

# **ANNUAL REPORT FOR 2010-2011**

## **Santa Monica College**

### **INTRODUCTION**

Santa Monica College refuses to be derailed by economic woes. In the face of the worst budget crisis in more than 30 years, the college continues to improve across the board. Despite severe financial challenges, morale at SMC is exceptionally high and collegiality is the order of the day. SMC continues to draw on its creativity, innovation and strong commitment to student success to launch new programs and find ways to better serve our diverse student population.

This is not to say that we were not forced to make difficult decisions in the 2010-2011 fiscal year. Nor does it mean we haven't faced challenges this past year that will continue into 2011-2012. We've been forced by the state to reduce our class offerings at a time when demand for an SMC education is at an all-time high. We have had to tighten our belt. But our remarkable achievements – from a glowing reaccreditation report to historically high transfers to the University of California, from launching new job training programs to hiring new faculty – demonstrate the unique spirit that makes us the No. 1 community college in America.

The following is a summary of SMC's major accomplishments of 2010-2011 (with further elaboration later in the report). They reflect the college's 2010-2011 goals and priorities, as well as those of the Board of Trustees' adopted 2010-2011 Goals and Priorities.

- The state funding reductions forced us to downsize, reducing our class offerings slightly in fall and spring compared to the previous year, but cutting in half the offerings in winter and by a third for the summer session. Based on what we estimated we would receive in state funding, we reduced our target full-time equivalent student enrollment (FTES) by 2,000, but because demand has been so huge, we have been educating many students without state funding. Not surprisingly, virtually all classes have been completely full.
- After a long and exhaustive process to include input from the college community and the District Planning & Advisory Council, the Board of Trustees on June 7 adopted a 2011-2012 tentative budget of \$447.1 million, including a general fund budget of \$175.1 million and the remainder in restricted funds (such as capital expenditures and financial aid). Although we do expect to make changes before a final budget is adopted in September – depending on the outcome of the state budget situation – we have laid the foundation for a solid spending plan that is remarkable for having avoided furloughs and layoffs. We have been able to do this because of a healthy 2010-2011 fund balance and a severe reduction in non-personnel costs to 2006-07 levels, thanks to belt tightening collegewide. In addition, there have been the long-term savings from the health benefit costs of the managers. It's crucial, however, that the college seek other long-term savings and increases in revenue to continue its high-level education and student support services.
- In early July 2010, just after the beginning of the fiscal year, we received word that the college's accreditation was reaffirmed through 2016, the best result that any institution can attain. The Accrediting Commission for Community and Junior Colleges' accreditation report contained many glowing commendations (including counseling services for first-time students, commitment to sustainability and positive changes in the campus climate), as well as good recommendations (including improvements to the master planning process, centralizing learning resources and moving curriculum management from a paper-based to web-based system). The college was asked to submit a follow-up report in October 2010 addressing two of the team recommendations, and the Accrediting Commission accepted the report in January 2011. In April 2011, SMC was selected as one of two institutions to present at an ACCJC workshop in northern California as a model for program review and integrated planning.

- The budget crisis has forced SMC to draw on its trademark creative and innovative nature to generate new sources of revenues and find new ways to save. The passage of two bills, AB 947 and AB 2297, in the state Legislature last year – both of which essentially allow the college to increase its nonresident fees – has helped generate an estimated \$4 million-plus to SMC this fiscal year. In addition, the college is a co-sponsor of AB 515, a bill that would allow the college to establish and maintain a fee-based extension program. It has passed the State Assembly but its future is uncertain. On the savings side, SMC realized a net savings this year of about \$244,000 from a change in health insurance benefits for managers, trustees and personnel commissioners. Also, SMC reduced energy costs significantly with the installation last fall of the largest solar project in Santa Monica. The retrofit of 54 fume hoods in the Science Building will save the college an estimated \$1.5 million over the next 10 years and it generated energy reduction incentive rebate checks from local utilities totaling more than \$217,000.
- The Board committed to hiring faculty to fill 30 new full-time, tenure-track positions combined for fall 2010 and 2011, and we filled 10 of those positions last fall. Although we are still in the recruitment process, we are hiring another 16 to 18 this year. Possibly because of the nation's tight job market, this year's crop of new faculty members is exceptionally outstanding.
- For the first time, SMC surpassed 1,000 in transfer students in one year to the prestigious University of California system, retaining its No. 1 spot by a wide margin. It also continues to be No. 1 in transfers to the UC-Cal State systems combined, USC, and Loyola Marymount. Of particular note is that we had a historically high number of students admitted to UC Berkeley – 360 – and 200 have committed to going there this fall.
- Thanks to a commitment from dedicated faculty, administrators and staff collegewide, SMC has made significant advances in its three major initiatives: career-technical education, basic skills, and global citizenship.
- In the career technical education arena, SMC launched two new career technical training programs – Promo Pathways, which trains students to create and edit promotional spots for TV and film, as well as the Resource and Recycling Management Program. A medical lab technician program – created in partnership with the City of Santa Monica and Santa Monica-UCLA Medical Center – and an energy efficiency auditor program will begin this fall.
- In basic skills, the college established a new online orientation for new students, launched the Faculty Conversations on Student Success, and added new elements to its tracking of student success data.
- Our Global Citizenship initiative continued to build momentum and capacity through its 2010-2011 food theme, which reached across the disciplines; a new international film series, and a new three-part education series of seminars and workshops.
- In the area of facilities, SMC completed two projects in 2010-2011 – a major Student Cafeteria renovation and an expansion of Parking Lot 2 just north of Drescher Hall. This fall, the new Organic Learning Garden and Bundy Classroom Completion Project – which will add three new classrooms, a large training room and office space – are expected to be completed. This year also saw the college's acquisition of the property at 1516 Pico Blvd. (the WISE building), and an agreement with Los Angeles County on a deal to lease property for a Malibu satellite campus. In addition, the Board of Trustees last August approved the SMC Career & Educational Facilities Master Plan 2010 Update Project, which proposes building renovation, new construction and building demolition on the main campus, Academy of Entertainment & Technology campus, Olympic shuttle lot and Performing Arts campus.

- In the area of transportation, the “Any Line, Any Time” Big Blue Bus program continues to be a stellar success with 7,500 riders daily. In addition, SMC negotiated the same contract rate with Big Blue Bus for 2011-2012.

The Board of Trustees has played a significant role in guiding the college intelligently and diligently towards its many achievements. I want to thank each Trustee for your leadership, hard work and dedication to student success.

With this as an introduction, the following report provides a more detailed look at SMC’s accomplishments for the past year.

Dr. Chui L. Tsang  
Superintendent/President

## **ACCOMPLISHMENTS OF 2010-2011**

### **CAMPUSWIDE**

**Sustainability:** SMC continues to demonstrate its strong commitment – from the Board of Trustees to students and employees – to sustainability. Constantly pushing to improve its environmental record – from curriculum to facilities to everyday sustainable practices – the college is truly a “green” leader. Accomplishments this year have included the official groundbreaking and current creation of an Organic Learning Garden, expected to be completed in the fall; continued implementation of the college’s Zero Waste policy for events; the launch of the Recycling and Resource Management job training program; and expansion of the Sustainable Technologies Program, a hybrid “green career” training program that gives students short-term training for jobs but also opportunities to transfer and pursue a four-year degree.

**Notable Student Achievements:** Every year SMC students demonstrate why they are among the best and brightest in the nation. But this year seemed to produce several particularly outstanding students whose achievements are noteworthy. They include Stephen Olsen, the first SMC student to receive the prestigious Jack Kent Cooke Foundation scholarship, which will give him up to \$30,000 a year for three years as he pursues his bachelor’s degree at Brown University; cosmetology student Pavros Olivarez, who won \$5,000 cash and approximately \$50,000 in other prizes for winning the Junior Style Stars National Hair Competition; Carla Orendorff, one of just 40 students nationwide to be selected from nearly 1,000 applicants for PBS’ “American Experience” 2011 Student Freedom Ride to Retrace Historic Bus Route; Iraq War veteran and Purple Heart recipient Christina Humphrey, who is transferring to Georgetown University this fall as an Arabic major; and two NASA scholars – Michael Maylahn, who led a team of community college engineering students to victory in a competition to create a prototype Mars rover at NASA’s Marshall Space Flight Center in Huntsville, Ala., and Avital Levi, who is spending 10 days this summer training and conducting research in a zero-gravity environment at NASA’s Johnson Space Center in Houston.

### **ACADEMIC AFFAIRS**

**Curriculum:** In 2010-11 the Curriculum committee spent a great deal of time working on the issues associated with The Student Transfer Achievement Reform Act (Senate Bill 1440). We have one Associate in Science-Transfer degree in Mathematics approved by the state at this time. We will be submitting an application for the Region 7 Associate in Arts for Transfer in Sociology this summer. The committee feels strongly that SMC must submit transfer degrees that mirror the lower-division requirements at the CSU.

In addition, we approved 25 new courses, five courses for distance education, one new class and five revised courses for Emeritus College, and two new courses for the Global Citizenship A.A. requirement. The Design Technology department did a major revision of the Animation degree and certificate and added several department certificates for students seeking specialization in areas such as 2D Animation and 3D Rendering. We have submitted the following degrees and certificates to the Chancellor's Office for final approval: Recycling and Resource Management, Public Policy, Sociology for Transfer, Global Studies, and Athletic Coaching.

### **Basic Skills:**

- Established a new Online Orientation for all new students entering SMC. The purpose of the orientation is to help students make the transition to college as well as expose students to all the necessary information to be successful in college. To date, about 14,000 students have completed the online orientation.
- Provided student success data to department chairs that led to curricular changes to the English developmental education sequence.
- Established the Faculty Conversations on Student Success component. More than 200 professors have participated in the Faculty Conversations throughout the 2010-11 academic year.
- Established a common data tracking system in all on-campus academic resource labs. The purpose of the data tracking system is to collect student service information to improve student academic services across disciplines.

**Career Technical Education:** The college launched in 2010-11 two new career-tech training programs: the Promo Pathway program and the Recycling and Resource Management job-training program. Promo Pathway – the first of its kind in the nation – is training students, many of them high-risk, to write produce and edit promotional spots for television and film, with starting annual salaries in the \$50,000-to-\$80,000 range. The Recycling and Resource Management program, dubbed “Jobs Through Recycling,” is funded by a federal grant and trains students in the high-growth, high-demand field of resource management. In addition, the college will launch in 2011-12 two new career-technical education programs – medical lab technician and energy efficiency auditor programs.

**Global Citizenship:** The campuswide theme for 2010-11 was “food,” which proved to be an effective theme both inside the classroom and for campus activities. “Food Rules” by Michael Pollan was our Campus Reads book for the year. We held events that explored the science, aesthetic, economics, social justice issues and media impact of Food, highlighting for students the interdisciplinary nature of the initiative as well as the interconnection among issues and peoples. We also held a yearlong series in which our Modern Languages and Cultures professors held workshops focusing on the food and culture of countries around the world. We hope that one outcome of that series will be that students may be inspired to study foreign languages during their time at SMC. Two other new series for the 2010-11 year were an international film festival, funded by the Title 6A grant, and a three-part Education series that explored Pre-K, K-12 and higher education.

**Online Education:** Mirroring SMC's trends, the Distance Education FTES recovery plan was kept on hold for a third year due to the state budgetary concerns. While this was reflected by continued reductions of course offerings and sections, actual per “seat” enrollments (for eCollege hosted classes) held strong. This year there was even a slight increase (164 seats) in seat usage in spite of the cutbacks. The year closed out at 23,475 seats vs. the previous year's total of 23,311.

**Emeritus College:** Emeritus College maintains a strong relationship to the Santa Monica and Westside older adult population. Despite significant cuts from the state, the SMC Emeritus College program has sustained a portion of its class offerings in Health & Safety through the generous bequests it received. SMC Emeritus College is formalizing its development program. Emeritus also received donations establishing the *Bridges to the Future* scholarship, a symbol of the commitment by SMC to lifelong learning. This scholarship is given to a high school student who demonstrates a commitment to serving the SMC Emeritus community and fosters building relationships between high school and Emeritus students.

**Health Sciences:** Health Sciences was approved to hire two faculty members, a Health Sciences Counselor and a respiratory therapy instructor. We have also collaborated with the faculty leader of the HIT project and with Life Sciences to assist with establishing the new medical lab technician-training program.

**Nursing Program:** The nursing program continues to admit 40 students in fall and spring. We have 587 students on the waitlist. The number of graduates completing the licensing exam from July 1, 2009 to June 30, 2010 was 78 and the pass rate was 97.44%. There were 36 graduates in December 2010 and the pass rate was 97.14% (the national rate is 86%). We continue to offer classes, through Community/Continuing Education, for the graduates of the nursing program to increase their competitiveness in the current job market. This grant will end March 2012.

**Respiratory Therapy Program:** Several changes have been made in the respiratory therapy program that will provide consistent implementation of policies (as much as possible), such as use of the same application for East Los Angeles College and SMC and a Student Handbook for students in the respiratory program. SMC will admit 40 students in the respiratory therapy program and ELAC will admit 58. The pass rate on the national certified respiratory therapy exam was 97.6% (the national pass rate is 76.6%). Mel Welch, the head of the program, retired in December after 33 years of service to SMC.

### **Educational & Community Partnerships:**

- The Santa Monica-Malibu Educational Collaboration – a partnership of SMC and the Santa Monica-Malibu Unified School District – has worked on continuing to support the Young Collegians program. The first cohort, who started the Young Collegians program in summer 2008, will be graduating this year and all 16 students will be pursuing higher education. During summer 2011, 91 SMMUSD students will be participating in the program at SMC through concurrent enrollment.
- SMC collaborated with the City of Santa Monica on a professional program designed to provide the SMC community and educators free access to cutting-edge insights on technology, entertainment, entrepreneurship, and sustainability entitled, “Career Opportunities in Digital Entertainment.”
- Collaboration with the SMMUSD allowed our Auto program to continue in the Fall 2010 with two SMC auto classes that were taught at Santa Monica High School auto center.
- Approximately 200 SMC and Westside area high school students attended the 22<sup>nd</sup> Latina/o Youth Conference in March that had a career technical emphasis. Workshops concentrated on green/sustainable careers, social media, information technology, engineering in the 21<sup>st</sup> century, education, law and health.

## **Workforce & Economic Development:**

- Developed the Health IT Workforce Training Program, which so far 81 students have completed. The total of projected students graduating by the end of summer 2011 is 134. With a requirement of 150 graduates annually we are 89% on target.
- Developed resources to support the development of new programs including Promo Pathways, medical lab technician, resource and recycling management, homeland security/emergency management, and energy efficiency.
- Continued to provide the “I AM Santa Monica” training to Santa Monica businesses to the City. More than 120 participants trained this year, bringing the total to more than 1,300 trained since its inception.
- Raised almost \$400,000 in Contract Education opportunities (an increase over the prior year of \$300,000) with the following organizations: UCLA, Direct TV, New Directions, South Bay Center for Counseling and the Zhenjiang Vocational Academy of Art- Digital Media Professional Development in China.

## **Workforce & Economic Development/Small Business Development Center:**

- The SMC Small Business Development Center received first-place ranking in the Los Angeles Regional Network for performance excellence in the 2010 calendar year.
- The SMC SBDC was awarded the Small Business Development Center Service and Innovation award at the SBA’s 30<sup>th</sup> Annual Small Business Award Ceremony.
- The SMC SBDC was certified as a Green SBDC by Sustainable Works. The center has adopted sustainable practices and has been recognized as the first Green-certified SBDC within California.

## **STUDENT SERVICES**

**Transfer:** For the 20<sup>th</sup> straight year, SMC sent more students to the University of California than any other two- or four-year institution. More specifically, for 2009-10 (the last full academic year for which figures are available), SMC sent 1,053 students to the UC. The next largest feeder to the UC sent 666 students. SMC continues to be the largest feeder to UCLA and the No. 1 Southern California transfer college to UC Berkeley, the flagships of the UC, and was the leader in transfers to the UC-California State University systems combined. In 2009-10, SMC was the 7<sup>th</sup> largest feeder to the CSU system, sending 780 students. Additionally, SMC continues to be the No. 1 transfer institution to USC, having sent 195 students in fall 2010 (USC only provides data for fall). The second largest feeder transferred below 87 students to USC in fall 2010.

**Asian American & Pacific Islander Achievement (AAPIA) Project:** This strengthening institutions grant has continued to provide essential resources to support Asian American and Pacific Islander students, while enhancing institutional capacity to serve all students. AAPIA students receive intensive academic counseling, peer mentorship, supplemental instruction and tutoring (particularly in developmental math and English), and career counseling. Additional highlights this year include the opening of the Digital Learning Studio (DLS) in LS 152, a highly interactive classroom environment that includes modular furniture, iPads, SMART Remote Clickers, SMART Interactive White Boards, and high-definition Blu-ray projector. Other classroom improvements include three other rooms in Letters

& Science that have been outfitted with SMART Interactive boards and media lecterns with state-of-the-art document cameras, as well as technology installed in Business III and Drescher Loft. Improvements to HSS 165 begin this summer with new sound and projection systems. Other program accomplishments include summer residential and peer mentorship programs for AAPIA students through our partnership with UCLA, the development of an Alumni Association, and a conference to academically empower Pacific Islander community college students.

### **New Student Orientation:**

- **New Online Orientation Program** – A new interactive and engaging online orientation program was launched in December 2010 that interfaces with ISIS and makes use of students' assessment scores and educational goals. More than 18,000 students have completed the program to date with very positive feedback.
- **VIP Welcome Day** – VIP Welcome Day 2010 was another huge success with an estimated 4,500 new students and their families in attendance. VIP Welcome Day 2011 is currently in the planning stages and will feature even greater outreach to out-of-state, international and veteran students, as well as parents of Latino students.

### **Veterans Resource Center:**

- **FIPSE Center of Excellence for Veteran Student Success Grant** – In October 2010 Santa Monica College was one of 15 colleges nationwide to be awarded a three-year federal veterans student success grant. The grant has allowed us to hire a full-time certifying official and a half-time project manager who are helping to bring additional services to our 500-plus student veterans while also providing professional development opportunities to SMC faculty and staff.
- **Chancellor's Office High Tech Center Grant** – In July 2010 SMC was awarded a Chancellor's Office grant that allowed us to acquire additional computers and specialized software to assist veterans with disabilities, particularly those with traumatic brain injuries.

**Crisis Prevention Team:** During the 2010-11 academic year SMC purchased 200 individual and five group licenses for At Risk, an online course designed to enhance faculty confidence and knowledge as an effective gatekeeper – one who can identify others in mental distress, approach them about the issues they see, and refer them to Psych Services, if necessary. The course is highly interactive, as it actually allows individuals to practice conversing with students exhibiting signs of psychological distress.

**Athletics:** This academic year we had two conference titles: Men's Basketball and Women's Tennis. In addition, our tennis team won the State Championship in three categories – team, individual and doubles. The Athletics Department continues to improve and provide an environment for student athletes to achieve in the classroom and on the field of competition.

**Police Cadets:** The Police Cadet program began in August and the Cadets are students who gain practical non-enforcement experience in the Campus Police Department. This year their assistance was invaluable and they were assigned throughout the campus in the Library, Financial Aid, Police Front Office, and as Student Escorts during the evening hours. We have received nothing but positive comments about their professionalism and professional attitude.

**College-Community Emergency Response Team (C-CERT):** The Campus Police Department has developed a C-CERT team that has been certified by FEMA. The members of C-CERT assist the Police Department during emergencies and disasters. The Parking Enforcement Officers and several of the Police Cadets have completed the training and are working with the Emergency Preparedness Committee, the group is expected to grow to 100 members.

## **ENROLLMENT DEVELOPMENT**

**Admissions & Records:** The college awarded 14 percent more Associate Degrees in 2010-11 compared to the previous year and increased its Certificates of Achievement a dramatic eightfold. The office also implemented a campus-wide FERPA (Family Educational Rights & Privacy Act) training program.

**Assessment:** The Assessment Center broke records in its student traffic – 21,354 students came through its doors in 2007 and 31,235 in 2010 (full year statistics). This represents an overall increase of 46 percent in just five years.

### **Financial Aid:**

- Processed 32,426 Federal Aid applications in 2010-11—up from 26,920 in 2009-10.
- Provided financial assistance to more than 17,397 students in 2010-11—which is 37 percent of all credit students. This is up from 16,092 students (32 percent) in 2009-10.
- Awarded total financial aid of more than \$38 million—up from \$33.5 million in 2009-10.
- Provided Pell Grants to 7,459 students in 2010-11—up from 6,448 students the previous year.

**International Education:** Continued growth in the FI population in the past year along with efforts to support FI enrollment resulted in a 5 percent increase in enrollment in the Fall 2010 semester, and a 3.75 percent increase in the Spring 2011 semester, despite reduced course offerings. Launched in 2010-11 was the International Education Peer Mentor Program, which provides peer-level support to international students from the moment they first contact SMC as prospective students through their matriculation and graduation. Peer Mentors are the liaisons between International Education and our international student population and act as empathetic and knowledgeable “buddies” to students in need.

### **Institutional Research:**

- Developed the college’s first report of Institutional Effectiveness and engaged in many activities to disseminate the information and promote discussion of data.
- Redesigned the Institutional Research website – added more than two dozen new data reports related to student demographic, achievement, and course enrollment information. The new data reports are a response to the increasing demand for college information by campus constituents.
- Supported the campus’ Student Learning Outcome (SLO) effort by working with programs on the development of outcomes statements and assessment instruments; provided support in analysis of ILO (Institutional Learning Outcome) pilot data.
- Designed and implemented several studies related to student success, including Supplemental Instruction, Faculty Conversation, Basic Skills Migration, Tutoring Centers, Early Alert, Online Orientation, and Digital Learning Studio.

**Outreach:** Increased the number of student contacts from 13,785 in 2009-10 to 37,200 in 2010-2011 and significantly expanded the student tour program from 416 in 2009-10 to 744 in 2010-11.

**Early Alert:** Since the new Early Alert system was launched in Spring 2008, more than 4,800 contacts have been made by faculty through the Early Alert system to inform students of their academic difficulties. Follow up was then conducted systematically by counselors and other campus personnel.

## **GRANTS**

- During the 2010-11 academic year, the college managed roughly \$6.2 million in grant funds, including 10 new grant awards, totaling more than \$3 million.
- Of the 10 new awards, the largest was a Community Based Job Training Grant funded by the U.S. Department of Labor to support the development of a Recycling and Resource Management curriculum. This is SMC's second Community Based Job Training Grant since the program was established in 2006. In collaboration with Golden West College, Irvine Valley College, and a community-based training provider, California Resource and Recycling Association, SMC will receive nearly \$4.9 million over three years—one of the largest grants funded during this competition.
- Another significant achievement this academic year was the acquisition of a FIPSE Center of Excellence for Veteran Student Success grant to expand the capacity of SMC's emerging Veterans Resource Center. Although the total grant award is small in comparison to the Community Based Job Training Grant, providing only \$399,613 in new money over the next three years, this award is no less significant. In fact, it recognizes the college's commitment to serving student veterans in Los Angeles County and its successes to date despite limited resources.
- Other significant awards include Student Support Services funded by the Department of Education's TRIO Program, Curriculum Improvement Partnership Award for the Integration of Research funded by NASA, Employment Training Panel grant funded by the California Office of Economic and Workforce Development, and a Community College Consortium grant to Education Information Technology Professionals in Health Care funded by the U.S. Department of Health and Human Services. These four grants generated more than \$1 million in new monies for the 2010-11 fiscal year.

## **BUSINESS & ADMINISTRATION**

**Audits:** Once again the college received unqualified audits of the college's financial resources and Proposition 39 bond funds. This is the sixth year in a row that the college has received this opinion for its financial resources. These audits attest to the excellence and strict conformity to legal standards of our Fiscal Services Department and Auxiliary Services personnel. The fiscal and performance audits of the Proposition 39 funds have resulted in a long history of clean audits without findings. This is particularly notable in light of the recent public scrutiny of other local construction programs.

**Purchasing:** A new contracts management computer program, Planet Bids, was implemented this year in cooperation with Fiscal Services and Information Technology. The program consists of a contracts database, on-line bid procurement process, and requisition management systems. Since its implementation, the college has procured over 25 bids with the new system. Along with the expanded use of the inter-agency cooperative bidding process, there have been significant savings in monies and efficiencies. The mailroom updated its equipment with a new folder/insertersorter, and is working with Media Services to eliminate the need for outside mail processing services, which have also resulted in significant savings.

**Investments:** Due to the current low rate of return in the District's allowable investment vehicles, the District moved \$4 million, which it held and invested for KCRW for many years, to the KCRW Foundation. The KCRW Foundation's investment policy allows for investments with higher return rates.

## **FACILITIES**

**Projects Completed:** The Cafeteria Dining Room renovation was completed in August 2010. The cafeteria had basically been unchanged for more than 30 years. This project included paint, flooring, furniture, and a video display system. This year the College welcomed a new food vendor, Eat Street, who also modernized their portion of the cafeteria. In compliance with an arbitration result, Parking lot #2, North of Drescher Hall, was modified to increase the number of parking spaces from 20 to 72.

**Projects Started:** The Bundy Classroom Completion project will add three new classrooms, a large training room, and office space. It is expected that this project will be completed at the end of 2011. Also, after much discussion and many incarnations, the Student Organic Learning Garden started construction and is expected to be completed in the fall.

**Awards:** SMC's Student Services & Administration Building – a stunning, energy-efficient and futuristic structure currently under construction – won last fall a NEXT LA award from the Los Angeles chapter of the American Institute of Architects.

**Projects in Design:** The Media Technology Complex project plans are in the final stages of construction drawings. The parking lot design for the project has already been submitted to the Department of State Architect and should start construction in the fall. The East Wing Project at the Performing Arts Campus is starting into construction drawing. Both the Information Technology Relocation and the PE Fitness Dance/Central Plant projects are in the developmental design phase. Student Services and Administration Building project continues in the DSA approval process. It has been in the process for 18 months. The College and the City of Santa Monica are developing an MOU, which will detail the development and operation of the joint Child Development Center. The College and the County of Los Angeles have agreed on the major deal points for the lease for the Malibu property, and the County is currently preparing the final version for approval by the Supervisors and the Trustees.

**Real Property:** The College has purchased the property at 1516 Pico Blvd (Wise Building). The college now controls three of the four parcels on the 1500 block facing Pico Blvd.

**Campus Projects:** The first phase of the new energy management system was installed. We completed the Science Building fume hood retrofit project, which not only improves safety, but saves the college \$160,000 per year on electricity costs. The Facilities Department completed construction on the roof of 1734 Pearl St., the Digital Learning Studio in Letters and Science Building 152, and various campus improvement projects. The college now uses 100 percent “green” products for pest control and 95% “green” products for in-house maintenance. The Facilities Manager completed the All Hazards Mitigation Plan with SMMUSD.

**Sustainability:** The installation of the energy-saving display in the Business Building completed the Solar Panel Project. The college can now monitor energy savings on a real time basis. The college also has received the first of the energy rebates from California solar Initiative, which will total more than \$940,000 over the next five years.

**Special Note:** For more than 15 years, the college has been seeking reimbursement for the monies spent to rebuild after the earthquake in 1994. Due to the diligence and persistence of staff, the college was issued a check for \$2 million from the California Emergency Management Agency. There are still outstanding claims that the staff will continue its work to recover.

## **CAMPUS COUNSEL**

In 2010-11, Campus Counsel instituted quarterly litigation reports for the Board of Trustees. These confidential reports provide timely updates on all litigation pending against the college as well as reports on claims for damages filed against the District. They also provide updates on college legal expenses.

## **HUMAN RESOURCES**

**Restructure of Human Resources Office:** The Board approved a restructure of the HR Office in Fall 2009. As of the close of this fiscal year, the HR Office is now appropriately staffed to support the department and the college. With the exception of one vacant position, which has been deferred indefinitely, the reorganization of HR office personnel is complete.

**Collective Bargaining:** Negotiations with CSEA started in April 2009. During this fiscal year, agreement was reached with “Wages”; however, Impasse was declared over “Benefits”. A Fact-Finding Panel conducted a hearing on May 27, 2011, and the panel is expected to generate its report by June 30, 2011.

Negotiations with the Faculty Association began in June 2010 and are continuing.

The District and newly certified SMC Police Officer’s Association presented proposals to initiate negotiations for a new Agreement.

**Employee Relations:** The HR Management Team provided improved and more consistent levels of service and support to supervisors, managers, district employees and to the general public. More proactive support with technical assistance was provided to all employee groups. The Classified Evaluation period closed with 99.30 percent of all classified staff evaluations completed.

Formal and informal investigations and responses to requests by outside government agencies continue to be addressed in a timely manner. More efforts are being taken to proactively identify and address potential issues and areas of concern with employee relations.

**Benefits Administration:** In Fall 2010, a comprehensive campaign was designed to highlight the cost savings and advantages of switching from the District's most expensive Preferred Provider Organization (PPO) plan to a more cost effective PPO plan. Elected officials, managers and confidential employees supported this campaign, which included a benefits cap and resulted in significant cost savings for the college. In addition, a Health Reimbursement Arrangement was approved by the Board of Trustees and set up to assist this group with out-of-pocket expenses.

**Professional Development:** Human Resources has acknowledged and started to address the need for continued training of all personnel of the District. The Department's Professional Development Coordinator (a new position that was filled this past year) formulated a five-year plan for the creation and implementation of a Professional Development Institute at the District, the goal of which is to meet the training needs of all personnel of the college. During this first year, the Professional Development Coordinator increased the availability of trainings available to employee groups. The trainings included topics for all personnel of the District (topics such as Diversity & Inclusivity, Sexual Harassment, the Family Educational Rights & Privacy Act, and Stress and Teamwork). Training topics for supervisors included trainings on the Discipline Process, Evaluations, Relationship with CSEA and the Grievance Process, and other workshops for supervisors provided through the Southern California Training Consortium (Liebert, Cassidy, Whitmore LLP). Other trainings that took place during the past year also included: Retiree Benefits (STRS & PERS), Leaves of Absence, New Hire Orientation, and Time Reporting (in conjunction with the Payroll Department).

**HR Website:** The HR Office Website was completely redesigned so that it is current, comprehensive and easily maneuverable for anyone who visits the site.

## **INFORMATION TECHNOLOGY**

- Successfully completed a major Wi-Fi expansion project. More and more students bring mobile devices to school and expect anytime/anywhere on campus internet access. As the first step to effectively address students' mobile computing needs, this project enables students with much more reliable and secured wireless internet access in most campus areas, including the Quad, most buildings on the main campus and satellite campuses, and other open spaces where students congregate.
- Successfully completed several major online self-service projects to enhance the efficiency of data collections and business processes. Major initiatives include:
  - a. Institutionalized Student Learning Outcome (SLO) data collection project – successfully developed standardized online SLO rosters for faculty to submit student SLO grades via faculty portal.
  - b. Student self-serve knowledge base mobile application – successfully develop a “Google-search-like” SMC knowledge-based website for students to search/access FAQs by SMC service categories ([www.smc.edu/askpico](http://www.smc.edu/askpico)).
  - c. International education office automation and student portal– successfully developed a world-class international student application/admission portal with integration to FSA Atlas office automation software, ISIS and SEVIS.
  - d. Successfully implemented all enrollment services policy modification and business process enhancement to maximize enrollment effectiveness, including student payment policy changes and the development of contract education (College of the Future) enrollment portal.

- Successfully implemented identified Information Technology planning objectives for 2010-2011, including server hardware/software upgrade, computer workstations upgrade, and other instructional departmental technology enhancement tasks.

## **SMC FOUNDATION**

**Revenues:** Revenues for 2010-11 exceeded \$1 million.

**Scholarships:** \$654,000 was distributed for scholarships in the 2010-11 school year.

**Margin of Excellence Faculty Grants:** \$56,092 was awarded in fall of 2010 to 18 professors for equipment for a wide range of projects, from a Life Sciences Department study of water to lighting for the Theater Arts Department.

**Hands Across California:** SMC students, employees, trustees and friends came together in April to raise more than \$1,000 for scholarships for SMC students through the first-ever “Hands Across California.” About 70 people formed a human chain that stretched nearly two blocks along the college’s Pico Boulevard frontage as part of the fundraising event, which was sponsored by the Foundation of California Community Colleges.

**Sports Hall of Fame:** Legendary volleyball siblings Gary, Liane and Eric Sato were inducted into the 2010 Sports Hall of fame. They all played volleyball for SMC and went on to achieve Olympic greatness, with the youngest Eric winning a gold medal. Prior to the luncheon, the Sato’s held a Q&A with more than 100 students in attendance.

**Distinguished Alumni Awards:** These were presented to Martin Jeffrey King (1958), co-founder of Kings Seafood, and SMC Math Professor Terry Green (1967), for this work in the community.

**Chairs of Excellence:** SMC communications professor Saul Rubin was named the recipient last fall of the newest Chair of Excellence in Communication, which was funded by the SMC Foundation President’s Circle. The SMC Foundation also funded the Chair of Excellence in Philosophy and Social Sciences, which was awarded to Richard Tahvildaran-Jesswein. Art professor Marc Trujillo received the Sam Francis/Martin Sosin Chair of Excellence in Fine Arts. The Avaya Inc. & Anixter Inc. Chair of Excellence went to life sciences Garen Baghdasarian.

**The Bernard Osher Foundation/Foundation of California Community Colleges Scholarship Challenge:** Having met the college’s commitment last year to the statewide Osher Challenge, the Foundation will receive and award \$81,000 for scholarships in fiscal year 2011-12.

**Alumni Outreach Program:** The Foundation hired alumni coordinator, Dr. Barbara Ige, last September to assist in its alumni efforts to: re-engage alumni through social media, alumni website, emails, personal contact and social events; educate and engage current students with the alumni association; network and build relationships with administration, faculty and community leaders; have a presence on campus at student programs/events/activities. The Foundation recently received more than 309,000 data records of alumni since 2001 and is in the process of importing and updating the contact information to the database.

## **GOVERNMENT RELATIONS & PARTNERSHIPS**

The college continues to maintain excellent relationships with local, state and national legislators and organizations. For example, at the state level, we have been successful in getting the Legislature to pass bills that have helped SMC generate new sources of revenues. But significantly in 2010-11, we have dramatically increased our ties to the federal government with the hiring last summer of Carol Hamilton to fill the newly created dean of institutional development position. Carol has strong ties to the White House and many members of Congress and has fostered those relationships for SMC's benefit. On behalf of the college, she has met with Vice President Joe Biden, First Lady Michelle Obama, U.S. Secretary of State Hillary Clinton, U.S. Sens. Barbara Boxer and Dianne Feinstein, Cabinet members and more. She works closely with many on staff as the college pursues various federal grants. And she is cultivating prospective donors. At the local level, we continue to work cooperatively with the City of Santa Monica on many projects, including the proposed Child Care Center. We also have many partnerships with the Santa Monica-Malibu Unified School District, Santa Monica Chamber of Commerce, Santa Monica Place and the region's business community.

## **PERFORMING ARTS CENTER**

SMC's Performing Arts Center, anchored by The Broad Stage, continues to shine as a center for education, a widely praised venue for the arts, and a community resource. The number of performances is increasing and rental income is up, and revenues cover operating expenses for the year. Season offerings continue to evolve and grow impressively, with new kinds of programs – many featuring top-notch artists – slated each year. In 2011-12 (Season Four), for example, the offerings increase to 174 performances, two U.S. premieres, three West Coast premieres, and seven Los Angeles premieres encompassing visionary artists in Shakespearean, American and avant-garde theater; legends and rising stars of Broadway, opera, jazz, world, classical and new music; the new multimedia lecture series; and film.

## **THE COMMUNITY**

The college continues to be committed to the community – at local, state, national and global levels. For example, SMC students and employees rallied in the spring and raised more than \$6,000 to help the Japanese relief effort, providing counseling and special assistance to the college's Japanese students, and sending "love." Students and employees participated in "Hands Across California," raising about \$1,000 for community college student scholarships. Through the SMC Associates and Community Relations Office, we continue to bring great programs to the college (such as speaker Father Gregory Boyle) and new events (including the first-ever collaboration with KCRW for "Global Street Food"). In addition, through the General Advisory Board, we brought back a program in which international students are invited to local host homes on Thanksgiving.

## **OUTSTANDING SERVICE**

Our employees continue to shine at the regional, state and national levels with honors and recognition.

## **CONCLUSION**

SMC has much to be proud of for our achievements of 2010-2011, but we will continue to work together as a community to meet the many challenges facing us in 2011-2012 and to ensure access and excellence for all students.