

SAN DIEGO COLLEGE OF
CONTINUING EDUCATION



2020-2021 ACCOMPLISHMENTS & 2021-2022 PLANS



2020-2021 SDCE ACCOMPLISHMENTS

Planning, Research and Institutional Effectiveness

- Completed the Accreditation Mid-Cycle Progress Report for ACS WASC and coordinated a successful visit with participation from 24 administrators, faculty, and classified professionals
- Supported annual strategic planning activities and collected evidence for year four of the seven-year Accreditation Cycle.
- Reported annual progress on the Strategic Plan, Accreditation Action Plan, and Visiting Committee Recommendations.
- Facilitated institution-wide employee planning sessions, student and community need surveys, Planning and Institutional Effectiveness Committee and management meetings in development of new Institutional Strategic Goals and Objectives.
- Conducted a San Diego Adult Education Regional Consortium (SDAERC) survey to gauge effectiveness and accountability and to support the SDAERC strategic plan.
- Developed Annual Integrated Planning (AIP) supports for stakeholders in Canvas, with more than 30 content items and a micro-site on the website to host AIP materials.
- Refined annual program review templates to an “Annual Update” design and to align with accreditation, planning, and resource allocation; and migrated more than 100 PDF reports for Program Review into one Excel-based report for each program, which improved the user experience and reduced workload.
- Developed and implemented a Program Review Writer feedback process that transitioned from a static feedback process to robust live feedback meetings with 100% program/department participation.
- Developed an SLO Assessment survey to collect results at the course and program levels, and an SLO Handbook to explain how to develop SLOs and the assessment process.
- Invested more than 240 hours to support the buildout, testing, and continued data element validation of a new Institutional Researcher Database.
- Supported the District Institutional Research Office in the development of an Enrollment Management Dashboard with disaggregated enrollment information that supports practitioners in scheduling, registration, and roster submission.
- Continued support for the Strong Workforce Faculty Institute by compiling data for faculty; facilitating reflection on data and assessment of student outcomes from an inquiry perspective; and supporting the development of actionable classroom strategies and plans.
- Designed and began conducting a student-centered research project: “Binational Adult Education on the U.S.A. – Mexico Border” that will enable the institution to understand the factors affecting binational students in adult noncredit education and allow practitioners to support binational adult students in their student journey.
- Developed a survey in seven languages (Arabic, Creole, English, French, Somali, Spanish, and Swahili) to study students’ satisfaction with the Technology Access Program, which provided laptops to support online learning during the pandemic.
- Developed a survey in collaboration with the Academic and Classified Senates to gain situational awareness of email and internet-related issues experienced by employees.
- Supported the CCCCCO Career Technical Education Employment Outcomes Survey (CTEOS) data collection efforts; CTEOS assesses employment outcomes of career education students.
- Supported communication of accreditation, research and assessment activities through the dissemination of three bi-annual newsletters: Accreditation, Office of Planning, Research and Institutional Effectiveness, and The Speedy SLO.

2020-2021 SDCE ACCOMPLISHMENTS

Policy Advocacy

President Cortez served on several boards and met regularly with influencers and decision-makers in San Diego to impact change in the community including:

- ◆ CEO Member Group, San Diego/Imperial County Community College Association (SDICCCA)
- ◆ Advisory Board, San Diego Regional Homeless Continuum of Care
- ◆ Governance Steering Committee, UNMUDL
- ◆ Board of Directors, Goodwill, Inc., San Diego
- ◆ Board of Directors, National Association for Community College Entrepreneurship
- ◆ Board of Managers, Jackie Robinson YMCA
- ◆ Board of Directors, San Diego Workforce Partnership Workforce Development Board
- ◆ Board of Directors, Thrive Charter School Foundation
- ◆ Board of Directors, San Diego Continuing Education Foundation
- ◆ Advisory Committee on Legislation, Community College League of California

The office of Instruction represented the organization and noncredit instruction and faculty on local, regional and statewide committees and presented as experts on multiple topics including:

- ◆ Census-based apportionment for Career Development College Preparation managed enrolled noncredit courses.
- ◆ Noncredit programming, students and equity to retain currently noncredit funding (Student Centered Funding Formula (SCFF) Oversight Committee)
- ◆ Opposition to Assembly Bill 1491 related to limits on funding from the California Adult Education Program.
- ◆ Regional Strong Workforce Committees including chairing the Regional Data and Research Committee and as a member of the Regional Oversight Committee.
- ◆ California Joint Special Populations Action Committee.
- ◆ CAEP Super Region monthly meetings and WIOA AEFLA State Meetings with CDE
- ◆ Simplified Metrics Committee.
- ◆ City of San Diego Promise Zone Job and Education



2020-2021 SDCE ACCOMPLISHMENTS

Instruction

- Led the programming and continued focus on diversity, equity, inclusion and anti-racism integration into convocation, curriculum development and instructional course development events, committees and processes.
- Exceeded District FTES enrollment targets for the sixth consecutive year and increased individual class section productivity.
- Developed, piloted, and launched a Book Loaning Program to support the transition to remote learning due to the pandemic. The program served over 2,000 students and saved them over \$200,000, plus enabled hard-to-convert programs and students to continue online learning.
- Developed and approved over 50 curriculum items, including five new courses and nine new programs and Implemented over 20 fully online certificate programs through the ICOM Academy
- Developed a faculty mentor and instructional program for distance education course development and integrating new technology and teaching approaches.
- Became a California Virtual Campus Online Education Initiative (CVC-OEI) member and developed a pilot Peer Online Course Review faculty team while leading the development of a noncredit CVC-OEI Rubric with noncredit faculty across the state.
- Created an online repository for Open Educational Resources (OER) at <https://sdccd.instructure.com/courses/2372966>
- Led the planning and submission of \$723,980 in Regional Strong Workforce Projects (SWP) to assist in building innovative new programs, supporting the students' journey, and building capacity to support student success. SWP metrics continue to reflect growth in student outcomes.
- Worked with the San Diego Unified School District through the California Adult Education Program to strengthen communication and collaborative practices for courses information, transitions, and professional development.
- Implemented an online version of the Credit-by-Exam Instructor Certification form in collaboration with the district office.
- Developed sector strategy RFA plans in Healthcare, Sales, Logistics, Advanced Manufacturing, ICT, and Cybersecurity.
- Developed an infrastructure to increase work-based learning in campus and virtual classrooms, and Implemented enhancements to industry advisory boards such as expanding diversity and partnership engagement.
- Collaborated with student services and campus support to provide guidance and support to campus office managers on campus issues related to instruction and student services issues, with a focus on scheduling and operational changes due to the pandemic.
- Received official notification that the Educational Cultural Complex is certified as a smog-training facility.



2020-2021 SDCE ACCOMPLISHMENTS

Student Support and Success

- Digitized over 70 years of high school transcript records for all high school diploma program graduates.
- Coordinated and implemented the Credit-by-Exam electronic process to ensure students will receive college credit for the 35 career education programs that offer this opportunity.
- Coordinated a virtual commencement ceremony to honor 1,100+ students.
- Coordinated scholarships for over 150 students.
- Implemented and transitioned to a new EZText system to connect with 12,947 prospective, current and alumni students, partners, agencies, and groups as identified by programs and departments.
- Successfully recertified programs with Veteran Affairs to allow Veterans to use their education benefits.
- Increased certified Veteran students by 10%.
- Increased community outreach partnerships to 231 community agencies and organizations.
- Updated and redesigned new online presentations and workshops to engage prospective students, current students, and community agencies and partners serving 7,873 people.
- Completed a remodel for The Marketplace at SDCCEats! with store-quality shelving, fresh paint, new lights, new commercial appliances, and a monitor to share recipes, and nutrition guides.
- Completed year one PATHWAYS cohort with a total of 141 homeless students served, 54 employed, over 30 completed a paid internship, and 36 had a positive change in housing. Received an award for year two of the PATHWAYS program to serve homeless students.
- Received an award from the City of San Diego to expand the Technology Access Project and provided 647 laptops and hotspots to low-income students.
- Provided over 1,100 laptops and over 100 hot spots with 6 months prepaid service to students.
- Began the transition to Clockwork software program for Disability Support Programs and Services to seamlessly serve students within the District.
- Increased opportunities for students looking for employment through the Career and College Transition Centers including an increase in employer spotlights by 50%; employer partnerships by 50%; job readiness workshops by 50%; and student engagement increased by 40% and job placements increased by 20%.
- Provided San Diego Promise scholarships to over 35 students.
- Awarded new funding to support the Gateway to College and Careers for ESL/Immigrant/Refugee students.
- Screened more than 200 students for mental health and other anecdotal concerns during the pandemic; provided 85 mental health trainings to 1,224 faculty, staff and students.
- Served 3,613 students served through the Be Well mental health initiative.



2020-2021 SDCE ACCOMPLISHMENTS

Facilities

- Hosted a Covid-19 vaccine location at the Educational Cultural Complex.
- Completed the SDCCEats! Marketplace location renovation.
- Managed health and safety protocols during the COVID-19 pandemic: including continuously updating policies and procedures, procuring and deploying a personal protective equipment inventory for masks, shields, gloves, and plexiglass.
- Completed the second phase of an exterior wayfinding program at the Educational Cultural Complex and started an exterior wayfinding program at Mid-City Campus.
- Completed improvements in the common areas at the Educational Cultural Complex to support the new historical preservation program.
- Began work on a Facilities Master Plan.
- Installed solar panels at the Educational Cultural Complex.

Finance

- Managed the general budget to end the fiscal year in a surplus for the first time in over eight years.
- Monitored and accounted for over \$32 million in unrestricted and \$33 million in restricted funding for a total of \$65 million.
- Administered step and educational incentive pay increases for employees.
- Successfully spent \$2.8 million of COVID-19 Relief funding to assist with remote teaching and learning.
- Managed the resource allocation process.
- Coordinated numerous agenda items for Board of Trustee meetings including for the strategy RFA plans in Healthcare, Sales, Logistics, Advanced Manufacturing, ICT, and Cybersecurity.



2020-2021 SDCE ACCOMPLISHMENTS

Technology

- Upgraded a conference room at Mid-City Campus with emergency communications equipment.
- Managed multiple Zoom webinars.
- Distributed 323 laptops, and accompanying webcams, tripods, document cameras, keyboards, monitors, microphones to support employees.
- Planned classroom technology upgrades to 33 classrooms including camera technology at the Educational Cultural Complex, and Mid-City, West City and Cesar Chavez campuses.
- Successfully transitioned multiple business processes into an electronic format.
- Successfully updated the new URL for the San Diego College of Continuing Education website.
- Held the first fully virtual Fall Flex Days with keynote speaker Veronica Keiffer-Lewis speaking to “Equity Strong: Reflecting Back/Looking Forward”; 250+ attendees 40+ sessions focused on online teaching skill development, equity-centered sessions, and student support.
- Held Spring Flex with Keynote Rodney Walker speaking to “Mentoring Future Leaders: Turning the Struggles from Today into Strength for Tomorrow”; 300+ attendees and 40+ virtual sessions continued SDCCE’s focus on online teaching skill development, equity-centered sessions, and student support.
- Held a series of Virtual Town Hall events (average of 150+ attendees, from many programs, including 75+ faculty and staff) and two President’s Forums covering a variety of topics: Compassionate Communication; Cultural Humility, Equity and Transformation; The Community Voice: Courageous Conversations about Education; and Narrative Therapy for Expressions and Healing

Professional Development

- Held an SLO Faculty Exchange Workshop where faculty across disciplines shared best practices in instructional strategies and assessment of student learning, including the liquid syllabus, DSPS accessibility, and badging.
- Organized and promoted SDCCE’s inaugural SLO Assessment Week to highlight and increase best practices in the assessment of student learning.
- Established the Professional Development Advisory Committee for Classified Professionals as a standing sub-committee to plan targeted professional development.
- Held many events supporting diversity and inclusion on campus (e.g., African-American History Month Celebration; Disability Awareness Days; Asian-American Week; Black Student Success Week; Women’s History Month; LGBTQ SafeZone Trainings; SDCCE Diversity Book Club, Spring 2021; Dreamers Student Sessions and Immigrant Support Sessions; Ability Ally: Supporting Students with Disabilities; and SDCCD EEO & Diversity Trainings)
- Supported the District’s Online Canvas Certification, with 291 faculty completed to-date.
- Researched, scripted, produced, recorded, uploaded, and captioned eight TALON videos to support teaching and learning online; 1,309 views by the end of 20/21.
- Conducted Spring Open Educational Resource (OER) Week with 10 sessions focused on equity.
- Held a fully virtual 2021 Classified STAR Conference, with sessions on Cultural Competency, Microsoft 365 Trainings, Team Building Event, Managers Training, Self-care during the Pandemic (100+ attendees).



2020-2021 SDCE ACCOMPLISHMENTS

SDCE Foundation

- Received notification of a \$35,000,000 grant from the State of California to support the renovation of the historic theatre at the Educational Cultural Complex.
- Administered a record number and amount of scholarships, awards, and barrier to success grants particularly to address the myriad of needs facing students as teaching and learning moved online during the pandemic. (\$250,000+)
- Received emergency funding from San Diego Community Foundation and United Way of San Diego County to purchase computers and access to WIFI hot spots for students.
- Completed the final year of the first WIOA Gateway to College and Career funding that over the last five years enrolled more than 250 Opportunity Youth of whom 85% successfully completed the program progressing toward furthering their education and into career pathways.
- Expanded Rising to Success Pathways through a \$300,000 partnership agreement with the Lucky Duck and Dana Foundations in support of 150 homeless adults working toward living wage employment.
- Won the Immigrant, Refugee and English Language Learners federal WIOA grant through the San Diego Workforce Partnership to serve Opportunity Youth.
- Won the High Roads Construction Career SB1 grant through the San Diego Workforce Partnership to implement six cohorts of the Apprenticeship Readiness Program that was implemented in 2019 with support from the City of San Diego.
- Won two Community Development Block Grants from the City of San Diego to support Opportunity Youth and to provide computers, WIFI hot spots and digital literacy training to 1,000 students.
- Received the second grant from the trust of former faculty member William (Bill) Rosen.
- Supported the remodel of the SDCCEats! Marketplace through multiple grant funding sources including the County of San Diego.
- Provided training through the Employee Training Institute (ETi) at the Naval Consolidated Brig at Miramar and Pendleton offering inmates the opportunity to train in plumbing, HVAC, small business, and entrepreneurship, OSHA, Hazwopper and Construction Trades and preparing them to be self-sustaining civilians.
- Provided Utility Line Clearance Arborist Training through UpSkill California and ETi for Opportunity Youth enrolled in a full-time program with the Conservation Core of California.
- Provided services to the EMT and Fire Safety programs at San Diego Miramar College through ETi.
- Completed capacity building and infrastructure projects including expanding development efforts through a new development strategic plan, and completing the 20/21 fiscal year with revenues over 2.5 million dollars.

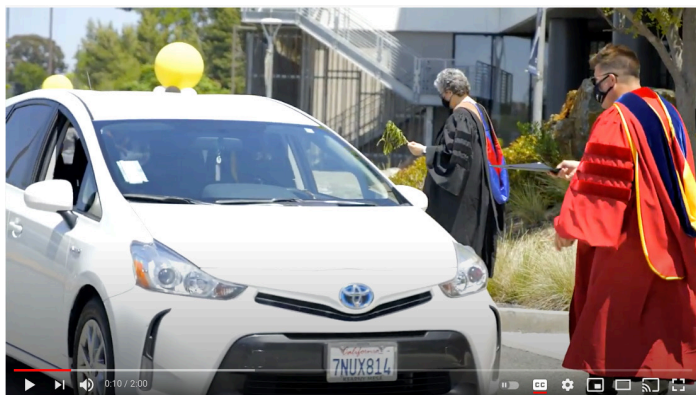


2020-2021 SDCE ACCOMPLISHMENTS

Public Information

- Increased SDCE in the news. Highlights include:
 - ❖ Welding Program/Student Success Stories featured in American Welding Society
 - ❖ San Diego Rescue Mission Partnership/Student Success story featured in American Community College Daily
 - ❖ SDCCE Healthcare Careers Student Named OTAN's Adult Education Students Succeed Honoree
 - ❖ Plumbing Program/Student Success Story and Faculty featured on Telemundo
 - ❖ Commencement featured across local news stations KUSI, Fox, CBS
 - ❖ Black History Month Celebration featured on KPBS' Black History Month Series
- Created and launched a name change campaign for the San Diego College of Continuing Education.
- Supported enrollment management efforts by increasing awareness of certificate programs and classes using print and digital promotion.
- Supported the California Community College's Social Media Advocacy Week and Undocumented Student Action Week social media campaigns.
- Created a marketing promotional video for each ICOM Academy program (15+ videos)
- Assisted in video support of webinar functions and events for faculty and classified professionals.
- Created a promotional video for the SDCCE name change announcement and public information campaign.
- Created a SDCCE Foundation informational, promotional, and fundraising video.
- Created tribute, legacy, and farewell videos for the outgoing president and outgoing chancellor.
- Created videos documenting and highlighting the faculty and staff working remotely during the pandemic.
- Continued support and assistance for the ongoing historic preservation project at the Educational Cultural Complex..
- Created new landing pages Unmudl classes and the president's In Focus Town Hall Series.
- Conducted user research; designed and developed elements and pages for pathways (based on user research).
- Managed thousands of requests for content updates to web pages.
- Updated, expanded, and maintained the online registration system for orientations; signed up 20,400 students.
- Created an online help center for students to receive online help and services via Zoom; signed up 4,150 students.
- Created and launched an updated enrollment campaign for print and digital; also a digital Stay at Home ad campaign.
- Designed a guided pathways graphic for use in print and online designs.
- Created SDCE in Focus graphics and content for print and digital promotion.
- Updated out-of-home promotion (e.g. bus benches and street posters/billboards).
- Maintained the sdce.edu webpage that sent 36,500 prospective students to the District website to apply.
- Maintained the sdce.edu webpage that sent 91,300 users to the District website to search the class schedule.
- Maintained the sdce.edu webpage that served 2.27 million pages to 431,900 users.
- Managed Google ads campaigns delivering 7.82 million digital ads leading to greater brand awareness with 229,000 clicks to sdce.edu.

SDCCE Commencement Video



Safer at Home Ad



Planning, Research and Institutional Effectiveness

- Facilitate the development of SDCCE's new Strategic Master Plan.
- Continue to facilitate program review and strategic planning components of Annual Integrated Planning, including trainings and communications that support developing data-informed strategies, LMI analysis, developing unit strategic plans, and fostering cross-department collaboration in planning.
- Work with the Research Subcommittee to develop the 2021/22 Institutional Research Agenda to 1) organize and prioritize research requests, 2) communicate available data and information to stakeholders, 3) integrate research and college-wide planning and priorities, 4) encourage data-based discussion and decision making, and 5) continuously improve the quality of data and information used on campus.
- Implement program-based metrics for student persistence, retention, success and completion in dashboards for HSD/HSE and Basic Skills, ESL, and CTE programs, including measurement of student success in on-campus and online modalities.
- Build Career Technical Education (CTE) Fact Book dashboards by TOP code; Build CTE Outcomes Survey (CTEOS) Data dashboard, or visualizations and facilitate data sharing session(s).
- Develop a Student Transition dashboard (ESL/HSD/HSE and Basic Skills to CTE; credit college).
- Develop a Perkins Needs Assessment data report for 2021/22 Perkins planning and funding.
- Complete the survey and interview components of SDCCE's Binational Adult Education on the U.S.A. – Mexico Border Study.
- Support the Faculty Institute with course-level data and training to develop data-informed strategies.

Policy Advocacy

- Continue advocacy for Assembly Bill 421.
- Serve as the SDCCE Chair of the California Adult Education Program Super Region.
- Continue participation in the Vision for Success Data Metrics State Advisory Committee.

Instruction

- Build diversity, equity, inclusion (DEI) and anti-racism throughout curriculum development and instructional planning.
- Focus on rebuilding SDCCE's enrollment and retention with collaboration across the institution through professional development, marketing, outreach and the Office of Planning, Research and Institutional Effectiveness for data-informed decision making.
- Develop an Enrollment Management Plan using the participatory governance structure.
- Create intentional growth in career education programs within current offerings and also expand into new pathways.
- Increase growth in work-based learning initiatives including within Work-Based Learning classrooms, and by increasing employer partnerships through Industry Advisory Boards.
- Increase by 5%, students who are obtaining a job in their field of study.
- Develop a plan to implement noncredit work experience.
- Increase focus on transition into SDCCE and to careers or to credit college with a focus on SDCCE's partnership with the San Diego Unified School District.
- Increase OER (Open Educational Resources) focus with the implementation of an OER Faculty Coordinator.
- Increase faculty support for distance education course design with the implementation of a Faculty Instructional Technologist and Designer.
- Increase teaching modalities with a HyFlex pilot.
- Identify integration points for multiple instructional professional development services (e.g. Distance Education, Passport to Success, Open educational Resources, FELI).
- Build a POER (Peer Online Course Review) team and process to support SDCCE's membership in the CVC-OEI.
- Explore and plan for an Instructional Services Student Digital Literacy Support program.
- Focus on building community partnerships and relationships through the Office of Instructional Services to increase SDCCE's name recognition; community positioning of noncredit, and new partnership initiatives, that will both grow enrollment and will also lead to increased community impact.

2021-2022 SDCCE PLANS

Student Support and Success

- Develop a comprehensive strategic plan in alignment with the college and District strategic plan.
- Assess and evaluate direct support services for students to improve planning and implementation of targeted and intentional services.
- Continue the development and implementation of Cranium Café to increase student engagement and provide improved access to online student services.
- Facilitate coordination of 2022 Social Justice Summit.
- Evaluate and maintain successful online and remote services.
- Increase CalWORKs student participation by 400 students across all campuses.
- Increase CalWORKs work-study by an additional 15%.
- Expand mental health services and support for basic needs, safety, and substance abuse.
- Increase access to targeted resources as CE students recover from COVID-19

Facilities

- Complete the Facilities Master Plan.
- Install furniture, machines, equipment, electrical, and plumbing in support of instructional programs funded as part of the resource allocation process.
- Maintain campus safety in regard to COVID-19 protocols.

Finance

- Monitor and expend the HEERF II and HEERF III institutional grants.
- Ensure that all activities are recorded in accordance with Federal and State regulations (e.g. GAAP, FASB, GASB, etc.).

Professional Development

- Continue institutional focus on activities that support online teaching and learning skills development, remote work and transition to campus/hybrid models, and equity-centered activities to support student success, while moving forward to embrace new, innovative models of teaching and working
- Provide SLO training to faculty, including a second training on electronic submission of SLO assessment, and data visualization of SLOs.
- Resume planning for post-pandemic Five-Day Experiential Learning Institute and Passport to Success for employee development.

Technology

- Implement and pilot HyFlex instructional classroom technology with continuous evaluation and assessment.
- Upgrade administrative technology workstations.
- Update the SDCCE Technology Plan.
- Upgrade wireless access at SDCCE campuses.

Foundation

- Expand funding for Learning Community programs serving Opportunity Youth including Gateway to College and Career, Apprenticeship Readiness programs and adults over 25 through the Pathways programs.
- Make progress on implementing the new Development Strategic Plan according to goals, tasks and timelines.
- Plan and host the second annual Coretta Scott King Annual Benefit Gospel Brunch.
- Enhance fundraising for Scholarships and Success Grants.
- Develop marketing materials including website and brochures for all Foundation programs.
- Expand ETI services through the SDCCD network and the private sector.

Public Information

- Support enrollment management efforts by integrating promotion with email marketing and social media.
- Support District communication efforts.
- Support the SDCCE President's office specifically during a time of transition for interim and permanent presidents.
- Increase and refine the collection, reporting, and use of data to inform decision-making for website updates and ad campaign strategies.
- Support outreach efforts with a campaign that focuses on specific earnings and jobs that a person could achieve upon completion of a career training program.
- Continue to build the pathways project on the web, based on continued user research.
- Create visual graphics to show career training pathways
- Develop program videos for career training programs.
- Develop and distribute a digital newsletter for SDCCE's community network.
- Optimize and update website navigation based on user research.