

President's Message

November 30, 2017

Summary of Updates:

Message from New Interim VPSS, Administrative Services Wing Update, Foundation Update, Enrollment Update, ELD Update, Marketing Highlight, Instruction Update, Event Highlight, Upcoming Events

Faculty/Staff Hiring Update

A message from our new Interim VP of Student Services-Dr. Kate Mueller:

"I am honored to join the Coastline team as Interim Vice President of Student Services. Even before my first day on site, the warm welcome I have received from everyone has been wonderful. And that warm welcome reflects what I've observed in my first few days here at Coastline: camaraderie, collegiality, collaboration, and a passion for having a positive impact on students and their goals. My goal as Interim may sound simple: to help, and to support. But it is deeper than that. I want to make that the backbone of all I do, because the work being done, and the established Student Services goals, are inspiring and impactful. Helping and supporting in action: listening; moving barriers; gathering background to inform our best decisions as a team; encouraging each other to reach even farther to help students and staff succeed.

A quick sound bite about me: I have been in the Coast District for 16 years, and in higher education for 32 years at a variety of institutions. Born and raised in Arizona, I came to college in California and never looked back. In December my husband and I will be celebrating 30 years of marriage. We equally enjoy traveling (I think I have visited over 30 countries so far in my lifetime!), and sitting on the back patio reading a book and hanging out with our two Akitas."

Administrative Services

Update on Parking at Westminster

On October 18, 2017, with no formal communication from the Orange County's Parking Administration, Coastline's students were turned away from the Orange County's public parking lot located at the corner of All American Way and 13th Street. According to Ron Cosma, Parking Administrator for the County of Orange, the sudden change in regulation to this lot, currently owned by the County, is due to the fact that additional parking spaces are needed for the jurors serving in the nearby courthouse and therefore the lot is no longer available to the college students during Monday through Friday, between 6:00am-3:00pm. This action has caused tremendous hardship to Coastline students as many have enjoyed the flexibility of gaining access to these free public parking spaces over the past 11 years, in addition to the 236 paid parking spaces Coastline was able to obtain from the Westminster City in their City Hall and Community Services lots. Meetings have been scheduled for Coastline Executive Team to meet with the Mayor and City Manager of Westminster as well as with Orange County Supervisor Andrew Do to raise their awareness of this issue and to garner their continuous support for Coastline students. Until then, students with a Coastline Parking Permit have been redirected to park in the following designated areas for Coastline:

- City Hall North Parking Lot (corner of Westminster Blvd & All American Way)
Parking stalls 268 through 340
- Community Services Parking Lot (corner of Jackson Street & Westminster Blvd)
Parking stalls 556 through 688
- Police Department Parking Structure (corner of All American Way & 13th Street) for Staff
Parking Only
Parking stalls 347 through 376

Update on Renovation of College Center

On April 5, 2017, after an extensive Request For Proposal (RFP) and interview process, the Board approved a standard architectural services agreement with Westgroup Designs for planning and programming design services for the schematic design of the Coastline College Center Renovation Project. During this phase, it was determined that to complete the necessary renovations would require seismically upgrading the existing building, an extremely costly and ultimately infeasible solution. It has since been determined that a more effective solution calls for new construction of a College Administration and Student Support Center for Coastline College. At the last board meeting, November 1, 2017, the board has voted unanimously to move forward with the new construction of a 55,000 gross square foot facility that would be adjacent to the existing College Center Facility. Going with the new construction option will allow Coastline to continue to fully operate in the current facility while the replacement building is being constructed (proposed to be relocated to the parking lot facing north and east side of the current building). Parking options are also being explored to include restriping the parking lot behind the Annex Building as well as entering into short term lease agreements to secure additional parking spaces for the college with the adjacent property owners. Design Development Phase for the new building is scheduled to begin later on this month and is expected to finish by May 2018.

Foundation Update

Coastline Promise Campaign & Giving Tuesday

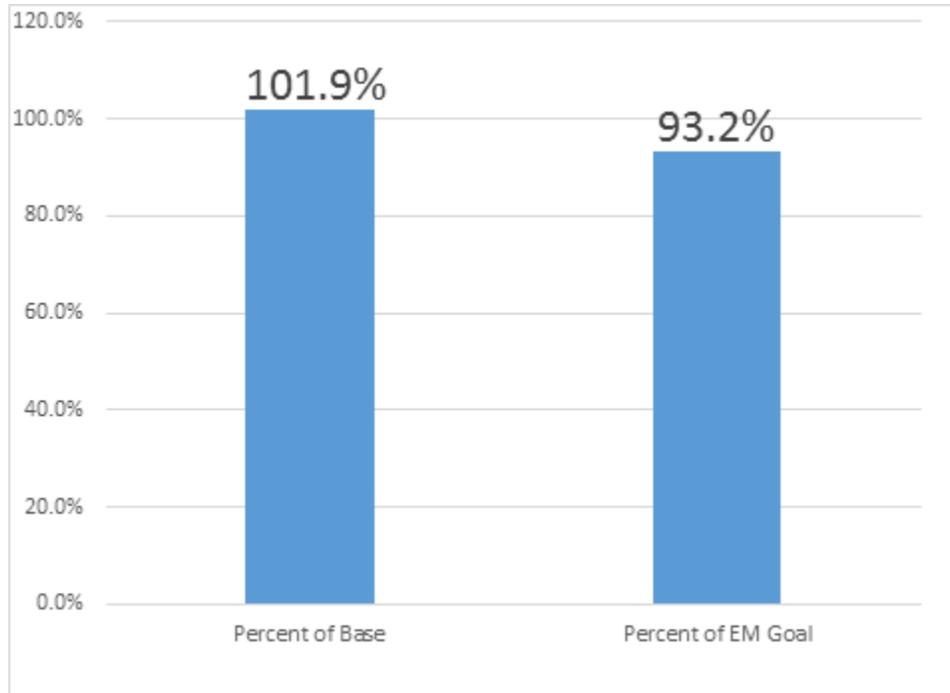
At the beginning of the fall 2017 semester, Coastline joined the national College Promise movement, by offering free tuition and textbooks to students attending their first year at Coastline. Promise programs are meant to inspire transformational change in the communities they serve, by creating a college-going culture for graduating high school seniors, regardless of their background. College Promise programs are meant to ensure success, completion and affordability.

In October 2016, the Coastline Foundation Board of Directors voted to contribute \$100,000 per year (for three years) to the Coastline Promise. These funds will cover the cost of tuition, fees and provide textbook vouchers (up to \$1,000) to incoming, qualifying students.

The Foundation is embarking on a campaign to permanently sustain the Coastline Promise for future generations. This year, the Foundation will begin hosting events to fundraise for the future of Coastline Promise – please keep an eye for future event invitations. Also, thank you to those who donated to the Coastline Promise during #GivingTuesday on November 28th. For more information, please visit www.coastline.edu/give

Enrollment Update

Below is our progress on FTES based and enrollment management goals which shows 101.9% of base and 93.2% of enrolment management goal..



2017-18 Resident FTES Update

Academic Year	Summer	Fall	Spring	Total
2016-17	1071.99	2433.09	2078.71	5583.79
2017-18	1139.25	2565.57	2073.60	5778.42
Difference	67.26	132.48	-5.11	194.63

Source: Fall and spring Coast Reports collected 11.29.2017 and summer is from the initial p1 report.

Note: The data does not include the new term length multiplier.



The Coast Reports registration count comparison from November 15, 2017 shows Coastline at 5778.42 FTES for 2017-2018, which is 194.63 (3.5%) lower than 2016-2017 at this point-in time. This variance may be related to the start of registration for spring 2018, which started approximately 95 days prior to the term beginning. In contrast, spring 2017 registration started approximately 120 prior to the term beginning.

Extended Learning Division (Formerly MECTBD) Update

In honor of Veterans Day, Coastline displayed posters of student Veterans at the various campuses.



In addition, faculty, staff, and managers who have served were recognized through email and the website (.pdf attached). On Thursday, November 9, American flags were displayed on the roof of the Fountain Valley College Center, and both Veterans Resource Centers were opened to visitors with free snacks for everyone and gift bags for Veterans. Coastline's Veterans Services teamed up with CFCE to collect food for Veterans in need using Coastline's Veterans Resource Center food collection boxes located at the College Center and our three campuses. The food was delivered to the Orange County Fairgrounds for a free community Veterans Day event on Saturday, November 11.

Program and Staff Highlights

Marketing:

The Marketing department is about to launch the 2018 Winter/Spring Enrollment Campaign. It includes ads on Facebook, Spotify, various targeted Internet sites, Daily Pilot ads, Local Movie Theatre ads, Google Adwords, sponsorship with Fountain Valley High School, and marketing to existing students.

Instructional Update

RSI Task Force

The RSI Taskforce was created by the Academic Senate Executive Team on October 10th and authorized to recommend a plan for ensuring that all online courses offered by Coastline Community College provide appropriate levels of Regular Substantive Interactions. The Taskforce consisted of the following faculty: Tanya Murray (Biology), Lisa Lee (Math), Dan Johnson (History), Scott Davis (English), Rick Lockwood (Business) and David Lee (Visual Arts).

The Taskforce recommended to the Academic Senate the following plan:

- 1) All instructional departments will be charged with creating an RSI plan to be applied to all courses offered by this department or discipline.
- 2) These plans will conform to the minimum RSI standards established by the Senate. The Taskforce has created two possible set of standards to present to the Senate.
- 3) Department plans will be vetted by an external body, determined by the Senate, to ensure that all plans conform to the minimum RSI standards established by the Senate. Plans must be of sufficient depth and detail so that all instructors teaching in that department will clearly understand what is expected of them.
- 4) Prior to the end of the Fall 2017 term the departments will present to all their faculty their authorized RSI plans to allow them time to reflect on how they are currently providing RSI to their students and make any necessary changes for the Spring 2018 to ensure that they conform to or exceed the department minimum standards.
- 5) Prior to the beginning of the Spring 2018 term all online courses offered by Coastline Community College during the Fall 2017 term will be reviewed to determine if they provided sufficient RSI. The exact process by which this will happen has not yet been established. It is likely this will need to occur during the winter intercession.
- 6) In instances where courses do not appear to offer sufficient RSI (based upon the review referenced in point 5), this will trigger a formal evaluation of the instructors teaching this course. The evaluation will occur during the Spring 2018 term.

Proposed Standards for Required Minimum RSI

- 1) Assurance of regularity:
 - Plan A: All courses will have at least one RSI activity per week. This requirement may be waived for up to two weeks in a 16 week course or one week in an 8 week course.
 - Plan B: All courses will have 12 RSI activities, distributed throughout the term.
- 2) Core RSI activities
 - Plan A: Individual departments will select the core weekly RSI activity or mix of activities that best suits their discipline(s)
 - Plan B: There will be at least 8 required discussion forums for all courses.
- 3) Appropriate volume of instructor's substantive interactions on RSI activities
 - Plan A: Individual departments will establish their criteria for an appropriate volume and type of substantive interactions on all core RSI activities. This will be vetted by an external college agency to ensure appropriate college wide rigor.
 - Plan B: There will be a set number of instructor substantive posts on discussion forums. There

will be a minimum of 10 posts for every discussion forum and the volume of posts will be scaled upward depending upon the size of the course.

Event Highlights

CyberTech Girls OC 2017

Our second annual CyberTech Girls event was held at Coastline's Garden Grove Center on October 28, 2017. This one-day hands-on cybersecurity and technology event included 110 female students participating from our local middle schools and high schools. There were approximately 30 mentors, including representatives from CrowdStrike, Synopsis, JPL/NASA, Northrup Grumman, Cal Poly Pomona, Fullerton College, and our own Computer Service Technology students from Coastline.

There were a variety of activities that the girls engaged in, which included making binary bracelets, collecting digital evidence in our "crime scene" to analyze in the forensic lab, working on a computer build in the A+ lab, and Web development using Wix.com. These workshops are meant to help the girls develop an interest in cybersecurity and technology careers through hands-on activities. The various women in cyber and technology careers that joined us are role models and mentors that the girls can talk to informally to ask questions about their academic and career paths.

According to the Forbes article *Calling All Women: The Cybersecurity Field Needs You And There's A Million Jobs Waiting*, we sorely lack diversity in the field of information security with the number of females in the workforce being at a mere 11% globally. We enjoy these events that build relationships with our local middle school and high school students to reinforce academic pathways to cybersecurity and technology careers.

A special **thank you to the staff at GGC** for their support and assistance with this event!

Upcoming Events

IEPI Update and Visit #3 – December 1

The Institutional Effectiveness Partnership Initiative (IEPI) Partnership Resource Team (PRT) will be completing their third visit on December 1st to follow-up on the progress made on the four College Innovation and Effectiveness Grant initiatives. Below is an executive summary of the progress made by the College.

Pathways

The College has established a Guided Pathways Steering Committee that meets on a consistent basis to support the movement of Guided Pathways through inquiry, planning, activities, and professional development ([SharePoint](#), [webpage](#)). Following the grant implementation strategy, the College established itself as an Attitude, Agency, and Intensive Implementation ([A2I2](#)) cohort college. A2I2 colleges participate in deep-dive assessment work on implementing guided pathways with the goal of helping more students achieve their academic goals.

The College hosted an All-College/ FLEX day event with a focus on Guided Pathways. Since that meeting, a definition for Guided Pathways has been disseminated to all employees through email, a planning newsletter, and at various meetings.

The College will be hosted 17 focus group interviews in support of planning for Guided Pathways on November 20th. Following the focus group event, the College had a facilitated planning session on November 21st.

A report is forthcoming about the themes that emerged during the focus groups. As well, workgroups around key pathways components will be formed in Spring 2018.

SLOs

In collaboration with faculty and the Department of Institutional Effectiveness, the College SLO Coordinator developed an SLO handbook and an [SLO webpage](#) with reports and interactive dashboards.

Additionally, SLO planning events held in fall 2017 at the All-College/ FLEX day event in August and at the College Full-time Faculty Meeting in September. SLO training materials were developed and provided at the aforementioned events as well as posted online. The planning events resulted in the establishment of a [five-year assessment schedule](#).

The College utilized the grant to partially-fund an Institutional Effectiveness Analyst to support the technical aspects of reporting results of institutional student learning outcomes ([ISLOs](#)) and program student learning outcomes ([PSLOs](#)). The Institutional Effectiveness Analyst also developed the [PSLO reports](#) which will be integrated into Program Review.

Communication

The College completed its second assessment on communication and engagement. The results of the survey showed an increase in satisfaction with communication. The findings from the community engagement survey revealed an increase across all metrics of engagement.

Open forum meetings with the Executive Cabinet are held at the College's various campus locations. The College continuously develops and distributes newsletters and infographics on research, planning, governance, and accreditation. Additionally, podcasts containing relevant college information are distributed college-wide via email.

Professional Development Infrastructure

The Professional Development Committee is drafting a Professional Development Plan. The committee is creating a professional development roadmap to assist employees with identifying the availability of professional development funds.

The Program and Department Review includes a section that allows for participants to reflect on past professional development activities and outcomes. This section also allows for planning future activities in support of programmatic and departmental employee development.

Classified Senate Holiday Boutique

December 1, 11:00 am – 3:00pm, in the Annex

Annual M&O Breakfast

December 11, 2017; More information to come!

Annual College-wide Potluck Lunch
December 13, 2017; More information to come!

Have a great weekend.

Lori

Loretta P. Adrian, Ph. D.
President
Coastline Community College
www.coastline.edu

11460 Warner Avenue
Fountain Valley, CA 97208

(714) 241-6152