

@Coastline October/November '10



A message from the President

Dear Colleagues:

There have been a number of significant achievements in just the past two months since our last @Coastline. With the announcement that Coastline has been awarded a \$2 million Title III AANAPISI grant, I am especially proud of the truly creative spirit and student-success focus of Coastliners.

Besides the District's *Vision 2020* project and the *Vision 2020* plan that the Community College League of California is coordinating, Coastline is embarking on its *own* comprehensive educational planning for the next 10 years. Our own "Vision 2020 Educational Master Plan" development process will officially launch on October 21, and soon you will have access to a website dedicated to this very important project. The website will encourage your participation and feedback, and will allow you to see the progress of our Master Plan document as well as coordinating research materials. I look forward to sharing this new site with you, and want to acknowledge Peter Maharaj, Jorge Sanchez, and Shanon Gonzales, for helping us to launch it in a very quick manner.

While writing this, I received an e-mail from the CC League with news that *finally* a State budget is on the table. They expect the Governor to sign the budget plan today (Friday, October 8) and there is a lot of good news for community colleges, including:

- 2.2% enrollment growth (\$126 million)
- \$35 million to backfill categorical cuts imposed in 2010-11 (replacing the ARRA backfill)
- \$25 million for the Economic and Workforce Development program to "meet emerging workforce needs"
- \$20 million for Career Technology programs
- No cost-of-living adjustment (positive or negative)

These points are all great for us, but there is also not-so-good news in the budget proposal, including:

- \$189 million of the budget "increase" is paid from a new deferral of \$189 million from the 2010-11 fiscal year to the 2011-12 fiscal year, creating a total inter-year deferral of \$892 million

- the budget is believed to rely on many overly optimistic assumptions that will likely require mid-year cuts, overseen by the new governor

As one Legislative rep described it, "this budget looks like it fell out of an ugly tree and hit every branch on the way down." Scott Lay, the CEO of the Community College League agreed, this is an awful budget and believes that it will be reopened before the year is finished.

Nonetheless, we will carry on and pursue that 2.2% growth through enhancements to our second 8-week offerings, strategic planning for the Spring 2011 semester, and moderate marketing tactics to make sure every available seat is occupied.

I'll share more information about the budget, CCCD's Vision 2020, the CC League's Vision 2020 and our own educational master planning process as it develops. Thank you, Coastliners, for your perseverance and your "students-first" attitude, especially during these most unusual times.

Sincerely,

Loretta P. Adrian, Ph. D.
President

CC League shares "2020 Vision" with local leaders

Community College leaders came together on October 6th for an informative presentation by the Community College League of California titled "2020 Vision: Student Success." The workshop was only one in a series of workshops that have been arranged throughout the State to inform faculty, staff, administrators and students about the new and enhanced emphasis on student success.

Why? Not only is the United States losing education ground to other countries, but California is losing ground to many other states. In terms of college completion rates, California only sees 15.5% of all students complete a degree or certificate, when the national average is 19.9%.

Vision 2020 is based around the charge to increase community college completions by 1 million by the year 2020.

"The recent focus on student success is economically necessary, morally incumbent, and achievable," said Scott Lay, CEO of the Community College League, in his presentation.

After a presentation on the statistics, attendees broke out into groups to discuss ways to increase student success on their own campuses, focusing on success, access, and equity. They were also challenged to discuss needed changes in policy (practice, regulation, or statute) that would help achieve this goal.

Michelle Ma attended the event and found this focus can even be applied to efforts in Marketing and Public Relations. "Often, Marketing has been charged with simply putting students in seats. With this in mind, for example, my office could be utilized to conduct research-based, specifically targeted *internal* marketing to current students to help them progress to the next class and complete their program," she suggested.

Resources and further information on this topic can be found at www.ccleague.org/cotf. If you have ideas to contribute to the Vision 2020 plan, you are encouraged to e-mail your thoughts to cotf@ccleague.org.

Coastline awarded \$2 million AANAPISI grant

The U.S. Department of Education has awarded Coastline Community College a grant in the Asian American Native American Pacific Islanders Serving Institution Program (AANAPISI). The grant totals \$2 million over a period of five years, starting Oct. 1, 2010.



The award recognizes Coastline's AANAPISI project titled **Pacific Bridge, An Initiative to Increase Completions for Asian American and Pacific Islander Students**. The project seeks to increase the number of underprepared Asian American and Pacific Islander (AAPI) students who eventually enroll in degree-applicable courses; the number of AAPI students who earn A.A. degrees; and the number of AAPI students who transfer to a UC or CSU institution.

Asian Americans and Pacific Islander individuals now account for over one-fifth of Coastline's enrollment. Contrary to the "myth of the model minority," many local AAPI populations contend with poverty, language barriers, limited formal education, and prior education in Asian schools characterized by teacher-centered instruction aimed at rote memorization. Coastline was designed and has operated for many years to maximize *access* to higher education, with less emphasis on *completing* a student's educational program. Students mostly view Coastline as their "gap" college: a place to take a specific course but not the place to obtain a degree or prepare for transfer. AAPI students find themselves disadvantaged in four key areas: **a)** inadequate response to student unpreparedness; **b)** student support services handicapped by lack

of a central campus; **c**) inadequate advisement or tracking programs to motivate students to persist until a degree is attained; and **d**) a low rate of transfers to the California university systems.

The AANAPISI project aims at helping Coastline AAPI students overcome the challenges that now impede their progress toward attaining educational goals. The project will address these challenges with a coordinated array of eleven program components: **1**) a corps of Student Liaison volunteers who will maintain personal contact with each student; **2**) a student-accessible, self-service, roadmap and educational progress tracking system; **3**) culturally sensitive orientation and college success courses; **4**) student support services, offered online and at each of Coastline's distributed learning centers, including multi-subject tutoring and an expanded assessment program to identify unpreparedness in time for corrective action; **5**) prep institutes to give students a running start in math, science, and humanities courses; **6**) supplemental instruction; **7**) a mentoring program; **8**) a university transfer collaborative; **9**) improvements in course scheduling to reduce time-to-degree; **10**) a communication program targeted at Generation 1.5 AAPI students in local schools, and **11**) staff development to build awareness of AAPI students' needs.

"Coastline's commitment to excellence and innovation in education has been rightly rewarded by this grant," said Dr. Adrian. "Our goal is to create pathways to success by implementing best practices, and while this grant is directly connected to AAPI students, our holistic and integrated program with best practices will benefit ALL students, and foster the success of ALL students," she continued.

Congratulations and commendations to the Grant team, especially Tom Snyder, John Leighton, and Darian Aistrich for capturing Coastline's vision for our Asian/Pacific Islander students and submitting that vision as a competitive grant!

Bowling event raises funds for Foundation Mini-Grant program

Fountain Bowl was the place to be on Saturday, October 2 as Coastliners, their friends, and their families all gathered together for the 3rd annual Strikes 4 Scholars bowling event. All proceeds went to the mini-grant program, which provides funds to assist faculty and staff in implementing innovative ideas that improve student learning, enhance the work environment or improve job performance and/or the quality of customer service.



Coastline's President, Dr. Adrian, and her team took home the top prize--the coveted perpetual trophy! Bowling on this year's top team were Dr. Adrian's son Jason, Tom Nguyen from the Graphics and Printing department, Tom Tran from the One- Stop Center, Cheryl Stewart from the Coastline Library, and Dennis Chapman (husband of Robyn Chapman

from the Coastline Foundation). Dennis Chapman actually took Dr. Adrian's place on her own team due to a last minute injury she sustained right before the tournament...a debilitating broken toe that would've couched even the most professional bowler!

Stephanie Rogers from Coastline's Military department led the winning second place team, which was sponsored by CCC Business instructor, Chuck Henry. Third place went to the ISD-Featers (from Coastline's ISD Department).

Team Spirit Awards went to:

- 1st Place - The Ripcurls
- 2nd Place –Fiscal Services
- 3rd Place -Team Military 1 & 2
- Honorable Mention: Team ABI



After all the raffle prizes were gone, the place fell silent waiting to hear the name of the person who would win the beautiful blue bicycle. George Santoro, from Coastline's Print Shop, was chosen as the lucky winner, but not being a beach-cruiser kind of guy, he donated it back. Howie Esterman, from the Le-Jao Center team, was happy about that because HE was then drawn as the winner of the bike. Congratulations and thank you to all who participated in this fun event!



Marketing Department calls for your participation

For those who enjoy event planning, marketing, and the excitement of media relations and community outreach, Coastline's Marketing Department has the following opportunities for you to participate:

1. Call for members of the "College Preview Day" task force

- The task force is a subset of the Marketing Committee, but is open to ALL Coastline faculty and staff who would like to help plan this event.
- Event takes place in December and showcases the college's programs and services to the community.
- This is the *snow* event! The snow serves as a draw and added bonus for those attending the College Preview Day.
- Assistance is needed in event planning and coordination, marketing efforts, organizing faculty participation, securing city event permits, arranging food/drinks, securing door prizes/giveaways, set up, oversight, and more.
- SIGN UP to be part of the task force by e-mailing iaguirre@coastline.edu.

2. Call for "Experts"

- Our faculty and professional experts are shown on our website
- You can be one too if you consider yourself to be an expert in any area, and are willing to be contacted by the media to contribute to their stories.
- To apply, fill out the form here ([PDF form](#))

College responds to passage of SB 1440

To increase access to the California State University (CSU) system, Governor Arnold Schwarzenegger signed SB 1440 on Wednesday, September 29, 2010. The bill streamlines the transfer process for community college students who are looking to transfer to a CSU. Specifically, the bill calls for community colleges to establish associate degrees for transfer, guarantees an associate degree for transfer students are admitted to CSU with junior status and establishes course unit limits on most majors in order to reduce unnecessary, excess coursework.



Currently, Coastline transfers more than 100 students each year to CSU schools. Most commonly, Coastline students choose to transfer to CSU Fullerton or CSU Long Beach. “As potential students realize that going to a community college will guarantee their admission to a CSU, those numbers are sure to rise,” said Jennifer McDonald, Director of Admissions and Records at Coastline Community College. “This will be especially true since the CSU’s are tightening their admissions requirements for incoming freshman,” she added.

“By articulating our courses directly with the CSU’s, our students will benefit greatly,” said Coastline President, Dr. Loretta Adrian. “Students won’t have to worry about

spending extra time or dollars on classes that are not going to transfer.”

To read about SB 1440, download the press release from the California Community Colleges State Chancellor's Office by [clicking here](#).

If you have questions about SB 1440, you can e-mail them directly to the California Community Colleges State Chancellor's Office at sb1440questions@cccoco.edu.

Flu shot clinic coming to Coastline

CCDD Seasonal Flu Shot Clinics will take place throughout the District this month (October). They are sponsored by the CCCD Wellness Committee, and all benefit-eligible employees and retirees are encouraged to participate. (Sorry, they are unable to accommodate family members.)

The cost for the seasonal influenza H1N1 combined vaccine is only \$10. (The District Wellness Committee will cover the remainder of the cost.)

Employees may attend any of the scheduled clinics, which are:

Orange Coast College	Mon., October 25, 1 p.m. — 5 p.m.	Faculty House
Golden West College	Tues., October 26, 12 — 4 p.m.	Student Health Center
Coastline Community College	Wed., October 27, 8 a.m. — 12 p.m.	College Center, 4th Floor Conference Room
District Office	Friday, October 29, 10 a.m. — 2 p.m.	Training Room

Walk-in, first come, first serve, supplies limited

Vaccines will be provided by HealthFax.

Cash and checks accepted. (Checks payable to HealthFax)

For questions, Please contact your campus representative:

- CCC—Shirley Spencer (714) 241-6145
- District—Nancy Hill (714) 438-4709
- GWC—Rob Bachmann (714) 895-8382
- OCC—Sylvia Worden (714) 432-5026

HR Update

Job openings:

The following positions are open to "In-house only" candidates

- Admissions and Records Technician 2, #C-007-11, Closes 10/27/10
- Guidance Assistant, #C-008-11, Closes 10/27/10
- Executive Assistant to the President, #O-003-11, Closes 10/12/10

For more information, to apply, or to view position postings for the entire Coast Community College District, please visit www.cccdjobs.com.