ANNUAL
REPORT

2020-2021 Executive Officers of the ACCCA Board



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Business, Technology Services
San Diego CCD



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Schools First Credit Union

Letter from the Executive Director



Dear ACCCA Colleague,

A year ago ACCCA began the 2019-20 year determined to make progress on our goals and continue building on the successes of the prior year. By the time of our February 2020 conference, much of that work was beginning to bear fruit. Then on March 16th, the world shifted and our priorities changed with it.

When the official orders to shut down were issued, we did what you did--we re- sponded to the moment and began the hard work of clearing a path forward. My key focus, and that of the Board and our staff, continues to be the well-being of our members. Over the past 6 months we've been amazed by your ability to not only cope, but to innovate and excel at what you do. At the same time, we know many of you continue to struggle—both professionally and personally as the realities of this time of crisis drag on. Addressing the challenges of this time with tools, infor- mation and support for you will continue to be our primary focus in 2020-21.

The 2019-20 Annual Report illustrates our resiliency to adapt in the face of today's challenges, the innovation of our members, and our commitment to continuing to support and serve you. You remain our priority.

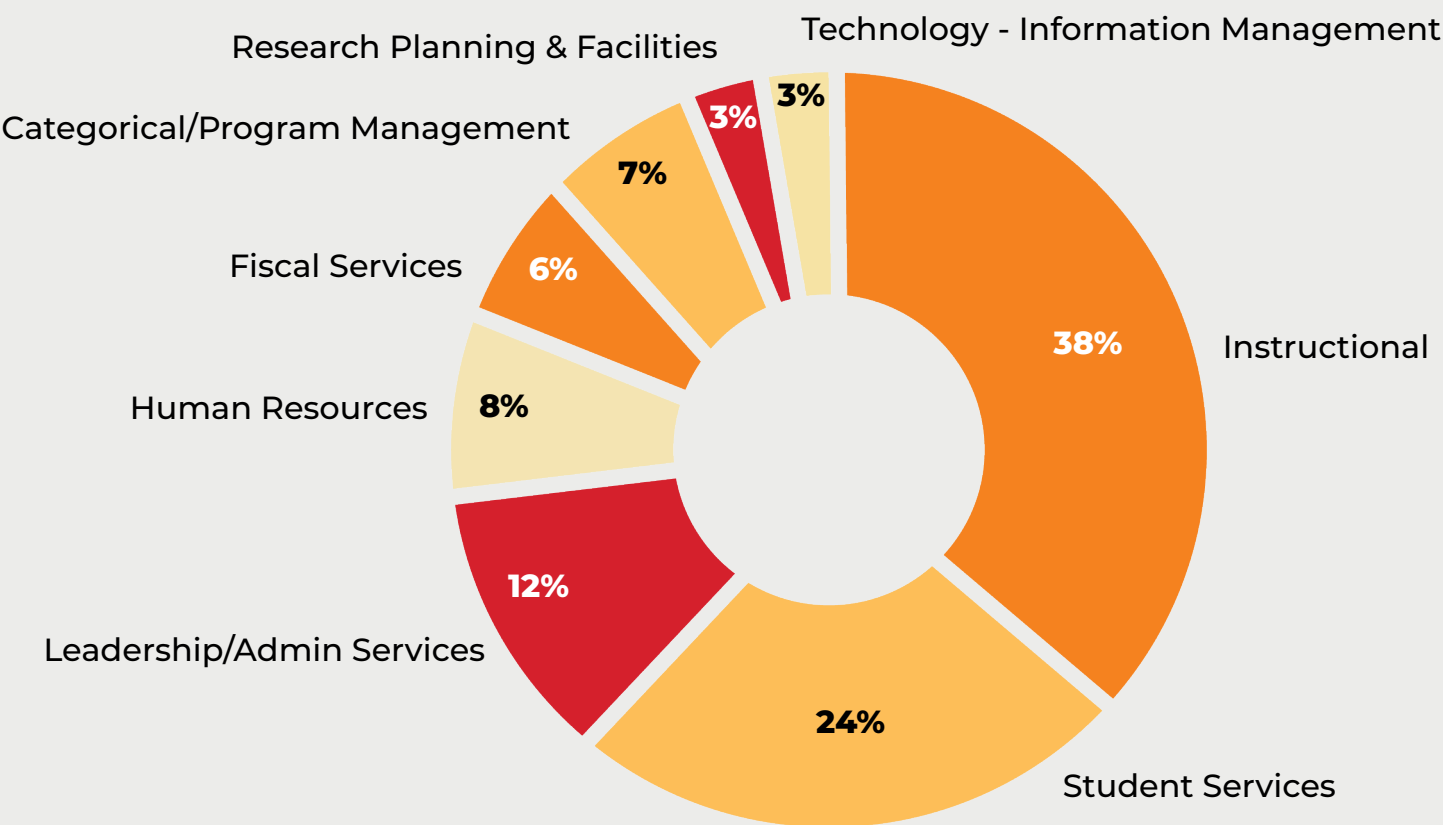
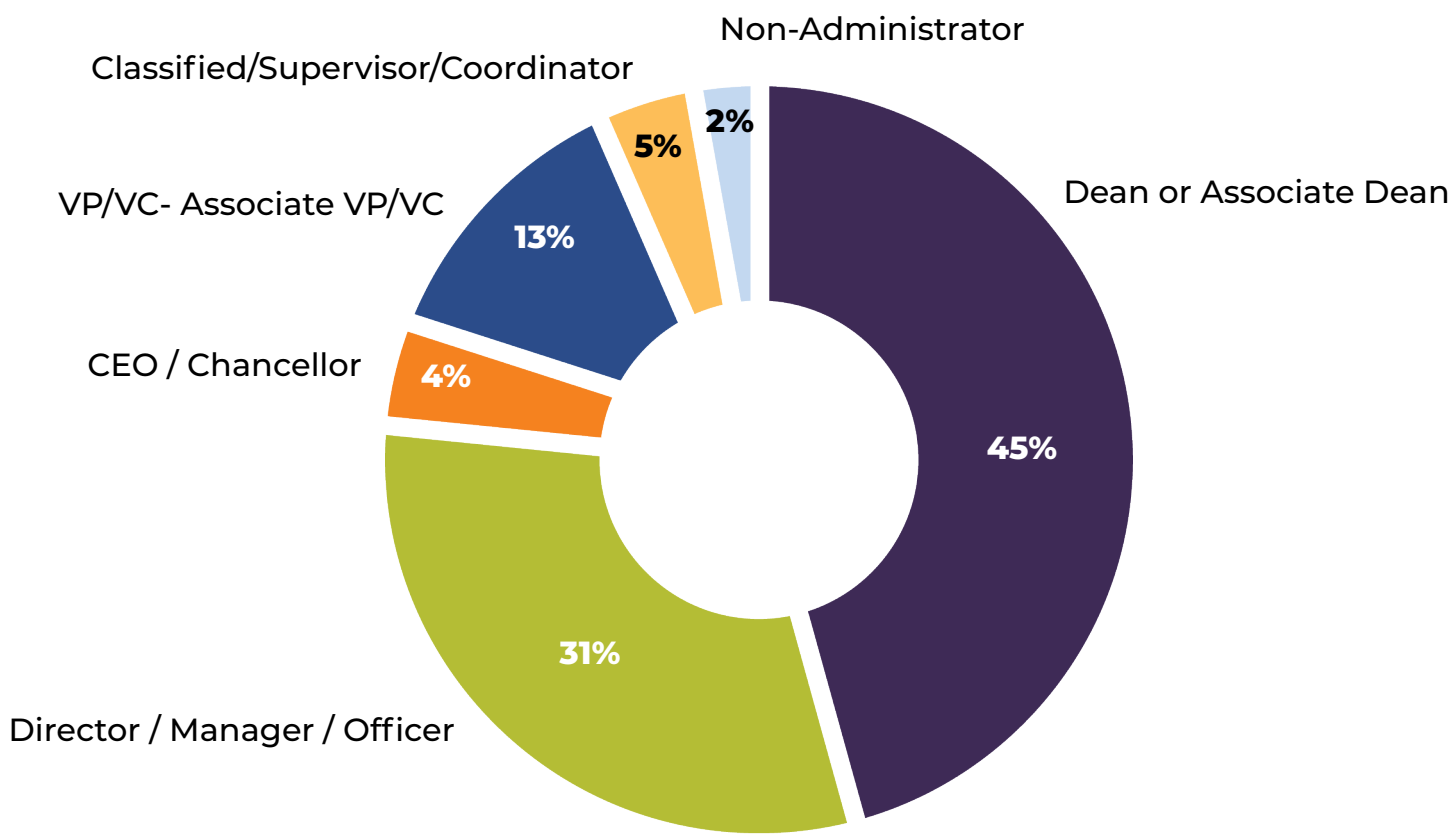
We are incredibly grateful for your support and the work of over 200 active volun- teers and campus reps that keep ACCCA vibrant and able to adapt so well. Re- member, **ACCCA is YOU!**

Susan Bray, Executive Director

Who Are ACCCA Members?

Over 46 years, ACCCA has evolved into a multi-racial, multi-generational membership organization that is **younger and more diverse than ever before**. You've told us that **42%** of you have been in administration 5 years or less, and **62%** under 10 years. You work alongside faculty and classified employees, some who want to move into administration, and more seasoned administrators who choose to delay retirement to continue to contribute to the system.

ACCCA values and represents administrators at *all levels of management* in all areas of college operation including Deans; Directors/Mangers; Executive Leadership, Vice Presidents and Vice Chancellors, CEOs and Chancellors; classified administrators and associate non-administrator members; retired administrators and business members.



Where Are ACCCA Members Located?

ACCCA has members on all campuses and in each District Office within California's Community College System.



ACCCA's Regional Member Council [RMC] is a team of ten members who volunteer to represent the interests of members from the campuses located within their region. Council members work through each of their region's Campus Reps to communicate and provide information to members and potential members.

The Regional Member Council, and a vast statewide network of Campus Reps, work together to keep members connected to ACCCA. They obtain essential polling data and member feedback about policy or legislative issues, and help the Board understand the variety of perspectives that inform content development.

Feedback on ACCCA Membership Benefits

Why do members join? According to the most recent survey, **26%** of members indicated that advocacy and member benefits motivated them to join ACCCA, and **74%** indicate that they joined because of the training and development programs. ACCCA prioritizes helping our members build a lasting professional network as a gateway to a better understanding of how all areas of their institution work together.

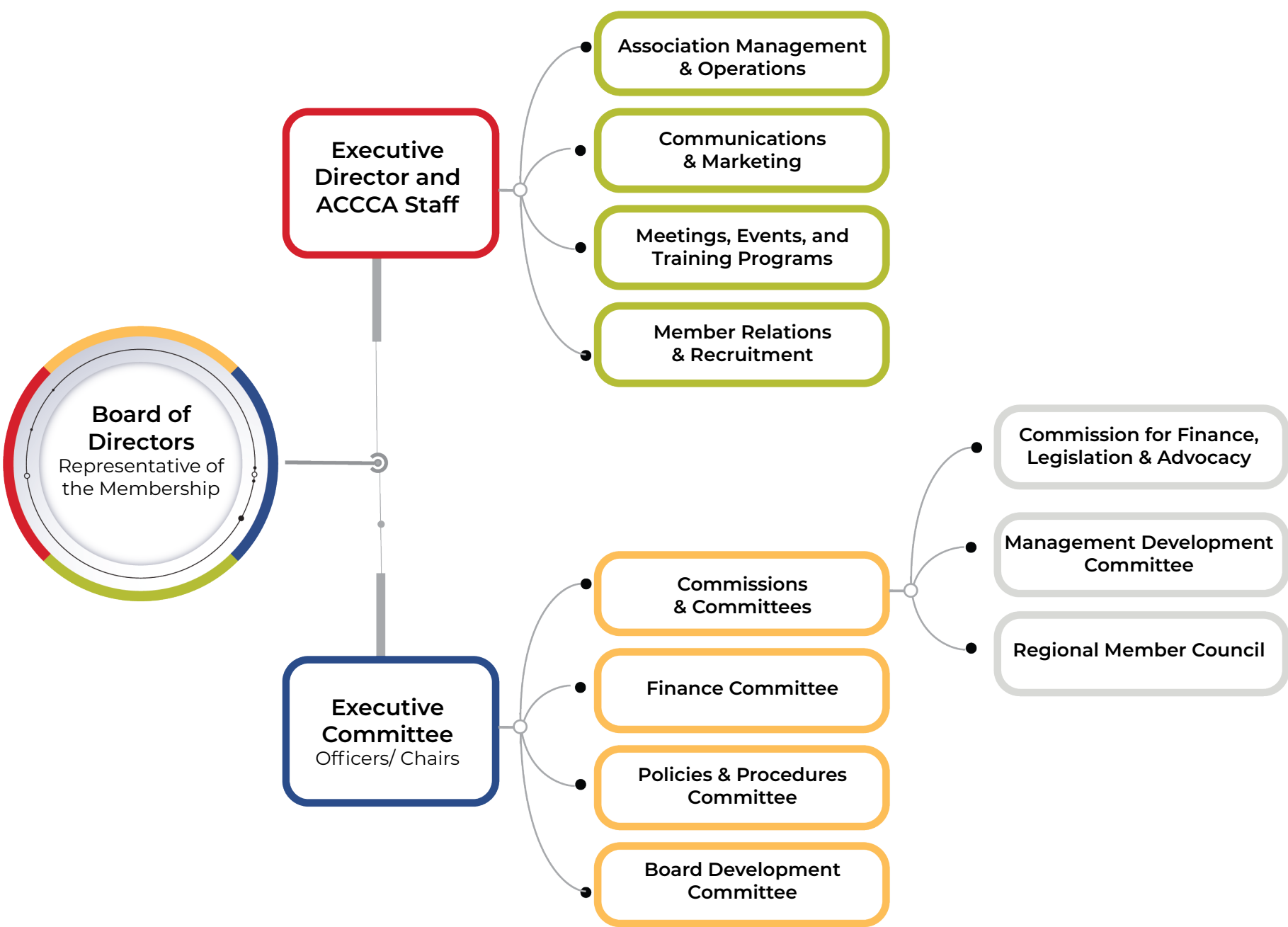
Benefits Members Value Most: Data indicates that free Professional Liability Insurance and discounted Legal Services are most valued by ACCCA members, **and 96% of membership dues paid to ACCCA are tax deductible.**

Additional Benefits Members Want: The most frequent requests received from members in the past year include assisting them in curating their online presence, developing their resume and interviewing skills; more on-demand online training; downloadable employment contract templates and adding a long term care insurance option to their benefits.

Advocacy Priorities: ACCCA's leadership are administrators themselves who clearly understand that our members look to this organization, not only for representation at the state level, but to contribute a broader administrative perspective when it comes to policies on institutional management issues.

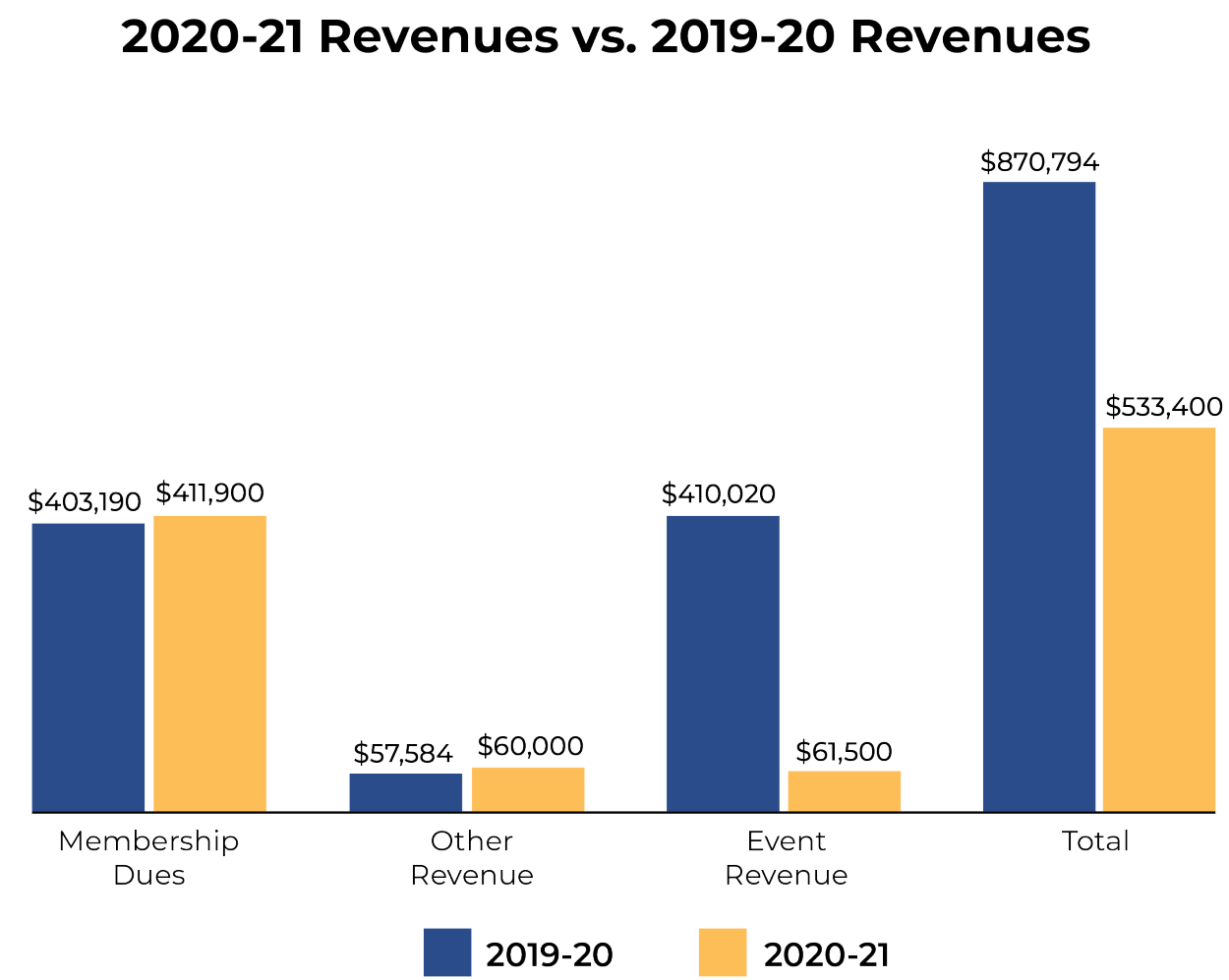
Our members express their concerns to us frequently, and are primarily concerned about job protection issues such as tenure, retreat rights and getting more clarity around their administrative rights overall. In 2020-21 ACCCA has established a strategic goal to establish guidance and best practices for institutional support of administrators and dealing with the challenging environments in which they sometimes must work.

An Organizational Structure that Puts Members First

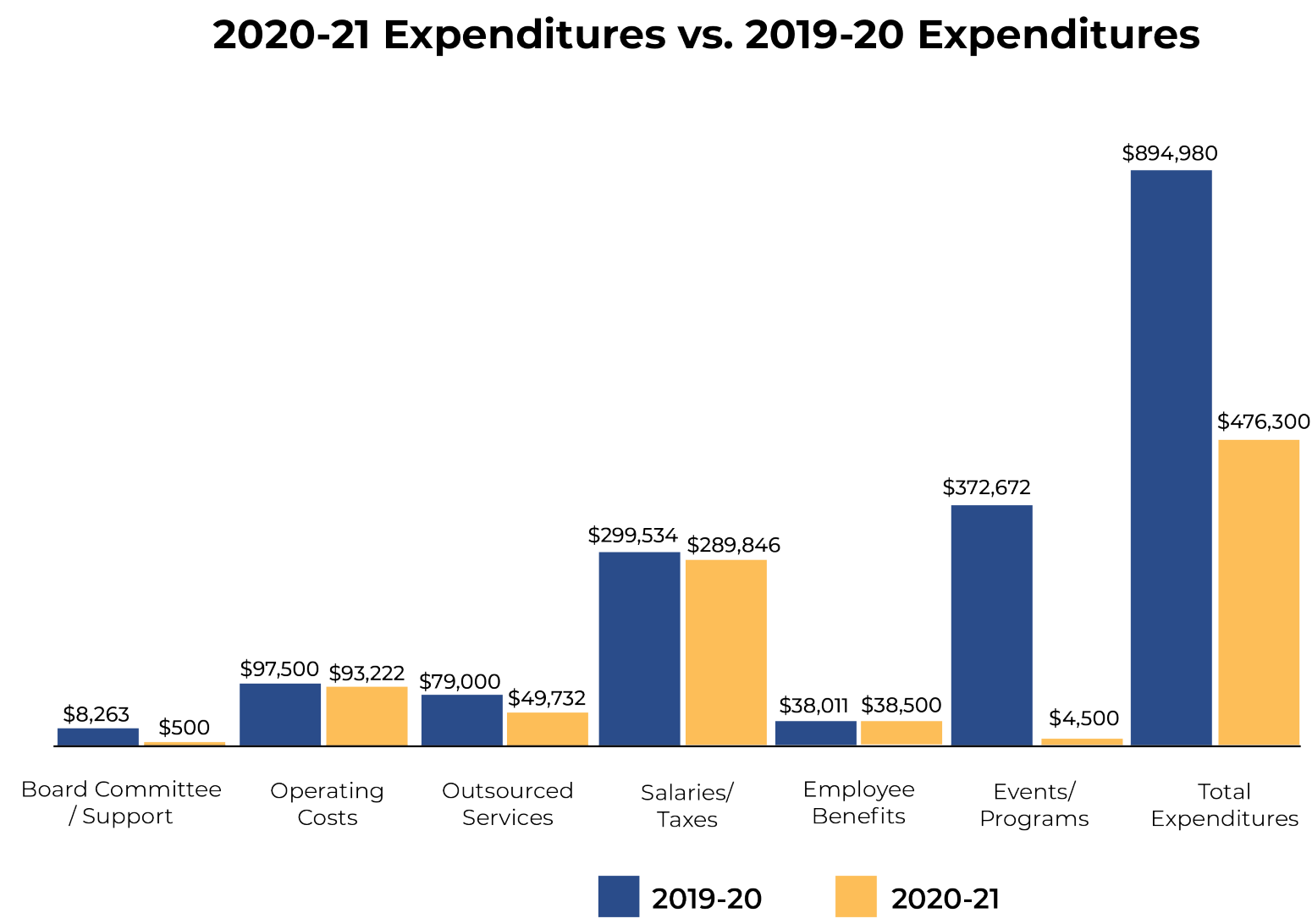


As a representative, member-supported management organization, ACCCA is structured to represent the *diversity of our membership*, provide them with access to opportunities to get involved in direct governance of the organization, and to provide internal, member-driven volunteer work groups that are responsive to the needs of our members and keeps them informed.

The following graph illustrates the revenue reductions for 2020-21 in comparison to 2019-20.



The following graph illustrates the expenditure reductions for 2020-21 in comparison to 2019-20.



How a Pandemic Drove Positive Structural Change for a Stronger Association

For decades ACCCA has relied on revenues from our robust training programs to avoid frequent dues adjustments and to supplement operating income to bridge the rising cost of doing business. Over the past few years, ACCCA has worked to reduce the gap between dues revenue and operating costs, and the pandemic made that work the highest priority.

In March the Board moved quickly to restructure the budget and sustain the hit of significantly reduced event revenue projections by cutting operating costs. The charts above illustrate both the 2019-20 budget/actual revenue and expense, and the anticipated 2020-21 budget scenario. Any profit from new online training programs and future events can now be primarily allocated to the reserve fund, or invested in one-time purchases to address long deferred infrastructure needs.

In 2019-20, after a six-year moratorium on dues increases and absorbing rising costs of operating, the board approved an 8% member dues adjustment which has been instrumental in helping us meet this moment. Thanks to you, and the work of the Board to restructure the budget, ACCCA's financial future is stronger and more stable for the future.

Strategic Goals to Meet Member Needs

ACCCA's strategic goals reside within a five year rolling plan that is tracked for progress and annually assessed and updated. The plan features four distinct areas of operation to meet member needs and is overseen by designated teams of the ACCCA Board.

STRATEGIC PLANNING TEAMS

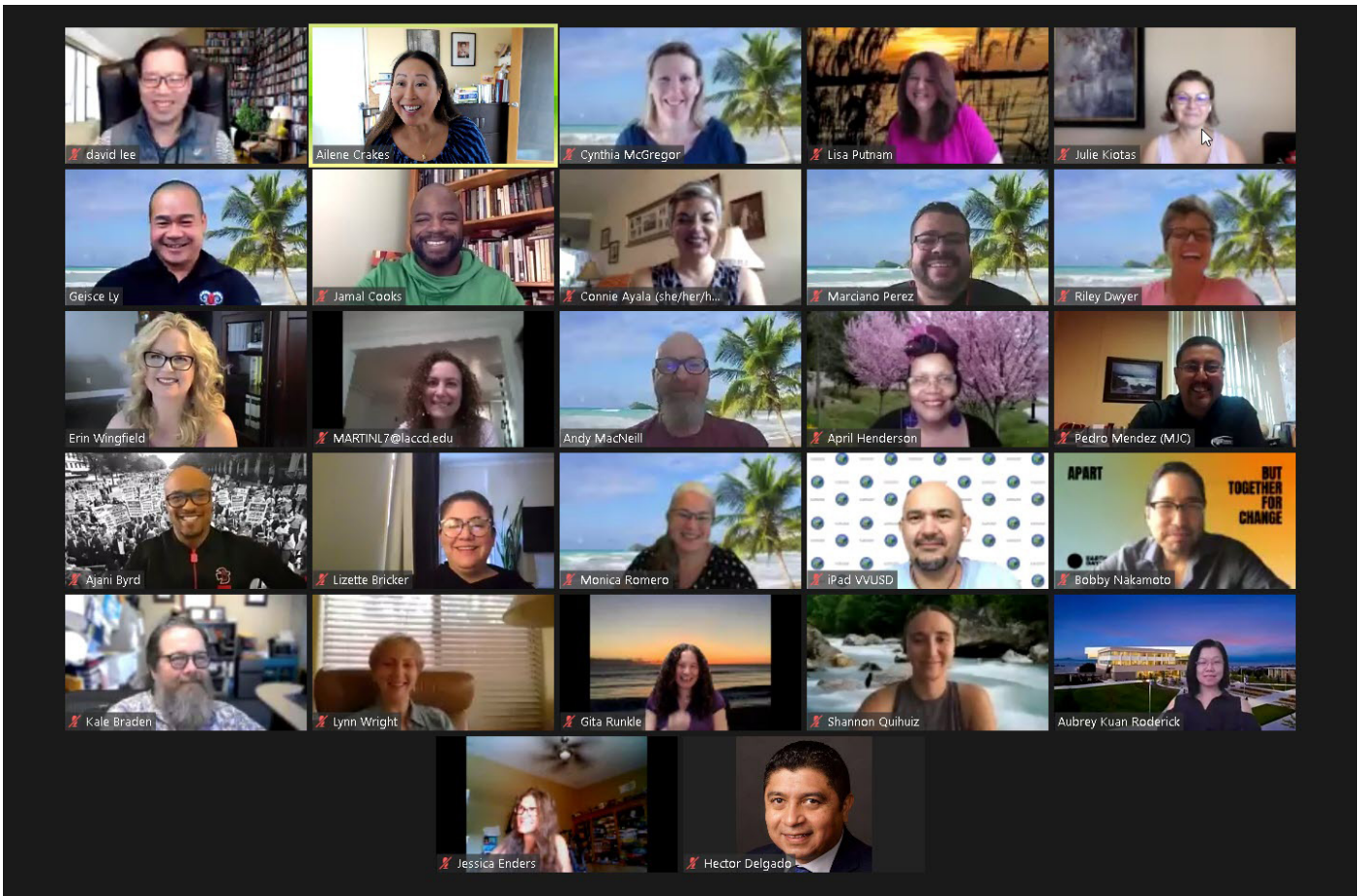
MEMBERSHIP TEAM—Led by **Lonita Cordova**, RMC Chair, this board team is focused on increasing membership and raising the value of membership services, programs and benefits.

OPERATIONS TEAM—Led by **Bonnie Ann Dowd**, ACCCA Board President, the Operations team is focused on strengthening the structure and fiscal vitality of the Association and keep it strong.

PROFESSIONAL DEVELOPMENT TEAM—Led by **Geisce Ly**, MDC Chair, the PD team is focused on training today's leaders and building leaders for the future with innovative program content and accessible formats.

ADVOCACY TEAM— Led by **Willy Duncan**, CFLA Chair, the Advocacy Team is focused on collaboration with others so that ACCCA contributes to a legislative and regulatory environment that supports members and their institutions.

Strategic Goals to Meet Member Needs



The 2020-21 Mentor Program Cohort and Team Leaders' Virtual Retreat on September 4, 2020

Progress on Strategic Goals in 2019-20

- **Achieved greater diversity** at the successful annual conference, “Leading by Design,” expanding content, and focusing on an anti-racist agenda.
- **Provided greater access to training** by establishing a webinar series for administrators coping with remote work and adapting to a crisis environment.
- **Established a new regional training program** on “Management Essentials” to address the practical elements of the art of college management.
- **Made structural change to nurture emerging programs** by establishing a Content Development Team within the MDC.
- **Addressed barriers to equity, diversity and inclusion** with an Ethics/Equity Team to review the association's internal commitment and outward messaging.
- **Made ACCCA's fiscal vitality more secure** by restructuring the budget to ensure operating costs don't require unpredictable event revenues to sustain them.

Strategic goals in 2020-21

- **Raise the value of ACCCA Membership** and tailor improvements to current needs.
- **Increase collaboration** with affiliate groups to support training content and inform advocacy.
- **Right-size the association's headquarters** and further reduce operating costs.
- **Raise the profile of ACCCA-PAC** to better support the advocacy and regulatory concerns of members.
- **Upgrade the technology platform** to better serve members and provide expanded options for member connections.
- **Establish a new program** to address the pipeline to administration for out of state, private sector, classified and faculty members who want to move into administration.
- **Explore an on-demand service for districts** to access online training and orientation for new administrators.

Member Comments

To better serve and understand the needs of our members, we must provide an access point for their feedback and then try to act on their concerns and suggestions. Here's what some of you are telling us:

The webinars that ACCCA has made available over the last few months have been great and very helpful to navigate this uncertain time.

Everything takes longer; particularly processing paperwork for personnel action forms, disbursements, budget transfers, etc.

I am performing well, but it is a physical and emotional challenge. Those with children at home are at a significant disadvantage and there is no solution for assisting employees in that regard.

Work/Life Balance is become increasingly difficult to find.

I feel that I am less able to build understanding and relationships in subtle ways.

Not having a home office has been a struggle. Using the couch or bed or kitchen table to Zoom for hours is affecting my back shoulders and neck and affecting my health.

The lines between start time and end time are blurred within this remote environment. It is 11 pm, and I am still working.

As a Dean, I am often caught in the middle, and this impacts my work. I also often feel unsupported and at my campus, and we have no representation or bargaining unit for middle managers

I am happy with the progression of change at ACCCA. I think it continually pivots to meet the needs of its members.

I feel much more inefficient and disconnected from staff and students

My spouse is retired and interrupts my work. He has a medical condition where his lack of focus and short-term memory issues impact my ability to concentrate and focus. I want to ask to go back to campus at least a couple of days/week. One of my administrative staff is dealing with a similar issue with her special needs adult son. It's a common issue we're all facing.

As we move forward, working within the committees, commissions and the Board to continue to meet the moment, in this time of incredible uncertainty, one thing is certain: you will be the architect of the direction we choose. Your perspective and feedback is always considered first, and we will continue to do our best to serve you.



Member Comments

Learn More:



www.accca.org