



**Candidate questionnaire for
San Francisco City College Board of Trustees
General Election, November 4, 2014**

Please return this questionnaire electronically to contact_us@phdemclub.org **no later than Saturday, August 30**. Candidates who do not return the questionnaire by the due date will not be invited to participate in the September 9th forum. Questionnaires will be made available to our members online.

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Please write a brief response (≤ 200 words) to each question.

1. Please describe your qualifications for this office.

I earned my MBA from the University of San Francisco and have lived in San Francisco for nearly a decade. My background is in both technology and marketing, 2 items sorely needed on the Board of Trustees as the school needs to drive up enrollment and update their tech infrastructure to make their operations more efficient. In my professional life I also manage my client's budgets, something that, for too long, the Board of Trustees has mismanaged leading to the uncertainty of the school's future. I want to make sure that all children (including my daughter) have access to higher education and the only way to do that is to make sustainable decisions that will keep the school open and accredited for the long term.

2. What are the top three issues facing CCSF, and what will you do about those issues? My priorities if elected are:

- Maintain school accreditation (for the long term)

While CCSF has its accreditation at the moment, they are still in a probationary period as they submitted papers for "restoration status". While this might allow the school to maintain its accreditation for now, the long term mismanagement puts the long term sustainability of this into question. The school needs to put "everything on the table" when it comes to its

operations and make decisions based on empirical data.
The school also needs to upgrade its tech infrastructure to increase operational efficiency.

- Increased enrollment -

To increase enrollment, CCSF needs to eliminate the lingering possibility of losing its accreditation as discussed above. On top of that, the school needs to market the school based on data based media buying, something I do in my professional life for fortune 500 clients. CCSF also needs to offer more online classes to appeal to more residents and those who live inside and outside the city limits. Online classes allow students to limit their commutes (less cars on the road) and make additional classes easier to manage.

- Fiscal credibility and accountability

A top to bottom audit of the school budget needs to be assessed along with its overall operations. Classes need to have enough students to warrant the class offering, the school needs to allow unused space to be rented for additional revenues, and make sustainable decisions regarding our working families. The school already is receiving funds from Prop. A, Prop. 30 and funding from AB 860, so it is important to manage those funds appropriately.

3. How do you envision your role as Trustee if the board you serve on doesn't meet?

At the moment the Board of Trustees are on probation (for all intents and purposes) with the Special Trustee having extraordinary powers over the school's operations. The long term goal is to transition power back to the Board of Trustees, but until that time, I plan to consult on the school marketing, technology infrastructure and any other way that would best serve the school

4. Why did you choose in particular to run for a 2-year term and not a 4-year term?

The 2 year term didn't include any incumbents and I didn't feel that those that did jump in the race would serve in the best interest of CCSF.

Thank you for your time and your commitment to public service. We look forward to seeing you at the Potrero Hill Neighborhood House on September 9th.