

Educational Planning Committee

March 1, 2021

2:00-4:00 p.m.

Via Zoom

Present: Cara Kreit, Ryan Byrne, Julian Solis, Alina Varona, David Everitt, Rebecca Yim, Holley Shafer, Gina Cullen, Connie Siegenthaler

Absent:

Guests: Jonathan Eldridge, Nicole Cruz, Keith Rosenthal, Anna Pilloton

Agenda

Agenda was approved for the current meeting.

Minutes

Minutes approved for 02/01/2021.

CER Goal 2: Jonathon Eldridge, Anna Pilloton

Optimizing K12 Partnerships – all of these activities are being done through an Equity lens.

- Expansion of summer academies
- Focus on engaging high school students with a spotlight on underserved students.
- Compass, dual enrollment, concurrent enrollment, Summer Bridge have all been very successful despite pandemic with larger numbers of students than expected. Even after we return to campus Summer Bridge will have at least one virtual session.
- All programs are focused on first gen students and underserved populations.

Partnerships with community groups are all strong and thriving:

- 10,000 Degrees
- Huckleberry Youth
- High School counselors

Due to pandemic all forms for enrolling in various programs are online and much easier to access and get signed.

Future events:

College Success Saturday

Summer Bridge ESL section again

The goal of 10% increase in enrollment has not been met but Summer Bridge and College Success Saturday saw much larger attendance than expected.

IP Goal 2:

Alignment of K12 and COM curriculum has been somewhat stalled due to COVID, but the mechanism for collaboration is in place when that is allowed. There have been success stories – as an example the culinary program is working with Novato Oaks Alternative school to provide a path from high school into the COM program.

More help is needed by the high schools to get students ready for college math.

- Students need more problem-solving skills.
- Easily accessible information about what resources are available on campus such as tutoring etc.
- Changing the mindset that it is okay to ask for help.
- Helping students to contextualize math and math concepts, cross walking math concepts with career paths.
- Assisting the high schools to align curriculum – as we refine out curriculum keeping the high schools involved and informed on that process.
- Seek to provide a continuum of curriculum: exposure – exploration – momentum – progression.
- Pathway/curriculum mapping collaboration between high school and COM faculty is critical for the success of AB705.

Closer collaboration is needed with Marin Alternative high schools to figure out where the students are going that go nowhere. Who don't show up at either a community college or a four-year school. Are they dropping out to work? What help is available for them?

- Fee waivers
- Open-source textbooks
- CARES Act can help some.
- Dual enrollment is free for high school students.
- Internship class might be used for college credit for working students.
- Scheduling classes at a time for works for working students – such as evenings and weekends.

EPC Discussion on CER Goal 2 and IP Goal 2:

- Work with schools around alignment has been delayed.
- Opportunities – tremendous work done during the pandemic, some which has streamlined processes going forward.
- Question about Action Step 1.4 “Develop a clear protocol in order to identify, align, and allocate COM resources” for K-12 partnerships. Was answered about satellite classes (now all online),
- Recognition that convening teachers across institutions may be much easier now w/ Zoom culture, before in-person was an impediment.
- Alina noted significant relevance with regard to Career Education. She talked about the potential for relevancy to high school students and others to “crosswalk” STEM with areas like auto tech and to build out summer academies with that in mind. She also referenced how we term departments is important for high school students. For example the difference between “machine metals” versus “Digital fabrication.” Its important to address “relevancy” and how we frame classes and programs to students.
- Important to “map” backwards and forwards with contextualized learning and using Career Academies as an entry point for high school students.

CS Goal 4 – Nicole Cruz, Keith Rosenthal

- **Equity related actions to build inclusion:**
 - Professional development
 - Assessment of current marketing and outreach efforts.
 - Crystallization of talking points to take to donors and incorporate into grants.
 - Assessment of board and administrative policies using an equity lens.
 - Review of branding guidelines, style sheets and taxonomy with an equity lens.

Promoting targeted marketing efforts – hired outside company to do research on targeted marketing groups.

- **Targeted groups are:**
 - BIPOC
 - High school students
 - Adults
 - +65
 - Stopout students
 - Community members

Approximately once a week for the last year a communication of some kind was sent out. These included press releases, statements, stories or other types of media. There were also campaigns designed for specific targeted focus groups.

A shift in strategy was also implemented from print media such as Golden Gate Transit ads to keyboard searches. For example, a student using google to search for “dental assisting program.”

Nicole is also investigating ways to store marketing assets to make it accessible to others across campus with talking points that can be used by different depts and for different audiences. The preferred method so far is MS Teams.

Review and revamp of COM website to make sure that there are no “links to nowhere” (Enrollment Services) and making sure that the look and feel of the website is carried across all depts and offices. Reviewing for ease of navigation and feeling of inclusion.

The successful launch of online text donations was also acknowledged.

EPC Discussion:

Question about how to maintain brand but also avoid bottlenecks for programs to be able to market? Response was that work is being done to create set of templates that people can use based on specific needs.

How to make sure that marketing/branding is being considered with new facilities, which was a question EPC wanted to help director with last time as well.

Next Meeting – March 15, 2021