



# Governance Gazette

*the newsletter of Brookdale Governance*

**December 2006**

## *Chair's message*

December 5<sup>th</sup> is our final Forum of the semester. Once again, we will come together as a community to make decisions and share ideas.

At our last Forum, College Life presented revision suggestions for the College Website Regulation. We will vote on this regulation on Tuesday; you can review the revised version in this issue of the Gazette.

What do the College's spending patterns on professional development tell us? Where is the money spent? How can we make the funds more accessible and the process easier? The Professional Development Committee has researched this issue, and in their discussion they will present their findings and offer recommendations.

Where do students have opportunities for input into decision making at Brookdale? Are students aware of these opportunities? The Student Development Committee will review what they've learned about this in their first discussion on Student Government. Because this charge directly affects students, I hope you all encourage students to attend this Forum and add their voices to the discussion.

See you at the Forum!


Kathy Vasile  
Governance Chair

## **December 5 – FORUM MEETING**

**11:45 in Navesink II**

**\*Also on Bluesnet and broadcast  
to Western Monmouth\***

### **Agenda**

1. Committee Reports
2.  **VOTE!** College Website Regulation presented by the College Life Committee
3. Professional Development Committee Analysis of Expenditures, presented by Bernice Eng and Greg Liano
4. Discussion on Student Government, led by Pat Dillon and Torina Armstrong, co-chairs of Student Development

## **VOTE**

### **College Website Regulation presented by the College Life Committee**

Based on the research, data collection, and broad feedback, assistance and input generated from the members of the College community, the College Life Committee forwards the following revised draft of Regulation 2.9001R for a vote at the December 5<sup>th</sup> Governance Forum.

REG. 2.9001R

BROOKDALE COMMUNITY COLLEGE

COLLEGE REGULATION

REG. 2.9001R

I. Title of Regulation

College-Wide Web Site Development  
Standards and Best Practices

II.	<u>Objective of Regulation</u>	Information Provider; as appropriate, pages will include Information Provider contact links for users.
	To authorize the President to establish rules, procedures, and guidelines to govern the appearance and operations of Brookdale Community College’s institutional Web Site, <a href="http://www.brookdalecc.edu">www.brookdalecc.edu</a> . This regulation applies equally to any and all other implementations of the Brookdale Web site, present and future.	B. Operations
III.	<u>Authority</u>	<ul style="list-style-type: none"> <li>▪ College Relations staff has overall responsibility for developing and organizing content for the institutional Web site.</li> <li>▪ Non Academic/Administrative Information Providers, in collaboration with College Relations, have overall responsibility for developing and organizing content for their Web sites and pages.</li> <li>▪ Faculty and academic staff, in collaboration with the TLC, have overall responsibility for developing and organizing content for their Web sites and pages.</li> <li>▪ Student Clubs and Organizations, in consultation with Faculty advisors and in collaboration with College Relations, have overall responsibility for developing and organizing content for their Web sites and pages.</li> </ul>
	Board of Trustee Policy and Regulation 2.9000, Acceptable Use of Computer Network, Resources and Facilities.	
IV.	<u>Regulation Statement</u>	<p>College Relations and the TLC staff will work with Information Providers to ensure that the site and all its functions are current, accurate, and operating properly; and that all applications are dynamic and innovative. As appropriate, legal disclaimers, approved by College Relations, the TLC, and/or a Student Organization Faculty Advisor, may be utilized by Information Providers. College Relations and the TLC, in conjunction with Human Resources and the Disability Services Office, will ensure that all Web pages must be accessible to all users, including users with disabilities, compliant with Brookdale Community College policies in accordance with Section 508 of the Americans with Disabilities Act.</p>
	The Brookdale Web site provides computing and network resources in support of the academic mission and administrative functions of the College, and serves as an information system including, but not limited to, educational applications, administrative information exchange, presentation and promotion of the College to internal and external audiences, faculty/staff professional development, and College-sponsored community service. Any official College Web site or page produced by a Brookdale student, faculty or staff member must comply with all federal, state, and local laws and College policies, including but not limited to, laws and policies concerning copyright, libel, FERPA (“Family Educational Rights and Privacy Act”), and obscene or harassing materials. Faculty, staff and student pages residing on the Brookdale Web site may not be used for personal or commercial gain.	College Relations and the TLC will collaborate on the determination of common design features (including, but not limited to, acceptable College logos and navigation schemes) and updating these standards and operating procedures, as appropriate.
V.	The following is to define the scope of operations for the Web Site:	C. Layout and Design: Resources and Standards
A. Oversight	On behalf of the President, the Executive Director of College Relations will monitor the appropriate use of the Web site to ensure that it does not violate any of the rules contained herein or those of any other College Regulation.	
	The person responsible for publishing and updating the information contained in Web pages is the Campus/Client “Information Provider.” Every page is required to have an	

As stated in this regulation, Information Providers will be assisted and facilitated by either the TLC or College Relations in the construction of their departmental, individual, or organizational sites and pages. Faculty, staff, and students may use the provided Brookdale-licensed templates for their Web sites and pages or continue to work with their Web page development tools and software; however, technical support will only be made available for Brookdale-licensed tools and software.

Based on the College's stated guidelines on internal communications, as well as the developed standards for print materials that bear the College's name and logo, official College Web sites and pages will contain clear and unambiguous navigational and identifying elements. Consistent navigational elements ensure ease of use, accessibility, and familiarization for the user. Basic navigational standards and guidelines are as follows:

- Every official page on the institutional site will clearly portray the Brookdale sanctioned logo and mark with an unambiguous link back to the Home page.
- As appropriate, pages will include Information Provider contact links for users.

College Relations will conduct surveys periodically to determine whether students, staff and the community are suitably engaged by the overall design and information architecture of the tools/templates; concurrently, the TLC will consult with faculty to discuss and determine needs, concerns, initiatives and innovations. When College Relations determines — by virtue of a broad consultation with the College community in general— that a redesign of the Web site is in order, College Relations will act on behalf of the President as project manager for the redesign.

#### D. Site Management

Information must be kept current within the current academic term. Accordingly, College Relations will directly manage the Home page and official institutional pages; every academic and staff department or division will appoint an Information Provider responsible for the regular updating of their pages' content.

With the assistance of the TLC and College Relations, Information Providers should review their department and/or individual pages each semester throughout the academic year to ensure compliance with the standards outlined in this regulation. Any inaccuracies or dead links noted by any constituent or end user, including College Relations or the TLC, will be brought to the attention of the Information Provider for remediation.

The Office of Information Technology, College Relations and/or the TLC reserve the right to unlink any pages or suspend any activity that generates network traffic to a degree that deprives other users of their legitimate use of these resources, or which impedes the efficient operation of the system.

#### E. Online Courseware

College Relations will work in cooperation with the TLC and faculty to ensure that the Web site provides ease of use for students using Web-based courseware and course management systems.

#### F. Regulation Resources

Resources on the cited standards and guidelines, including but not limited to ADA compliance, FERPA, and copyright may be found here:

Family Educational Rights & Privacy Act:

- BCC College Regulation [6.1504R Release of Academic and Demographic Data About Students](#)
- US Department of Education's FERPA Information Page <http://www.ed.gov/policy/gen/guid/fpco/ferpa/index.htm>

ADA Compliance:

- BCC College Regulation [6.1004R Provision of Reasonable Accommodation](#)
- The Web Accessibility Initiative <http://www.w3.org/WAI/>

Copyright:

- BCC Network Usage Policy <http://www.brookdalecc.edu/content.php?ID=275>

- United States Copyright Office  
<http://www.copyright.gov/>

#### G. Responsibility for Regulation

On behalf of the President, the Executive Director of College Relations working with the Director of the TLC will be responsible for the College community's adherence to all of the components of this regulation.

## ISSUES

### Analysis of Expenditures - Professional Development Committee

Co-Chairs Bernice Eng, Greg Liano

#### Charge

- Create a database of the college's professional development past expenditures
- Analyze data
- Communicate findings
- Recommend future professional development needs
- Update Professional Development Operations and Resource Guide in relation to funding procedures

#### Professional Development Committee Funding

- Staff - \$8,000
- Faculty - \$27,000
- A&E - \$7,000

#### Additional Funding

- Division
- EVP
- Human Resources?
- Other?

#### Professional Development Related Expenditures (Funded by Various Areas)

- Staff Development
- Overnight Travel
- Daily Travel
- Outside Training
- Tuition Waiver
- Tuition Reimbursement
- Sabbaticals
- Memberships
- Leadership Brookdale
- TLC Center

#### Findings

- **Most Professional Development Committee monies were awarded**
- **Most Faculty used PDC monies for conferences**
- **Staff used monies for conferences, Yoga and other classes**
- **Data is not consistently reported in detail, i.e., Division Changes**
- **Limited marketing of professional development opportunities**
- **Application process for professional development funding can be confusing**
- **Requests for professional development funding varied by division**
- **Disbursement of monies sometimes involved several areas, i.e., PDC, Division, EVP**
- **Some individuals who were awarded monies, did not contact the PDC if they did not use their funds**

#### Recommendations

- **Revise PDC application form**
- **Research possibility of submitting a PDC application online for data capture**
- **Advertise availability of PDC funding**
- **Simplify application process**
- **Research possibility of centralizing funding**
- **Revise PDC subcommittee reports to collect detailed data**

### Student Development Committee Discussion

#### Charge: Student Government

Co-Chairs Pat Dillon, Torina Armstrong

The Student Development Committee is charged with investigating a model for student government. The charge states that the Committee should:

1. Identify current opportunities for student input into the decision making process at the College, including the Student Life Board.
2. Examine existing student government models at other like institutions.
3. Recommend a student government model which will provide opportunities for student leadership development and input in the decision making process at the College.
4. Determine the relationship, if any, between the recommended Student Government model and the Governance system at Brookdale.

#### Committee Work to Date

1. Identify current opportunities for student input into the decision making process at the College, including the Student Life Board.

The Committee developed a list of current opportunities for student input:

- Advisory Boards/Committees
- Surveys:
  - Board of Trustees
  - Ad-hoc surveys
  - Five Year Program Reviews
  - Entering Student Surveys
  - Focus Groups
  - Graduate Follow Up Survey
  - Governance
  - Non-Returning Student Survey
  - Help Me
  - Student Opinion Reports (SORs)
  - Phi Theta Kappa
  - Student Satisfaction Inventory
  - Suggestion Boxes
  - Tell it to Brookdale

For each resource, committee members determined:

- Person/Department responsible for management of the resource
- How students are made aware of the resource
- How many students participate in the resource
- What happens to student input obtained through the resource

Our work shows that there are a variety of mechanisms available for student input on campus. Preliminary concerns include:

1. student awareness of input mechanisms, especially those that may be most influential (i.e., Board of Trustees, Advisory Boards)
2. follow-up to student input
3. duplication of efforts by the college

#### Student Life Board

The Committee is reviewing the “Constitution of the Associated Students of Brookdale Community College,” whose elected leadership is the Student Life Board. The paper document is dated January 1992. We also plan to meet with Robert Quinones, Associate Director of Student Life and Activities, and student members of the Student Life Board.

2. Examine existing student government models at other institutions.

The Committee has gathered but not discussed information on Student Government Models from six NJ Community Colleges.

The Student Development Committee meets every other Tuesday at 11:45 AM in MAN 209. Please send comments to co-chairs Torina Armstrong (2559) or Pat Dillon (2871).

## REPORTS

### Report on the November 21<sup>st</sup> Forum

Kathy Vasile, Chair of Governance started the Forum informing members of the President’s Forums, December 1, 19 and January 23 co-sponsored by members of Commission on Academic Leadership Model- CALM, which have been scheduled to solicit faculty, staff and administrators’ input and discussion on CALM recommendations.

The first discussion of the meeting was the Planning Calendar facilitated by Arnold Gelfman and Jess Levine, co-chairs of Institutional Planning and Effectiveness. Presenters explained the relationship between the planning calendar and the matrix. The calendar represents the assessment, planning and budget activities of the college. A Forum member requested the creation of a section for Faculty in the calendar. A question was raised about the inclusion of class schedules in the calendar. Kathy Vasile indicated the charge evolved from the need to identify times of the year when the college community is overloaded with deadlines and to find ways to distribute them effectively through the year.

The second discussion of the day was the General Education Model. Gail Harrigan and Shay Delcurla, co-chairs of the General Education Committee indicated their charge was to compare BCC current general education model to the state model. Some of the issues considered by the committees were to ensure transferability of core general education courses. To achieve this BCC needs internal guidelines to determine if courses currently listed as general education actually meet their designation.

### Proposed State Gen Ed Model vs Brookdale Gen Ed Distributions ( )

Course category	AA	AS	AAS/AFA
Communication	9	6	
Math./Sci./Info. Tech.	12 (9)	9 (6)	
Social Science	6	3/3	
Humanities	9 (6)	3/3 (3)	
History	6 (0)		
Diversity courses*	3*	0 (3)	
Discretionary courses	0 (15)	6 (9)	
Gen Ed Totals	45	30	20

President Burnham indicated that the NJ Council of Presidents created a committee to ensure compliance with the state model. The committee will make recommendations in four weeks. He also indicated the college needs to comply with the general education model provided by the Association of Academic Officers.

Next Forum members voted on the Student Services Recommendations developed by the Student Development Committee to address the needs of entering students. Forum

participants approved the recommendations with a vote of 79 for, 1 against and 11 abstentions.

The final Forum agenda item was the discussion on the College-Web site Regulation draft. Roseanne Alvarez and Cari Gigliotti presented changes recommended by the committee to the proposed regulation. Presenters indicated the recommended changes to the regulation language are about accountability, flexibility and a collaborative work environment. The flexible and dynamic nature of the web should be honored in all aspects of the college web site. The committee recommended the following changes:

**Revised Version:**

“Any official College web site or page produced by a Brookdale student, faculty, or staff member must comply with all federal, state, and local laws and College policies, including but not limited to laws and policies concerning copyright, libel, FERPA (“Family Educational Rights and Privacy Act”), and obscene or harassing materials. Faculty, staff, and student pages residing on the Brookdale Web site may not be used for personal or commercial gain.”

► **From “Part V. - A. Oversight”**

**Revised Version:**

“Every page is required to have an Information Provider. As appropriate, pages will include Information Provider contact links for users.”

► **From “Part V. - B. Operations”**

**Revised Version:**

- College Relations staff has overall responsibility for developing and maintaining content for the institutional Web Site.
- Non-academic/Administrative Information Providers, in collaboration with College Relations, have overall responsibility for developing and maintaining content for their Web Sites and pages.
- Faculty and academic staff, in collaboration with the Teaching and Learning Center (TLC), have overall responsibility for developing and maintaining content for their Web Sites and pages.
- Student Clubs and Organizations, in consultation with Faculty advisors and in collaboration with College Relations, have overall responsibility for developing and maintaining content for their Web sites and pages.

► **From “Part V. -B. Operations” Cont’d. . .**

**Revised Version:**

“College relations and the TLC staff will work with Information providers to ensure that the site and all its functions are current, accurate, and operating properly; and that all applications are dynamic and innovative. As appropriate, legal disclaimers, approved by College Relations, the TLC, and the Disability Services Office, will ensure that all web pages must be accessible to all users, including users with disabilities, compliant with Brookdale Community College policies in accordance with Section 508 of the Americans with Disabilities Act.”  
College Relations and the TLC will collaborate on the determination of common design features (including

acceptable College logos and navigation schemes) and updating these standards and operating procedures, as appropriate.”

► **From “Part V. - C. Layout and Design: Resources and Standards” (formerly “Appearance”)**

stated in this regulation, Information Providers will be assisted and facilitated by either the TLC or College Relations in the construction of their departmental, individual, or organizational sites and pages. Information Providers will have the option to develop their pages by utilizing College-supported resources such as page development tools and templates. This option will promote efficacy in both internal and external communications by ensuring that all College employees and students have both access and the ability to generate web content and pages for their constituencies and audiences. Faculty, staff and students may use the provided templates for their web sites and pages or continue to work with their current, licensed web page development tools and software.”

► **From “Part V. - C. Layout and Design: Resources and Standards” (formerly “Appearance”)**

**Revised Version:**

“Based on the College’s stated guidelines on internal communications, as well as the developed standards for print materials that bear the College’s name and logo, official College web sites and pages will contain clear and unambiguous navigational and identifying elements. Consistent navigational elements ensure ease of use, accessibility, and familiarization for the user. Basic navigational standards and guidelines are as follows:

► **From “Part V. - C. Layout and Design: Resources and Standards” (formerly “Appearance”)**

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“College Relations will conduct surveys periodically to determine whether students, staff and the community are suitably engaged by the overall design and information architecture of the tools/templates; concurrently, the TLC will consult with faculty to discuss and determine needs, concerns, initiatives and innovations. When College Relations determines — by virtue of a broad consultation with the College community in general— that a redesign of the Web site is in order, College Relations will act on behalf of the President as project manager for the redesign.”

► **From “Part V. - D “Content” to “Site Management” (formally, “Content”; section deleted with elements integrated throughout appropriate and corresponding segments of Regulation)**

**now found in revised Part D. “Site Management”**

Ex.) “Use of an author’s, artist’s or photographer’s work without permission is not permitted; copyright laws apply to all materials appearing on the Brookdale Web site; Pictures, video, audio or personal information of or about a person or persons may not placed on a Web page without the subject(s)’s expressed permission. The burden of demonstrating consent is on the Information Provider of the page in which the material appears; Forms requesting

personal information from site visitors (such as surveys) will conform to the restrictions imposed by the Family Educational Rights and Privacy Act (FERPA)”

► **From “Part V. - D. Site Management (formerly E. Site Management)” Continued. . .**

**Revised Version:**

“With the assistance of the TLC and College Relations, Information Providers should review their department and/or individual pages on a per semester basis throughout the academic year to ensure compliance with the standards outlined in this regulation. Any inaccuracies or dead links noted by any constituent or end user, including College Relations or the TLC, will be brought to the attention of the information provider for remediation.”

► **From “Part V. - D. Site Management” (formerly “E. Site Management”) Cont’d. . .**

**Revised Version:**

“The Office of Information Technology, College Relations and/or the TLC reserve the right to unlink any pages or suspend any activity that generates network traffic to a degree that deprives other users of their legitimate use of these resources, or which impedes the efficient operation of the system.”

► **From “Part V. - E. Online Coursework” (formerly “F. Online Coursework”)**

**Revised Version:**

“College Relations will work in cooperation with the TLC and faculty to ensure that the web site provides ease of use for students using Web-based courseware and course management systems.”  
The regulation will be voted on at the December 5<sup>th</sup> Forum.

**STANDING COMMITTEE NEWS**

**Academic Council [MAC 210]**

Academic Council continues to expedite approval of some course revisions via an e-vote, leaving our meeting times to discuss more substantive curriculum changes.

Council unanimously approved the new program the Health Information Technology A.A.S. Also, nine new courses to support the Health Information Technology A.A.S. were approved. The nine courses are

- HITC 121 Introduction to HITC
- HITC 122 Health Info in Alt Sys
- HITC 123 Health Information and the Law
- HITC 124 Pathophysiology
- HITC 221 Coding & Classification Systems I
- HITC 222 Health Info Documentation
- HITC 223 Health Info Reporting
- HITC 224 Coding & Classification Systems II
- HITC 225 Health Information Management

The following changes have been approved by Academic Council.

**Course changes**

- EDUC 116
- Credit Hour Changes
- CULA 133
- Course Deletions
- CULA 135

**Prerequisite Changes**

- PLGL 137
- PLGL 205
- PLGL 206
- PLGL 215
- PLGL 226
- PLGL 227
- PLGL 228
- PLGL 245
- MATH 152
- MATH 153
- MATH 171
- ACCT 299

**Corequisite Changes**

- TELV 121

**Program Change**

- Accounting Certificate
- Accounting A.A.S.
- Early Childhood Education
- Human Services Addictions Option
- Culinary Arts Certificate

**Academic Council is looking at the following new or modifications to existing programs.**

- Digital Animation and 3D Design AAS Game
- Programming Option
- Computer Science Program A.S.
- Computer Science Program A.A.S Degree Programming Option
- Computer Science Program A.A.S Degree Web Site Development Option

**Academic Standards [MAN 203]**

The Academic Standards Committee continued to discuss the issues involved in promoting consistency in the awarding of academic credit for non-traditional learning. We reviewed various transfer and grading issues in regard to prior learning assessment experiences, including whether or not to award grades or credits (only) for such. Also, it was agreed that committee members would go back to their respective departments and inquire as to the maximum number of prior learning assessment credits that would seem suitable. We completed our first draft of “Guidelines for Earning Academic Credits by Non-Traditional Methods” at our meeting on November 28. We meet in MAN 203 from 11:45-1:15.

**Institutional Planning and Effectiveness [MAN 205]**

The Institutional Planning and Effectiveness Committee (IPEC) has begun its examination of the Major Indicators of Institutional Effectiveness. A subcommittee chaired by Webster Trammell has been looking at a “dashboard” approach which would conceptualize the indicators to be something analogous to lights on an automobile dashboard that come on when something is askew. Since there usually isn’t enough room on the dashboard for everything that could go wrong, lights are only assigned to those things that could cause the most trouble. Similarly, the Brookdale Major Indicator Dashboard would reflect only those areas that if illuminated would mean that a checkup and diagnosis are warranted as soon as possible. The subcommittee identified the types of information that should be included in this approach. Work will now begin to select and/or develop the most appropriate indicators.

IPEC has also continued its work on the development of the FY 2009 Matrix. For input on helping to establish future College directions, the committee once again invited those full professors who had attended a previous September focus group. Terry Healy, chair of the Matrix Subcommittee led the discussions and crafted a summary of the major points for present and future consideration. In addition, IPEC will be meeting with Dr. Burnham on December 12 where he will share his perceptions of the major forces shaping Brookdale’s future. In turn, IPEC will discuss its progress and recommendations.

Feedback from the Forum presentation on the Planning, Assessment, and Budgeting Calendar was discussed. Louise Horgan who is chairing the Calendar Subcommittee, reported that when she presented the calendar at a meeting of division chairs, the feedback was quite favorable.

IPEC will be recommending to Governance Steering that the most recent calendar changes moving the Matrix Forum discussion to March and April be reconsidered. The committee felt that an early February discussion would be most appropriate.

IPEC began discussion of the Community College Survey of Student Engagement as a means of obtaining additional outcomes information.

## COLLEGE-WIDE COMMITTEE NEWS

### Basic Skills Committee [LIB 123]

The Basic Skills Committee is currently examining statewide placement test scores and SAT scores, and the current state initiative to standardize such scores. The group will formulate research questions to assess the efficacy of Brookdale’s current placement test scores and hopes that PAR will undertake these studies for the 2007 – 08 year.

In addition, we will continue work on plans for the annual Outreach Conference which is scheduled for Friday, March 23<sup>rd</sup>. Our next meeting will be held on December 7<sup>th</sup> at 11:45 – 1:15 pm in LIB 123.

### Diversity Council [MAN 211]

The Diversity Council is sponsoring *Katrina Recovery Talk* led Pam Quatse, former Co-Chair of the Council, **Monday December 4, 2006** 12:00 – 1:00 pm in the Student Life Center. The program features a slide show of photos taken by recovery volunteers from Spring Break ‘06 and a discussion with students and staff who assisted in the effort. Please encourage interested students to attend this informative session. If you would like to volunteer to accompany the group this Spring, please contact Katie Feeny x1875 [bcc@waterwatchonline.org](mailto:bcc@waterwatchonline.org).

The Diversity Council’s next meeting will be held at **11:45AM** in **MAN 211** on **November 30, 2006** and we welcome all members of the College community to attend. Please contact the Co-chairs with any agenda items you wish to be considered: Avis McMillon x2967 [amcmillon@brookdalecc.edu](mailto:amcmillon@brookdalecc.edu) or Sondra Cannon x2695 [scannon@brookdalecc.edu](mailto:scannon@brookdalecc.edu)

### General Education Committee

The General Education Committee is working on comparing the Brookdale General Education model to the current state model and the implications if Brookdale were to adapt its General Education model to the state model. The committee is also developing objective course designation criteria that will enable the committee to better evaluate course proposals for GE designation. Questions or comments contact Shay Delcurla or Gail Harrigan, co-chairs of the General Education Committee.

### Honors Committee

No report for this issue.

## IMPORTANT DATES IN December

**December 7:** Basic Skills Meeting  
Honors Committee Meeting

**December 13:** General Education

**December 19:** Special President’s Forum  
Campus Discussion on CALM

**December 21:** Basic Skills Meeting  
Diversity Council

**January 23:** Special President’s Forum  
Campus Discussion on CALM

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**January 25: Governance Retreat**

**February 6: Forum**

**IMPORTANT NOTE:**

There will be a **Governance Retreat** on  
Thursday, **January 25, 2007** at 11:45-1:15 pm.  
Room to be determined. See you all there!

**HAPPY HOLIDAYS!**