

## This Week at the District

### District Budget Advisory Committee



Vice Chancellor Andy Dunn provided an overview of the Governor's budget proposal and reviewed the very initial analysis of the impact to Coast. It is important to note that the details of the proposed budget have not been released and there are many uncertainties at this point. However, we should all be pleased that the passage of Prop. 30 (and Measure M) has given clear

indication that the public supports higher education. I am hopeful that the legislature will also support the proposal and await the details so that we can provide a more meaningful analysis. As Vice Chancellor Dunn reminded the DBAC, this is the first volley in a long state budget game. If you missed the meeting, the DBAC reports are posted online at [www.cccd.edu](http://www.cccd.edu).

### Scientia

I am pleased to announce that I have been invited to visit Scientia's headquarters in England (at no expense to the District). As you may recall, we have been working with Scientia to develop a partnership. Scientia provides optimization software that may be very beneficial to our colleges and our students. Scientia is sponsoring a small team from Coast to visit their headquarters and discuss the terms of a potential partnership.

### The Future of Messaging

I met with local business owner Marc Pakbaz this week to see a demonstration of the latest technology of digital displays. Well beyond an attractive sign, these signs utilize in-depth marketing analysis and have become smart. How smart? They are able to recognize what we need before we even get a chance to read it. As a part of the demonstration, I learned that facial recognition software and devices as well as advanced software and research algorithms combine to change the sign to what the reader most looks like they want. The example was a menu board that changed based upon your size and gender and what you are most likely to order. The sign had the ability to know what you want even before you do! I look forward to working with Mr. Pakbaz to partner with the Coast District on future endeavors that will benefit our students.

### Board Meeting Reminders

**February 6** - Regular Meeting

**February 20** – Regular Meeting

**March 6** – Regular Meeting

### Chancellor's Calendar

**Week of January 28, 2013**

Monday, Tuesday, Friday  
In the Office

Wednesday – Thursday  
AACC Workforce Dvl/pmt  
Institute, San Diego

**Measure M Thank You Lunch**

Board President Lorraine Prinsky, Trustee Dave Grant, Trustee Jerry Patterson and I were happy to host the Measure M Appreciation lunch today. It was important to take a few moments to thank the team that worked so hard to pass the ninth largest bond in the nation and to recognize their hard work.

**Martin Luther King, Jr. Day & Inauguration Day**

Before we begin the weekend, I would like to thank everyone that celebrated Dr. Martin Luther King Jr. Day by providing service to their community. The holiday has become one of the largest efforts at community giving in the nation. This year, it happened to fall on Inauguration Day, which should remind us all that we are fortunate to live in a country where we are able to freely elect our leaders and participate in our own governance. I hope you enjoy

this weekend and prepare for the beginning of a new semester on Monday.

Sincerely,

A handwritten signature in black ink, appearing to read "Lorraine Prinsky".