

**All COM EMP Priorities Forums
10/17/2018 at Kentfield & 10/18/2018 at IVC**

Exercise: The 11 external environment issues most likely to affect COM over the next 6 years based on previous discussions with the COM Board, faculty, staff, managers and the EPC, were listed on big sheets of paper on the wall. Participants were given 6 dots and asked to place their dots next to the external issues they think would have the biggest impact on COM. The results are:

External Environment Issues

High school students & perception of CC VS its' value – 16 dots

State/chancellor's office priorities and directives – 15 dots

Cost of living/Lack of affordable housing – 14 dots

SRJC and CCSF – 13 dots

Large older adult population in Marin – 10 dots

Slow or no population growth in Marin – 9 dots

Commuting workforce – 8 dots

Marin county's lack of diversity and racial/ethnic & economic inequality – 8 dots

Transportation – 7 dots

Marin employment – 4 dots

Highly educated Marin population – 2 dots

Discussion

High school perception of CC/COM –do we have data on this? No formal studies done. H.S. counselors say students see cc as not a top choice. Students slightly older (21+) might have a better perception of CC. SRJC has a reverse commute, do they take our students? There are some non-competing programs between colleges & some students go to COM or SRJC for those specific programs. Traffic is an issue; northbound commute is reverse commute. IVC has an infrequent bus schedule. Better collaboration/partnerships with local bus systems. CC with housing may be capturing some Marin high school graduates (e.g., Santa Barbara CC).

Potential Priorities Reported Out from Small Group Discussions

Student Access was a priority across all groups. Access took a variety of forms. This included flexibility in scheduling and a master schedule, transportation, marketing programs with which COM has university partnerships, offering more classes at IVC, increasing human contact--more informed new student orientation, MAPS, expand new student welcome, e.g., students who are returning, ages 24+ student group, students with degrees already and those without, students who are changing professions, Allied Health students, and being more responsiveness to community needs.

- Master Scheduling – more collaboration between departments in scheduling classes – better access.
- Expand outreach to high schools – more student ambassadors, have faculty go to high schools to give “Mini Ted Talks”, HS students will get a taste of a college lecture. Create a bridge to high schools. Create a brand loyalty for COM. Position COM as part of the “four-year college” pathway. 18% of COM’s credit students are dual enrolled. More outreach/marketing to showcase COM as an excellent academic value. Even to middle school parents who live in Marin for the excellent schools but looking for a cheaper alternative for path to 4-year college-value/benefit and social incentive.
- Increase access with more evening classes, make course descriptions easier to find when registering for classes.
- Better orientation experience, students need more handholding when they first get here.
- Student access and equity – better coordinated support systems – zero cost textbook program, COM Cupboard, housing “take in a student”, fostering a sense of belonging; all impact student success. If basic needs not met very small chance of success. Enhanced welcome week – welcome reception with more departments involved. Students when they first get here don’t know how to be a student. Summer Bridge and COMpass could be expanded. Student ambassadors and student outreach. Outreach to returning students who have left and come back, 24+ student group? Service learning and internships.

Indian Valley Campus (IVC) came up in all 3 groups. Increase the use of the IVC campus all the way around. Not enough faculty teaching classes there? IVC seen as the “step child” campus. Why? Maybe faculty don’t want to come here, poor transportation serving the campus. If popular classes are full at KTD why not offer them at IVC? Maybe institute a Teaching Certificate program at IVC. IVC is viewed as the “vocational campus.” Classes at IVC offer hands-on training.

Jonas Center and new Aquatic Center seen as plusses – get more people on campus. Possible Indian Museum at IVC and possible retreat center for educational groups? Partnerships with local hotels for holding conferences? Would help for IVC to become a destination for people in the county and beyond.

Diversity/Equity/Inclusion was a priority from two of the three groups reporting out. Some of the items under Student Access above are also diversity, equity, inclusion activities. Inclusivity and diversity – some students are not here to get a degree, NC ESL – success should be more laterally defined. Equity & inclusion – regardless of what success looks like. Success/Equity/Access – should continue all the efforts made in prior years.

Community Responsiveness was a priority reported out by two of the three groups. Meeting the needs of the business community – does the community know what we offer? Small self-employed businesses are a group we could capture with classes tailored to them, e.g. QuickBooks, class on handling HR issues, etc. Possibly a six-week course leading to a certificate. CTE classes on solar, trades, smart energy grid, more emerging fields.

Suggestion to survey the community to find out what they want. Increase opportunities for small business skills (work from home). Collaboration with businesses around the bay area. Sustainability projects, business partnerships. More ESL students into credit pipeline. Broaden and deepen community relationships. Visibility and awareness of what the college offers, how to access resources

Transportation issues came up in two of the three groups. High school students have a hard time getting to campus, especially IVC. More regional partnerships. Shuttle? Transportation /employment – free bus pass has been good, increased routes? Possible shuttle between KTD and IVC. Transportation is a real issue – some think northern Marin students will go to SRJC because it's a reverse commute. Bus service to campus is dismal.

Additional Thoughts

- AB705, Guided Pathways – math and English most impacted
- More real world applications, use college hour to continue discussions/debates that come up in classes.
- Personal growth and development – student self-discovery. Why am I coming to COM? Projects like Dr. Q very successful. Professional development for faculty and staff.
- Better communication and information to faculty, staff and students, explore different modalities. College hour.