

SAN DIEGO
CONTINUING
EDUCATION



2019-2020 ACCOMPLISHMENTS & 2020-2021 PLANS



2019-2020 SDCE ACCOMPLISHMENTS

Planning, Research and Institutional Effectiveness

- Supported student access and the pathways initiative with student-based focus groups focused on improving the student journey to SDCE and through enrollment.
- Distributed a Student Technology Needs Survey to support students in their initial transition to online learning (3,730 respondents/25% response rate); also distributed a follow up survey to students who received laptops.
- Distributed an Employee Remote Work and Technology Needs Assessment to support employees in their transition to fully remote work (386 respondents/30% response rate).
- Invested more than 260 hours to support the buildout and testing of the new Institutional Researcher Database (IRD) due to SDCCD's conversion to Campus Solutions.
- Provided 109 data reports to support instructional program review.
- Provided 11 presentations/workshops to inform faculty, classified professionals, and administrators about integrated planning changes, labor market analysis, and administrative/instructional program review.
- Developed and piloted preliminary program-based metrics for student course retention, course success, and successful course completion with 23 CTE, ESL, and ABE/ASE faculty in the SWP Faculty Institute.
- Invested more than 770 hours to support 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.
- Facilitated implementation of the final year of the 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
- Built, implemented, and trained stakeholders on a technology that supports electronic management and submission of annual integrated planning components, including: program review and resource requests; built and implemented a pilot of student learning outcomes assessment technology.
- Facilitated review of the mission and vision, and a new three-year Governance Handbook with all shared governance bodies.
- Supported strategic planning activities and collected evidence for year three of the seven-year accreditation cycle.
- Reported progress on SDCE's Strategic Action Plan, Accreditation Action Plan and Visiting Committee Recommendations and coordinated preparation for the 2021 mid-cycle visit from ACS WASC.
- Developed the 2020/21 Institutional Research Agenda to help SDCE 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.
- Supported the re-organization of professional development activities related to professional learning and institutional effectiveness.



2019-2020 SDCE ACCOMPLISHMENTS

Policy Advocacy

- President Turner Cortez participated in the following:
 - ◊ Board of Directors, National Association for Community College Entrepreneurship
 - ◊ Board of Directors, San Diego Workforce Partnership Workforce Development Board
 - ◊ Board of Directors, Goodwill Industries
 - ◊ Board of Advisors, Jackie Robinson YMCA
 - ◊ Board, Thrive Public Schools Foundation Board
 - ◊ CEO Member Group, San Diego/Imperial County Community College Association (SDICCA)
 - ◊ Advisory Committee on Legislation, Community College League of California
- Continuous advocacy to establish census-based apportionment for Career Development College Preparation managed enrolled noncredit courses.
- Participated in the second annual City of San Diego Welcome Week to reaffirm our commitment to serving immigrant and refugee student populations.
- Emeritus leadership collaborated with state committees and organizations and two Emeritus faculty members are serving on the state-wide California Senior Legislature, as an Assembly Member and a Senator.
- The Office of Instruction maintained membership on statewide instructional committees including for student success metrics.

Instruction

- Ranked first in the SDICCA region and ninth in the state for strong workforce program outcomes.
- Exceeded District FTES enrollment targets for the fifth consecutive year.
- Developed 41 new courses and 22 new programs; made revisions to 72 courses and 5 programs.
- Transitioned to fully remote instruction in mid-spring and fully online in summer; developed OER and video content for hard-to-convert classes.
- Developed a temporary and voluntary distance education faculty support infrastructure to quickly support the transition to remote instruction.
- Expanded the temporary and voluntary distance education support structure to a strategically planned infrastructure to support ongoing quality faculty online teaching. The new infrastructure includes a managed faculty mentorship program, funded faculty leadership, short-term workshops, and online training.
- Developed five fully online programs and piloted two in the summer as ICOM Academy programs.
- Created a multilingual ESL help desk including testing, placement, and enrollment for the remote environment; and, successfully enrolled 1,800-2,000 students in the summer, which filled all ESL classes to capacity.
- Led the programming for successful fall and spring convocation focusing on equity in action.



2019-2020 SDCE ACCOMPLISHMENTS

Instruction (continued)

- Led a cross-functional team for participation in the leading from the middle academy that focused on course mapping, data coaching, and classroom intervention techniques.
- Implemented the work-based learning project to assist in increasing work-based learning instances and the employment outcomes of students.
- Developed an integrated education and training plan between ESL and career education programs that included eight pathways.
- Created a workgroup with institutional faculty coordinators to develop a framework for increased collaboration a reduction in silos.
- Developed a subcommittee of the Access, Retention, and Completion committee to focus on pathways. The committee includes a cross-departmental team to facilitate student success through an integrated, collaborative effort that makes the student journey a seamless pathway.
- Successfully ran the faculty institute with 25 faculty participants who created projects that contributed to enrollment, retention, and completion.
- Reviewed and coordinated data from various internal and external sources (e.g. Calplus, Noncredit Launchboard, ACS/Census, Burning Glass, and CEO) to ensure categorical fund planning and management was data-informed.
- Developed and submitted new categorical funding applications that resulted in approximately \$3,214,380 in funds (\$1,367,000 for strong workforce) + (\$1,847,380 for WIOA II) to improve and implement initiatives that support instructional programs and the student journey.
- Expanded clinical site agreements by adding two skilled nursing facilities for student placements, and developed a new community partnership for students seeking entrance to the nursing assistant program who need immunizations and physicals.
- Developed an infrastructure to support faculty focus on assessment through Student Learning Outcomes (SLO) training and began preparing for the launch of an assessment system in 2020/21. All programs audited course and program SLOs using the newly devised checklist.
- Developed a teaching and learning collaborative in partnership with San Diego Unified School District.
- Established a method for mass enrollment using an online platform that includes tutorials and videos for students and faculty specifically related to the Emeritus program.
- Transitioned to PeopleSoft and created multiple user guides for faculty, staff, and students.



2019-2020 SDCE ACCOMPLISHMENTS

Student Support and Success

- Implementation of CE Enroll to make it easier for student to navigate the enrollment/registration process (class enrollment reached capacity for summer semester)
- Coordinated a virtual commencement ceremony to honor 1,100+ completions
- Provided more student support staff for all programs
- Completed the Certified Workforce Development Professional (CWDP) certificate that allows a better understanding of the process and goals of career advising for students, and the ability to gain greater partnerships with employers.
- Created a series of YouTube presentations for a new Ready to Work series that helps job developers provide students with a platform to gain information needed in the world of work.
- Increased employer engagement and partnerships by 50%.
- Increased employer spotlights both virtually and in-person that have led to greater employment awareness and opportunities for students.
- Improved student engagement by 50% through career center; workshops; spotlights and hiring events.
- Created an online Rising to Success Resource Guide and continue to update.
- Supported CalWORKs and PATHWAYS students and staff
- Managed lending libraries and referred students to internal and external programs.
- Created content for new web pages that promote Rising to Success Pathways, Veterans Services, Outreach, CalWORKs and SDCEats!.
- Increased certified Veteran students by 20%.
- Increased community outreach partnerships by 5%.
- Initiated and implemented career fairs and high school information nights with the San Diego Unified School District
- Created online outreach workshops about various topics to support students including FAFSA; SDCE programs and general Q&A sessions.
- Created an SDCEats! food distribution guide and an online presentation about the SDCEats! Marketplace, healthy recipes, wellness, and how to shop at the Marketplace.
- Established a new partnership with the San Diego Food Bank.
- Enrolled 50 students in R2S PATHWAYS program funded through the Lucky Duck Foundation.
- Enrolled and served 150 career technical education students in R2S PATHWAYS and provided affiliate services to an additional 600 students (e.g. textbooks; bus passes; laptops; MS Suite 2016 software; equipment and materials).
- Redesigned CalWORKs work study program and increased work study placements by 25%.
- Redesigned CalWORKs intake and case management processes and increased students in the program by 32%.
- Utilized the learning management platform Canvas and created Canvas shells for Rising to Success and CalWORKs to provide information to students.



2019-2020 SDCE ACCOMPLISHMENTS

Student Support and Success (continued) Facilities

- Translated intake forms and required monthly forms into at least 5 languages.
 - Implemented the Technology Access Project (TAP) to process 1,000+ forms for 500 computers, and purchased an additional 500 laptops.
 - Designed and implemented online student orientations.
 - Utilized available technology to deliver remote counseling.
 - Conducted holistic and integrated counseling methodologies (e.g. counselor visits to online classrooms).
 - Assigned disability support resource specialists to particular courses with access to Canvas.
 - Provided accessibility insight in the creation of online teaching tools and technology tips in regard to assistive technology.
 - Enrolled every San Diego Gateway to College and Career (SDG2CC) student successfully into online learning environments and students are participating remotely.
 - Met the target goal of enrolling 40 new students in SDG2CC.
- Hosted several important and notable community events at various campuses including Governor Newsom's binational meeting; a 2020 Census event, achievements of Assemblymember Shirley Weber, and the Langston Hughes event.
 - Remodeled and/or created several areas on campuses including the faculty/flex office space and Gateway to College and Career offices; new or expanded assessment rooms at five campuses; Mid-City conference room; CE at Mesa Student Services counter, and SDCEats! Marketplace at the Educational Cultural Complex (ECC).
 - Created a garden in the courtyard and built two trophy cases to display awards at ECC.
 - Added EvGo automobile charging stations at ECC.
 - Launched silent phase I of a capital campaign to support the historic preservation of ECC.



2019-2020 SDCE ACCOMPLISHMENTS

Finance

- Reduced discretionary general fund spending by over \$250,000, and overall general fund spending by over \$200,000.
- Decreased overtime pay by nearly 80%.
- Completed five-year comprehensive financial report in preparation for the FCMAT visit.
- Raised over \$4 million in grants.
- Administered cost of living increases.
- Updated the requisition form.
- Managed the resource allocation process.

Technology

- Loaned 162 laptops and 9 web cams to faculty and classified professionals.
- Wired and installed 4 new workstations at ECC.
- Replaced and upgraded projector in the theatre at ECC.
- Upgraded all administrative computers to Office 2016.
- Installed Logmein on 105 computers.
- Relocated 12 staff workspaces.
- Replaced and installed new computers for student registration at CE Mesa.
- Upgraded administrative/faculty printers at West City, ECC, Mid-City, Cesar Chavez, North City campuses.
- Replaced attendance computers and scanners, upgraded software, and converted to PeopleSoft.

Professional Development

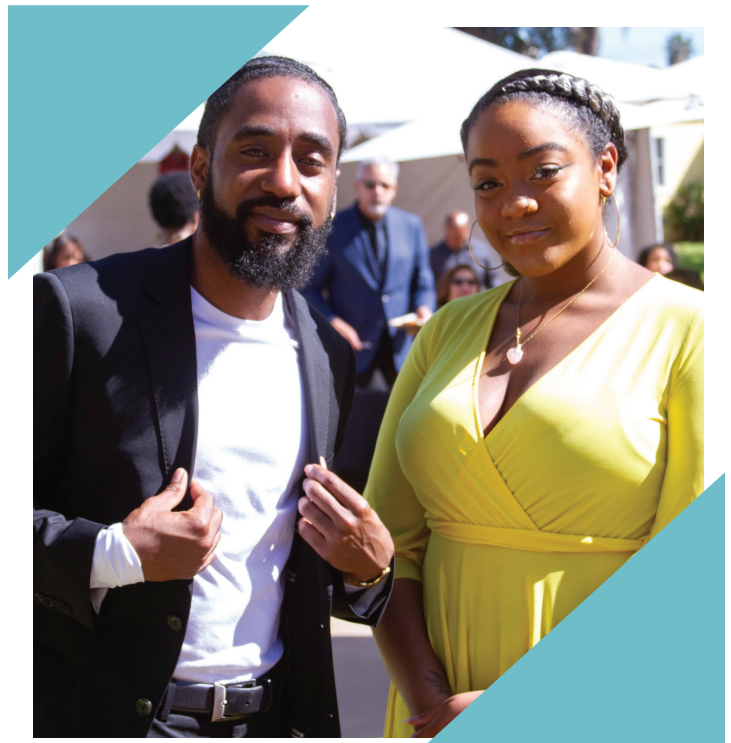
- Hired a full-time Flex/Professional Development Coordinator position.
- Continued the Passport to Success onboarding program with two co-coordinators; provided training for all new (28) faculty and classified professionals. The program is now held online.
- Celebrated a successful fourth annual STAR conference where classified professionals had the opportunity to participate in various online workshops.
- Celebrated the 2020 Classified Professional Service Awards through a virtual live awards show.
- Hired a Contract Professional Development (PD)/FLEX Coordinator to support training that weaves equity, student pathways, and data-based decision making throughout development opportunities.
- Implemented a process to guide resources related to cross-functional team conferences and workshop attendance to ensure equitable and institution-wide professional development opportunities.
- Planned a series of faculty trainings on curriculum mapping, SLOs and formative assessments to develop SLO leaders by disciplines and to push out to all programs best practices in teaching and learning via SLO Assessment and Backwards design; the series attracted upwards of 30 to 50 faculty per session.
- Child Development faculty were trained in an introductory trauma-informed care workshop.
- Attended professional development to increase expertise in providing counseling services remotely.
- Attended state training for CalWorks and program leadership was appointed as a new certifying official.



2019-2020 SDCE ACCOMPLISHMENTS

SDCE Foundation

- Administered a record number and amount of scholarships, awards, and barrier to success grants (\$566,000+).
- 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 in need.
- Enrolled almost 200 students into Gateway to College and Career over the last three years; more than 85% have successfully completed the program and gone on to further education or into a career pathway.
- Expanded Rising to Success Pathways through a \$200,000 partnership agreement with the Lucky Duck Foundation in support of 100 homeless adults enrolled at SDCE working toward living wage employment.
- Hosted the Coretta Scott King Inaugural Benefit: A Gospel Brunch to Support the Historic Preservation of the Educational Cultural Complex, which raised \$70,000+.
- Received a grant from the City of San Diego to support the Historic Preservation project.
- Expanded San Diego Gateway to College and Career program through a grant from the City of San Diego to implement a nationally certified Apprenticeship Readiness Program, and a grant through Senate Bill 1.
- Received the largest-ever bequest (\$400,000) from the trust of a former faculty member.
- Supported the remodel of the SDCEats campus food mart 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 justice involved students the opportunity to train in plumbing, HVAC, small business, entrepreneurship, OSHA, and Hazwopper.
- 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, adopting standard accounting practices, creating new websites for the Foundation and ETi, and instituting retirement benefits for Foundation employees.
- Built upon a successful inaugural collaboration with the San Diego Building Trades Council and the City of San Diego, ETi has expanded the with the San Diego Workforce Partnership to secure \$1.3 million dollars in funding through Senate Bill 1 to implement five cohorts in the Apprenticeship Readiness Program.



2019-2020 SDCE ACCOMPLISHMENTS

Public Information

- Increased SDCE in the news. Highlights include:
 - ❖ National coverage on ABC, NBC, FOX, CBS for a welding student who was selected during a nationwide search by the Ironworkers Union to participate in a pre-apprenticeship at the Ironworkers Training Center.
 - ❖ Mayor Kevin Faulconer highlights SDCE Students and Faculty giving back to community during COVID19 during San Diego Steps Up Series in a Live Press Conference
 - ❖ SDCE Gateway student selected for a state award from Outreach and Technical Assistance Network (OTAN)
- Launched a Black History Month campaign on social media, website, and on campus celebrating more than 100 years of Black History at SDCE.
- Engaged new users through a Women's History Month campaign on social media.
- Developed and implemented various advertising campaigns for ESL including video, digital and social medias.
- Created a Pathways to Success logo; an ICOM Academy logo and landing page.
- Coordinated design elements for exterior signage at ECC.
- Updated various template designs for fliers and social media posts.
- Created 21 new marketing/promotional videos for web, e-mail and social media.
- Captured important interviews from community leaders, and culture bearers surrounding the historic significance of the ECC campus in support of the ECC historic preservation project.
- Designed and developed SDCE Foundation website.
- Maintained the online registration system for orientations; registered more than 16,500 students.
- Maintained the sdce.edu webpage that sent 63,546 prospective students to the District website to register for a CSID.
- Maintained the sdce.edu webpage that sent 120,000 users to the District website to search the class schedule.
- Maintained the sdce.edu webpage that served 2.8 million pages to 530,000 users.
- Successfully migrated all SDCEwebsites to new servers.
- Managed Google ads campaigns delivering more than 10 million Google ads leading to greater brand awareness with 82,300 clicks to sdce.edu.

Black History Month Campaign Flyer



SDCE ROCKS THE VOTE: AFRICAN AMERICANS AND THE VOTE

This performance event is a narrative about the ongoing struggle on the part of both black men and black women for the right to vote since the 15th Amendment (1870).

11:00-1:00pm Program in the Theater

1:00-2:00pm Entertainment and Reception

2:30-3:00pm Join MovementBe for Tell Your Own Story Before They Do, Room 180

FEBRUARY 13, 2020

EDUCATIONAL CULTURAL COMPLEX
4545 OCEAN VIEW BLVD. // 92115



MOVEMENT *Be*

SAN DIEGO
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EDUCATION



Event offers a made to order service of information provided in this announcement. Information may change and is subject to change. The San Diego Community College District is governed by its Board of Trustees. No other website is provided as a link to the San Diego Community College District without the approval of the Board of Trustees. Visit sdce.edu for more information.

ESL Campaign-Instagram Ad



Planning, Research and Institutional Effectiveness

- Rebuild and enhance SDCCD system-based templates and reports due to SDCCD's conversion to Campus Solutions and a new Institutional Researcher Database, beginning with enrollment management reporting.
- Update fall program review templates for alignment with accreditation, planning, and resource allocation; and streamline format of data analysis reports for users.
- Implement program-based metrics for student persistence, retention, success and completion in dashboards for CTE, ESL, and ABE/ASE programs, including measurement of student success in on-campus and online modalities.
- Complete implementation and training of faculty program chairs on the last component of the annual integrated planning technology that supports electronic management and submission of student learning outcomes assessment.
- Facilitate focused conversations across the institution to gather input for refinement of action plans.
- Continue to support strategic planning activities and collect evidence for year four of the seven-year accreditation cycle.
- Coordinate development of the mid-cycle progress report and refinement of the 2020/21 Accreditation Action Plan and Institutional Strategic Action Plan with stakeholders from across the institution and prepare for the spring 2021 one-day visit from ACS WASC.
- Report progress on SDCE's Strategic Plan, Accreditation Action Plan and Visiting Committee Recommendations.
- Design a binational student identity and support programming study to learn about the life experiences of binational/transnational students attending classes at SDCE.



Interactive Competency-Based
Online Microcredentialing

Fast, free, flexible career education

Policy Advocacy

- President Turner Cortez to participate in the following:
 - ◇ Board of Directors, National Association for Community College Entrepreneurship
 - ◇ Board of Directors, San Diego Workforce Partnership Workforce Development Board
 - ◇ Board of Advisors, Jackie Robinson YMCA
 - ◇ Board, Thrive Public Schools Foundation Board
 - ◇ CEO Member Group, San Diego/Imperial County Community College Association (SDICCCA)
 - ◇ Advisory Committee on Legislation, Community College League of California
- Continue advocacy for census-based apportionment for noncredit.
- Establish a policy agenda for binational adult noncredit students.
- Establish Covid-19 related advocacy for noncredit student funding eligibility.
- Launch major "Get out the Vote" campaign in advance of the 2020 presidential election.

Instruction

- Launch ICOM Academy, which is the first fully online accredited adult education instructional program in the state of California to support flexibility and access for nontraditional students.
- Continue to expand and support the development of zero-cost instructional programming.
- Identify additional student barriers to online instruction and collaborate with Student Services to address those barriers.
- Lead and support the equitization of institutional systems through reviewing, planning and implementing equitable systems, processes, and procedures.
- Implement a process to review curriculum through an equity lens.
- Increase course productivity.
- Increase the number of students who complete programs.
- Create a permanent faculty distance education support infrastructure.

Instruction (continued)

- Reorganize the work and resources of the instructional services unit to incorporate quality control measures with an increase in data analysis.
- Work with the San Diego Adult Education Regional Consortia to support the development of career education and high school pathways for high school students.
- Increase the number of students who transition to credit college.
- Review and determine outcomes from the faculty institute to help determine the feasibility of implementing data-driven retention strategies.
- Implement an industry advisory handbook and increase work-based learning opportunities for faculty and students.
- Reorganize and redesign R2S PATHWAYS to meet funding requirements, services to students, and direct supports
- Update and modify outreach services
- Increase CalWORKs student participation by 400 students across all campuses.
- Increase CalWORKs work-study by an additional 25%.
- Complete the SDCEats! Marketplace facilities improvement project.
- Improve and increase services to veterans with additional program certification, direct supports, and financial commitment from the institution.
- Identify and select a cloud-based student services platform such as Cranium Café to increase student engagement and provide equal access to counseling, student services, and resources.

Student Support and Success

- Create Help Desk Zoom Rooms to give one-on-one assistance to students who need more individualized help to enroll.
- Coordinate fall 2020 enrollment expectations of over 10,000 students successfully enrolled by semester start date.
- Continue development of online certificate process development and other online services.
- Create a conversation focused on COVID-19 in place of the annual human resource breakfast with the theme "Employment in a world of COVID-19".
- Coordinate virtual job fairs and Increase Ready to Work workshops for existing YouTube channel.
- Increase job placement of students by 20%.
- Facilitate coordination of 2020 Justice Summit in collaboration with Black Lives Matter.
- Organize a series of town hall meetings and other convenings for employees, students, and community members to strengthen the commitment to racial and economic justice.
- Reorganize, prioritize, and leverage resources for programming and services based on student outcomes, the Student Equity Plan, and SEA Program directives and legislation.
- Update and revise the Student Equity Plan and Outreach Plan.
- Form a counselor task group to onboard, train, and mentor SDICCCA interns.
- Secure 50 Chromebooks for distribution to DSPS students who otherwise would not have access to programming.
- Create and distribute a newsletter that highlights DSPS student success, faculty leaders in accessible education, accessible education, tips and tricks, and resources.

Facilities

- Develop a way-finding plan for the Educational Cultural Complex (ECC).
- Install exterior signage at Mid-City and Cesar Chavez campuses.
- Retrofit campuses in compliance with COVID-19 protocols.
- Install solar panels in the parking lot at ECC.
- Install furniture, machines, equipment, electrical, and plumbing in support of instructional programs funded as part of the resource allocation process.
- Upgrade wireless access at ECC and CE at Miramar.
- Enhance conference room technology with camera and conference call technologies at ECC.
- Upgrade Cisco labs at North City Campus, Cesar Chavez Campus, and ECC.

Finance

- Purchase sufficient PPE (Personal Protective Equipment) to continue operations due to COVID-19.
- Continue to reduce general fund deficits.
- Maintain overtime pay to less than \$10,000 per year.
- Develop and execute a plan for CARES Act stimulus funding.
- Develop and execute a plan for the School Communications Interoperability Grant (\$100,000) for the purpose of interoperable technology for campus emergency response.
- Ensure that all activities are recorded in accordance with Federal and State regulations (ie. GAAP, FASB, GASB, etc.).
- Continue to reduce the need for one-time funding for continuous expenditures.

Technology

- Upgrade testing centers at five campuses.
- Upgrade automotive and high school classrooms at the Educational Cultural Complex (ECC).
- Upgrade servers to support ICOM Academy.
- Establish GED HiSet testing rooms at ECC and West City Campus.

Professional Development

- Develop an institutional Professional Development Agenda to support institution-wide employee development and integrate professional development and institution-wide planning and priorities.
- Provide SLO training to faculty, including 1) how to utilize the SLO electronic system for programs and transparent design of assessments, 2) equity centered syllabi for the online classroom, 3) backward design and SLO alignment for the online environment, and 4) making formative assessment meaningful, engaging and informative.
- Continue workshops for the equitization of course syllabi and course outlines.
- Build on the summer infrastructure for distance education instructional support as an expansion of the Passport for Success onboarding program with a mentor structure, workshops, and faculty showcases.
- Adopt and implement a year-long professional development for student services to launch and integrate online ecosystem resources to support student services.
- Provide quality webinars for classified professionals through the Online Professional Workgroup.

Foundation

- Secure continued funding for San Diego Gateway to College and Career programming, and for Rising to Success Pathways.
- Expand fundraising and development to support SDCE programs.
- Develop marketing materials including web pages and brochures for all Foundation programs.
- Recruit a Pathways Council to enhance major donor investments into Foundation programs.
- Expand ETI (contract education) services through the District network and the private sector.
- Joined Unmudl, a one-stop work and learn marketplace.

Public Information

- Support enrollment management efforts through continued marketing and media efforts.
- Work with the Office of Instruction and Project Managers on a new campaign to help with persistence and completion.
- Complete multiple video commercials for ICOM Academy program promotion.
- Complete a video commercial for ICOM Academy recruitment.
- Update and maintain a web page for ICOM Academy to include new videos.
- Create an executive editorial calendar to align and integrate marketing efforts on social media platforms.
- Amplify purposeful content and build audience and engagement on social media channels.
- Complete multiple new student success stories for News Room, and use in local and national media releases.
- Complete program video projects for Citizenship, Digital Media, and HVAC.
- Increase the collection, reporting, and use of data to inform decision making for website updates and ad campaign strategy.
- Set up a system for easily deploying multi-variate tests of website content and user interface.