

# 2018-2019 SDCE ACCOMPLISHMENTS AND 2019-2020 SDCE PLANS



## 2018-2019 SDCE ACCOMPLISHMENTS

### PLANNING, RESEARCH AND INSTITUTIONAL EFFECTIVENESS

- > Supported enrollment management planning with a survey and report of Career Technical Student Enrollment, Retention, and Completion and six program reports via web and through meetings and discussion sessions
- > Published the third edition of *The Past, Present and Future of Noncredit Adult Education in California, 1856-2018* with 100% participation from 116 community colleges and noncredit institutions statewide
- > Supported re-development of the SDCCD Researcher Datamart due to SDCCD's conversion to Campus Solutions
- > Provided 99 data reports to support instructional program review
- > Provided 5 presentations/workshops to inform faculty, classified professionals, and administrators about integrated planning changes, labor market analysis, and administrative/instructional program review
- > Developed and launched a Governance Committee Self-Assessment with 194 committee members participating across 20 operational and governance committees
- > Facilitated implementation of an Innovation and Effectiveness Plan to support institutional effectiveness efforts, with a focus on: technology to support integrated planning; institutional communication; and integration of program review, planning and resource allocation
- > Implemented SDCE's Strategic Planning system and held 8 Campus Labs trainings over two days, attracting a total of 71 enrollments and 45 attendees
- > Researched, purchased, and built an electronic management system for accreditation in preparation for the mid-term visit from ACS WASC

## POLICY ADVOCACY

President Turner Cortez participated in the following:

- » Board of Directors, National Association for Community College Entrepreneurship
- » Board of Directors, The Trevor Project
- » Board of Directors, San Diego Workforce Partnership Workforce Development Board
- » Board of Advisors, Jackie Robinson YMCA
- » Board, Thrive Public Schools Foundation Board
- » Advisory Board, Teach for America San Diego
- » Board of Directors, International Cottages, House of Puerto Rico
- » CEO Member Group, San Diego/Imperial County Community College Association (SDICCCA)
- » Advisory Committee on Legislation, Community College League of California

## INSTRUCTION

- > Developed 8 new programs and 17 new courses
- > Created 12 new VESL clusters, and new CTE classes at Mid-City Campus including Healthcare Careers and Small Business
- > Increased online FTES 72.8% between spring 2017 and spring 2019 (ESL growth at 165%)
- > Offered new DSPS courses including “Food Preparation Basics” and Relationships and Sexuality”
- > Increased overall productivity
- > Used data to inform decisions with the use of Burning Glass and the Access, Retention Completion report for CTE programs
- > Developed and implemented a project management framework and team approach for managing Strong Workforce initiatives
- > Integrated Strong Workforce and Perkins funding into the program review/resource allocation process
- > Ranked 4th in the state for Strong Workforce Outcomes
- > Ranked highest in the state based on students entering a job closely related to their field of study
- > Received \$500,000 from the California Virtual Campus-Online Education Initiative (CVC/OEI) to improve SDCE’s online CTE pathways
- > Began offering SDCE’s Automotive career training program at a San Diego Unified School District site
- > Communicated the Guided Pathways Initiative to faculty at spring Institutional Day; established nine career pathways, and developed a Guided Pathways Leading from the Middle team
- > Conducted Strategic Planning with San Diego Unified School District and developed an action plan for 2019-2021
- > Received certification from the Bureau of Automotive report that the Educational Cultural Complex is now certified as a smog training facility
- > Provided contract education to the Navy Brig at Miramar, Navy Brig at Pendleton, San Diego Housing Commission, Diakont Advanced Technologies, Inc, San Diego Workforce Partnership and MC3 Pre-Apprenticeship Expansion
- > Placed culinary students in employment with Jamul Casino

## STUDENT SUPPORT AND SUCCESS

- > Hired a new dean of Career and College Transitions and 3 job developers
- > Established 5 Career and College Transition Centers
- > Established 3 Rising 2 Success Centers
- > Hosted job fairs at West City Campus and Cesar E. Chavez Campus
- > Hosted an annual art fundraiser with DSPS students and received multiple prizes for adaptive art projects at the San Diego County Fair
- > Supported a fundraising event for the San Diego Brain Injury Foundation by raising \$22, 251, which was the largest amount raised by any group and brings the total amount raised over the 12 years of SDCE's DSPS participation to over \$200,000
- > Received regional recognition for SDCE's CalWORKS program
- > Opened and served 1,400+ students in the SDCEats! on-campus food pantry at the Educational Cultural Complex and launched SDCEats! Farm to Family Fair which served 3,300+ students and community members
- > Served 146 opportunity youth in the San Diego Gateway to College and Career program with 80% obtaining credentials after completion
- > Provided student trainings on the "Art of Inclusive Communication" at the Educational Cultural Complex and North City Campus
- > Developed and submitted the 2020-2022 Student Equity Plan demonstrating positive movement in achieving equity goals
- > Completed an Outreach plan and doubled outreach staffing by hiring a team of ambassadors
- > Participated in 80+ outreach events and activities reaching 36,800 current and prospective students
- > Increased Rising 2 Success Pathways enrollment by 160% over the academic year
- > Increased Veterans services enrollment by 69% over the academic year
- > Completed 4 Rising 2 Success Pathways cohorts with the San Diego Rescue Mission; 6 remain in progress (started spring 2019)
- > Completed 2 successful pilot programs of the Apprenticeship Readiness Program with San Diego Gateway to College and Career students
- > Generated several grants for SDCEats! including funding to expand food distribution and purchase mini refrigerators
- > Awarded \$250,000 in scholarships, grants and awards to students
- > Completed a student orientation video

## **FACILITIES**

- > Established new SDCE Rising to Success Centers at Cesar E. Chavez Campus and Mid-City Campus
- > Established new Career and College Transition Centers at Cesar E. Chavez Campus and Mid-City Campus
- > Installed new work stations in the administrative offices at the Educational Cultural Complex
- > Completed Occupational Safety & Health Opportunity inspections at West City Campus, North City Campus and the Educational Cultural Complex
- > Installed new Automotive Safety Signs
- > Completed over 500 campus-to-campus equipment transfers and deliveries
- > Conducted a Safety Evaluation of the theatre at the Educational Cultural Complex and adding safety lighting and signage
- > Initiated a signage project to install exterior signage at the Educational Cultural Complex
- > Improved classroom equipment and technology to facilitate student success

## **FINANCE**

- > Reduced costs in all cost centers, including adjunct faculty, non-classroom and substitute salaries
- > Raised over \$1 million in grants
- > Decreased overtime paid by 48% over the past fiscal year
- > Administered cost of living increases

## **TECHNOLOGY**

- > Converted classrooms to hybrid lecture/computer lab learning spaces at Continuing Education at Miramar and the Educational Cultural Complex to support student access and success
- > Expanded wireless access points at the Educational Cultural Complex
- > Deployed computer carts to instructional services areas

## PROFESSIONAL DEVELOPMENT

- > Increased professional development around enrollment management, guided pathways and integration
- > Celebrated a successful 3rd annual STAR Conference where Classified Professionals had the opportunity to participate in various workshops
- > Completed 50+ trainings for faculty, staff and administrators to learn the new Campus Solutions system
- > Sent a team of 13 faculty, staff and administrators to the National Conference on Race and Ethnicity (NCORE)

## COMMUNITY ENGAGEMENT AND PARTNERSHIPS

- > Developed new community partnerships with industry and nonprofits to promote student success (Family Health Centers, Mental Health Systems, National Conflict Resolution Center, OG Yoga, Project Aware, SeaWorld, Public Consulting Group, A Healthier Me, RCO, Harrah's, Marriott, St. Paul's)
- > Partnered with a community health fair to expand services during the SDCEats! Farm to Family Fair

## SDCE FOUNDATION

- > Registered as a Not-for-Profit Organization with Guide Star Non Profit Profile and earned a Gold Seal of Transparency for the purpose of increasing opportunities for funding
- > Administered a record number and amount of scholarships and awards (\$250,000+)
- > Generated funding and underwrote Stars on the Rise Scholarship event hosting more than 300 students and families
- > Enrolled nearly 200 students into the San Diego Gateway to College and Career program over the last three years; more than 85% of students have successfully completed the program and transitioned to further education or into a career pathway
- > Expanded the San Diego Gateway to College and Career program through a \$300,000 partnership agreement with the Jacobs Center for Neighborhood Innovation in support of local Opportunity Youth which supported 45 additional young adults
- > Continued to expand the San Diego Gateway to College and Career program case management and coordination with the hiring of 2 additional staff.
- > Expanded the San Diego Gateway to College and Career program through a \$292,000 grant from the City of San Diego to implement a nationally certified Apprenticeship Readiness Program where 25 students earned as many as 6 certificates including CPR, OSHA 10, and the National Building Trades Unions Multi Craft Core Curriculum (MC3)
- > Received two Community Development Block Grants (CDBG) from the City of San Diego to support the Historical Preservation Project and the San Diego Gateway to College and Career program
- > Received multiple grants from the County of San Diego to support SDCEats! and the Historical Preservation Project
- > Created significant new partnerships with opportunity and homeless youth serving organizations and groups including Urban Street Angels, San Diego Promise Zone, Regional Task Force on the Homeless, Southeast Collaborative, San Diego Unified Adult Education, South Metro Career Center, and the San Diego Probation Department
- > Placed students in internships with industry partners including: San Diego Convention Center Corporation, National City Chamber of Commerce, YMCA of San Diego County, Connect 2 Careers, and small businesses such as James Gang Printing, and Jose's Auto Body Shop.
- > Established a Resource and Health Fair including mobile showers to accompany the SDCEats! Farm to Family Fair
- > Supported SDCEats! through multiple grant funding sources including the County of San Diego and Las Patronas
- > Expanded Contract Education within the Brigs at Miramar and Pendleton offering inmates the opportunity to train in plumbing and HVAC and prepare them to be self-sustaining civilians
- > Contracted with the San Diego Workforce Partnership to prepare market reading materials on priority sector industry trends
- > Provided services to the AMT and Fire Safety programs at San Diego Miramar College through ETI (Employment Training Institute)
- > Created new workforce partnerships to provide training services with employers and nonprofit organizations

## PUBLIC INFORMATION

- > Increased SDCE in the news; highlights:
  - » SDCE's free monthly Farm to Family event; KFMB  
<https://www.youtube.com/watch?v=lp8JKXe3SaY&feature=youtu.be>
  - » San Diego Continuing Education opens doors to career and college transition; SD Metro  
<http://www.sandiegometro.com/2019/03/daily-business-report-march-15-2019/>
  - » San Diego Continuing Education to award \$250,000 in scholarships; SD Metro  
<http://www.sandiegometro.com/2019/04/daily-business-report-april-19-2019/>
  - » Rabbi Laurie Coskey named head of San Diego Continuing Education Foundation; SD Metro  
<http://www.sandiegometro.com/2019/03/daily-business-report-march-21-2019/>
  - » Career Transition: From Serving Tables to Welding; Clairemont Times  
<https://clairemonttimes.com/career-transition-from-serving-tables-to-welding/>
  - » San Diego Continuing Education (SDCE) - Tackling the problem of homelessness; ABC 10 News  
<https://www.youtube.com/watch?v=B6IS1NNYpOE&feature=youtu.be>
  - » Welding Students Build Float for MLK Day Parade in San Diego; NBC San Diego  
<https://www.nbcsandiego.com/news/local/Welding-Students-Build-Float-for-MLK-Day-Parade-in-San-Diego-504228831.html>
  - » KGTV News: Students build Día de los Muertos altars; KGTV News  
<https://www.youtube.com/watch?v=iGTUwaT28VQ&feature=youtu.be>
- > Created 25 videos to support SDCE programs and student success and used video more extensively on SDCE social media channels
- > Increased traffic to SDCE social media channels that resulted in a significant response to a Twitter campaign during Women's History Month; also used Twitter Moments to archive Women's History Month and Commencement
- > Continued "Transforming Lives" campaign for new initiatives and student transition to career/college success stories
- > Created a "Free English Classes" campaign to promote ESL classes in the south bay, which included digital and print advertising in English and Spanish
- > Received a CCPRO Bronze Award for a feature story about an SDCE student who received the Promise scholarship and transitioned to Miramar College
- > Established new radio promotion, including digital streaming (mobile and desktop), and with 92.5
- > Established new advertising on the San Diego trolley cars to promote ESL
- > Created a new institutional update from the President's office
- > Maintained and created content for President's page at sdce.edu
- > Created and distributed 22 issues of the SDCE newsletter for faculty and staff
- > Supported SDCCD marketing and media efforts and regional strong workforce marketing and media efforts
- > Increased target marketing for instructional programs
- > Built a resources section on sdce.edu for faculty
- > Rebuilt and launched slo.sdce.edu
- > Maintained the online registration system for orientations; registered more than 15,000 students
- > Maintained the sdce.edu webpage that sent 41,000 prospective students to CEREG on the District website to register for a CSID
- > Maintained the sdce.edu webpage that served 3.3 million pages to 457,000 unique users

# 2019-2020 SDCE PLANS

## PLANNING, RESEARCH AND INSTITUTIONAL EFFECTIVENESS

- > Support student access and the pathways initiative with student-based focus groups
- > Support enrollment management with surveys of ABE/ASE and ESL students on their enrollment, retention and completion experiences
- > Re-build all SDCCD Research Datamart-based templates and reports due to SDCCD's conversion to Campus Solutions
- > Develop program-based metrics for student persistence, retention and completion with program chairs and deans
- > Develop and implement a data coaching and training program that supports faculty data literacy and the development of actionable strategies and plans using program review and data dashboard information
- > Build, implement and train a technology that supports electronic management and submission of integrated planning components, including: program review, resource requests and student learning outcomes
- > Facilitate updates to the mission, vision, and governance handbook with the Planning and Institutional Effectiveness Committee
- > Continue to support strategic planning activities and collect evidence for year 3 of the 7-year Accreditation Cycle.
- > Report progress on SDCE's Strategic Plan, Accreditation Action Plan and Visiting Committee Recommendations and prepare for the 2021 mid-cycle visit from ACS WASC
- > Support the re-organization of professional development activities that support professional learning and institutional effectiveness under PRIE
- > Hire a FLEX/Professional Development Coordinator and develop an agenda to support faculty and Classified Professional training that weaves equity, student pathways, and data-based decision making throughout development opportunities

## POLICY ADVOCACY

- > President will continue participation in the formation of the Noncredit Coalition, which includes noncredit program administrators from the largest noncredit programs and two primary lobbying firms
- > President will continue membership of the Community College League of California's (CCLC's) Advisory Committee on Legislation, which drives policy and systems change
- > President will continue participation the in CCLC and Association of Community College Trustee's statewide and national lobbying conferences
- > President will continue as a member of the Board of Directors and/or Advisors for the following:
  - » Goodwill Industries
  - » National Association for Community College Entrepreneurship
  - » The Trevor Project:
  - » San Diego Workforce Partnership Workforce Development Board
  - » Jackie Robinson YMCA
  - » Thrive Public Schools Foundation Board
  - » CEO Member Group, San Diego/Imperial County Community College Association (SDICCCA)



## INSTRUCTION

- > Grow programming in career technical education to account for loss in ESL
- > Increase online sections and enrollment
- > Develop five dynamic synchronous online programs within the Business and Information Technology Programs
- > Develop introductory career pathways courses/programs
- > Implement new short-term career technical education courses and programs
- > Continue development of VESL curriculum
- > Increase course productivity and completions
- > Infuse diversity, equity and inclusion through instructional (and institutional) planning and operations
- > Implement faculty pathway coordinators to bring SDCE work under the context of Guided Pathways; increase institutional collaboration
- > Incorporate visual career pathways information both in print collateral and on the web for student access and success
- > Increase the use of data in enrollment management decision making
- > Create and enhance student centered transitional pathways with SDUSD and develop infrastructure to explicitly transition SDUSD students into SDCE career technical education programs
- > Implement faculty work-based learning coordinators to increase work-based learning opportunities into instructional classroom coursework and faculty externships
- > Reorganize and redefine the instructional services department to create quality control checking and proactive assessment of instructional hours, course hours, enrollment and student hours
- > Introduce data analytics and data informed decision making to staff
- > Identify new career technical education programming

## STUDENT SUPPORT AND SUCCESS

- > Increase student engagement through ASB (Associated Student Body)
- > Host a local Human Resource (HR) directors at an SDCE campus to highlight programs and robust Career Centers
- > Open assessment labs at all campus locations
- > Increase services at Rising 2 Success Centers by adding staff, increasing partnerships, creating resources and referrals, and offering counseling
- > Launch equity-centered professional learning opportunities coordinated through Instruction and Student Services
- > Expand SDCEats! hours, services and food distribution capacity
- > Increase student enrollment in CalWORKs through targeted outreach and direct referral partnerships

## **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

## **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**

- > Create best practices for fiscal oversight
- > Expand Gateway to College and Career programing
- > Fundraise and build development to support SDCE programs
- > Develop marketing materials including website and brochures for all programs
- > Recruit a Pathways Council to enhance major donor investment into programs
- > Expand ETI services through the SDCCD network

## **PUBLIC INFORMATION**

- > Improve the printed schedule to align career training programs with SDCE guided pathways
- > Support enrollment management efforts through continued marketing and media efforts
- > Work with the Office of Instruction to determine potential need and explore a new campaign to help with persistence
- > Complete a new web page for Career and College Transitions
- > Complete a new web page for the SDCE Foundation
- > Complete 1-3 video commercials for general SDCE promotion