



ANNUAL REPORT FOR 2012-2013
Santa Monica College

INTRODUCTION

Santa Monica College is an exemplary institution of higher education. Even during the most challenging times, we ensure that every action we take is to maintain access, to preserve our high level of quality service, to strengthen our institution, or a combination thereof.

The following report is an excellent example of how we maintain access, preserve quality, and strengthen the institution. Each accomplishment of the college falls into one or more of these categories. Our list of achievements of the past year is remarkable not only for its length, but for its depth. It demonstrates that as a college community, we constantly push ourselves to be better, to foster academic excellence, to ensure student success. We celebrate the many successes of our students, but constantly re-examine what we can do to help those who are faltering.

These achievements are outlined in the following report, but here are some of the key highlights:

- SMC faced a particularly grim fiscal situation most of the past 12 months, but thanks to the state voter passage of Prop. 30 last fall, our financial outlook has improved. (It is noteworthy that the entire college community – students, employees, trustees and friends – worked hard to ensure voter approval of the measure.) Some state funding – about \$3.5 million – will be restored to SMC next fiscal year.
- Despite the financial difficulties of the past year, SMC was able to restore a winter session with 250 classes that served 6,000 students. Funding from the Associated Students and private donors was crucial to SMC's ability to offer winter classes at a time that only a handful of community colleges statewide provided instruction. In addition, in our continued effort to provide access in innovative ways, we partnered with UCLA Extension to offer four of its classes at the AET site in Fall 2012, eight during the Winter 2013 session at Bundy, and six classes at Bundy this spring.
- SMC seeks to make savings in many ways. For example, we successfully negotiated with both faculty and classified employees a change in the health insurance program that saves the college millions of dollars a year without compromising the outstanding benefits package offered to all our employees. We also continually monitor each operating budget at the college to make savings.

- In terms of generating revenues, we have restructured the SMC Foundation to change it from an organization that maintains custody of funds and awards scholarships to one that is actively seeking donations. We also work to maintain our level of international student enrollment through such means as the AC College, and we aggressively recruit students to maintain our FTE funding level.
- Firmly believing that the core of our excellence lies in our outstanding faculty, we hired 12 full-time, tenure-track faculty members for fall 2012 – and welcomed Italian professor Paolo Torresan, SMC’s first-ever visiting Fulbright Scholar. We are currently in the process of recruiting for five to seven full-time, tenure-track faculty positions for fall 2013.
- In November 2012, SMC completed its Dashboard Report for Accountability, an important foundation for improving the quality of education at our institution. The product of dialogue from key campus groups, including DPAC and the Institutional Effectiveness Committee, which had been working on this for 1 1/2 years, the report establishes a data baseline that will assist us in improving our programs.
- The Accreditation Mid-Term report, completed in March 2013, lays the foundation very well for our next Accreditation Visit in 2016. It includes the responses to the recommendations of the 2010 visiting accreditation team, and, as required, touches on the status of all self-initiated plans included in the 2010 Institutional Self-Study. The Student Learning Outcomes Report provides a brief narrative analysis and quantitative and qualitative evidence demonstrating the status of Student Learning Outcome (SLO) implementation.
- We continue to acquire property and use bond funds efficiently to create modern, “smart” classrooms and labs, offices and other facilities to ensure our students get the most up-to-date and effective instruction. Most recently, we have begun construction on the new \$61.2 million Media & Technology Complex and the Information & Technology Relocation Project.
- We embrace and constantly look for new ways to practice sustainability. Most recently, we opened on the first day of the spring semester a new 400-space bike parking lot that brings the total number of spaces on campus to 710.
- We take our missions – transfer, basic skills and career technical education – seriously. Because of this, we continue to be the No. 1 transfer institution to the University of California, USC and Loyola Marymount University. We develop new strategies to help our basic skills students, including a new program this summer called “Summer Jams,” which will help students with their transition from high school to college. We launch new CTE programs every year, including, in fall 2012, the Medical Laboratory Technician Program with UCLA Health Systems.
- SMC brings in millions of dollars in grant funding (mostly from the federal government) each year that allows the college to launch exciting programs to help many of our students. For example, SMC kicked off the new SMC/UCLA Science and Research Initiative Program in the summer of 2012 that is offering a rich variety of opportunities for 92 students this academic year to pursue careers in science, technology, engineering and math (STEM). The program is made possible by a federal STEM grant.

- We work collaboratively with many partners in the community. Our relationship with the City of Santa Monica is particularly noteworthy in terms of working together to get the Expo Line to name its 17th Street stop “Santa Monica College,” agreeing to a land swap, regulating traffic on Pico Boulevard, and more. Of course, we also have excellent partnerships with the Santa Monica-Malibu Unified School District, Santa Monica Chamber of Commerce, and many community organizations.
- Our impact on the local and regional economy is as noteworthy as our academic excellence. Through our Office of Workforce & Economic Development, we have increased our career training programs in the last year and generated millions of dollars in sales for small businesses through a variety of assistance programs. One example is the Recycling and Resource Management Program, which increased its job placements 263 percent in 2012-13 compared to the previous year.
- SMC’s independent review panel of the protest incident at the SMC Board of Trustees’ meeting of April 3, 2012 conducted a thorough examination, and I have accepted all facts, findings and conclusions of its exhaustive report. In addition, I have directed the affected departments to implement all recommendations as provided for in the report.
- Many of our academic programs excel not just locally but regionally, statewide and nationally. For example, for the second year in a row, a Theatre Arts production (“Heart Mountain”) was selected for the prestigious Regional Kennedy Center/American College Theatre Festival – one of a handful picked from about 170 productions judged in the western U.S.
- Similarly, our employees receive local and national recognition and awards in many fields, including teaching excellence, literature, art, management, and much more.

This is just a snapshot of some of SMC’s outstanding accomplishments of 2012-13. The remainder of the report further elaborates on these and many other achievements this year. They reflect the college’s 2012-13 goals and priorities, as well as the Board of Trustees’ adopted 2012-13 Goals and Priorities.

The Board of Trustees has played a major role in guiding the college thoughtfully and diligently toward its many accomplishments. I thank each of you for your courage, leadership, hard work and unparalleled commitment to student success.

One important note: Because this annual report is being prepared early, with more than two months remaining in the fiscal year, it is not as complete as it would be in June.

However, the report provides a clear picture of SMC’s extraordinary successes of the past 12 months. We should all be proud of the exceptional spirit of SMC as reflected in the following pages.

Dr. Chui L. Tsang
Superintendent/President

ACCOMPLISHMENTS OF 2012-2013

ACADEMIC AFFAIRS

Career Technical Education

This fall, the college launched a two-year Medical Laboratory Technician Program with UCLA Health Systems. The Associate's degree in MLT is in the final stages of degree approval at the regional level and will be sent to the Chancellor's Office for final approval this semester.

The college launched a 30-unit contract training program in 2011 that has awarded 25 students the only industry-recognized certificates in the nation in Promo-Editing (creation and editing of promotional spots for TV and movies), and 25 more will be awarded this summer. The college is in final stages of Certificate and AS degree approval for the first Entertainment Promotions-Marketing program, which will be sent to the Chancellor's Office for final approval this semester.

Other CTE programs in development include film production, theatre production, dietary nutritionist, and Spanish-language media.

SMC/UCLA Science and Research Initiative Program

SMC was excited to launch the new SMC/UCLA Science and Research Initiative Program in the summer of 2012, welcoming 92 students (the first cohort), 80% of whom are from historically underrepresented groups. Students in the pioneering program are receiving special attention and assistance as they pursue studies in science, technology, engineering or math (STEM), thanks to a federal STEM grant awarded jointly to SMC and UCLA. Our SRI scholars have developed education plans with STEM counselors and completed a revamped STEM-focused "Career Planning" course. Scholars also participated in "Winter STEM Skills," a 3-day series comprised of interdisciplinary contextual learning modules to prepare our students for spring coursework. This summer, the students will be attending a residential summer bridge program at UCLA. SRI is currently recruiting a second cohort of scholars for 2013, and over 500 SMC students have joined the STEM interest list.

SMC-wide, the STEM grant has promoted science majors at UCLA and SMC during "STEM Day;" supported supplemental instruction in chemistry, math, anthropology and biology; and brought state-of-the-art equipment to our STEM classrooms. The program is also working to establish a "STEM Club" to support and engage students in science majors beyond our cohorts.

SB 70 Funded Projects

SMC has funded innovative projects, including a CTE-BSI (Basic Skills Initiative) Research Collaborative, development of a mobile application development, and a new Career Coach program. In 2012-13 the CTE Collaborative offered 41 professional development and career exploration events with 1,328 people participating. In addition, 320 faculty members have participated in professional development training and events.

Curriculum

The Curriculum Committee approved 16 new credit courses and 7 Distance Education courses during the spring and fall semesters of 2012. Eight degrees/certificates of achievement and 170 courses were revised and updated (including those that were part of a program review). The committee also approved a department certificate in Solar Photovoltaic Installation, an Associate in Arts-Transfer degree in History, and Associate in Science-Transfer degrees in Business and Early Childhood Education.

The Curriculum Committee continues to work directly with departments across campus to develop transfer degrees in support of and in compliance with the directives related to SB 1440. In addition, the committee is working with departments who will be impacted by the changes in Title 5 related to repeatability such as Kinesiology/PE/Athletics, Music, Dance, Theatre Arts, and Art. In some cases the departments are considering curriculum revisions to ensure students reach high levels of skill development within the newly limited opportunities to take specific courses.

Online Education

In spite of District cutbacks on course offerings, there were 769 online/hybrid classes offered this year. Four new online classes were offered including Geographic Information Systems and Business 34 Introduction to Social Media Marketing.

Global Citizenship

Our Global Citizenship initiative continued to build momentum and capacity through its 2012-13 theme of "Poverty and Wealth, Want and Waste," as well as an early start on the annual Global Citizenship Research Symposium & Tournament, to be held near the end of the spring semester. Particularly exciting was the selection of 17 faculty and staff members for the SMC Beijing Center for Chinese Studies Professional Development Program in the summer of 2012 – a program that is being offered again this summer. Study Abroad for students also returns to SMC this summer with a trip to China.

Educational Collaboration with the Santa Monica-Malibu Unified School District

The collaboration continues to support the Young Collegians program; this will be the sixth summer the program is being offered. We have over 90 students participating in the program. We are also offering SMC Pledge to SMMUSD students. This program was developed to help graduating high school students' transition to SMC.

Partnership Opportunities

SMC continues to seek out innovative strategies to partner with other institutions of higher education to increase access to educational opportunities for our students. We are now in our third session collaborating with UCLA Extension. UCLA offered four classes at the AET site in Fall 2012, eight during the Winter 2013 session at Bundy, and are offering six classes at Bundy this spring. The leadership of UCLA Extension has worked closely with us to ensure that they are offering classes that will help our students make degree and transfer progress should they choose to enroll in the classes.

SMC was the first California community college to establish a guaranteed admission program with Arizona State University. In addition, there has been international interest from colleges abroad including City University of London and Bath Spa University to create “2+2” transfer programs for our students.

Program Review

Implementation of the on-line program review format will be completed by the end of Spring 2013. Programs will begin submitting annual reports in 2013-14 using the new format.

Student Success/Basic Skills Initiative

The Assessment App will be launched in the Spring 2013 term. The mobile website will inform new students about the importance of the English, ESL, and Math placement exams. Students will be able to take practice tests, and review concepts before taking the actual SMC assessment test.

The Math Department offered 13 sections of their new accelerated Math 85 course during the Fall 12 term. The course condensed content from Math 81 (Basic Arithmetic) and Math 84 (Pre-algebra).

The English Department continued to offer the accelerated course option for students at the pre-college level. Preliminary data suggests students are doing better in accelerated English courses when compared to students in non-accelerated English courses. Students are also progressing to college-level English courses at a higher rate when compared to students in non-accelerated English courses.

Summer Jams will take place during the Summer 13 term. Summer Jams is a bridge program that helps first-time college students with their transition from high school into college. Selected students will participate in 10 days of fun, dynamic activities designed to strengthen reading, math and study skills for a head start toward a college degree or career certification.

Supplemental Instruction

In the Fall 2013 semester, the SI program had 41 SI leaders in the subjects of Math, Sciences, English, and Accounting. In the Spring semester, this number rose slightly to 45 with the addition of SI leaders in Biology 2, 3 and Biology 21. Data from Institutional Research indicates that students who attend five or more sessions show significantly more persistence and earn higher grades than those who do not attend SI sessions.

WORKFORCE/CAREER and ECONOMIC DEVELOPMENT

Career Coach at SMC

The Office of Workforce and Economic Development is excited that in February it launched a new – and free – web-based tool for students, faculty, and community partners. This user-friendly, web-based tool markets careers and programs to students by providing valuable information on how wages, trends, and careers are linked to education and training offered at SMC. Career Coach informs the community on how the education that SMC provides will lead to careers that interest them.

Recycling and Resource Management

The program is scheduled to complete the grant's training requirements by the end of Spring 2013. With an increased focus on job placement the number of job placements has increased from 57 to 207, which reflects a 263% increase since 2011-12.

The Professional Industry Certificate Training launched in January 2011. With SMC as the lead agency on the grant, the collaboration has resulted in the following achievements since its launch in 2011:

- 207 participants have attained job placements or promotions in current jobs.
- 554 students have earned Certificates (at SMC, Irvine Valley College and Golden West College).
- 4 A.S. Degrees in Recycling and Resource Management have been awarded (first in the nation)

Contract Education

In April 2012, SMC was awarded \$438,840 (up to \$700,000) to execute a contract-training program to businesses through April of 2014.

An earned revenue total of \$130,000 has been secured since the newly hired project manager's full-time start date of August 1, 2012.

Contract Education - Customized Training

Contract Education has significantly increased the number of proposals written and submitted during the first three quarters of the fiscal year. Since the beginning of the fiscal year the Office has submitted contract-training proposals that total \$1.2 million.

Workforce & Economic Development has generated \$177,800 from new contracts entered during the first three quarters of 2012-13. Additional contracts with revenues projections of \$622,180 have been proposed and are currently in consideration. The projected additional revenues combined with the department's on-going Promo-Pathways contract will increase the department's revenues to \$921,180; an increase of 103% over the previous year.

Community Education

Revenues during the first two quarters of 2012-13 have increased by \$70,173, up 26% since the new Director of Career and Contract Education was hired.

Declines in revenues are expected for the third quarter that will reflect the unfortunate absence of the Winter session for the Community Education program.

Updates to the program offerings along with increased and strategic marketing are expected to offset lost revenues and the department is projecting an overall increase in revenues of 20% for the fiscal year.

SMC entered a partnership with Market Motive to provide Professional Certificate training in the area of internet marketing. The courses are highly sought by students.

“Silicon Beach”

SMC’s Workforce and Economic Development Office is perfectly positioned to provide customized training programs that combine creative, technical and business disciplines, to support the needs of the local rapidly expanding technology sector dubbed “Silicon Beach.” This rapidly expanding technology sector industry is anchored by Google and Yahoo and populated by about 500 newer technology businesses, 125 of which are located in Santa Monica. This exciting business community involves largely consumer-oriented fields such as fashion, advertising, gaming, music, and other areas that combine art, entertainment, technology and business. SMC is actively engaged in developments that will benefit the college, students and faculty. Most importantly, we are seeking ways to assist this industry sector to collaboratively produce the critical workforce talent desperately needed.

Small Business Development Center (SBDC)

The SMC SBDC continues to be a tremendous asset to entrepreneurs and small businesses in our region. The award winning SBDC performed very well in the 2012 calendar year. The center impacted the local business economy by offering business counseling that resulted in the following:

- Provided business counseling to 731 distinct clients
- Assisted in the development in 429 new jobs
- Assisted businesses with obtaining \$5.4 million in loans and financing
- Provided business counseling that resulted in an increase in sales of \$16 million
- Assisted with the start of 57 new businesses
- Hosted 117 training events or seminars with 1,054 attendees (training fees generated \$25,660 in program income that helped support the center’s operations
- Will offer a Green Business Boot Camp, a three-part workshop series, in collaboration with the Recycling & Resource Management Program
- Started developing new relationships with the West Hollywood Chamber of Commerce and “Silicon Beach”

The SBDC Director recently joined the Santa Monica Alliance, which is a collaborative effort of the City of Santa Monica and the Santa Monica Chamber of Commerce dedicated to nurturing a vibrant, healthy and profitable business climate in Santa Monica.

STUDENT SERVICES

Transfer

For the 22nd straight year, SMC sent more students to the University of California than any other two- or four-year institution. More specifically, for 2011-12 (the last full academic year for which figures are available), SMC sent 1,076 students to the UC. The next largest feeder to the UC sent 804 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. In 2011-12, SMC was the 6th largest feeder to the CSU system, sending 1,100 students. Additionally, SMC continues to be the No. 1 transfer institution to USC, having sent 221 students in fall 2012 (USC only provides data for fall). The second largest feeder transferred 82 students to USC in fall 2012.

SuccessNavigator Pilot Study

In fall 2012, more than 1,800 Counseling 20 students completed a new ETS instrument designed to assess non-cognitive skills. The pilot is continuing in spring 2013 with 13 Counseling 20 classes, and information will be used to help shape course content and reinforce the development of non-cognitive skills, as called for in the college's new GRIT initiative.

Psychological Services

In June 2012 Psych Services received a 2-year mental health grant from the Chancellor's Office designed to increase awareness of mental health-related issues and provide training to faculty and staff. Numerous activities have occurred as a result of the grant, including "Be Kind to Your Mind Day" in the fall, numerous brown bags with faculty and staff throughout the year on "distressed and distressing students," a Regional Strategizing Forum with local mental health agencies in March and a mental health awareness week planned for May 2013.

Crisis Prevention Team

Currently in its fifth year and formed in response to the Virginia Tech tragedy, the team – whose work has taken on added urgency with the killings of elementary school students last December in Connecticut – continues to step up its activities as more and more cases are being referred. Among other things, team members train faculty and staff members on how to recognize students with worrisome behavior and what to do about it.

Veterans Resource Center

SMC currently has nearly 700 student veterans/dependents on campus. This is a substantial increase – from 124 students in 2004 to 580 in 2010-11 and about 600 in 2011-12. We have strengthened our relationship with the American Legion Post 283 and have received close to \$80,000 in donations, since Summer 2012, to support counseling, supplies/expenses, and a student emergency fund. In the last year, the VRC has hosted a number of events including Memorial Day May 2012, Lt. Colonel Tammy Duckworth Event September 2012, ASU Admissions/Veterans Center Presentation October 2012, Veterans Day November 2012, and a Veterans' Resource Fair in March 2013. The VRC has continued to offer workshops for faculty and staff on veteran student issues.

Athletics

2012-13 has been another great year for the Athletics Department.

- In May, Michael Tobin Jr. was named SMC Athlete of the Year by the General Advisory Board (GAB). He was chosen from nominees from each of our sports. Michael has transferred to Montana State University and is competing on their Track team.
- Corsair Swimmer Ahmed Mathlouthi competed for his home country of Tunisia in the 2012 London Olympics. Ahmed broke 3 State records while swimming for the Corsairs.
- The football team won its second consecutive conference championship (for the first time in school history), and participated in the American Division Championship Bowl at Southwestern College in Chula Vista.
- Football players Alfonso Medina (Weber State), Dominique Bierria (SDSU), Aaron Jones (Jamestown State), Ralph Gordon II (Houston-Baptist), and Marcus Manley (Cal) were among the 18 players from the 2012 football team that have already received scholarship offers to play at the next level. We expect more signings in the coming months.
- Once again, our Men's basketball took 3rd place in the tough Western State Conference South Division, behind Conference Player of the Year David Nwaba (University High School). David averaged 20.5 points and 9 rebounds for the Corsairs. David was 2nd in the State in scoring among freshman.
- Former Corsair basketball star Deshawn Stephens has started every game for San Diego State University this season, and the Aztecs are expected to earn a second straight NCAA berth.
- Our new Men's Soccer team exceeded expectations, finishing the season 9-6-5 overall, which earned them 4th place in the 9-team Western State Conference. At season's end, they were ranked 16th in Southern California, but unfortunately, only the top 14 made the playoffs.
- Our Women's Soccer team advanced to the playoffs for the 3rd time in 4 years, with an 11-5-6 record. They defeated Pasadena City College in the first round, before falling to eventual state finalist, Santiago Canyon.
- In Men's Cross Country, we sent a runner to the State Championship race for the first time in 11 years. Daniel Redick finished 37th out of 100 runners, and achieved his personal best time. Daniel will be competing for our Track & Field team in Spring 2013.
- Through a coordinated effort between SMC, the City of Santa Monica, and SMMUSD, we have returned our Softball team to practicing and playing at John Adams Middle School. We are extremely proud to bring our team back to playing so close to campus.
- In accordance with California Community College Athletic Association bylaws, each of our student-athletes who participated this academic year had a comprehensive Student Educational Plan on file to ensure that they are all advancing toward transfer and/or graduation.

EOPS

- EOPS served 853 students by the end of Spring 2012, closing out the fiscal year 26 over the state-funded cap.
- 89 % of the EOPS Students served in Fall 2012 persisted to Spring 2013, with 42% of the Fall 2012 students having at least a 3.0 GPA (on a 4.0 Scale), up 6% from Fall 2011.
- 50% of students with 45 or more units were transfer-ready by the end of the Fall 2012 semester, with 31% of students awarded a degree by the Summer 2012 session.
- 68% of students had made 3 counseling contacts by the end of fall 2012.
- EOPS's end-of-term survey for Spring 2012 indicated the following trends and responses:
 - 90.2% stated that transfer to a four-year college or university was the primary goal.
 - 92% had decided on a major.
 - 96% had renewed or applied for Financial Aid for the upcoming year.
 - 96% of students use priority enrollment.
 - 62% of EOPS/Care students made least 3 counseling appointments in fall 2012.
 - 99% of the EOPS/Care students felt that the EOPS counselors had been beneficial in their academic success.

Student Career Services Center

- Successfully launched Career Coach in partnership with Workforce and Economic Development. Career Coach helps students see what kinds of jobs are available in a given field of interest and/or study, and has a resume builder as part of its website.
- In answer to SB 1456 (the Student Success Act), the Career Services Center has added an interests assessment to the online orientation program to get all new students thinking about college majors. We have also added an area on our website dedicated to helping undecided students pick a major.
- The CSC continues to sponsor a Job Fair every semester, an annual internship Fair every spring, and partners with the academic departments to put on the "Cool Careers Speakers Forum" every November which this year featured panels in the following areas: Animation, Computer Science, Business, STEM, ECE, Graphic Design, Teaching (K- 12 Math and Science), Health Science and Interior Architectural Design.

Black Collegians

Black Collegians Faculty Leader Sherri Bradford was on sabbatical in fall 2012 pursuing articulation agreements with the following five Historically Black Colleges – Howard University, Hampton University, Spelman College, Morehouse College and Clark Atlanta University. We are currently finalizing the agreements and hope to have them in place for the next academic year. These agreements will facilitate the transfer of SMC students to these five institutions.

VIP Welcome Day

VIP Welcome Day 2012 was another huge success with an estimated 4,000 new students and their families and guests in attendance.

Student Success Task Force

The Counseling Student Success Task Force Ad Hoc Committee continues to meet regularly and discuss the implications of SB 1456, the Student Success Act. We are currently revising our online orientation program to include the creation of a one-semester educational plan. Additionally, with input from the committee, the Career Services Center is designing more activities (on ground and online) to help undecided first-year students get clarity on educational and career goals.

ENROLLMENT DEVELOPMENT

Admissions and Records

- In 2011-12, SMC awarded 1,225 Associate's degrees and 1,505 certificates.
- The admissions and records office introduced "On the Spot" transcript orders that allowed students to come in, request and receive their transcripts within minutes after proof of payment (via the receipt from the Bursar's Office). We started this in May of 2012 and have kept track of the amount of orders to determine if this feature benefitted our students while fulfilling their needs. We have earned \$27,756 since the inception of this option for students and have seen peak ordering periods mirror when grades are submitted each term and application deadline periods.
- Spring 2013 the Admissions Office began receiving electronic transcripts. The ability to send them electronically (EDI and PDF versions) will happen by the end of Spring 2013.
- Wait Pool system modification: To make the wait pool system more accurately reflect the student's enrollment plans, students were required to "recommit" to their position in the wait pool two weeks before the start of the term/semester. 70% of students recommitted to their spaces in the wait pools. Faculty commented that the distribution of add codes on the first day of class went much more smoothly, and more students who were on the wait pools were able to enroll into open seats in the course.

Financial Aid

- Total number of 12-13 Federal Aid Applicants: 44,595 (through 3/7/2013)
Note: Total number of 11-12 Federal Aid Applicants: 39,206
- Total number of 12-13 BOG Fee Waiver Recipients: 20,472 (through 3/7/2013)
Note: Total number of 11-12 BOG Fee Waiver Recipients: 18,732
- Total number of 12-13 Pell Grant Recipients: 7,704 (through 3/7/2013)
Note: Total number of 11-12 Pell Grant Recipients: 8,702
- Total Financial Aid “Paid” for 12-13: \$38.9 million (through 3/7/2013; will pay through 9/30/13)
Note: Total Financial Aid “Paid” for 11-12: \$45.4 million
- Percentage of 12-13 SMC students receiving financial assistance: 49% (20,660 students)
Note: Percentage of 11-12 SMC students receiving financial assistance: 44.3% (18,923 students)
- Creation of Financial Aid Portal within Corsair Connect

Note: Financial Aid Portal shows students the status of their Federal Financial Aid and State aid applications, required documents or actions, and financial aid awards.

International Education

SMC’s IEC iApp (online application) resulted in a continued increase of processing of applications and overall efficiency.

Admissions

The IEC has been using the iApp paperless application system for over a year now and we have seen a dramatic increase in efficiency. During the last two semesters using the paper application system, the staff could not read and evaluate all of the applications received. About 150 applications were deferred during those semesters. Now, during terms when we receive many more applications than in the past (note the 124% increase in the Summer 2012 applications), we have been able to review all applications received well before the deadline to admit students.

Counseling

What began as an initiative in summer 2011 – group counseling for new F-1 students – has become a mandatory program. Group counseling provides a comprehensive academic advising and enrollment method in a more time-efficient manner. The group counseling sessions have served as a one-stop enrollment event and allowed the IECC to counsel more new students in less time and trouble shoot enrollment problems on the spot. The other benefit is that students established contacts with other students within the sessions, some of which led to them finding roommates and new friends.

Study Abroad

Study abroad returns to SMC this summer with a trip to Beijing, Xi’an and Wudang. SMC Global Citizenship Scholarships for Study Abroad will enhance access and participation across the community college population. The college is hoping to extend its program to South Africa and Istanbul, Turkey in 2014.

Assessment Center

- The Assessment Center served 33,717 students in 2012 – a 14 percent increase from the 29,655 served in 2011. (Over six years, we’ve served a 58 percent increase!). We managed to do this with a full-time staff of only five (with much assistance from Admissions personnel).
- The center tripled the number of out-of-state students completing the SMC placement tests (via remote testing) before students arrived to California.
- The Assessment Center launched Prep2Test, a six-minute video written and produced by the Assessment Center explaining the importance of placement test preparation. The video, which is readily accessible on the web, has been viewed nearly 17,000 times to date. Our research shows that students watching this video are 18% and 36% more likely to place in college-level English and math, respectively (controlling for background characteristics). An extended, 45-minute Prep2Test assessment “orientation” shows those watching it are more likely to place into college-level English, 41% (vs. 30%), and college-level math, 49% (vs. 32%). The SMC Academic Senate nominated this program for the ASCCC Exemplary Program Award in fall 2012.

Outreach

- Outreach was able to maintain a continuous level of communication with all prospective students, despite the lack of physical presence at the local high schools and travel to our top feeder states. This was done through our call center, e-communications, social media, Skype, newsletter, etc.
- With the assistance of the Web Content & Digital Marketing Facilitator, Outreach created a New Student website that integrated all-important information for the matriculation process in a user-friendly, attractive and easy-to-navigate format.
- Outreach streamlined all tours and information sessions and created a warm, welcoming outdoor “classroom” space to hold all of our large groups of prospective students.

Institutional Research

- In 2012, the college completed the Institutional Effectiveness Report. In the second year of the Institutional Effectiveness cycle, the college completed the 2012 Institutional Effectiveness Report, which included the development of dashboards with targets for key indicators measuring student success in the areas of persistence, CTE, basic skills, transfer, and equity.
- In 2013, the college completed the “College Status Report on Student Learning Outcomes Implementation”, a mandate of the Accrediting Commission for Community and Junior Colleges (ACCJC). Based on the established rubrics, the college met each of the rubric statements associated with the level of proficiency in its implementation of student learning outcomes.
- In 2012, the college, for the first time in its history, administered a national student engagement survey, the Community College Survey of Student Engagement (CCSSE).

GRANTS

- During the 2012-2013 academic year, the college managed roughly \$6 million in grant funds, and saw the closeout of three major grant initiatives, including the Title V Math Cooperative, the AAPIA Project, and the college's Title VIA grant to support the college's Global Citizenship Initiative.
- The college received 11 new grant awards during the academic year, totaling nearly \$1.6 million in additional cash support for 2012-2013. In addition, two of these grants have significant in-kind support, valued at about \$120,000. These new grant awards reflect innovation across campus, particularly in CTE, from Health Sciences to Sustainable Technologies to STEM technician training, as well as CTE student success in general. The following provides an overview of five of these awards:
 - The largest grant this past year was a new five-year, \$3.2 million "Developing Hispanic Serving Institutions" grant from the U.S. Department of Education. SMC's award was only one of 15 new Title V grants awarded in 2012. The goal of the "Building Foundations for Academic and Career Success" project is to improve student acquisition of math and English skills across the curriculum, targeting student success in CTE programming. SMC will accomplish this through the development of an array of professional development activities designed to help faculty, counselors, and instructional support staff identify and implement effective pedagogy and teaching methodologies. At the core of this project is the creation of a formal Teaching and Learning Center.
 - SMC also successfully reapplied for Upward Bound, a five-year grant from the U.S. Department of Education to promote postsecondary education among low-income, potential first-generation college students. Through this grant, SMC will provide academic and student support services to 60 low-income, potential first generation college students from Venice and Crenshaw high schools with the goal of helping them graduate high school and enroll in postsecondary education. Although SMC was awarded its first Upward Bound grant in 2007, this is not a typical reapplication. With each new grant cycle, new and returning applicants must compete against each other for funding, and as federal funding is reduced and there is greater emphasis on accountability and outcomes, the competition becomes greater. This new award is due in large part to the Upward Bound team's successful implementation of the first award and commitment to student success and program outcomes.
 - A third significant award is SMC's receipt of a Fulbright Scholar in Residence from the U.S. Department of State. This is SMC's first Fulbright Scholar in Residence, a grant program that has been historically difficult for community colleges to attain. Through this award, SMC welcomed last August Dr. Paolo Torresan who is teaching Italian this academic year at the college, conducting workshops for professors, advising students, and helping organize cultural events. Dr. Torresan's time is paid by the Department of State, and thus, while there is no monetary award attached to this grant, his time is a significant in-kind investment. This grant was initiated by SMC's new Italian professor, Dr. Aned Muniz.

- Another significant grant award was a new state grant, co-managed by the Foundation for California Community Colleges and the California Community College Chancellor's Office. The California Community Colleges Student Mental Health Program Campus Based Grant is increasing campus awareness of mental health concerns and providing faculty and staff with the tools and resources to identify and support students in crisis or on the verge of crisis. SMC's Office of Psychological Services is leading this initiative.
- Lastly, SMC worked collaboratively with Loyola Marymount University and UCLA to submit a planning grant to the Stuart Foundation to research options for implementing a Guardian Scholars Program at SMC to support students who are or were in the foster care system. The planning grant will lead to the submission of a much-larger implementation grant to the Stuart Foundation, which will serve as leverage for the submission of other private grant awards.

BUSINESS and ADMINISTRATION

Audits

Once again the college received an unqualified opinion on the District's financial statements from the external auditing firm, Vincente, Lloyd and Stutzman, LLP. This year marked the third consecutive year that the financial audit was completely clean without any findings. However, it was noted in the audit that the District's liability for other Post Retirement Benefits continues to grow and, unless addressed, will negatively impact the District's net assets. The District also received an unqualified opinion on its A-133 Federal audit. In addition, both the Proposition 39 financial and performance audits again received unqualified opinions from the auditors.

Purchasing

The Purchasing Department instituted a process for expediting annual "blanket" orders and processed 90% of the blanket orders by June 30th for the upcoming fiscal year. The Purchasing Department met with 75% of the departments to discuss new forms and procedures, including an electronic requisition system. The Purchasing Department successfully implemented the Smart Track software for more efficient receiving, delivery, and reporting of inventory. Also, the Purchasing Department re-designed its website to assist the campus with procurement policies, procedures, and internal processes.

Auxiliary Services

With the same number of employees, Auxiliary Services produced an all-time high of over 9,000 financial aid checks for the beginning of each semester. The college resumed participation in the Chancellor's Office Tax Offset Program (COTOP), which together with the college's increased effort in collecting past due amounts and returned check fees, has exceeded last years' collections by 10%. The Bursar's Office has worked earnestly in collaborating with the city of Santa Monica in the conversion to a new card-swiping system for the Big Blue Bus program. The Bookstore, in conjunction with the new bicycle parking lot, opened a bicycle supply center with locks, lights, horns, etc. The Bookstore also collaborated with publishers to create custom textbooks with lower pricing. To reduce operating costs, the Bookstore now closes on Fridays except during the first weeks of the semester. The Transportation staff provided "beyond the call of duty" service for the College's award- winning production of "Cesar and Ruben" in Utah.

Fiscal Services

Due to the State's budgetary problems and its third year of increased deferral payments to the colleges, the District had to issue Tax Revenue Anticipation Notes (TRANs) in order to meet its cash flow demands. The district participated in a pooled financing program with 32 other community college and K-12 districts. Santa Monica College issued \$20 million in TRANs at a debt service at a cost of \$23,000 or .19%. It was the lowest rate of the entire pool.

FACILITIES

Facilities Management

As the college facilities continue to age, there is a constant need for repair or replacement. The Facilities Management Department prioritizes energy efficiency, safety, and long-term costs whenever a project is planned. Projects for the past year included a retrofit of 11,000 lighting fixtures with more efficient ones, the replacement of nine boilers and two Science Building cooling towers, and many electrical and Heating-Ventilation-Air-Conditioning updates. In addition, irrometers were installed to monitor water usage for landscaped areas and resulted in a 60% savings in water usage. The Center for Environmental and Urban Studies (CEUS) underwent a major renovation with sustainable furnishings and insulation, solar tubes, solar panels, and recycled heat. The next phase for CEUS will take the center completely "off the grid."

Academy of Entertainment & Technology

As of this writing, the college is preparing during Spring Break to move all the facilities and programs of the Academy of Entertainment & Technology to temporary buildings at the Bundy Campus and Airport Arts Campus. This will allow the college to begin construction of the new \$61.2 million Media & Technology Complex, which will include new KCRW facilities, SMC's broadcasting program and more. It will be a stunning facility when completed in two years.

Bicycle Parking

A new 400-space bike parking lot – which also includes skateboard docks, bicycle repair station and hydration station – opened the first day of classes in the spring semester and is proving to be a popular facility. The addition of the lot brings the total number of bike parking spaces on campus to 710.

Information & Technology Relocation Project

Construction on this project began in late March.

Student Services Building

Selection of a contractor for the Student Services Building has been delayed.

Facility at 1510 Pico Blvd.

Minor renovations were completed so space could be used for relocations. Facilities Planning moved to the site in November 2012.

Projects in Planning

Planning continues to move ahead on many projects, including the recently purchased facility at 919 Santa Monica Blvd., Child Development Center, Malibu Campus, and the Health-PE-Fitness-Dance facility.

HUMAN RESOURCES

HR Team Management

The 2012-2013 period has been one of unprecedented challenges in the Office of Human Resources. Given the efforts made to efficiently staff the HR office in prior years, the office lost staff through retirement and attrition. Overall HR staffing is 20% below last year. Budgetary constraints within the department, the District and the State of California have dictated much of how these challenges were met. The department has increased its use of electronic media for communication and file storage; processes and procedures have been reviewed and streamlined, and in all areas HR staff members have worked as a team to improve services.

New Hires

Impacted by ongoing reductions in funds received from the State of California, the District continues its hiring freeze. Unless determined to be essential to sustain a mission critical or compliance function, requests for new or replacement positions are not considered.

New Faculty Hires

The Office of Human Resources successfully recruited and hired 12 full-time, tenure-track faculty members for 2012-13. In addition, we plan to hire five to seven full-time, tenure-track professors for fall 2013 and we estimate we will have 15 to 17 new full-time faculty hires in fall 2014. A total of 170 part-time faculty new hires and rehires have been processed since July 1, 2012.

New Hires – Academic Administrators

The Office of Human Resources recruited six academic administrator positions for 2012-13 and is currently recruiting for three more positions.

New Hires – Classified

Thirteen full-time classified new hires have been processed since the beginning of this fiscal year.

Collective Bargaining

Negotiations for an initial collective bargaining agreement between the Santa Monica Police Officers Association and the District concluded. The duration of this agreement is July 1, 2012 through June 20, 2014.

The SMC Faculty Association and District ratified its agreement, which is effective August 24, 2010 through August 19, 2013.

The Agreement between the District and CSEA- Local 36 concluded in June 30, 2012 and was extended through Memorandum of Understanding for one year. Both CSEA and the District concluded a public hearing for negotiations to initiate negotiations on a successor agreement sometime in March or April 2013.

EEO Plan

The Equal Employment Opportunity (EEO) Plan was approved by the Board of Trustees and is posted to the college website under Human Resources. The EEO Plan provides guidelines as to how the District will work to ensure diverse outreach in recruitment and is a component of the EEO hiring and training orientation.

Online Application Process

Postings for all faculty and academic positions were uploaded in the online application system to create part-time faculty pools. All department chairs have direct access to the online applications for the disciplines they oversee.

Labor Relations/EEO

The Office of Human Resources has continued to proactively identify and address issues and areas of concern throughout the College – especially areas of potential liability and areas that affect the work-related culture of the District. HR personnel continue to focus on providing training and support to supervisors, as well as identifying and preventing potential employee relations issues by working with the collective bargaining units and employees; continues to address and investigate formal and informal complaints submitted to the Office by employees and students; and have focused on providing information about unlawful discrimination and harassment to the SMC community through informational notices, trainings and online postings.

Professional Development

Though the professional development coordinator position was lost to attrition this year, HR personnel have continued to coordinate and host a number of professional development and mandated training sessions both on and off campus. The Office of Human Resources has continued working collaboratively with employee groups to increase training opportunities for all personnel of the District.

Academic Senate Professional Development Committee

During the 2012-13 academic year, the Academic Senate Professional Development Committee, with support from HR, facilitated 44 workshops for faculty members during the Fall and Spring Flex Days. These workshops – which focused on subjects relevant to increasing student success at SMC – had more than 1,400 attendees. As well, during the current academic year, the Academic Senate Professional Development Committee approved 70 funding requests for faculty professional development activities, amounting to more than \$32,000 in funding.

Classified Professional Development Committee

The Classified Professional Development Committee was formed during the Fall 2012 Semester. During this Committee's inaugural 2012-2013 academic year, the Committee, with support from HR, facilitated 17 workshops, attended by more than 200 classified staff members. The subject matter addressed in these workshops included technology, improving efficiencies at work, stress management and fitness, and emergency preparedness. In addition, the 2012-13 academic year was the inaugural year for the SMC class materials reimbursement program for classified staff; from July 2012 to March 2013, SMC reimbursed a total of \$3,611 in book/materials costs to classified employees who enrolled in classes at SMC. In addition, more than \$4,200 was reimbursed to classified employees taking workshops, classes, or conferences outside SMC.

EASE Program

SMC continues to offer employees services through the Los Angeles County Office of Education's Employee Assistance Service for Education (EASE) Program. EASE has provided employees with services and trainings through workshops, individual sessions and referrals to other service providers.

INFORMATION TECHNOLOGY

- Designed and implemented iAPP international student application self-service portal, as well as paperless automated admissions work flow process. The volume of processed applications tripled in comparison to prior years.
- Designed and implemented Ellucian Banner Financial Aid module enabled student portal access to look up award/funding status in near real-time. The implementation team was able to successfully complete the project in recording breaking timeframe. The project outcomes tremendously facilitated the turnaround time to award and disburse funds to students.
- Completed the implementation of district-wide network upgrade project, which enabled 10GB local area network bandwidth, as well as up to 1000 WiFi access points capacity. The implementation also included re-configuring the core network to enhance performance and security.
- Supported STEM project technology support needs and closely work with the project to prototype remote access to offer online teaching for software that has been only available on- campus in designated lab, such as GIS for Earth Science, and Math lab for CIS Department.
- Completed all planned workstations and classroom technology upgrade plans, include major workstation and podium computers replacement project for the Science and Business Building, upgrading hardware/software versions throughout multiple campus locations, as well as supporting planned new installations.
- Implemented Microsoft System Center to improve the efficiency of OS and security updates and patches. The management tool also provides enhanced features on system monitoring so the overall health of the server infrastructure and capacity can be proactively planned and sized cost effectively.

SMC FOUNDATION

Executive Director

On Oct. 1, 2012, Vanessa Butler was hired as the Senior Director of Institutional Advancement and SMC Foundation Executive Director. A strategic plan for moving the Foundation to a full-fledged advancement office has been the priority of the new Director, including hiring appropriate staff and consultants as well as development of the Foundation's Board of Directors.

Revenues

Projected "in-house" revenues for 2012-13 should exceed \$2.25 million, which includes the \$1 million-plus gift from Conrad and Joan Klein for Online Education. Currently the Foundation has pending a \$100,000 estate gift for scholarships.

Scholarships

More than \$700,000 will be distributed for scholarships in the 2012-13 school year.

The \$25,000 President's Circle Award for Innovation and Progress

The first recipient of the new \$25,000 Foundation grant was the Department of Modern Languages, which will purchase a web-based program that will provide students anytime/anywhere access to lab resources, track usage and assign lab credit, double lab seating virtually without increasing physical space, and provide additional resources to enhance both teaching and student learning. The deadline to apply for the 2013-14 grant was March 22, 2013.

New Fundraising Efforts

The Foundation is planning on a number of fundraising events and campaigns to begin in the latter part of the 2012-13 fiscal year.

Margin of Excellence Faculty Grants

Nearly \$60,000 was awarded in fall of 2012 to 17 professors for equipment for a wide range of projects, including equipment for Mathematics, Physical & Life Sciences, Art, Theatre Arts and Design Technology.

Chairs of Excellence

The Northrop Grumman/Marvin Elkin Chair of Excellence in Physical Science was awarded to Dr. Deborah H. Schwyter in fall 2012.

The Bernard Osher Foundation/Foundation of California Community Colleges Scholarship Challenge

The 2013-14 award will be \$89,000. Participation in the Osher Challenge has yielded a return on investment of better than 10 percent.

Alumni and Campus Relations

Under the direction of the new Assistant Director of Alumni and Campus Relations, Deirdre Weaver, the Alumni Association has launched a brand new website. In addition, a new monthly eNewsletter was launched in February 2013. The association conducted numerous alumni activation mixers including a Homecoming post-game reception and a first-time-ever New York City event co-hosted by the SMC Outreach Office and attended by Dr. Tsang. The new Director assisted current students to form and charter the Future Alumni Club and engaged recent grads to form a Young Alumni Council and Executive Board. A campus event celebrating and engaging soon-to-be transfer students is being developed for May.

PERFORMING ARTS CENTER

In 2012-13, The Broad Stage at the SMC Performing Arts Center celebrated its fifth year. Over the past five years we have risen to astonishing success, with ticket sales, and attendance increasing exponentially each season. Compared to April 1 last season, the Performing Arts Center is already \$100,000 ahead in sales despite not having a summer season. The most noteworthy of our 191 productions was our 37-performance run of "Freud's Last Session," which sold more than 12,000 tickets and generated far-ranging publicity and praise for the direction, production, cast and venue.

Other successful productions included British sensation Ruby Wax, pianist Richard Goode, and Ben Vereen. In addition, Shakespeare's Globe Theatre of London returned for its fourth year in a sold out run of Hamlet, and there were sold-out performances by Ricki Lee Jones, Carlos Nunez, Diavolo, Academy of St. Martin in the Fields, Recovered Voices with James Conlon, and Hal Holbrook's Mark Twain. There were also stellar recitals from opera stars Angela Gheorgiu, and Elina Garanca, as well as the exciting opening of "Dulce Rosa," our first staged opera with Placido Domingo.

The Broad Stage also expanded its outreach through in-school activities with visiting artists, dedicated teaching artists and curriculum materials for all students who attended student matinee performances, and master classes in which SMC students participated and excelled.

THE COMMUNITY

The Office of Public Programs continues to bring distinguished speakers, lecture series and special events to the campus with significant support through the SMC Associates, the community-based support group for the college. This year's notable campus guests have included Dr. Benjamin Bowser on the influence of gansta rap, Dr. Laurence Smith on *The World in 2050*, and neurobiologist and 2012 MacArthur Fellow Dr. Elissa Hallem. The SMC Associates also continued its support for the Master Class series at the Broad Stage in which students benefit directly from the on-stage guidance of world-class artists. The office continues to be very active in the community, with Community Relations Director Judy Neveau engaging regularly with organizations such as The Martin Luther King Coalition, the Sister City Association, Chamber of Commerce, League of Women Voters, and Commission on the Status of Women. As 2012-13 president of the Santa Monica Rotary Club, she is able to give strong support to the SMC Rotaract Club, a thriving group of about 50 business majors, by providing them strong community support and a variety of business and professional speakers. She has also been able to feature several of our SMC faculty members as speakers at the Rotary Club's weekly luncheons.

OUTSTANDING SERVICE

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

CONCLUSION

In looking back at our achievements of 2012-13, it's clear that we are doing an exemplary job of maintaining access, ensuring a high quality of education and strengthening the institution.