

October 1, 2018
2:00-4:00 p.m.
Room AC217

Present: Peggy Dodge, Cheo Massion, Christina Leimer, Lauren Halvorson, Connie Siegenthaler, David Everitt, Elizabeth Pratt (via Zoom), Fernando Sanchez, Julian Solis, Hien Nguyen, Holley Shafer (guest)

Absent:, Cara Kreit, Steven Newton, Leslie Lee

MINUTES
Revised

Agenda

Agenda approved for the current meeting.

Minutes

Minutes approved for 9/24/18 meeting. Discussion of Student Success 4.1 Increase % of Students advancing to college level courses – did this include certificate students? Item not defined as yet, may or may not come forward into next plan and if so will be defined in strategic plan objective and performance indicator. EPC can recommend.

Environmental Scan Exercise and Discussion

Exercise involved members reviewing the Environmental Scan report and Highlights handout and writing down on the big sheets of paper the items they found most compelling regarding the factors affecting the college going forward.

Question about data in the scan, when and how was it gathered? Is it actual or projections and why some is for different dates? Most of the data are actual numbers and those that are projections are those that go beyond the current time period and they are based on the actual historical data. Standard categories of data were used in the scan, i.e. demographics, labor market, economic, policy, etc. Also looking at Marin as the geographic hub—since that's who the college primarily serves--and then radiating outward to identify trends most likely to affect us at system, state and national levels. Also Marin Culture defined as something uniquely Marin.

Cost of Living

1. Staff and students cannot afford to live in Marin – therefore commuter culture
2. Better transportation systems across the region - would help to reduce stress of students & staff and draw students from across the region
3. Lack of student housing, was not mentioned as a priority by college admin
4. Does the high cost of living in Marin affect financial aid amounts?

5. Many Marin workers commute in due to high cost of living here
6. Economic inequality

Population

1. Marin population is aging, well educated, affluent
2. Increase course offerings to older adults taking into consideration their busy lives
3. Shift COM population search to outside of Marin into SF and East Bay
4. Focus on high school pipeline to increase COM enrollment

Marin Culture

1. Marin values sustainability but it's not mentioned in the ES
2. Large inequality in wealth distribution – race/ethnicity
3. Local opposition to affordable housing
4. Highly educated parents want to send children away to school

Education

1. Highly educated population – need for lifelong learning focus
2. COM could focus on capturing adults who commute into Marin to work
3. Better advertising of value of community college
4. Focus of Chancellor's office is narrow & focused on Pathways to Degree, Transfers could be detrimental to COM, AB705 is both a negative and a positive
5. Promote COM to high school students and parents as a better value, quality education, smaller class size, more access to professors "Start Here, Go Far"
6. Promote dual enrollment with high school students

Diversity/Equity

1. Expand our scope beyond Marin into East Bay and SF
2. Promote the diversity we already have here
3. Student diversity gives COM the opportunity to be a county wide convener on issues of race and class
4. Hispanic serving institution designation? COM only meets one of the criteria
5. Economic inequality and systemic racial/ethnic inequality

Workforce

1. Low wage jobs filled by out of county workers – same people who often attend community college
2. Optimize students who are already here in terms of better, clearly communicated pathways into certificate programs or transfer
3. Marin is the work from home capitol of the North Bay

4. High percentage of self employed in Marin
5. CCSF and SRJC now seem as collaborators, rather than competitors.

What are the priorities, & opportunities & challenges these present?

1. Affordable housing – difficult for students to find housing outside of parent’s house. COM places emphasis on staff housing, why can’t student and workforce housing go together? Goes back to the mission, will leave both on priority list for now.
2. Transportation/Commuting – need to partner with regional transit agencies to get better service from East Bay and SF to Marin. High rate of commuters who come into Marin to work could become students if there were better transit services. Tailor class schedules to include evening classes for degree seekers, more flexible schedules like Thursday evening/Saturday.
3. High school students capture rate – most Marin high school students are high achievers and attend four year schools. Not all areas of Marin are high achieving, potential students could be captured with more outreach, programming and promotion. Dual enrollment is one way of capturing more high school students but there are challenges for the faculty with high school students. Some are not ready either emotionally or academically for college level courses. They are enrolled by the parent and then don’t show up or there is transportation or scheduling issues.
4. Perception and value of community college – need to emphasize value of COM as smaller class sizes, more access to professors, excellent and qualified faculty, classes are easier to get into, low cost, TAG and new honors program being developed.
5. Lack of racial/ethnic diversity and inequality in county and economic inequality – more course offerings for working adults. COM can position itself as an asset to the county to convene conversations around diversity/equity and economic inequality. Improved transit would improve diversity in county.
6. Aging population – Chancellor’s Office directives are geared toward degree seekers and full time students. Older working adults are not always on that path. Opportunity to increase older student population, offer credit courses with more flexible schedule, more lifelong learning.
7. Educated population – offering challenging community ed classes, determine which classes are relevant, how to market them? Chancellor’s office focus often is counterproductive to serving older adults.

Next meeting: October 15, 2018 – review of information from external focus groups and share overall environ scan document developed through synthesizing discussions from other groups.