

INSTITUTIONAL COMMUNICATIONS

April 2, 2019 Report to the SMC Board of Trustees

*Covering Community & Academic Relations, Marketing,
Web & Social Media, and Public Information*

COMMUNITY & ACADEMIC RELATIONS: CONNECTED CAMPUS. CONNECTED COMMUNITY.

Community and Academic Relations. Community and Academic Relations works closely with marketing, web and social media, the public information office, community relations, and other institutional advancement functions. Externally, the department works to achieve public awareness of the college and its programs, to promote community engagement, and to increase community support.

Community Relations. This area coordinates the programs and activities of the SMC Associates, a dues-paying membership group that sponsors one-of-a-kind special events, and offers ongoing speaker series events to enhance the academic experience; it also guides the General Advisory Board in conducting its meetings throughout the year and interacts with other community stakeholders. This department sponsors a significant number of special events, programs and lectures each semester.

Academic Relations. This area coordinates certain community interests and agencies with the on-campus academic community at SMC in the following ways.

- Supported Enrollment Development in the promotion of enrollment campaigns and enrollment generating outreach activities in the community.
- Supported the Public Policy Institute with fall and spring symposiums.
- Collaborated with the Office of Community and Alumni Relations to put on campus events, create shared publications, and promote alumni messaging to the campus community.
- Worked with the SMC Foundation and shared programming.
- Coordinated multiple campus events, including the Retirement and Recognition event and the annual Holiday Gratitude Lunch and Celebrate America.

New and improved! SMC Summer Springboard. We've taken the Media and Tech Summer Experience at the Center for Media and Design campus piloted last summer and expanded the idea to introduce 9th through 12th graders and their families to a greater range of programs. An assessment of the pilot program concluded that there is a market for this type of program that exposes students to college-level courses on a college campus along with counseling support and targeted career counseling influences. Recruiting is underway for this summer's program and we are seeing a strong interest from the community as we distribute the marketing materials and video.

SMC Promise Program Campaigns: Print rack cards, vertical banners and digital messaging have been created to promote the program internally and externally. Additionally, a short video was created to promote the video via the web and social media. This was shown at the SAMOHI Career day to approximately 750 juniors and was also sent to their families via email.

Pathways and Campus Redesign Efforts: This department has worked collaboratively with the Campus Redesign and Pathways work groups to promote the transformation happening on campus. A video was created explaining the Campus Redesign, and to help students understand the goals and objectives of the initiative. Additional support from the Marketing department was needed to create the infographics

for each of the Areas of Interest, as well taglines and explanations. A communication plan was created to unveil these pathways to current and future students in addition to helping the faculty and staff on campus understand how to integrate this new way of thinking into their work at the college.

MARKETING



Marketing. Marketing has been a mainstay of the college in sustaining public confidence in the college, meeting enrollment targets, garnering public support for college initiatives, and attracting a highly qualified workforce. The College continues with comprehensive multichannel ad campaigns for each of its fall, spring, and summer semesters. SMC continues to press its brand advantage as the number one transfer college in the state using the messaging mediums of broadcast radio and their associated digital properties, outdoor transit posters, and select local publications. Working with the **broadcast stations expanded digital opportunities**, station radio promotions now coordinate their varying social media platforms, website, text, mobile and station opt-in email campaigns to extend SMC's radio messaging into a full comprehensive multimedia program reaching local audiences on multiple planes and allowing for even more targeted messaging. **Strong and frequent advertising** continues

to keep SMC at top of mind with local residents as a preferred choice for higher education.

The advertising and marketing have led to SMC's 28th consecutive year as number one in transfers to the UC system as well as continuing as number one to UCLA, USC, and Loyola Marymount University—a remarkable accomplishment.

To help more students achieve their educational goal, SMC launched the SMC Promise Program in fall 2018, which provides enrollment opportunities for eligible California resident students to receive free enrollment and up to \$1,200 in textbook vouchers. The initial data from the first semester shows that SMC Promise participants out-performed their peers who did not participate in the program in the following criteria: average first semester units, course completion, and first semester average GPA. The Marketing team actively prepared materials to promote the new SMC Promise Program and will continue to promote in the summer and fall 2019 via print and digital advertising, email bulletins, video, and social media channels.

As we work toward Improving student success and enrollment, the Marketing team collaborated with SMC IT and the Web & Social Media team along with the Dean of Enrollment Services and Vice President of Academic Affairs to redesign the online schedule of classes by consolidating information and giving students a more positive browsing experience. We also reorganized the content in the print version of the schedule of classes by simplifying



information to better inform students about classes, programs, and services we offer at SMC while complying with accessibility standards.

SMC Marketing's ongoing efforts to support the new Bachelor's Degree program in Interaction Design included the design of the graduation invitation, student posters, backdrop, stoles, and program for



the IxD 2018 graduation event with our first graduating class. We also contributed to other College campaigns — the production of the invite, banner, and program materials for the groundbreaking events of the new Malibu Campus and Early Childhood Lab School. In addition, SMC Marketing produced the signage and banner

to inform students of the opening of the new Student Services Center in late spring and the programs and services provided by the new building to support student success.

SMC Marketing continues to produce marketing materials to support enrollment growth, student success, community relations, and college initiatives through various channels — print, radio, transit and print advertisements, video, web, and social media. We annually prepare a total of 14 schedule of classes for print and online publications, featuring course offerings and programs for credit classes, Emeritus, Community Education, and SMC Extension. We assist the internal college community in designing materials to promote student success programs, including the annual SMC Catalog to provide information of academic programs, student services, general requirements and procedures for prospective and enrolled students. We create promotional materials for special events, lectures, and performances to support The Broad Stage, SMC Associates, SMC General Advisory Board, SMC Foundation, Classified Professional Development Committee, and Academic Departments. In the fall and spring semester, we publish the SMC Campus Events brochures, which are distributed to our neighboring communities and constituents to inform them about upcoming public events at SMC. We also produce the biannual *Santa Monica Review*, SMC's esteemed national literary art journal and only literary magazine published by an U.S. community college. This year we celebrated the 30th anniversary landmark issue in the fall.



With the supervision from the Senior Director of Government Relations and Institutional Communications and a team of three designers and the marketing design analyst, we continue to produce over 500 projects throughout the year ranging from simple to complex campaigns in all types of medium and media. We work closely with the Web & Social Media and Academic & Community Relations teams, the Public Information Officer, and consultants in developing consistent messaging, accuracy of information, and brand for the College. This past year, we introduced SMC's brand and style guidelines to bring consistency of our brand and messaging in preparing visuals and content of college materials. We also implemented a new Marketing Job Request workflow system to manage graphics and web marketing requests to the internal SMC

community. This system provides a more efficient way to manage project details.

Advertising. SMC Marketing partners with a variety of radio channels to promote enrollment. Radio stations include KIIS 102.7 FM, KROQ 106.7 FM, KPWR 105.9 FM, and several others, including radio station KCRW. Promotions include radio announcements as well as digital additions, like desktop banners, Facebook postings, and website takeovers. Big Blue Bus, the Metro Bus, and Metro Rail are also our partners in promoting enrollment through outdoor visibility. This includes king size banners, outfront media, and interior posters, respectively.

Awards

Here are some of the awards SMC has won from these organizations:

- National Council for Marketing & Public Relations (NCMPR)
- Community College Public Relations Organization (CCPRO)

2018

National Council for Marketing & Public Relations (NCMPR)

- 1st Place, Brochure-Booklet, "Care and Prevention Team Reference"
- 2nd Place, Academic Catalog 2018-19
- 3rd Place, Photography – Unmanipulated, "Global Motion Dance"
- 3rd Place, Promotional Brand Video – Short Form, "2018 Graduation Highlights"
- 3rd Place, Electronic Newsletter, "SMC in Focus"

Community College Public Relations Organization (CCPRO)

- 1st Place, Photography
- 2nd Place, Commencement Program
- 3rd Place, Website
- 3rd Place, Class Schedule Division B

WEB and SOCIAL MEDIA

Web and Social Media. The Web and Social Media Office is part of the collaborative communication hub for Santa Monica College, as a part of efforts to present a consistent and cohesive institutional voice for the campus. This includes marketing engaging, fresh, and relevant materials on the college website, social media, and digital marketing channels. The office works with Marketing, Public Information Office, and Community and Academic Relations to strategize and generate content. This two-person office relies on collaborations as well as the support of student workers to assist in social media content, videos, profiles, and website content efforts.

The Web and Social Media Office is an advocate for accessibility to ensure compliance with federal Section 508 standards, which mandates that all digital communications be accessible. Accessibility is a key component of how content is structured and communicated for the college. The office continues to ensure compliance through trainings and updating formatting of content.

Highlights

Website. In the past year, the website saw 2,405,895 users (4.8% increase) and 20,258,688 page views (1% increase). About 60% of users access the website on a desktop, 37% on a mobile phone, and 3% on a tablet. At any given time, there are about 150 to 300 real-time users on the website.

After a basic student-focused redesign of the SMC website in 2016, the office identified collaborators and resources for a new, flexible platform that allows for greater student-focused engagement and easier accessibility compliance. Currently, a full redesign of the website is underway to move from SharePoint to a new website content management system called OmniUpdate. In partnership with digital agency iFactory, SMC began the redesign process in November 2018 and anticipates a launch in spring 2020. We have completed the first phase called Discovery, which focuses on research to gather data about prospective and current student needs. We have conducted a variety of surveys throughout the entire process, as well as stakeholder interviews with students and student-centered experts. Currently, we are in the next three phases (Information Architecture/User Experience, Content, and Visual Design) before the final Development phase. This spring semester, the web team is assisted by two Interaction Design student interns and two student web assistants.

Social Media. The college's social media presence continues to grow and expand, as efforts are focused on mostly Instagram to engage students and promote classes, programs, and campus events. Statistics at a glance: 62,585 LinkedIn followers (7.4% increase), 30,850 Facebook followers (5.2% increase), 10,347 Twitter followers (3.5% increase), and 6,919 Instagram followers (34% increase). Social media collaborations continue with the marketing team and CTE marketing committee to promote enrollment, the promise program, and career education programs. Promotions are on Facebook, Instagram, Snapchat, Google, and Spotify.

PUBLIC INFORMATION OFFICE

Public Information Office. The PIO oversees the college's media relations efforts and is the primary facilitator and "institutional voice" of internal and external communications for the Superintendent/President and for the college as a whole. The Public Information Officer's role has expanded to encompass editorial and strategic creative oversight as well as content production for marketing communications, including print, video, and digital/email marketing campaigns tied to enrollment, community and donor engagement, and brand-building outcomes. Some highlights of PIO activities from 2018-19 follow:

Media and Press Engagement

Since the beginning of the 2018-19 academic year, close to 100 SMC news releases have been distributed to local, national, and regional media outlets and specialty publications. News and feature stories relating to SMC students, alumni, faculty, academic programs, events, and major institutional accomplishments were reproduced or featured in one or more of the following print and online outlets: *Santa Monica Daily Press, Santa Monica Mirror, Santa Monica Lookout, Santa Monica Observer, The Argonaut, Santa Monica Patch, Soap Opera Digest, Los Angeles Sentinel, Malibu Times, MyNewsLA, The Chronicle of Higher Education, Jewish Journal, US Magazine, California Rocker, Broadway World, People's World, Rolling Stone, Rafu Shimpo, Los Angeles Business Journal, Working Nation, LA Weekly, Global Trade* and many more. (For a comprehensive listing of media coverage, visit the "[SMC in the News](#)" webpage or, "[smc.edu/in-the-news](#)").

TV Coverage. In 2018-19, the PIO helped facilitate TV coverage for Santa Monica College inclusive of the following:

- A **CBS Sunday Morning** segment on housing and food insecurity among college students (aired January 20, 2019), featuring SMC Superintendent/President Kathryn E. Jeffery and SMC food security programs including the Corsair Market, Students Feeding Students, and the Galley (food pantries). This segment also featured SMC alum and UCLA transfer Maritza Lopez. SMC's food

security programs were also featured on a **Cronkite News, Arizona PBS** segment the same month.

- **Woolsey Fire Photo Project** (January 2019) organized by the SMC Photography department in collaboration with Cosmetology and Fashion received news coverage on the following TV channels, in addition to extensive print and radio coverage: **NBC, Telemundo, Spectrum News,** and **CBS.**
- In partnership with the LA Economic Development Corporation, arranged for SMC Computer Science Professor Howard Stahl and students to appear on **KTTV's "In Depth"** (March 2019) to talk about the **groundbreaking cloud computing certificate** piloted at SMC as part of the California Cloud Project led by SMC's Workforce & Economic Development department and the Center for a Competitive Workforce.

Radio. The PIO serves as the college's point-of-contact for most enrollment and events-related ads that are aired on **KCRW 89.9 FM.** Provides copy-writing assistance and editing for radio ads as needed. **SMC Promise** and the planned **SMC Early Childhood Lab School** were both featured on **KPCC** in 2018.

SMC in Focus

Santa Monica College's newsletter **SMC in Focus** has established itself as a primary email-marketing tool in its newsletter form while its bi-monthly microsite (www.smc.edu/smcinfofocus) serves as a repository for marketing communications and enrollment campaigns. SMC in Focus is integrated across various media (**print:** class schedules; **social media;** **digital:** enrollment campaigns; print media outlets) and is utilized to help the college achieve enrollment outcomes (for e.g. a **September 2018 SMC in Focus** send to students **generated 944 clicks on the SMC Promise** blurb); **donor engagement** (PIO coordinates sends to donors with the SMC Foundation; in 2018-19 following SMC in Focus sends, **three substantial donations were received** by the foundation in support of the programs featured by the newsletter); **community engagement** (the **SMC DREAM Program** was nominated for—and won—a prestigious **Community Light Award** from the MLK Westside Coalition as a direct result of the **Undocumented Ally Program** being featured in the August 2018 issue).

The e-newsletter's roughly 70,000 audience encompasses all of SMC's audiences: employees, community members and members of SMC-affiliated boards and local partners, donors, and most importantly, students (issues are customized for each primary audience group, for example, the student version will often include enrollment-related calls-to-action and more student-related content).

SMC in Focus generally meets open/view rates, as per *education-industry* newsletter standards (a "successful open rate" is 23% to 26% per a 2012 Washington University study). For instance, the latest Jan-Feb 2019 issue received a **50% open rate** for the internal **SMC audience**; **26.8% for SMC Foundation donors**; **100% open rate** for the **SMC Associates and General Advisory Board** audience, and a **27% view rate** for the **student** audience.

In 2019, *SMC in Focus* won a **Bronze Paragon** award from the **National Council for Marketing and Public Relations** (this is the second Bronze Paragon; the newsletter won the same in 2016).

Last, but not the least, the PIO created and executed an '**editorial content calendar**' for SMC in Focus in 2018-19 to allow for more thoughtful, cohesive issues designed around an often time-sensitive theme (for e.g. the June 2018 issue largely featured graduates) or to highlight specific pockets of college life and culture: social justice, students who persist in the face of obstacles, career education, global SMC, and so on.

Marketing Communications. The PIO actively collaborates with the SMC Marketing department. A few highlights and projects that the PIO led in 2018-19 are as follows:

- Came up with **concept for Fall 2018 cover of Schedule of Classes**; co-art directed execution of concept with senior graphic designer Jonathan Ng.
- Produced **commercial** for 2019 integrated digital marketing campaign “You Can, at SMC” featuring **SMC alum Rivers Cuomo**, the front man for popular band **Weezer**.
- Authored **editorial style guide**—a resource for the SMC community housed on the Marketing webpage (smc.edu/marketing).
- Secured interview with SMC Alum **Maroon 5’s Jesse Carmichael** ahead of the band’s **Super Bowl halftime performance** for media, print, and for social media. Also reproduced in Schedule of Classes.
- The PIO provides editorial oversight and input for feature articles reproduced in **Schedule of Classes** and other print and digital collateral produced by SMC’s Marketing Department.

Other Achievements/Highlights

- Presented a well-received workshop at the **Community College Public Relations Organization annual 2018 conference** entitled “**Tell Me a Story**” highlighting creative writing techniques the PIO employs on the job, as well as ‘hacks’ to write under a deadline.
- Actively helped promote **SMC Promise** (via print articles, **SMC in Focus**, writing radio ads for **89.9 KCRW** and segment on **89.3 KPCC**, “grassroots” collaboration with **Los Angeles Public Library, Santa Monica Public Library and the Santa Monica-Malibu Unified School District** to help spread the word via electronic and print flyers).

SANTA MONICA COLLEGE ASSOCIATES 2018-19 GUEST LECTURES & OTHER CALENDAR EVENTS

FALL 2018	Time	Room*	Co-Sponsor Names	Speaker	Title	Attendance	Lunch	Lecture Series
Tue, Sep 11			JOB INTENSHP FAIR					
Thu, Sep 13	11:15am	HSS 165	Film Studies Program - Josh Kamin 50 minute film	Abby Ginzberg - Director	AND THEN THEY CAME FOR US - Documentary about the detention of 120,000 Japanese Americans during WWII	130	24	Special Event - Film
Tue, Sep 18	11:15am	ART 214	Hari Vishwanadha; Global The History Peer Learning; IDEAS at SMC, Black Collegians; Latino Center/Adlante; EOPS/CARE; STEM & Student Equity; The Center for Teaching Excellence; The Equity Steering Committee; The SMC UndocuALLY Program	Gina Nahai	"The Luminous Heart of Jonah S: A Reading by Gina Nahai"	30	20	Literary Series
Tue, Sep 18	11:15am	Main Stage		Dr. Tyrone Howard	The Counter Narrative: Reframing Success of High Achieving Black and Latino Males in Los Angeles County	200	20	Social Justice
Thu, Sep 20	11:15am	CMD 180	Design Technology Dept; Adelante and other student clubs	Nickolas Rosario & Sofia Espinosa	Creating a New Animated Classic	150	—	Special Event - Film / Comm & Media
Thu, Sep 20	11:15am	HSS 165	Marisol Moreno	Dr. Lindsay Huber Perez	Using Racial Microaggressions to Understand Everyday Racism	135	—	Social Justice
Tue, Sep 25	6:30pm	CMD 180	Sheila Laffey	George Langworthy - Producer/Director	Vanishing of the Bees	100	—	Green Screen Series
Wed, Sep 26	12:45pm	CPC 304/308		Stephanie Powell	Masters of Dance Series - Classical Ballet	50	—	Dance
Thu, Sep 27			CLUB AWARENESS					
Tue, Oct 9	11:15am	HSS 165	Marisol Moreno	Dr. Antonia Darder	A <i>Pedagogy of the Oppressed</i> for Our Times: Paulo Freire 50 Years Later	120	—	Social Justice
Thu, Oct 11	11:15am	HSS 165	IDEAS at SMC; History Peer Learning Program, Center for Teaching Excellence; Black Collegians; Latino Center/Adelante; STEM & Student Equity; EOPS/CARE; Equity Steering Committee	Dr. Kyndall Brown	Teaching Mathematics for Social Justice	120	15	Social Justice
Tue, Oct 16	11:15am	Main Stage	Student Clubs; other Departments	Denice Frohman	Denice Frohman: The Power of the Spoken Word	280	20	Comm & Media; Social Justice
Wed, Oct 17	11:15am	Main Stage	Theater Arts	Ian Ruskin	From Wharf Rats to Lords of the Docks & "To Begin the World Over Again: The Life of Thomas Paine"	—	—	History
Thu, Oct 16	6:30pm	CMD 180	Sheila Laffey	Michael Shamberg & Carla Santos Shamberg	Erin Brockovich	100	—	Green Screen Series
Thu, Oct 18								
Tue, Oct 23	11:15am	HSS 165	History, Reza Yeganeshakip, Sang Chi	Henri Vantighem - Consul General of Belgium	Belgium and the World	50	—	Special Events
Wed, Oct 24	1:30pm	CPC 304/308	CLUB ROW	Nina Flagg	Masters of Dance Series - Hip Hop Lab (Nina Flagg)	55	—	Dance
Thu, Oct 25								
Thu, Nov 1	11:15am	HSS 165	Hari Vishwanadha; Global	MariNaomi	"Multiculturalism and Feminist Struggles: MariNaomi Discusses Her Graphic Memoir <i>Turning Japanese</i> "	45	15	Literary Series
Thu, Nov 1	6:30pm	Main Stage	Lisa Winter, Johnnie Adams		Voices of Hope (Sexual Assault)	85		Special Event
Fri, Nov 2	6:30pm	Main Stage	Lisa Winter, Johnnie Adams		Voices of Hope (Sexual Assault)	60		Special Event
Sat, Nov 3	2:00pm	Main Stage	Lisa Winter, Johnnie Adams		Voices of Hope (Sexual Assault)	35		Special Event
Sat, Nov 3	6:30pm	Main Stage	Lisa Winter, Johnnie Adams		Voices of Hope (Sexual Assault)	45		Special Event
Sun, Nov 4	2:00pm	Main Stage	Lisa Winter, Johnnie Adams		Voices of Hope (Sexual Assault)	90		Special Event
Thu, Nov 8			VETERANS DAY CELEBRATION					
Tue, Nov 13	11:15am	HSS 165	SMC Veteran's Resource Center	Elena Miliareis	Military Families - Documentary Screening and Q&A w/Filmmaker	25		Special Event - Film / Comm & Media
Tue, Nov 13	11:00am	Quad	PPI		Kickoff with Mariachi Corazon de Mexico	300		

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Tue, Nov 13	11:40am	ART 214	PPI				Intro by Dr. Yamisette Westerband, one episode of STARZ "Vida"	90	
Tue, Nov 13	6:00pm	ART Courtyard	PPI				"Vida" Viewing Party	65	40
Tue, Nov 13	6:45pm	ART 214	PPI				"Vida", Screening episodes 1-3	65	
Tue, Nov 13	6:30pm	CMD 180	Sheila Laffey				Rock the Boat: Saving America's Wildest River	90	Green Screen Series
Wed, Nov 14	4:00pm	ART Courtyard	PPI				"Vida" Viewing Party 2	40	
Wed, Nov 14	5:10pm	ART 214	PPI				"Vida" Screening episodes 4-6	65	
Thu, Nov 15	11:15am	HSS 165	Film Studies Program - Josh Kanin				The Final Year - Documentary film w/John Kerry, Samantha Power, Ann Rice & President Obama	85	Special Event - Film
Thu, Nov 15	11:15am	ART 214	Hari Vishwanatha				We the Corporations and Gun Fight		Literary Series
Thu, Nov 15	11:15am	Main Stage	PPI				Dr. Yamisette Westerband - Panel Discussion	160	
Sat, Nov 17	8:00pm	Lot 6	PPI				Guerrilla Theatre	90	
Sun, Nov 18	7:00pm	Lot 6	PPI				Guerrilla Theatre	90	
Mon, Nov 19	3:00pm	The Edye	PPI				Jonas Oppenheim - Theater & Landlords: The Strangest of Bedfellows	60	
Tue, Nov 20	11:15am	HSS 165	STEM				Dr. Bernadette Marquez-Nostra	40	Distinguished Science
Tue, Nov 27	6:30pm	CMD 180	Sheila Laffey				Born In China	100	Green Screen Series
Thu, Nov 29	11:15am	HSS 165	Steven Sedky					90	Business
Thu, Nov 29	12:30pm	CPC 304/308					Masters of Dance Series - Building a Sustainable Career in Commercial Dance	50	Dance
Fri, Nov 30	2:00pm	CMD 180	SMC Film Studies; Media and Communications				Screening of California's Forgotten Children and Q&A with Director - Melody Miller	60	Communication & Media; Social Justice
Sat/Sun, Dec 8, 9	7:30pm	Broad Stage					Chorosynthesis Singers "Imagine What It's Like... Human Emphathy Running Deep"	475	Special Event

TOTAL FALL PERFORMANCE ATTENDANCE 3,880

FALL 2018	Time	Room*	Co-Sponsor Names	Speaker	Title	Attendance	Lunch	Lecture Series
Mon, Jan 21	9:00am	SGI	MLK Coalition	Derric Johnson	Injustice Anywhere is a Threat to Justice Everywhere - Speaker for MLK Coalition at SGI for MLK Day			MLK Coalition
Tue, Feb 26	11:15am	Main Stage	Black Collegians & Adelante	Nngest Likk'e	Screening of "Phat Girlz" and Q&A	65	22	Black History
Tue, Feb 26	11:15am	HSS 165	English, Black Collegians	Dana Johnson	"In the Not Quite Dark and Other Stories: A Reading by Dana Johnson	55	17	Literary / Black History
Thu, Feb 28	11:15am	Main Stage	Business Department, Rotaract Business Club, and WED office.	Rey Ybarra	Shark Tank - All female panel of entrepreneurs who have appeared on Shark Tank	300		Business & Entrepreneurship
Thu, Feb 28	11:15am	HSS 165	Black Collegians and the Communication and Media Studies Department	Ben Kelly Chambers and Joi Hardy	Black Collegians Presents: A Conversation with former LA radio personality. Ben Kelly and NBC Universal Creative Project Manager, Joi Hardy	80	23	Black History / Comm & Media
Tue, Mar 5	11:15am	HSS 165		Panel Discussion	Looking at Approaches to Priority Problems - The Lazarus Syndrome - Panel Discussion	40		
Thu, Mar 7	11:15am	HSS 165	Black Collegians & Adelante	Derric Johnson	Injustice Anywhere is a Threat to Justice Everywhere	75		Black History
Thu, Mar 7	11:30am	CMD 180		Sheila Laffey	The Last Stand: Heroes at Ballona Wetlands - Documentary Screening and Talk with Producer/Co-Director Seila Laffey and Eco Action Club	70		Green Screen
Tue, Mar 12	11:15am	HSS 165	Nico Therin, French Photographer, "Senegalese Wrestling Photo Series" Q&A	Nico Therin	Nico Therin, French Photographer, "Senegalese Wrestling Photo Series" Q&A	45		Art
Tue, Mar 12	11:15am	SCI 140	SMC Campus and local community	William Selby	Climate Change and Its Impacts on California	120		Science
Thu, Mar 14								
Tue, Mar 19	11:15am	ART 214	English, Law Pathway, Social Sciences	Adam Winkler	We the Corporations: How American Businesses Won Their Civil Rights	45		Literary

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Thu, Mar 21	11:15am	HSS 165	History, Reza Yeganeshakib	Mr. Can Oguz	Can (John) Oguz - Consul General to the Republic of Turkey	115	Comm & Media
Tue, Mar 26	7:00pm	CMD 180	Communication and Media Studies Department	Raha Lewis	A Career in Journalism with Entertainment Reporter, Raha Lewis		
Tue, Mar 26			ANNUAL HEALTH & WELLNESS FAIR				
Wed, Mar 27	6:45pm	HSS 104	Students from across the campus in English, urban studies, history, and especially the evening students	Nina Revoyr	"A Student of History: A Reading by a Southland Author."		Literary
Thu, Mar 28	7:00pm	CMD 180	Co-sponsors besides the Communication and Media Studies Department include SMC's History Department, the Chinese Union student club and other's.	Adele Lim	"Crazy Rich Asians" behind the scenes with co-writer Adele Lim		Comm & Media
Thu, Mar 28			CLUB AWARENESS				
Thu, Mar 28	10:15am	CPC 304 & 308	Accounting and accounting students. SMC student athletes; Adelante; Rotract Business Club	Ching Ching Wong	Contemporary Modern Dance		Dance
Thu, Apr 4	11:15am	HSS 165		Johnny Jeter	From Wrestler to Accountant: How SMC Changed the Life of a former WWE Wrestler		Business & Entrepreneurship
Thu, Apr 4	11:30am	CMD 180	Sheila Laffey		Straws - Film Screening and Talk with Plastic Free SMC Club		Green Screen
Thu, Apr 18	11:15am	Main Stage	Business Department, Rotract Business Club, and WED office.	Rey Ybarra	Shark Tank - Black and Latinx panel of entrepreneurs who have appeared on Shark Tank		Business & Entrepreneurship
Thu, Apr 18	11:15am	HSS 165	African American Collegiate Center & Adelante	Various	Surreal Borderlines & Portals to Awareness		Literary
Mon, Apr 22-26			EARTH WEEK				
Tue, Apr 23			COLLEGE FAIR				
Tue, Apr 23	11:15am	HSS 165	Sustainability	Jon Rynn	Why the Earth needs a Global Green New Deal		Science
Tue, Apr 23	11:15am	SCI 140	STEM, English, Life Sciences	Maja Mataric	Creating Robots that Care		Literary
Wed, Apr 24	3:45pm	CPC 304 & 308		Sarah Anindo Marshall	African Dance		Dance
Thu, Apr 25			ASSOCIATED STUDENTS CLUB ROW				
Thu, Apr 25	11:30am	CMD 180	Communication & Media Department		Evolution of Organic - Documentary Film Screening and Talk with SMC Club Grow		Green Screen
Tue, May 7	7:00pm	CMD 180			Undocumented & Muncas - Short Film Screening w/Q&A - alumni student		Comm & Media
Tue, May 7	11:15am	HSS 165	8TH ANNUAL PPI SPRING SYMPOSIUM				
Wed, May 8	12:00pm	Virginia Park	PPI EVENT		Academic Perspectives on Displacement		PPI
Wed, May 8	6:00pm	Aero Theater	PPI EVENT		Lunch & Learn - Westside Family Health Center		PPI
Thu, May 9	11:00am	Main Stage	PPI EVENT		Documentary film on Gentrification - Aero Theatre		PPI
Thu, May 9	5:30pm	ART 214	PPI EVENT		Walking tour of Santa Monica's Pico Neighborhood		PPI
Thu, May 16	11:30am	CMD 180	SMC EVERYWHERE	David Kipen	Dear Los Angeles: The City in Diaries and Letters		Literary
Thu, May 21	10:00am	CPC 304 & 308	SPRING INTERNSHIP & JOB FAIR		Nourish: Food + Community - Film Screening and Talk		Green Screen
Thu, May 23, 19	12:30pm	CPC 304 & 308		Denise Leitner	Contemporary Lyrical		Dance

TOTAL SPRING PERFORMANCE ATTENDANCE (TO DATE) 1,010