

2017-2018 SDCE ACCOMPLISHMENTS AND 2018-2019 SDCE PLANS



2017-2018 SDCE ACCOMPLISHMENTS

PLANNING, RESEARCH AND INSTITUTIONAL EFFECTIVENESS

- > Developed an annual accreditation update aligned with an institutional strategic plan update in preparation for the mid-term visit from ACS WASC
- > Completed year 2 of a 5-year Strategic Plan: 96% of goals are in progress or complete
- > Published the second edition of *The Past, Present and Future of Noncredit Adult Education in California, 1856-2017* with 100% participation from 114 community colleges and noncredit institutions statewide
https://sdce.edu/sites/default/files/iep/CCC_Noncredit_Offerings_Report_2017.pdf
- > Secured Institutional Effectiveness Partnership Initiative (IEPI) funding and developed an Innovation and Effectiveness Plan to support institutional effectiveness efforts, with a focus on: technology to support integrated planning, institutional communication, and integration of planning and resource allocation
- > Expanded the accessibility of program-level data via online program fact books and interactive data dashboards. <http://www.sdce.edu/content/data-dashboards>
- > Developed and piloted an enrollment, retention and completion survey for Business and Information Technology students
- > Restructured the Institutional Effectiveness Office to the Planning, Research, and Institutional Effectiveness (PRIE) Office; hired a permanent PRIE Dean

POLICY ADVOCACY

- > Presented noncredit pathways and success at state, national, and international conferences
- > Presented California noncredit report at statewide conferences
- > Lobbied elected officials in Sacramento with Community College League of California
- > Participated as members of Statewide Advisory Groups and Committees:
 - » Advisory Committee on Legislation | SDCE President representation
 - » Chief Student Services Officer on the Statewide Online Education Initiative Committee | Vice President of Student Services representation
 - » Flexible Learning Options for Workers (FLOW) Group | SDCE President representation
 - » VERATAC (Vocational Education Accountability and Technical Advisory Committee) | Vice President of Instruction representation
 - » Simple Metrics Advisory Group | Vice President of Instruction representation
 - » CTEOS Advisory Committee (Career Technical Education Employment Outcomes Survey) | Vice President of Instruction representation
 - » Institutional Effectiveness Partnership Initiative (IEPI) Advisory Committee Member (2014-2018) | Classified Senate President representation
 - » Partnership Resource Team (PRT) Member, San Joaquin Delta College (2018) | Classified Senate President representation

INSTRUCTION

- > Increased enrollment in distance education classes by 23%
- > Increased and improved curriculum offerings with 4 new programs; 4 revised programs; 17 new courses, and 15 revised courses
- > Completed year three implementation for Adult Education Block Grant
- > Completed year two planning for Strong Workforce
- > Secured SDCE's third Zero Textbook Cost (ZTC grants) and held SDCE's first ZTC conference
- > Hired a permanent Vice President of Instruction
- > Provided contract education to the Port of San Diego, the San Diego Airport Authority, the Navy Brig at Miramar, San Diego State University, the San Diego Housing Commission, Mesa College, Miramar College, and SDCE

STUDENT SUPPORT AND SUCCESS

- > Established a new office of student services with the following areas:
 - » Admissions and Records
 - » Career and College Transition Centers
 - » Counseling
 - » Student Affairs
 - » Student Equity (includes Outreach)
- > Established San Diego Gateway to College and Career, an opportunity youth initiative that provides paid internships for students
- > Established food pantry
- > Established a transitional program for San Diego Promise students
- > Integrated a Basic Skills Initiative, Student Success and Support and Student Equity
- > Established and strengthened multiple community partnerships:
 - a. Veterans Opportunity Program; co-location for professional growth courses and jobs for veterans
 - b. California State Department of Rehabilitation; co-location for DSPS counseling services
 - c. Feeding San Diego; distribute food to the public and inventory for a mobile food bank
 - d. San Diego County Health and Human Services; co-location and state benefits eligibility
 - e. San Diego Rescue Mission; increased programming and accessibility
 - f. Tech/Hire with San Diego Workforce Partnership and City of San Diego; co-location and paid internships for students jobs for veterans

FACILITIES

- > Created a duo kitchen/classroom environment in room 129A at the Educational Cultural Complex for the Hospitality program
- > Installed new alignment equipment, a paint shop mixer, and automotive lifts at the Educational Cultural Complex for the Automotive program
- > Remodeled and refurnished room 169 at the Educational Cultural Complex
- > Installed a new roof at the Educational Cultural Complex
- > Remodeled room 204 at Mid-City Campus for the Healthcare Careers program
- > Added lactation rooms at Cesar E. Chavez Campus, Mid-City Campus, the Educational Cultural Complex and West City Campus
- > Finalized plans for a Career Center and Rising to Success Center at Mid-City campus and Cesar E. Chavez campus
- > Finalized plans for a conference room to be used for student workshops and orientations at Mid-City Campus
- > Converted more than twelve traditional lecture classrooms into Career Technical Education labs across SDCE campuses
- > Established the Historical Preservation Committee to lead various efforts including the proposal to establish the Educational Cultural Complex as a Civil Rights landmark

FINANCE

- > Reduced deficits in all cost centers aside from adjunct faculty salaries
- > Raised \$2.5 million in grants; leading this effort for SDCCD
- > Decreased paid overtime by 56% from FY 2016/17
- > Administered cost of living increases
- > Expanded the Office of Business Services

TECHNOLOGY

- > Developed a technology plan
- > Established the High-tech Collaborative Professional Development Center at the Educational Cultural Complex
- > Installed Clarus boards in room 169 at the Educational Cultural Complex
- > Purchased new equipment for the purpose of supporting future presentations in the theatre at the Educational Cultural Complex
- > Installed high definition televisions along with instructor controlled projector cameras in room 129A at the Educational Cultural Complex for the purpose of cooking demonstrations
- > Installed technologically driven podiums to support instruction across SDCE campuses
- > Installed new cooking equipment in the industrial kitchen at West City Campus
- > Converted existing orientation room 127 into a smart room at West City Campus
- > Deployed two tech laptop carts at the Educational Cultural Complex with plans for adding tech carts across SDCE
- > Upgraded wireless access at the Educational Cultural Complex

PERSONNEL/HIRING

- > 2 administrators
- > 11 contract faculty
- > 20 contract classified
- > 6 promotions

PROFESSIONAL DEVELOPMENT

- > Celebrated a successful 2nd Annual STAR Conference at the Educational Cultural Complex where Classified professionals had the opportunity to participate in professional development trainings
- > Passport for Success included 40 participants including faculty, classified professionals and administration
- > Internal professional development flex activities included 356 workshops totaling 7,269 faculty hours
- > FELI (Five Day Experiential Learning Institute) was held twice in 2017/18 and included 33 participants
- > San Diego Continuing Education (SDCE) hosted leaders from all over California at a noncredit conference in fall 2017. More than 200 administrators, faculty and staff from 60 community colleges, associations and the state Chancellor's office attended The New World of Noncredit, co-hosted by IEPI (Institutional Effectiveness Partnership Initiative) to hear best practices on how to build and expand noncredit instruction in the state.
- > All employees encouraged to participate in SDCE-wide professional development opportunities on campus and/or online including:
 - » SDSU's Black Minds Matter
 - » Stanford University's Poverty and Inequality in America
 - » SDCE Book Club
 - » SLO training

COMMUNITY ENGAGEMENT AND PARTNERSHIPS

- > Hosted key events:
 - » More than 80 attended the fall community alliance breakfast, sponsored by student services to strengthen partnerships with dozens of community organizations
 - » More than 40 attended the spring strategic partnerships community luncheon, sponsored by instructional services to strengthen partnerships with employers
- > Hosted major events:
 - » Board of Trustees Annual Campus Meeting
 - » Classified Annual Service Awards
 - » Classified Professional Development Day
 - » President's Afternoon Tea
 - » SDCCD and San Diego Unified School District Joint Board Meeting
 - » SDCCD Board of Trustees Meeting
- > Adult Education Block Grant Consortium
- > Strong Workforce Regional Consortium
- > San Diego Gateway to College and Career
 - » Piloted program with funding from the San Diego Workforce Partnership
 - » Established a partnership with the Jacobs Center for Neighborhood Innovation to expand program
 - » Doubled staffing over the course of the year
 - » Piloted construction trades apprenticeship readiness program
- > Established new partnerships for off-site classrooms
 - » Balboa Elementary School
 - » Blessed Sacrament Church
 - » Mira Mesa High School
 - » Mira Mesa Library
 - » Oakmont Pacific Beach Retirement Community
 - » Paradise Hills Elementary School
 - » Project Care International
 - » Portuguese Center
 - » Senior Lounge in Balboa Park
 - » Urban Corp

PRESIDENT'S PUBLIC SERVICE

- > Board of Directors, National Association for Community College Entrepreneurship, 2018-Present
- > Board of Directors, The Trevor Project: 2017-Present
- > Board of Directors, San Diego Workforce Partnership Workforce Development Board, 2016-Present
- > Board of Advisors, Jackie Robinson YMCA, 2017-Present
- > Board, Thrive Public Schools Foundation Board: 2016-Present
- > Advisory Board, Teach for America San Diego, 2016-2018
- > Board of Directors, International Cottages, House of Puerto Rico, 2016-2018
- > CEO Member Group, San Diego/Imperial County Community College Association (SDICCCA), 2015-Present
- > Board of Directors, San Diego Continuing Education Foundation, 2015-Present
- > Board of Directors, San Diego Community College District Auxiliary, 2015-Present
- > Advisory Committee on Legislation, Community College League of California. 2014-Present

SDCE FOUNDATION

- > Administered a record number and amount of scholarships and awards (\$200,000+)
- > Established a Foundation Advisory Committee (FAC) comprised of local leaders from industry, community, and philanthropy organizations
- > Expanded San Diego Gateway to College and Career through a \$300k partnership agreement with the Jacobs Center for Neighborhood Innovation in support of local Opportunity Youth
- > Established a partnership with Feeding San Diego to address hunger insecurity
- > Hired an Executive Director and a Director of Industry Partnerships for the Foundation, and an Executive Director and a Case Manager for the San Diego Gateway to College and Career program

PUBLIC INFORMATION

- > Rebranded and launched online SDCE News Room to include student success stories and improved visual appeal
- > Created webpage for SDCE Foundation
- > Created webpage for Special Projects and Grants
- > Expanded the orientation system to cover more programs and campuses
- > Maintained and created content for President's page at sdce.edu
- > Supported SDCCD marketing and media efforts
- > Increased SDCE in the news; highlights include two national media hits in Community College Daily and local channel 10 coverage:
 - » <http://www.ccdaily.com/2017/12/from-the-streets-to-the-classroom/>
 - » <http://www.ccdaily.com/2018/04/from-homeless-to-apprentice/>
 - » <https://www.10news.com/news/adults-can-earn-high-school-diploma-in-record-time>
- > Created 24 videos to support programs and student success; highlights:
 - » Message of Peace - November 2017 - <https://youtu.be/UC5KH0wc5ZA>
 - » Mobile App & Web Development - May 2018 - <https://youtu.be/mWhuq0LNZbY>
 - » Citizenship Stories - July 2018 - <https://youtu.be/j4YdYIVPNi0>
- > Created Social Media plan and created significant social media growth and engagement by producing and sharing daily content
- > Established new radio promotion with Entercom Media, K-PRZ, KSDS, All for Literacy, and various public service announcements
- > Established new out of home promotion with billboard/street poster and bus bench advertising
- > Supported, created and implemented marketing campaigns:
 - » Supported enrollment management efforts through District "Imagine the Possibilities" and strong workforce regional campaign "Learn More. Earn More."
 - » Created "Transforming Lives" campaign for new initiatives; President's Forums, Convocation and student transition to college/success stories
 - » Supported "Free Career Training" campaign to support Strong Workforce efforts and funding plans
 - » Established "Free Classes" for Adult Education Block Grant specific efforts and funding plans
 - » Created monthly academic area campaigns to support programs
 - » Created "Voice Your Vote" campaign and plan

2018-2019 SDCE PLANS

PLANNING, RESEARCH AND INSTITUTIONAL EFFECTIVENESS

- > Support enrollment management planning with a survey of Career Technical student enrollment, retention and completion
- > Implement Innovation and Effectiveness Plan to support institutional effectiveness efforts, with a focus on: technology to support integrated planning, institutional communication, and integration of planning and resource allocation.
- > Implement the Strategic Planning system with users institution-wide to better link unit and institutional planning, and evaluation of progress on Institutional Strategic Goals and Accreditation Growth Areas.
- > Develop and implement Accreditation system and procedures in preparation for the mid-term visit from ACS WASC.
- > Publish the third edition of The Past, Present and Future of Noncredit Adult Education in California, 1856-2017 with 100% participation from 116 community colleges and noncredit institutions statewide
- > Explore possibility of changing the name of SDCE in accordance with accreditation directives

POLICY ADVOCACY

- > Present noncredit pathways and success at state, national, and international conferences
- > Present California noncredit report at statewide conferences
- > Lobby elected officials in Sacramento with Community College League of California
- > Participate as members of Statewide Advisory groups and committees:
 - » VERATAC (Vocational Education Accountability and Technical Advisory Committee)
 - » Simple Metrics Advisory Group
 - » CTEOS Advisory Committee (Career Technical Education Employment Outcomes Survey)

INSTRUCTION

- > Plan, facilitate and implement an infrastructure for Guided Pathways both internally and externally
- > Grow Career Technical Education programming through strong workforce initiatives
- > Increase distance education programming (strategic plan targets already exceeded)
- > Increase Open Educational Resources

STUDENT SUPPORT AND SUCCESS

- > Increase Strong Workforce staffing
- > Reinvent career services at SDCE
- > Hire a Dean of Career and College Transition

FACILITIES

- > Spearhead a campaign to renovate the theater at the Educational Cultural Complex
- > Explore ways with SDCE's Sustainability Committee to be more environmentally sustainable
- > Develop a proposal with SDCE's Historical Preservation Committee to designate the Educational Cultural Complex as a Civil Rights landmark
- > Add lactation room at North City Campus

FINANCE

- > Explore opportunities that reduce expenses and increase revenue to ensure SDCE's fiscal sustainability
- > Increase grant funding

TECHNOLOGY

- > Establish general computer labs across SDCE campuses
- > Provide access to instruction and forms on an Administrative Services website
- > Upgrade wireless access across SDCE campuses
- > Evaluate current Information Technology staffing needs

COMMUNITY ENGAGEMENT AND PARTNERSHIPS

- > Expand funding opportunities for San Diego Gateway to College and Career
- > Duplicate Tech/Hire model to all priority sectors over three years

SDCE FOUNDATION

- > Launch the monthly SDCEats! Farm to Family Fair to bring free food distribution, SDCE outreach, and community resources to the Southeast San Diego community
- > Develop a robust barrier grant program to support the needs of students year-round
- > Establish a Legacy Society of planned giving donors
- > Grow the number and amount of scholarships and awards given to students annually
- > Expand contract education to new clients and markets with a focus on institutional goals, particularly restorative justice and partnerships with programs at SDCE and the SDCCD credit colleges
- > Hire three staff members to support San Diego Gateway to College and Career

PUBLIC INFORMATION

- > Work with counselors to produce a video for student orientation
- > Continue to work with the District office to support marketing for SDCE career training programs as part of a larger strong workforce marketing campaign for the San Diego region
- > Strengthen schedule to maximize accuracy and impact
- > Support enrollment management efforts through marketing and media efforts