



# ANNUAL REPORT

## 2023-2024

SANTA  
MONICA  
COLLEGE

33 YEARS  
#1 IN TRANSFERS



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***SANTA MONICA COMMUNITY COLLEGE BOARD OF TRUSTEES***

Dr. Margaret Quiñones-Perez, Chair; Dr. Nancy Greenstein, Vice-Chair;  
Dr. Susan Aminoff; Dr. Tom Peters; Rob Rader;  
Dr. Sion Roy; Barry A. Snell  
Dr. Kathryn E. Jeffery, *Superintendent/President*

## Board of Trustees Annual Goals 2023-2024

### The Future of the College

1. Complete an Educational Master Education Plan that includes lessons learned from COVID, challenges and opportunities presented by the economic and demographic landscape, and current and projected revenue and enrollment.
  - Complete SMC Educational Master Plan by Fall 2024
  - Adopt a strategic plan for SMC based on the Educational Master Plan
2. Complete ACCJC process for SMC accreditation.
3. Increase enrollment by five percent.

### Educational Advancement, Quality and Equity

4. Schedule on-ground, online, and hybrid courses in accordance with student demand.
5. Decrease equity gaps, using appropriate data and controls including on measuring the effects of interventions, and increase:
  - Successful enrollment for first-time applicants;
  - Persistence from first term of enrollment to subsequent term;
  - Course success in equitized gateway courses;
  - Transfer level English and transfer level Math successful course completion in Year One;
  - Units successfully completed in Year One; and
  - Completion for Vision For Success and Student Centered Funding Formula (SCFF) for all populations (Bachelor Degrees, Transfers, AAs, ADTs, Chancellor's Office Certificates).
6. Obtain approval from CCC Chancellor's Office and ACCJC for SMC's Cloud Computing Baccalaureate application proposal.

### Student Life

7. Complete an equity audit of all campus operations, using appropriate data and controls including on measuring the effects of interventions.

### Fiscal Stewardship

8. Reduce the budget deficit by \$10,000,000.
9. Stabilize the fiscal structure of SMC and meet the requirements for a seven percent fund balance.
10. Work with state and federal allies and legislators to increase and stabilize funding and the SCFF at a level that sustains the work of the College.

### Facilities

11. Update and complete the Facilities Master Plan to support the vision for SMC's future.

12. Improve sustainable environmental (e.g., water, energy, and waste) policies, including to reduce dependence on the third parties (such as utilities).

### **Community Relations**

13. Simplify online and in-person enrollment including for high school students, using appropriate data and controls including on measuring the effects of interventions.
14. Conduct a meeting of the Board of Trustees at the SMC Malibu Campus.

## **Ongoing Board of Trustees Priorities**

### **The Future of the College**

1. Develop new programs and partnerships that support the strategic vision and plan for the future of the College.

### **Educational Advancement, Quality, and Equity**

2. Hire and support a diverse and innovative faculty and staff, while seeking to increase the percentage of full-time faculty over time.
3. Ensure a supportive, inclusive, and collegial environment for students and staff.
4. Support participatory governance in College decision-making.

### **Student Life**

5. Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College.
6. Implement initiatives that overcome barriers based on students' financial resources and unmet basic needs.
7. Devote resources to assist students with personal circumstances that negatively affect student success.

### **Fiscal and Facilities**

8. Seek opportunities for improved revenue generation, cost control, re-organization, and enrollment management to ensure a sustainable budget and efficient operations.
9. Re-commit to environmental sustainability in light of the continuing climate crisis.

### **Community and Government Relationships**

10. Improve special programs that serve local students by increasing College readiness and success.
11. Strengthen Emeritus Program.

*Reviewed and Discussed by the Board of Trustees: September 12, 2023*

*Approved by the Board of Trustees: October 3, 2023*



## INTRODUCTION

In 2023-24, Santa Monica College continued to reimagine, strengthen, and expand its mission to serve its students and the communities surrounding it in ways that reflect the needs of a changing world. New, cutting-edge academic programs were developed, in fields that meet critical industry and workforce needs while creating opportunities that will change innumerable lives; at the same time, the College celebrated an unbroken streak as California’s leading transfer college to the preeminent University of California, as well as to USC and Loyola Marymount University and received a resounding commendation from its accrediting body, The Accrediting Commission for Community and Junior Colleges (ACCJC), who reaffirmed SMC’s accreditation. This annual report seeks to capture a snapshot of the diverse life-changing work accomplished with whole-hearted dedication, heart, and excellence by many departments and individuals across the college.

Here are just a few highlights from the report; I hope you will take the time to peruse the entire document:

- In January 2024, after considering the Institutional Self-Evaluation Report (ISER) and evidentiary materials submitted by Santa Monica College, as well as the Peer Review Team Report that conducted an on-site visit to the College, the ACCJC acted to reaffirm SMC’s accreditation for seven years. Furthermore, the Commission noted “none” for “compliance requirements” and “recommendations for improving institutional effectiveness”—the best possible outcome, thanks to SMC’s Accreditation Leadership Team and many other colleagues involved!
- The University of California’s Information Center once again listed Santa Monica College as the leader among all California community colleges for the preceding year in the following categories: #1 distinction in overall transfers to the UC system for 33 years in a row; #1 in African American transfers to the UC system; #1 in Chicanx/Latinx transfers to the UC system. Moreover, SMC continues to be #1 in transfers to USC, #1 in transfers to Loyola Marymount University, and continues to transfer more students to Columbia University’s School of General Studies than any other college west of the Mississippi. In Fall 2023, among several such outreach activities, Santa Monica College also hosted its first-ever Historically Black Colleges and Universities (HBCU) “HBCU Caravan” in the main campus quad.
- In 2023-24, across 14 meetings, the Curriculum Committee approved 228 items including 12 new degree or certificate programs, and 53 new courses.
- SMC also made several noteworthy strides in the career education-related arena: the College developed a partnership with the Santa Monica Chamber of Commerce through its Chamber Talent Connect program which builds opportunities for SMC students to connect with Santa Monica businesses. The Office of Workforce and Economic Development secured a \$750,000 contract from the Los Angeles Homeless Services Authority (LAHSA) to fund a new industry-based certificate program for students to start careers in the homeless response system. This is the first-of-its-kind program in California and the first cohort will start on full scholarships in Fall 2024. SMC leads a Strong Workforce-funded 13-college consortium in Blue Economy and Climate Action Pathways (BECAP) and the regional project launched with a successful one-day conference at AltaSea at the Port of Los Angeles, co-hosted by the Chancellor’s office.
- SMC’s 94th Commencement—held on June 11, 2024; the second in-person ceremony since the COVID-19 pandemic—broke records once again, not only with the largest graduating class in the college’s history but also by attracting an impressive gathering of over 1,060 graduates and 5,500

guests. The ceremony was livestreamed on the college's website and SMC GO, providing broader accessibility to guests all over the United States and across the globe. Additionally, a host of graduation and end-of-year celebrations were held prior to commencement, and new additions included the inaugural Lavender LGBTQ+, APIDA, and the Latinx/e Graduation Celebrations. This year, 9,725 degrees and certificates were awarded to 6,309 students; the youngest graduate was 15 years old, and the oldest graduate was 85, signifying the great diversity of SMC's student body. The graduating class was 59.1 percent female and 38.6 percent male; it also included 563 international students (F1 and online foreign), 637 students with disabilities, 118 EOPS students, and 27 undocumented students, among others.

- SMC's new Malibu Campus, which continues to be a vibrant addition to the community, began offering credit classes in Summer 2024—a first—to serve the educational needs of local high school students and as a strategy to recruit these students into Santa Monica College when they graduate.
- This summer marks the 17th summer the Young Collegians program is being offered to Santa Monica-Malibu Unified School District (SMMUSD) students. Young Collegians is designed to help first-generation underrepresented students earn college credits while in high school. Also, in 2023-24, the Dual Enrollment Program partnered with seven local high schools. The program offered 35 dual enrollment classes in the Fall and Spring with 21 of the classes at SMMUSD.
- During the 2023-24 academic year, the Santa Monica Early Childhood Lab School—operated by Growing Place—served 90 children and families, an increase of 27 percent from the previous year. Of those served, 74 percent are Santa Monica residents and 13 percent received tuition assistance subsidies totaling \$196,450. And hybrid college classes at ECLS attracted 163 unique enrollments. The Observation Lab served 165 students, who completed 767 hours of observation while working on key assignments in a wide range of Early Childhood/Education courses.
- With basic needs continuing to be a huge issue impacting two out of three college students today, SMC's Basic Needs department also saw a 71 percent increase this year when compared to last year's referrals. SMC staff provided support services to students in various ways, including food, housing referrals and support; financial support and financial literacy; legal support; essential childcare items for parents and caregivers, clothing, connection to mental health services, and much more.
- A new state-funded program called NextUp was unveiled, to support the holistic needs of foster youth in foster care age 13 or older and under the age of 26. (SMC has combined the existing Guardian Scholars and this new program under the umbrella of Foster Student Support.) This past year, Guardian Scholars and NextUp served a combined 70 students, either current or former foster youth.
- The Student Equity Center had its grand opening with great fanfare. Including the Dream Resource Center, Gender Equity Center, Pride Center, and the Racial Justice Center, the location has been heavily utilized by students and continues to grow every semester in engagement. Student clubs and student affinity groups meet in the Center and programming takes place in this space. This has provided students a needed place to find community and create a sense of belonging while exploring identity development and social justice.

- Some highlights from Financial Aid & Scholarships—these numbers are current as of late June, 2024: total number of 2023-24 Federal Aid Applications: 34,167; total Financial Aid “paid” for 2023-24: \$47,865,147; total amount of Santa Monica College Foundation Scholarships awarded for 2023-24: \$835,020 to 398 students totaling 481 scholarships; total amount of CARES emergency grants awarded for the 2023-24 academic year: \$134,429 to 112 unduplicated students (the last of the CARES emergency grants).
- Once again, the annual audit performed by the College’s external independent auditors Eide Bailly resulted in an unmodified opinion on the College’s 2022-23 financial statements, and for the 17th consecutive year, the audit did not contain any financial findings. SMC also received an unmodified opinion on its Federal Single Audit, a separate audit required to be performed on Federal grants. Additionally, both the financial and performance audits for the Proposition 39 construction bond program received unmodified opinions from the auditors. Santa Monica College closed 2022-23 with an unrestricted general fund balance of \$34,022,513 or 15.84 percent of total expenditures and transfers. Due to increased expenditures and a long-range decline in FTES, a structural deficit is projected, but efforts are underway to solve the deficit and maintain a healthy fund balance.
- Phase 2 of the SMC Malibu Campus was substantially completed in Spring 2023. The college continues to work with the County of Los Angeles and the City of Malibu on permitting the Sheriff’s communications tower. Among projects that broke ground or are making smooth progress: the Art Complex, which broke ground in September 2023 and the Math and Science Building Phase 2 which is finishing up nicely, with an anticipated completion date later this year.
- Maintenance and Operations successfully implemented AB 367, creating an ad hoc committee consisting of students, staff and management to plan and implement the new legislation which requires free distribution of menstrual products at community colleges. The committee developed a plan which resulted in free menstrual product dispensers being installed in every woman’s restroom on all campuses and in the first-floor men’s restroom of every building.
- Many departments and campus groups including Human Resources and the EpiCenter in collaboration with the Academic Senate Professional Development Committee, Classified Professional Development Committee, Management Association, Human Resources, Equity, Pathways and Inclusion, and other key stakeholders worked to transform the reimagined EpiCenter into an equity-minded Professional Development Center for all employee groups on campus to meet the college’s equity goals. Highlights/examples of work accomplished included Fall 2023 and Spring 2024 Professional Development Day; Classified Professional Equity Certification; Cultural Humility Framework trainings for managers; and many more.
- During a year that saw college and universities divided over issues resulting from global conflict and intolerance, Santa Monica College sought to maintain a collegial and supportive environment and did so in a number of ways: providing resources, emotional and mental health support, providing forums for community dialogue and education, reinforcing the college’s stance against discrimination, and more.
- SMC continued to be a pioneer in sustainability and transportation! The college celebrated its third year of being the #1 community college utilizing the student Metro GoPass program, the new sustainability-focused Aquaculture classes launched successfully in Spring 2024, and SMC

planted the first micro forest on any community college campus in the nation and the groundbreaking event received robust print, digital, and broadcast press coverage.

- SMC GO—Santa Monica College’s official app—won two first-place International “Appademy” awards for *Best Traditional Event–Commencement* and *Best Use of Communications* from Massachusetts based Modo Labs, which recognizes the best campus apps. SMC was the only community college among the award winners!
- The SMC Marketing Department continued to design award-winning materials, receiving first place for a video and for the 2023 SMC Commencement Program from the Community College Public Relations Organization (CCPRO) California. The Public Information Office also won two CCPRO awards: first place for news release and second place for the e-newsletter *SMC in Focus*. Additionally, SMC’s social media presence continues to expand, and the College has more Instagram followers than any other California community college at 16.7K!
- The classified staff-led Caring Campus effort sought to integrate the ideals from The Institute for Evidence-Based Change (IEBC), which show that students who feel more connected to their college are more likely to be retained, persist from semester to semester, and complete their academic goals. Created in January 2024 to foster more cross-departmental awareness, Caring Campus Coffee Connections were launched to help SMC colleagues get to know each other informally. The six sessions held in Winter and Spring were wildly popular (50+ people at each one) and have featured the following departments: Photo, Community and Academic Relations, DSPS, STEM, Scholars, Black Collegians/Latino Center, Career Services, Welcome Center, Financial Aid, Kinesiology/PE, EpiCenter, and more.
- The SMC Foundation added 11 new scholarships, including nine endowed gifts which require a minimum gift of \$10,000. And the Foundation’s Board of Directors continued to deeply engage with SMC students, creating opportunities and pathways. Just a few examples include: Board Chair Margaret Sohagi provided summer internship opportunities at her law firm for students enrolled in the pre-law pathways program; new Board Member Colleen O’Brien and SMCF developed a pilot program with partner Oisín O’Connor’s (SMC Alumnus) Santa Monica-based company, Recharge, with the Interaction Design Program to provide paid mentorships, funding for senior project theses, and funding for the program itself; dermatologist Dr. Ava Shamban and her team continue to offer free skin care clinics on campus each month since Fall 2022; and more.
- SMC’s Government Relations office was instrumental in lobbying for the GoPass fareless student transit program becoming permanent. In May 2024, Metro’s Board of Directors unanimously approved this outcome. More than 11,000 Santa Monica College students have participated in the GoPass program in each of the past two years. The program gives participating schools the ability to provide their students an unlimited pass to ride Metro buses and light rail for free. GoPass is also valid with 17 other Los Angeles County transit agencies, including Santa Monica’s Big Blue Bus. SMC’s annual contract with Big Blue Bus allows SMC to participate in the GoPass program at no additional cost to SMC. Of note, SMC has the highest number of student participants among all participating community colleges.
- Significant advancements were made in ongoing planning and efforts towards building student housing on the Bundy Campus. Of note, conversations are taking place around the potential of partnering with UCLA on a joint student housing project.

- BroadStage (SMC's nonprofit presenting arts organization) continues to reimagine a new way forward that is innovative, complex, and speaks to the future. In 2023-24, subscription sales goals were surpassed, and nearly 98 percent of the ticket revenue goal reached. Perhaps the most promising data point was that 32 percent of audiences this year were first-time ticket buyers. A significant part of this new approach was the successful launch of a three-year residency with Grammy-winning artiste Stanley Clarke, with the intent to mount an international, intergenerational jazz festival in 2026. First year outcomes were most notable where Clarke's mentoring of musicians in applied music at SMC were heard and felt throughout the music curriculum and in live performance, with SMC students appearing as an opening act for Clarke.
- NPR-affiliate KCRW 89.9 FM, which is licensed to SMC, produces over 50 hours a week of local and original programming featuring current events and opportunities to expand one's knowledge. Among many highlights of KCRW's role as a cultural curator, the 2023 season of Summer Nights welcomed more than 72,000 guests across 17 free events around Los Angeles. Some of KCRW's partner venues included California African American Museum, Chinatown, MOCA/JANM, The Hammer Museum, Grand Performances, LA Plaza, The Huntington, Descanso Gardens, and Orange County Museum of Art.

This past academic year, SMC students and colleagues continued to distinguish themselves in various arenas, from athletics to the arts, publishing, and more. They made us all #ProudToBeSMC! Following are only a few highlights of such accomplishments:

- The Film and Journalism Programs were awarded Golden Globe Foundation grants, a prestigious honor. The Film Production Program's student films won awards or were selected as official selections at well over two dozen regional and international film festivals (including "Azizam" which became the eighth SMC student film accepted into The American Pavilion Emerging Student Showcase during the 2023 Cannes Film Festival); the staff of *The Corsair* won more than 40 awards for its content from various organizations including the College Media Association, the Journalism Association of Community Colleges, Society of Professional Journalists, Los Angeles Press Club, and the Press Photographers Association of Greater Los Angeles.
- From Athletics: the football team had its first winning record in the American Pacific League since 2015, ending their season with a 5-5 record after starting off 1-4 after a devastating loss of their starting quarterback (the football team had seven SCFA Scholar Athletes, three Regional All-California Team Selections, and Myles Parker was named Pacific League Offensive MVP, while Carlos Orea earned the JC Grid Wire All-American Honors); Women's soccer were the Western State Conference Champions, their third title in seven years and earning the title of CCCAA State Regional Finalist, the first time in program history (Coach Aaron Benditson was awarded the WSC South Conference Coach of the Year Award); in Women's Swim and Dive, Ema Klimauskas was the State Champion in both the 100-meter butterfly and the 200-meter butterfly this year; the women's tennis team earned a final 3C2A ranking of #6 in California in singles and doubles, finished 2nd place in Western State Conference, and was a semifinalist in the Southern California Regional Team playoffs (Mia Ogebee was selected to serve as the sole representative for community colleges for the entire nation on the National ITA Student-Athlete Council, a very prestigious honor in the tennis world); and many more.
- The Theatre Arts Department's production of "Avenue Q" directed by Terrin Adair-Lynch, performed at the 56th Kennedy Center American College Theatre (Regional) Festival held in

February in Glendale, CA, and won the “Golden Wrench Award.” Plus, several students won individual honors.

- Spanish Professor Alejandro Lee in the Modern Languages Department was awarded this year’s DEI Award from AATSP (American Association of Teachers of Spanish and Portuguese).

If one thing was evident in 2023-2024, it is that Santa Monica College stands poised to hold strong to its record as an innovative, pioneering college, bringing the most accessible, equitable and excellent education to the students who seek to make a better world for themselves and for all of us. My deepest gratitude to each member of the college community whose work is represented in this annual, comprehensive record—their efforts make SMC’s life-changing mission a daily reality, in countless ways.

A handwritten signature in black ink, reading "Kathryn E. Jeffery". The signature is written in a cursive, flowing style with a large initial 'K' and 'J'.

Kathryn E. Jeffery, Ph.D.  
Superintendent/President

## ACADEMIC AFFAIRS

### ACCJC Accreditation Update

The Accrediting Commission for Community and Junior Colleges, at its meeting January 10-11, 2024, reviewed the Institutional Self-Evaluation Report (ISER) and evidentiary materials submitted by Santa Monica College. The Commission also considered the Peer Review Team Report (“Team Report”) prepared by the peer review team that conducted its site visit to the College September 26 - 27, 2023. The purpose of this review was to determine whether the College continues to meet ACCJC’s Eligibility Requirements, Commission Policies, and Accreditation Standards (hereinafter, the Standards). Upon consideration of the written and information noted above, the Commission acted to reaffirm SMC’s accreditation for seven years. Furthermore, the Commission noted “none” for “compliance requirements” and “recommendations for improving institutional effectiveness”. Dr. Kathryn Jeffery, SMC’s Superintendent/President, expressed her sincere gratitude to SMC’s Accreditation Leadership Team led by Dr. Dione Hodges (Accreditation Liaison Officer and Dean of Academic Affairs) and Jamar London (Math Professor and Academic Senate President) as well as Mitch Heskell (Dean of Education Enterprise), George Davison (English Professor), Standard Co-Chairs and Substandard Co-Chairs, Dr. Hannah Lawler (Dean of Institutional Research) and Elisa Meyer (Department Chair, English) for their work on SMC’s Quality Focus Essay, Warren Cancilla (Lead Reprographics Technician), and all the other colleagues who contributed to the process. Major thanks, too, to Jason Beardsley (Vice President of Academic Affairs) for authoring SMC’s response to the one core inquiry received from the ACCJC Peer Review Team. Thank you to the SMC Board of Trustees and SMC’s entire college community for their participation and support. Visit SMC’s Accreditation website at [smc.edu/accreditation](https://smc.edu/accreditation).

### Program Review

Santa Monica College’s Program Review Committee dedicated 2023-24 to implementing the new program review process and templates for Administrative Units, Instruction, and Student Support Services. The Program Review Committee Chair, Dr. Stephanie Amerian, and Vice Chair, Mitchell Heskell, partnered with Dr. Hannah Lawler and fellow Program Review Committee members, introducing comprehensive training sessions—called milestone sessions—as well as the new online system, to the program leaders. The final versions of the report for the first cohort were submitted in April 2024. The second cohort began the process in March. Mini teams from the Program Review Committee met with each area over the year as needed to facilitate the process and provide meaningful feedback. Initial feedback from focus groups conducted with Cohort 1 were positive. The Committee is using this feedback to make improvements to the process and the templates.

*Program Review aligns with the following Annual Goals: (2) Develop a strategic vision and plan for the future of the college that includes lessons learned from COVID, the economic landscape, and current and projected revenue and enrollment demand; and (4) Assess and address system/structural issues that impede positive user experience in the application, enrollment, and financial aid process.*

*Program Review aligns with the following Ongoing Board of Trustees Priorities: (1) Develop new programs and partnerships that support the strategic vision and plan for the future of the college; (2) Increase student success and decrease equity gaps; (4) Ensure a supportive, inclusive, and collegial environment for students and staff, and continue support for the college’s participatory governance structure; (7) Continue support for campus resources that assist students with personal circumstances that may negatively impact student success; (8) Provide reports for the Board that address Board Goals; and (11) Continue support for special programs that serve local students and increase college readiness and success.*

### **Online Education and Support Services**

The number of SMC distance education offerings was 3,985 sections, which represents a decrease of slightly over ten percent from last year's offerings. Although a significant number of course sections have successfully transitioned back to on-ground delivery, there continues to be a high demand for online classes. This indicates the College's commitment to providing a variety of modalities to meet students' needs.

The Distance Education (DE) Program offered numerous professional development opportunities to support high-quality, equity-minded, and inclusive online teaching and learning. Full-time and part-time faculty gathered virtually at the fifth annual 2024 Online Teaching Winter Institute, which this year focused on Accessibility and Universal Design for Learning (UDL) strategies. This event provided faculty the opportunity to learn and share effective online teaching strategies facilitated by our own expert SMC faculty. Additionally, the Peer Online Course Review (POCR) program allows faculty to self-select courses to be reviewed using the CVC-OEI (California Virtual Campus Online Education Initiative) Course Design Rubric and pair with an experienced POCR faculty member. To date, over 130 CVC-OEI Course Rubric reviews have been completed with an accessibility review.

The DE program has also spent the year surveying faculty and securing funding to begin the development of an instructional studio to support online course design. The studio will be equipped with technology and resources to enhance online learning, including recording equipment, editing software, and support for creating multimedia content for online modalities at SMC. By providing a dedicated space, the goal is to empower faculty to create high-quality instructional materials and foster a hands-on environment conducive to content creation and innovation. The instructional studio lab is slated to open during the 2024-25 academic year.

The Distance Education Program at SMC continues to thrive, expanding each year with the addition of new online faculty, an increased variety of course offerings, enhanced professional development opportunities, the adoption of innovative educational technology, and the implementation of comprehensive online support services for both students and faculty. This ongoing growth and development within the program further reinforce SMC's commitment to providing exceptional distance education opportunities to its students.

*Online Education and Support Services aligns with the following Annual Goals 2023-24: 4) Schedule on-ground, online, and hybrid courses in accordance with student demand; 5) decrease equity gaps; Online Education and Support Services aligns with the following Ongoing Board of Trustees Priorities: 1) Develop new programs and partnerships that support the strategic vision and plan for the future of the college, 3) Ensure a supportive, inclusive, and collegial environment for students and staff; 4) Support participatory governance in College decision-making, 5) Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College*

### **Curriculum Committee**

In 2023-24, across 14 meetings, the Curriculum Committee approved 228 items, including:

- 12 new programs (one AS degree, one Noncredit Certificate of Completion, one AS/Certificate of Achievement, and 13 Certificates of Achievement)
- 11 revisions to existing programs
- Five program maps; all maps with IGETC were also updated as a result of changes to the IGETC pattern



- 53 new courses (five to be submitted for UC transfer and three to be submitted for Cal-GETC)
- One existing course approved for Global Citizenship
- 50 courses approved for Distance Education (45 new courses and five existing courses of which three converted Emergency DE to Fully Online and/or Hybrid)
- 83 revisions to existing courses (six SLO updates, 25 non-substantial changes and 52 substantial changes)
- 13 course deactivations

### **Curriculum Updates and Discussions**

- Global Citizenship Discussion/Action
- Cal-GETC updates
- Stellic updates
- CSLO/PLO Mapping Project (and two new META workflows)
- META updates for the Cal-GETC
- Fully online catalog launch for 2023-24 (with an addendum)
- 17 courses approved for UC transfer, four approved for IGETC, three approved for CSUGE

### **12 New Programs**

Acute Care Nurse Assistant Noncredit Certificate of Completion  
Applied Music Certificate of Achievement  
Barbering AS/Certificate of Achievement  
Biotechnology AS  
Dance Teaching (Pre K-Grade 5) Certificate of Achievement  
Guitar Certificate of Achievement  
Homeless Service Work Certificate of Achievement  
Introduction to Logistics and Supply Chain Management Certificate of Achievement  
Piano Certificate of Achievement  
Production Design for Film and TV Fundamentals Certificate of Achievement  
Real Estate Certificate of Achievement  
Sustainability and Materials Management Certificate of Achievement

### **11 Revisions to Existing Programs**

Broadcast Sales and Management AS/Certificate of Achievement  
Business AS  
Early Childhood Associate Teacher Certificate of Achievement  
Early Childhood Studies AS/Certificate of Achievement  
Early Intervention/Special Education Assistant AS/Certificate of Achievement  
Film Production AS/Certificate of Achievement  
Film Studies AA  
Infant/Toddler Teacher AS/Certificate of Achievement

Management/Leadership AS/Certificate of Achievement  
Sustainable Materials Management AS/Certificate of Achievement  
Transitional Kindergarten Certificate of Achievement

## 5 Program Maps

Barbering AS/Certificate of Achievement Program Map  
Communication Studies 2.0 AA-T Program Map  
Esthetician Certificate of Achievement Program Map  
Enterprise Service Clerk Certificate of Achievement Program Map  
Sustainable Materials Management AS/Certificate of Achievement Program Map

## 53 New Courses

ACCTG 41 Accounting for Entrepreneurs  
ANTHRO 300 Ethnographic Research Methods for Designers  
BIOL 36 Quality Control and Assurance  
BUS 36B Introduction to Salesforce Marketing Cloud  
COSM 41E The Art of Wig Making  
COSM 50H Written Preparation for Hairstylist State Board Exam  
CS 310 Cloud Systems Programming  
CS 320 Cloud Developer  
CS 325 Ethics for IT Professionals  
CS 330 Cloud Operations Technologies and Tools  
CS 340 System Virtualization Fundamentals  
CS 350 Collaboration Technologies and Tools  
CS 405 Cloud Capstone I  
CS 410 Cloud Capstone II  
CS 440 Cloud Patterns  
CS 450 Cloud Certification Bootcamp  
EDUC 50 Teaching in the Age of AI: Strategies for Educators  
EMERITUS ART E99 Special Studies in Art  
EMERITUS ENGL E99 Special Studies in English  
EMERITUS HEALTH E08 Walking for Wellness  
EMERITUS HEALTH E18 Chair Yoga  
EMERITUS HEALTH E19 Mindfulness and Meditation  
EMERITUS HEALTH E85 Pilates Level 1  
EMERITUS HME EC E60 - American History Through Cooking  
EMERITUS HUMDEV E00 Introduction to the Emeritus Program of Santa Monica College  
EMERITUS OCC E03 Optimizing Your Smartphone & Tablet  
EMERITUS OCC E14 Computer Based Presentations  
EMERITUS OCC E21 The Perils of Social Media  
EMERITUS PHOTO E20 Photoshop / Computer Software Photo Editing  
EMERITUS POL SC E15 Pop Culture, Politics and Social Change  
EMERITUS POL SC E50 Technopolitics: Exploring the Intersection of Technology and Governance  
EMERITUS POL SC E99 Special Studies in Politics  
EMERITUS TH ART E40 Theatrical and Screenplay Writing  
FILM 3 Introduction to Documentary  
HEALTH 989 Acute Care Nurse Assistant

HEALTH 990 Acute Care Nurse Assistant Lab  
 KIN PE 58D Advanced Yoga Level II  
 MATH 55 Quantitative Reasoning  
 MATH 55C Concurrent Support for Quantitative Reasoning  
 MATH 6 Modern Mathematical Methods for STEM Majors  
 MEDIA 28 Advertising Copywriting - Persuasive Communication  
 MEDIA 310 Race, Gender, and Computing  
 MEDIA 38 Inside the Advertising Agency - Planning, Creating & Selling Advertisements  
 MUSIC 49 Combo and Chamber Ensemble  
 MUSIC 95A Introduction to Applied Music Teaching – Level I  
 NPMGMT 1 Introduction to Workforce Training within the Homeless Response System  
 NPMGMT 2 Promoting Health Equity: Nonprofit Systems Management for Advocacy and Human Engagement  
 NPMGMT 3 Implementing Effective Practices in the Homeless Response System  
 NPMGMT 4 Homeless Response System Capstone Class: Fieldwork Reflection and Career Planning  
 NPMGMT 5 Homeless Response System Internship  
 REAL ES 1 Real Estate Principles  
 REAL ES 3 Real Estate Practice  
 REAL ES 4 Real Estate Finance

**One Course for  
Global Citizenship**  
DANCE 5

EMERITUS HEALTH E08  
 EMERITUS HEALTH E18  
 EMERITUS HEALTH E19

REAL ES 4  
 SPAN 8

**50 Courses for  
Distance Education**

ACCTG 41  
 ANTHRO 300  
 BUS 36B  
 BUS 79  
 COSM 41E  
 COSM 50H  
 COUNS 901  
 COUNS 902  
 CS 310  
 CS 320  
 CS 325  
 CS 330  
 CS 340  
 CS 350  
 CS 405  
 CS 410  
 CS 440  
 CS 450  
 EDUC 50  
 EMERITUS ART E99  
 EMERITUS ENGL E99

EMERITUS HEALTH E85  
 EMERITUS HME EC E60  
 EMERITUS HUMDEV E00  
 EMERITUS OCC E03  
 EMERITUS OCC E14  
 EMERITUS OCC E21  
 EMERITUS PHOTO E20  
 EMERITUS POL SC E15  
 EMERITUS POL SC E50  
 EMERITUS POL SC E99  
 EMERITUS TH ART E40  
 FILM 3  
 KIN PE 58D  
 MEDIA 28  
 MEDIA 38  
 MEDIA 310  
 MUSIC 33  
 MUSIC 95A  
 NPMGMT 1  
 NPMGMT 2  
 NPMGMT 3  
 NPMGMT 4  
 REAL ES 1  
 REAL ES 3

**86 Revisions to  
Existing Courses**

ACCTG 40A  
 ACCTG 45/BUS 45  
 ARC 11  
 ARC 21  
 ARC 31  
 ARC 41  
 ARC 51  
 ARC 70  
 ART 80  
 ART 82  
 ART 84  
 ART 87  
 BIOL 31  
 BIOL 32  
 BIOL 33  
 BIOL 35  
 BUS 79  
 COM ST 11  
 COM ST 12  
 COM ST 14  
 COM ST 16  
 COM ST 20

COM ST 21	EMERITUS TH ART E21	SMM 2
COM ST 22	EMERITUS TH ART E28	SMM 3
COM ST 30	ENGL 5	SMM 4
COM ST 31	ENGL 61	SPAN 8
COM ST 310	ENGL 71	SST 901
COM ST 35	ENGL 72	SST 902
COM ST 37	ENGL 73	SST 905
COM ST 9	ENGL 74	SST 906
COSM 38	GEOG 1	SST 908
COSM 48B	GEOG 2	
COSM 77	GEOG 20	<b>13 Deactivated</b>
COSM 78	GEOG 23	<b>Courses</b>
COUNS 910	GEOG 26	GR DES 18
DANCE 20	GEOG 3	GR DES 21
DANCE 5	GEOG 5	GR DES 32
DESIGN 25	GEOG 8	GR DES 34
DESIGN 26	KOREAN 1	GR DES 34S
DESIGN 35	KOREAN 2	GR DES 35
DESIGN 36	KOREAN 3	GR DES 41
ECE 5	KOREAN 4	GR DES 44
ECE 904	MEDIA 2	GR DES 51
EMERITUS ENGL E27	MUSIC 33	GR DES 54
EMERITUS HUMDEV E27	NUTR 7	GR DES 60
EMERITUS MUSIC E17	PHOTO 1	GR DES 64
EMERITUS OCC E08	PSYCH 1	GR DES 87
EMERITUS TH ART E15	SMM 1	

### **Career Education**

**Moving Forward.** The Office of Workforce and Economic Development administers local, state, and federal resources and funding which is allocated to help SMC’s 60+ Career Education (CE) programs meet their objectives. To connect curricular offerings and respond to business and industry demands in priority and developing industries, both new and experienced CE faculty members receive professional development opportunities. Student learning objectives, performance criteria, curriculum, and course outlines are assessed regularly and improved iteratively. New programs are developed by faculty in consultation with Academic Affairs administrators. *(BP1)*

**Educational Advancement, Quality, and Equity.** Santa Monica College is committed to developing and expanding pathways for its CE dual enrollment opportunities. They include scheduling classes at secondary and postsecondary institutions, funding and securing transportation between secondary and postsecondary learning locations, ensuring teachers and instructors possess the necessary credentials for both secondary and postsecondary institutions, ensuring dual credits are accepted and recognized, and giving secondary students ample guidance counseling. In addition, we are continuing to establish stronger programs of study in computer science, communications, design technology, business, aquaculture, and now biotechnology. SMC continues to offer presentations about CE programs and invite middle school and high school students to campus to increase career awareness and promote specific disciplines. A recent example was Cloud Day held May 3rd which brought 300 students to Campus. The college has been

improving its outreach to all communities, including the economically challenged, by marketing and promoting our programs to this underserved community. (BP 2,3,4)

**Community Relations.** Employer involvement across all Career Education disciplines is necessary to guarantee that pathway development is aligned with local business needs and that students have access to opportunities for work-based learning. Many local businesses have demonstrated they can be willing partners in contributing to curriculum, teaching, project-based learning, work-based learning, career possibilities, and mentorship. Currently, SMC engages or tracks industry partners across programs at a discipline level. Technology is needed for a systematic approach to employer engagement. Santa Monica College has developed a partnership with the Santa Monica Chamber of Commerce through its Chamber Talent Connect program. This partnership further builds opportunities for SMC students to connect with Santa Monica businesses. The Chamber has hosted events focused on the biotechnology industry, Aquaculture, as well as the sector of cloud computing, data science and artificial intelligence. This year culminated with a hosted reception at the CMD's annual Showcase. (BP 10)

**Blue Economy and Climate Action Pathways (BECAP) & Launch Event.** The regional project launched successfully with a one-day conference at AltaSea at the Port of Los Angeles, co-hosted by the California Community Colleges Chancellor's office, with 150 attendees. SMC leads this 13-college consortium funded by a \$1.1 million Strong Workforce Regional Grant funded through the Los Angeles Regional Consortia (LARC). The BECAP project aims to meet emerging employment demands in ocean-related labor markets aligned with climate action and environmental justice priorities.

**Center for Media and Design Student Showcase.** On June 6, 2024, the Center for Media and Design hosted its second annual student showcase attracting over 300 participants. The event featured student work from over 20 Career Education programs, including Film Production, Animation, and Graphic Design. CMD students developed the event, which included live demos, tours, a VR room, and screenings, and was executed with the help of Design Technology Department Chair, Professor Sheila Cordova.

**Homeless Service Work Certificate.** The Office of Workforce secured a \$750,000 contract from the Los Angeles Homeless Services Authority (LAHSA) to fund a new industry-based certificate program for students to start careers in the homeless response system. Students who complete this program will be equipped to assist the unhoused in securing housing and meeting other essential needs. This unique program in California includes four courses and an internship, with the first cohort starting on full scholarships in Fall 2024.

**The CE Collaborative (Catapult).** The Workforce Office hosted five "Lunch and Learn" professional development sessions for over 70 faculty and staff participants over the 2023-24 year. These sessions featured keynote speakers and focused on how to integrate Work-Based Learning and Career Readiness to better assist students on their college to career trajectories.

**Workforce and Career Education Committee Retreats.** In late Spring the Career Education Committee hosted a retreat with 43 faculty, staff, and students. There were three panel discussions: "Collaborating Across Campus to Promote CE Programs", "Teaching & Learning in the Age of AI" and a student panel. Colleagues from across the institution were invited to attend and continue to build bridges between CE Programs and supporting departments. Also in the Fall, the leaders of the Office of Workforce hosted a one-day strategy-focused retreat for employees and faculty leaders.

**Journalism and Film Program Awards.** Students from both the Journalism and Film programs continued to garner national recognition for their work. The film 'Azizam' became the eighth SMC student film accepted into The American Pavilion Emerging Student Showcase during the 2023 Cannes Film Festival. The film also screened at various national film festivals, including the DTLA Film Festivals Short Series. Students from the Corsair newspaper won more than 40 awards for its content from various organizations including the College Media Association, and the Journalism Association of Community Colleges.

**techUp^ and Accounting Diversity Conferences.** The techUp^ Event hosted by the Computer Science and Information Systems Department was a full day conference with 300 student participants from SMC, SaMoHi, Culver City HS, and JAMS. The event featured presentations on AI, Cloud, Data Science and included speakers from AWS, Microsoft, SMC Career Services, the SMC Chamber, and local tech businesses. The Business Department continues to host the successful Accounting Diversity Conference with industry professionals leading sessions and attracting over 60 students from diverse backgrounds.

**Biotech, Aquaculture and New Program Development.** Both the Biotech and Aquaculture programs were launched this Spring with funding from several philanthropies and grants. Multiple events were hosted across the city with the Chamber to connect students and the programs to industry and the community. See [smc.edu/aquaculture](https://smc.edu/aquaculture) and [smc.edu/biotech](https://smc.edu/biotech) to learn more. Additionally, exciting new curriculum was approved this year for next year's offerings including a Real Estate Certificate, a Barbering program, and a class titled EDUC 50: Teaching in the Age of AI: Strategies for Educators.

**Four New Managers in the Office of Workforce and Economic Development.** The 2023-24 academic year brought new talent to the Workforce and Economic Development Office, following significant turnover in recent years. The office welcomed a new Associate Dean of CTE, Associate Dean of the CMD, Director of Development, and Project Manager. This diverse, new team will provide essential support and direction to enhance existing programs and develop new pathways for students.

*The Career Education program at Santa Monica College aligns with the following Board of Trustees Annual Goals 2023-24 and Ongoing Priorities: BP 1: Develop new programs and partnerships that support the strategic vision and plan for the future of the College. BP 2: Hire and support a diverse and innovative faculty and staff, while seeking to increase the percentage of full-time faculty over time. BP 3: Ensure a supportive, inclusive, and collegial environment for students and staff. BP 5: Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College. BP 6: Implement initiatives that overcome barriers based on students' financial resources and unmet basic needs. BP 10: Improve special programs that serve local students by increasing College readiness and success.*

### **Noncredit and External Programs**

As the primary member of the Santa Monica Regional Consortium for Adult Education, the SMC Noncredit Initiatives Team, led by the Project Manager of Noncredit Initiatives, continues to fulfill the objectives of the California Adult Education Program (CAEP). Significant accomplishments include:

- For 2023-24, awarded a total CAEP allocation of \$542,109. SMC Noncredit was approved to re-enter WIOA II (Workforce Innovation and Opportunity Act) with an allocation for 2023-24 of \$249,526. Additionally, an increase of \$12,000 to the Dorothy N. Rupe grant was awarded to subsidize out-of-pocket student costs for the new CNA/HHA program bringing the total to \$30,000.
- The Noncredit Initiatives Team continues to offer hybrid student support services. Students are encouraged to come in-person to our office for assistance with applying; they can also apply online by emailing a copy of the fillable PDF to our office. New students receive welcome emails

with instructions and video guides about how to access their online course materials and navigate their student portals. New students to our Noncredit English as a Second Language program must also attend an in-person orientation. At the new student orientation, students will learn about the noncredit program, as well as all additional resources available to them on- and off-campus. Counseling services are offered in various modalities as well (Zoom, phone, and in-person appointments). The Noncredit office relaunched Tech-Hour, which is a weekly time where students can get in-person help with technology, as well as help in the Bundy Campus student lab.

- In 2023-24, 405 Noncredit certificates have been awarded for Certificates of Completion (197) or Certificates of Competency (208) in the noncredit categories of Short-term Vocational and Workforce Preparation, nearly doubling the number of certificates awarded in 2022-23.
- Within the 2023-24 year, SMC Noncredit led the effort to draft the regional California Adult Education Program Annual Plan Goals that is a vital component to achieving our Three-Year Plan (2022-25). This process consisted of surveying students, faculty and staff on current adult education programs and services and conducting forums to elicit input from industry and community partners. SMC Noncredit worked in collaboration with the SMMUSD's Adult Education Center to draft and submit a comprehensive three-year plan that will address educational needs of digital literacy, mathematics and English support and workforce preparation.
- Noncredit ESL contextualized ESL for College and Career Pathways for Health Care to support ESL students participating in the noncredit Pre-Certified Nursing Assistant and In Home Aide Programs. Enrollment has been very high for our ESL for College and Career Pathways for Health Care. Noncredit Initiatives and Health Sciences have successfully launched the Noncredit Pre-Certified Nursing Assistant and Home Health Aide program. Interest and enrollment have been very high, and this Summer Session, we will be offering two cohorts to meet demand. Noncredit Initiatives is working with local nursing agencies, like Vitale Nursing, and medical facilities in the surrounding area to get our CNA/HHA completers hired.
- Noncredit Initiatives also supported the creation of Zero Textbook cost ESL courses to meet the needs of students. We currently have five courses that are Zero Textbook Cost—all the Noncredit ESL reading and writing classes, as well as the Intermediate and Advanced level ESL Vocabulary classes.
- SMC noncredit counselors facilitated professional development trainings for the areas of interest counselors regarding noncredit to credit pathways. Noncredit counselors joined a campus outreach effort to visit local high schools to promote noncredit career education pathways. The Noncredit Initiatives Team continue to collaborate with the SMC DREAM Program to clarify and create a process for students enrolled in noncredit programs to verify their hours of completion to petition for AB540 status. SMC noncredit career development and college preparation classes and programs are promoted in Jewish Vocational Services (JVS) West Los Angeles WorkSource Center orientations. Additionally, SMC Noncredit works with Chrysalis of Santa Monica, a partner agency in our regional consortium, to help students with job placement.
- Collaborated with the SMC Marketing Department to update our student resource guide that outlines noncredit pathways to credit programs, and with the workforce created a holistic resource guide of campus and community partners. The Noncredit student resource guide is being used at all marketing events on- and off-campus, Noncredit counselors are using it with students to help plan their educational journeys, and as an onboarding tool to show students the pathways

that Noncredit certificates can lead to with the credit side of the college or in the workforce. The Resource Guide is given to all new students entering the Noncredit ESL program at their new student orientation.

- Participated in professional development that focused on noncredit policy, career development and college preparation courses and programs, student services, student equity, and distance education; and participated in Welcome Week, Open House, Noche de Familias and several community-based resource fairs.

As a recipient of the Strong Workforce Program for Noncredit (SWP-NC), the SMC Noncredit Initiatives Team achieved the following significant accomplishments:

- For 2023-24, SMC was awarded SWP-NC Round 8, \$75,000, which supports the creation, approval, and purchase of supplies for the noncredit Pre-Certified Nursing Assistant and In Home Aide certificate programs that was offered for the first time in Fall 2022 and will now be holding its third cohort this coming Summer Session. Additionally, Noncredit Initiatives requested an increase in funding for Round 9 of year 2024-25 in the amount of \$25,000 to continue to subsidize the startup costs for students entering the noncredit Pre-Certified Nursing Assistant and In Home Aide certificate programs. The process has begun on a new CNA certificate in Acute Care for working in a hospital setting.
- Supported the updates of noncredit to credit and career pathway maps to assist students transition to both credit and the workforce.
- Supported the professional development of noncredit faculty and administrators in noncredit career development curriculum and programs, career counseling services, and noncredit ESL vocational pathways.

SMC Noncredit has kept or modified procedures that were successful in meeting student needs:

- Increased the in-person services and continued to provide online student support services including registration, enrollment, orientation, and technical support for students accessing Corsair Connect and Canvas.
- Continued the virtual visits to noncredit classes via Zoom for special announcements and “in person” enrollments. This practice keeps our students up to date with the most current information, it increases the sense of belonging and familiarity with the Noncredit team, and it helps with increasing enrollment for upcoming semesters. Developed social media and application tools to enhance virtual communication with noncredit students, community members, and partners.
- Ongoing intensive noncredit marketing and outreach efforts with a strong focus on the City of Santa Monica and Santa Monica Regional Consortium members to increase enrollment in noncredit CDCP classes and programs.

Noncredit Initiatives has been working closely with SMC’s Outreach Dept. to visit local schools and speak with parent groups about resources and certificate programs offered through Noncredit Initiatives that are available to them or their children via Dual Enrollment. SMC Noncredit Counselors achieved the following significant accomplishments:



- Participated in the SMC Redesign (Guided Pathways) and GPS discussions; noncredit counselors ensured noncredit career education and college preparation courses and programs are part of the Redesign Team’s mapping process.
- Continued to offer academic and career development workshops in a variety of modalities to be accessible to all students. Supported noncredit students by telephone, email, and Zoom with transition to remote learning.
- Continued to assist noncredit students with access to distance education by creating How-to guides to accessing and navigating their online student portals and developing a comprehensive student resource guide that connects students to free resources in the community and on campus such as free transportation and food through the SMC Bodega Market.
- Continued to participate in outreach opportunities with the SMMUSD Adult Education Center, City of Santa Monica’s Ready to Work webinars, SMC Open House Events, VIP Welcome Week, etc.
- Counselors are in planning to development of another Noncredit career fair for the new year.
- Counseling appointments are now offered in-person, via Zoom, or over the phone.
- Counseling contacts in Noncredit total 2,002 in 2018-19, 1,561 in 2019-20, 1,149 in 2021-22, 1,858 in 2021-22, in 2022-23 our Noncredit counselors had 2,413 contacts (drop-in, regular appointments and online counseling included). And in 2023-24 there were 3,637, showing an increase in demand for noncredit counseling services.
- With the addition of the Workforce Innovation and Opportunity Act, Title II grant, Noncredit Initiatives has implanted new procedures for our students in the noncredit English as a Second Language program. The new procedures are further listed below.
- Mandatory new student orientation for all students entering the program. At this orientation students will learn about our classes, the certificates of competency they can earn, and other resources available to them both on campus and in the community.
- All students must meet with a noncredit counselor to create their education plan, help with placement into the correct English level, learn about resources and support services available to them, as well as pathways into credit or the workforce if that is the student’s goal.
- Noncredit Initiatives was able to fund the instructional cost (salary and benefits) of new sections added to the Noncredit ESL program to meet student demand, totaling \$116,000.
- Hired a Student Services Assistant.

The Noncredit Initiatives program offers free certificate programs and support classes that help students to build confidence in their abilities to succeed in higher education and prepares them to enter the workforce. It is an equitable, low-risk way for students to start their collegiate journey at Santa Monica College. It increases access for many students from marginalized communities, and it aligns with the Board of Trustees Annual Goals and Priorities listed below.

*The Noncredit Initiatives program aligns with the following Annual Goals 2023-24: (3) Increase enrollment by 5 percent; (4) Schedule on-ground, online, and hybrid courses in accordance with student demand; (5) Decrease equity gaps; (8) Reduce the budget; (9) Stabilize the fiscal structure of SMC; (10) Work with state and federal allies and*

*legislators to increase and stabilize funding; (13) Simplify online and in-person enrollment including for high school students*

*The Noncredit Initiatives program aligns with the following Ongoing Board Trustees Priorities: (1) Develop new programs and partnerships that support the strategic vision and plan for the future of the college; (2) Hire and support a diverse and innovative faculty and staff; (3) Ensure a supportive, inclusive, and collegial environment for students and staff; (5) Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College; (6) Implement initiatives that overcome barriers based on students' financial resources and unmet basic needs; (7) Devote resources to assist students with personal circumstances that negatively affect student success; (8) Seek opportunities for improved revenue generation, cost control, re-organization, and enrollment management to ensure a sustainable budget and efficient operations; (10) Improve special programs that serve local students by increasing College readiness and success.*

*Annual Goals: 3, 4, 5, 8, 9, 10, 13 and 14. Board Priorities: 1, 2, 3, 5, 6, 7, 8, and 10.*

### **Emeritus**

Since 1974-75, **Emeritus** has had an opportunity to grow and evolve significantly. Even before the pandemic, the Emeritus department was preparing for online, remote instruction as a strategic opportunity, and over the last three-plus years, has proven that it not only can be done, but the students are continuing to seek it out. As the program approaches its 50th anniversary year in 2024-25, Emeritus is aiming to leverage some opportunity to revamp the curriculum and prepare to not only serve current students better, but also prepare for the new wave of Emeritus-eligible population. Emeritus has the largest hurdle of any program in the transition to Distance Education due to COVID-19. The student demographic, and a lot of the faculty, are in the category of those most at risk. Likewise, few members of these groups could be classified as highly proficient in technology. While courses have been converted to Distance Education, the first in-person Emeritus classes since the pandemic began took place in Summer 2022.

- The percentage of Emeritus classes that were in-person (including hybrid) has grown in 2023-24: During Summer 2023 the number grew to 46.5 percent (from 13.4 percent), Fall 2023 grew to 41.6 percent (from 29.4 percent), Winter 2024 grew to 32.9 percent (from 28.6 percent), and finally Spring 2024 grew to 45.3 percent (from 35.7 percent).
- There has been some noticeable Emeritus enrollment growth from outside of the greater LA Region, due in large part to the number of classes offered through distance education in part or in full. Of note the in-person classes are also streaming through Zoom.
- Emeritus students and faculty responded positively to the required move to Distance Education. While some students are ready to return to in-person instruction, the distance education offered at Emeritus remains popular.
- The difficulty figuring out the right modality for each class based on student and faculty needs and desires continues, and program staff and administration are hoping to focus outreach efforts on recruiting students to attend in-person classes.
- Each employee is now working in the office four days a week, staggering coverage to ensure staffing all week, with continued efforts to ensure appropriate student services online and in-person. During peak enrollment, staff are in the office five days a week. Online student support services include registration, enrollment, and technical support for students accessing Corsair Connect, Zoom, and Canvas.

- Multiple updates to website content and enrollment protocols have been rolled out to streamline processes and communication when possible.
- To date, the total amount of funds raised for SMC (Santa Monica College) Emeritus through partnership with the SMC Foundation during the fiscal year is over \$120,000. This is lower for Emeritus, but we have not held our live fundraising table at Emeritus for either the Fall or Spring campaigns, and there was a turnover in Foundation staffing that delayed our mailing slightly. These funds allow us a robust ability to add to the learning experience of our students. These funds pay for expenses related to the art gallery and publications, bring in guest speakers, and upgrade our A/V equipment without relying on a renewal/replacement cycle. In addition, SMC Emeritus received several estate gifts, to support the Emeritus program. During the next academic year, Emeritus will relaunch the financial planning class that indirectly has led to support for Emeritus and the District.
- Dividends from Emeritus Foundation funds will allow Emeritus to explore funding collaboration activities with Campus and Community Partners.

For the upcoming **50th anniversary year of Emeritus (2024-25)**, conversations are underway to plan out various events and activities. This will include celebrating the anniversary at all the programs Emeritus puts on annually and some additional activities. One example already is commissioning a new Composition for the Emeritus Concert Band to play entitled “Golden Age” for the **Golden Anniversary** of Emeritus. Emeritus plans to hold one larger celebration that will be modeled comparable to the College’s 90th celebration, though perhaps smaller in scale. Also, during this anniversary year, Emeritus will highlight those living histories completed as part of the **Harvey Stromberg Living Histories Project**, funded through the generosity of Mitzi Blahd, and produced thus far through specific iterations of credit courses, where SMC students are conducting the interviews, filming segments, editing, etc.

As an officially named **Age Friendly University** by the Age Friendly University Global Network (AFU Global Network) at Dublin City University (Since Spring 2022), Emeritus and Noncredit will work to address some of the strategic opportunities identified by the SMC AFU Planning Team in the coming year. This **international distinction** recognizes the commitment SMC has shown both to Emeritus students specifically, and to post-traditional students at SMC, for many years, but also asks us to commit further to improving the educational experiences of the aging population as we define it. SMC’s credit student enrollment shows over 35 percent are aged 26 and up, with sizeable numbers above 40. This does not count Noncredit and Emeritus. To that end, SMC’s Age Friendly University initiative, co-led by the Interim Dean of Noncredit & External Programs and the Project Manager of Noncredit Initiatives, will work to implement great ideas generated within the district to better support all post-traditional students, that is, those that are aged 26 and up. This effort, though aimed at improving educational outcomes for students above traditional ages, based on the program they pursue, will also dovetail into larger equity and inclusion efforts at SMC.

The **SMC Emeritus Art Gallery** held seven art shows and opening receptions this past year, several of which were completely virtual. There have been several in-person shows, including artist Ray McCray, who works with a variety of media to construct abstract and representational collages. Virtual art gallery exhibition launch events have seen increased attendance and viewings of both the recording and the online photo albums—all of which will stay up in perpetuity, giving Emeritus student work more permanence than previously. All are available for viewing at [www.smc.edu/EmeritusGallery](http://www.smc.edu/EmeritusGallery). Other typical

student performances, such as the SMC Emeritus Concert Band, the Emeritus Acting Troupe, and other musical ensembles have either performed a well-choreographed and edited video or are soon about to.

The Emeritus Gallery is undergoing a minor renovation to enhance its professional appearance and improve the display of artwork. As part of this update, the trim is being removed to create a more expansive look for the walls, and the lighting system will be upgraded to better highlight the art. These improvements aim to provide a more refined and visually appealing environment for both artists and visitors.

Two SMC Emeritus literary journals were published: *The Emeritus Chronicles* and *The Ongoing Moment* (the latter being a journal of both student literature and art), and both of which have obtained ISSN numbers from the Library of Congress for proper serialization. Receptions are usually held for both journals where students read some of their work, both of which were virtual, and students could order copies of the publications, mailed out by the SMC Mailroom. **The Emeritus Voice** student newsletter was published in the Fall and Spring terms. The Emeritus Voice is available for viewing, and the literary journals available for purchase, at [www.smc.edu/Emeritus](http://www.smc.edu/Emeritus) and click on "Publications".

SMC Emeritus has been represented at the **Santa Monica Regional Consortium for Adult Education and** works collaboratively with Noncredit Programs and Community Education to ensure cross-promotion of programs where relevant. For example, in the Emeritus Schedule of Classes, we will promote the Working with Older Adults Noncredit Certificate and selected Community Education classes that may interest Emeritus students.

Emeritus continues to work with faculty to minimize class cancellations, make optimal use of substitutes, and increase the positive attendance yield for the program. At the same time, the faculty have indicated some interest in exploring some curricular revisions, which will be pursued into next year. Students have also shared several desires for the curriculum which have been and will continue to be shared with the Emeritus faculty. There were 12 new courses added to the catalog for the first time this past year.

#### Revised Courses Currently Being Taught:

- E ENGL E27 – Poetry and Fiction (revision)
- E HUMDEV E27 – Exercising the Brain (revision)
- E OCC E08 – Word Processing
- E PHOTO E20 – Photoshop/ Computer Software Photo Editing (revision)
- E TH ART E15 – Theater – History of Comedy (revision)

#### New Courses Currently Being Taught:

- E HEALTH E08 – Walking for Wellness
- E HEALTH E18 - Chair Yoga
- E HEALTH E85 - Pilates Level 1
- E OCC E03 – Optimizing Your Smartphone & Tablet
- E OCC 21 – The Perils of Social Media
- E POL SC E50 – Technopolitics: Exploring the Intersection of Technology and Governance

#### Added to the Catalog and to be Scheduled in the Future:

- E ART E99 - Special Studies in Art
- E ENGL E99 – Special Studies in English

- E HEALTH E19 – Mindfulness and Meditation
- E HUMDEV E00 – Introduction to the Emeritus Program of Santa Monica College
- E POL SC E99 – Special Studies in Politics

Additionally, we have revised several Emeritus courses to better reflect the material being taught in the class.

There are already many Emeritus course revisions and new proposals coming through this coming year as the Emeritus faculty prepare for the six-year program review and correct some data glitches in Curricunet.

Emeritus continues to serve about 2,600 students per academic year, with 150 sections of about 60 unique courses in Fall and Spring, fewer in Summer and Winter. New students continue to enroll, even during the COVID-19 pandemic. However, some students dropped out during the pandemic. Of those, some could be reenrolled in Emeritus due to strategic outreach. Emeritus is navigating which sections to keep online only, which to return to on-ground instruction and which of those sections should be a hybrid of both modalities. The Emeritus staff has recognized that some of our continuing students may never want to return want to in-person classes; many have said that they prefer instruction from the comfort of their home and do not want to hassle with driving and parking—while some others are making the decision from a precautionary viewpoint. There have been enrollments from vastly different parts of the state, as Emeritus students told their friends to enroll. Admittedly, in retrospect, the department almost made it too easy to take classes from home. That said, there are significant numbers of students eager to return to their classes.

The SMC Emeritus Administrator participated in several community-based meetings of efforts tied directly to services for Emeritus students and is pursuing other avenues for future engagement.

- The LA Age Friendly University Consortium, including all local colleges and universities participating in the Age-Friendly initiative, helps colleagues inside and outside our region apply for this designation.
- Future opportunities include making stronger connections to: WISE & Healthy Aging, AARP, RAND, Milken Institute, California Institute on Aging, and MAPS, a group that is similar in function to WOASN.
- Work with Emeritus colleagues from around the state in the CCC EOA (Educators of Older Adults) to build an effective network of resources, and ideally an active older adult programs segment of ACCE.
- Continue to support the initiatives of the rest of the SMC Noncredit Initiatives Team, which includes work on new Allied Health programs within Noncredit Initiatives, such as the Gerontology program.
- In response to more students who expressed worry about meeting their basic needs, we partnered with SMC's Bodega and had a workshop to show students the resources available as SMC students. The events were well attended, and students began frequenting the Emeritus Bodega Bites more often. Students also expressed interest in visiting the main campus more often to see the Bodega and the resources available there.

- In addition to the Basic Needs Workshop, Emeritus partnered with LA Metro. It held a workshop for the “On the Move Rider Program”, a program specifically designed for adults over 62 years of age. Brochures were handed out and left at Emeritus; students were taught how to enroll and the program's benefits. A few students who attended the workshop were also members of the program and helped encourage students who were interested but a little afraid to join the program.
- In partnership with the Institutional Research department, Emeritus created a student focus group to help understand and identify the enrollment challenges students face when enrolling in the Emeritus program. In addition, the focus group aimed to determine the reason students enrolled in the program to begin with and how to support student retention, with a focus on minority students.

*Annual Goals: 1, 3, 4, 5, and 7. Board Priorities: 1, 2, 3, 5, 6, and 11. Continued support for campus resources that assist students with personal circumstances that may negatively impact student success; Ensured a supportive, inclusive, and collegial environment for student enrolling in Emeritus remote and distance education classes, programs, and student support services; Implemented several necessary and desired facility improvements to the Emeritus campus to prepare for eventual student return; Maintained a robust offering of Emeritus classes, with relatively strong continuing and new student enrollment, with a plan to do outreach in future to those who stopped out, and connect with local community partners in fulfillment of SMC’s vision and mission.*

### **Community Education**

This program serves a consistent population within the community and fills an important niche. In response to the AY 2122 Corrective Action Plan and the vacancy in Community Education once the prior Program Coordinator moved into the Associate Dean of Malibu Campus role, the Dean of Noncredit & External Programs has spent the past 18 months without filling the position. This enabled the Dean to gain deeper insights into the program while reducing program expenses in this interim period.

Community Education began active participation in the Supplemental Job Displacement Voucher (SJDV) program, to help those community members who have received funding to pursue a different career path to enroll through one of the education programs Community Education works with. Simultaneously, Community Education has taken on the implementation of several educational services agreements (UCLA Extension, LA County DPSS and the SMC/SMMUSD Dance Academy). Community Education has seen good results from each of these programs and continues to see these as vital components to keeping Community Education stable.

The department will turn on partnerships with a few additional education providers in the coming year and will heavily market those providers with high productivity in terms of enrollments and net revenue. Several internal programs have been identified as well, such as strategic opportunities for Emeritus student discounts, for enrolling former Emeritus students who have left California into some popular co-enrollment classes, marketing summer campus, while developing our own potential camp in the future. The Dean has built relationships with current youth-focused classes in the Community Education schedule, and recently established rapport with local summer camps and other community colleges with a thriving camp program. It is the intent of the program to pilot a summer camp in Summer 2025.

Community Education staff have achieved the following additional accomplishments this year:

- Maintained smooth operations with a skeletal staff.

- Developed several new revenue streams, with plans to expand two of the largest ones in the coming years.
- Manage significant web and marketing updates, for new and current education partners.
- Develop new approaches to onboarding agreements with third-party education providers.
- Exploring pay-per-click digital marketing.
- Strategic cross-promotion of programs across Noncredit and Emeritus, to garner interest and enrollment.

*Annual Goals: 1, 4, and 13. Board Priorities: 1, 8 and 10. Resumed in-person of existing and reactivated classes proven to be historically popular; corrected some improperly set pricing strategies; cultivated new programmatic partnerships and strategically moved away from others; leveraged a staffing transition to reduce the salary liabilities for the program; developed several new classes, including some cooperative agreements with other colleges and partners for revenue sharing arrangements; and continued cross-promotion between and among programs (namely, Emeritus, and to some extent Noncredit), which will keep SMC students connected to the District as they pursue other educational pursuits.*

### **Athletics**

The Athletic Program at SMC serves 18 men's and women's collegiate teams that participate and compete in California Community College Athletic Association, 3C2A comprised of the greater California region. The program has served over 400 full-time student athletes this year and continues to be one of the most diverse programs on campus. We serve students from all over the United States and abroad representing over 15 countries internationally as well.

Student Athlete Success has been a focus of our athletic program, and our students' athletes were superb in their accomplishments again this year. The program awarded 153 student athletes recognized as Scholar Athletes (3.0 GPA or better) during the 23rd Annual Student Services Award Ceremony. This is an increase of 33 students and represented approximately 42 percent of our total student population. In addition, all student athletes are enrolled in at least 12 units or more throughout both Fall and Spring semesters spanning the 2023-24 academic year.

SMC Athletics continues to be a leader in transfer on and off the field with a confirmed 40 athletes transferring and 27 earning athletic scholarships. Our athletes have earned accolades academically and collegiately from their perspective organizations and state recognition for their accomplishments. Our program continues to push the value of education first and foremost and our students are such great representatives of the greater SMC community.

**Football.** The 2023 season was the best season in almost a decade. This year the football team had its first winning record in the American Pacific League since 2015. They ended their season with a 5-5 record after starting off 1-4 after a devastating loss of their starting quarterback. The success on the field was matched by the success in the classroom and helped set the stage for a great Spring recruiting campaign with nearly 200 potential student athletes recruits and their families visiting SMC campus. The football team had seven SCFA Scholar Athletes, three Regional All-California Team Selections, and Myles Parker was named Pacific League Offensive MVP, while Carlos Orea earned the JC Grid Wire All-American Honors and was the keynote speaker for the Student Services Award Ceremony representing the athletics program.

**Women's Soccer.** The women's soccer team made historical strides this year both on and off the field with a strong cultural vision focusing on humanistic development with core values of honesty and hard work as their key areas of focus. They were the Western State Conference Champions, this was their third title in seven years. They had an amazing play-off run by defeating the #2 team in the state and earning the title of CCCAA State Regional Finalist which was the first time in program history. Coach Aaron Benditson was awarded the WSC South Conference Coach of the Year Award and ended the season with a National Ranking of #12 in Division III Community Colleges per the United Soccer Coaches Association. In addition, there were 10 student athletes who had a 3.5 GPA or higher at the end of their season. Highlighted athletes include Carmen Talavera earning the O'Brian/O' Connor Family Academic Scholarship and Isabella Velazco earning United Soccer Coaches Association Academic All-American, United Soccer Coaches Association 2nd Team All-American and was the WSC Defensive Player of the Year.

**Men's Soccer.** The men's soccer team continues to dominate the Western State Conference earning their second conference title in five years. The men's team finished ranked 8th in the state and 16th in the country per the National Ranking in Division III Community Colleges per the United Soccer Coaches Association. Coach Tim Pierce was named Coach of the Year for the WSC North Conference. There were multiple accolades for this team on field this year including Conference Offensive Player of the Year Philip Hephzibah and Conference Defensive Player of the Year Josh McCowan. There continues to be multiple All-American selections on the field and all academic awardees this year. So far, this team will transfer five sophomore players that will continue their collegiate careers at a four-year institution.

**Women's Volleyball.** Women's Volleyball has earned the WSC Conference Title this season with a record of 11-1 and 22-8 overall. They had a successful play-off journey will another Elite 8 finish in the tournament. The women's team finished #5 in Southern California and #15 in the State in the final stat ranking polls. They were #1 in the state in total aces, #3 in points earned, #4 in total blocks and #11 in total kills. An impressive statistical year for the team. Mia Paulson earned Conference Player of the Year award and Sophia Odle was the Conference Libero of the Year.

**Women's Cross Country.** Women's Cross Country had a fantastic season this year and qualified for the CCCAA State Championships for the first-time in 20 years. Sarahi Jimenez and Lisa Servin earned First Team All-Conference honors.

**Men's Cross Country.** Men's Cross Country qualified for the Southern California Regional Championships this year and was just one runner short for also qualifying for the State meet. Jose Sevilla and Colin McCormick Earned First Team All- Conference honors.

**Women's and Men's Water Polo.** Women's Water Polo finished another successful year fielding a full team to participate. The women's team consisted of dedicated student athletes composed of first-time collegiate athletes. The three pillars of the team are dedication, desire, and determination. The Men's Water Polo team struggled to find their stride this year with only three returning sophomores to help the team. However, both teams were awarded numerous nominations in the WCS with Valerie Burchard earning First-Team All-Conference Selection and Levvy Valdez earning First Team on the men's side.

**Men's Basketball.** Men's Basketball had a rough start to the season going 7-7 but ended up 16-13 with the team earning 3rd place in conference and securing home court advantage in playoffs. This is the first time the team has secured home court advantage in four years in the Southern Division Playoffs. Highlights of the season include four conference selections with Elijah Scranton and David Solomon



earning 1st team honors for Western State Conference. Men's basketball will successfully transfer four student athletes this year and hope to continue to transfer more next year despite their adversity.

**Women's Basketball.** The Women's basketball team continues to struggle to build a team that can sustain a successful season, unfortunately went 0-14 in conference and 2-24 overall. Highlights include Maya Stokes was named 1st team honors for Western State Conference. She was also awarded at Pasadena City College Tournament for setting a tournament record of 49 points in one game.

**Men's and Women's Track and Field.** Men's and women's track and field consisted of primarily freshmen with little experience. Despite that, the men's team culminated with six men qualifying for the Southern California Championship Finals. The team was led by James Thurmand who qualified in the 400-meter. On the women's side, sophomore sensation Sarahi Jimenez, the only athlete to represent Santa Monica College in the 3C2A State Championships, earned a 7th place finish in the 10,000-meter race. Some notable events the women's team qualified for in the Southern California Regional Championships were the 4x400-meter relay, high jump, shot put, 400-meters, and the 400-meter hurdles.

**Men's Swim & Dive.** The men's Swim and Dive team earned a 5th place finish in Western State Conference and overall finished 26th in the CCCAA state final polls. Notable highlights this season include Ian Zabel qualifying for the state qualifiers in the 1-meter and 3-meter diving competition. Ian had a successful season and earned the most valuable diver award from his teammates.

**Women's Swim & Dive.** In Women's Swim and Dive, Ema Klimauskas was the State Champion in both the 100-meter butterfly and the 200-meter butterfly this year. As the only returning athlete from last year's state championship team, Ema single-handedly had an impressive sophomore season. Ema set three school records in the 50-meter butterfly (26.03), 100-meter butterfly (55.60), and the 200-meter butterfly (2:01.99). Ema was also named the Co-Swimmer of the Year by the Western State Conference and was named an All-American in the 100-Butterfly, 200-Butterfly, and the 200-Medley. The team earned a 3rd place finish in the Western State Conference and overall finish of 18th in the CCCAA state final polls.

**Softball.** Softball made an amazing recovery this year after being cancelled last year due to injuries and low participation numbers. Softball fielded a full team of 18 athletes and completed a successful season with not one athlete going ineligible during the season, an accomplishment that no other sport team this year achieved at SMC. Despite an overall record of 3-18, the team did earn three victories in conference play and made drastic improvements throughout the season. With seven players earning academic honors and four student athletes transferring academically to four-year institutions after just one season playing with SMC, this is a testament to the dedication of head coach Chris Druckman.

**Men's Volleyball.** Men's Volleyball had another competitive season with an overall record of 14-7. In the season opener, they won the OCC tournament, which includes all the teams across California at the beginning of every season. They finished 2nd in the conference and have made it to playoffs for three years in a row. They unfortunately fell again one game short of making it to the State Championship tournament. SMC setter Jason Walmer won Player of the Year as the freshman as a notable achievement for this year and will be transferring to UC Santa Barbara after only one season with SMC.

**Beach Volleyball.** Beach Volleyball has made tremendous strides this season with a record of 13-8 overall. This has been a vast improvement since the inception of women's beach volleyball. The beach volleyball team earned the #11 seed and qualified for the 3C2A State Playoffs for the first time in school history.

This was also SMC’s first time hosting the Western State Conference Tournament which was an electric atmosphere shared with Division I athletes and ESPN on the beach. The #1 seed pairing of Trishia Fields and Arianna Urena qualified for the State Beach Volleyball Tournament Playoffs. They ended their season with an overall record of 11-8.

**Tennis.** Coming off an individual tennis championship last year, tennis continues to be a bright spot in the Spring sport season. The women’s tennis team earned a final 3C2A ranking of #6 in California in singles and doubles. The team finished 2nd place in Western State Conference and ended finishing 12-6 overall. The team also qualified and was a semifinalist in the Southern California Regional Team playoffs this year. The team earned numerous accolades on and off the court as well. Notably Anaya Ayanbadejo was a semifinalist in both the 3C2A State Singles Championship and the doubles championship with Yesugen Ganbaatar. Mia Ogebee was selected to serve as the sole representative for community colleges for the entire nation on the National ITA Student-Athlete Council, a very prestigious honor in the tennis world.

***Athletics Transfer List 2023-24***

Joey Acciardo	Univ. Rhode Island	Football	Athletic Scholarship
Lia Agapitos	USC	W. Soccer	
Thomasi Alexander	Multiple Offers	M. Basketball	Athletic Scholarship
Isabella Bennett	UCLA	W. Tennis	
Wyatt Bernard	Howard University	Football	Athletic Scholarship
Brooklyn Caldwell	Multiple Offers	M. Basketball	Athletic Scholarship
Lailoni Evereteze	CSUDH	Softball	
Natalie Fernandez	CSUF	W. Volleyball	Athletic Scholarship
Denilson Garcia	Concordia	M. Soccer	Athletic Scholarship
Sarahi Jimenez	UCSD	W. Cross Country	Athletic Scholarship
Kylan Keeler	Willamette Univ.	Football	Athletic Scholarship
Tia Lucas	USC	W. Soccer	
Amarah Martinez	CSUDH	W. Soccer	Athletic Scholarship
Colin McCormick	New York	M. Cross Country	
Jason Moreno	UC Riverside	M. Soccer	Athletic Scholarship
Mia Ogebee	UC Santa Barbara	W. Tennis	
Milton De Oliveira	Whittier College	M. Soccer	Athletic Scholarship
Carlos Orea	Multiple Offers	Football	Athletic Scholarship
Gabriyel Manley	Multiple Offers	Football	Athletic Scholarship
Justin Murray	Texas Christian Univ	Football	Athletic Scholarship
Yesenia Olmedo	CSULB	Softball	
Myles Parker	Alabama A&M	Football	Athletic Scholarship
Mia Paulson	St. Mary’s	W. Volleyball	Athletic Scholarship
Julia Pioli	UCLA	W. Soccer	
Skye Ramirez	Multiple Schools	Softball	
Miaella Riva	Florida Tech	W. Volleyball	Athletic Scholarship
Alanis Rodriguez	Biola University	W. Soccer	Athletic Scholarship
Marcus H Rodriguez	UC Santa Cruz	M. Soccer	Athletic Scholarship
Daphne Santiago	UCLA	Softball	
Elijah Saperstein	Oklahoma Pan	Football	Athletic Scholarship
Elijah Scranton	Multiple Offers	M. Basketball	Athletic Scholarship
Lisa Servin	CSUN	W. Cross Country	Athletic Scholarship

Jose Sevilla	CSUN	M. Cross Country	Athletic Scholarship
Kayden Thomas	S. Carolina State	Football	Athletic Scholarship
Jose Urdiano	Westcliff Univ.	M. Soccer	Athletic Scholarship
Isabella Velazco	Utah State Univ.	W. Soccer	Athletic Scholarship
Jason Walmer	UC Santa Barbara	M. Volleyball	
Damani Woods	Fort Lewis College	Football	Athletic Scholarship
Vasthi Zuniga	CSULA	W. Soccer	

**Academic Accolades**

Daphne Santiago	SMC Student Affairs Scholarship Recipient
Carmen Talavera	O’Brian/O’Connor Family Academic Scholarship
Jason Moreno	United Soccer Coaches Association Academic All-American
Marcus H. Rodriguez	United Soccer Coaches Association Academic All-American
Isabella Velazco	United Soccer Coaches Association Academic All-American
Lia Agapitos	Scholar Athlete
Fabiana Barco	Scholar Athlete
Samuel Castro	SCFA Scholar Athlete Team
Alejandra Espinoza	Scholar Athlete
Mackenzie Iams	Scholar Athlete
Hannah Kaufman	Scholar Athlete
Kylan Keeler	SCFA Scholar Athlete Team
Nicole Mansouri	Scholar Athlete
Nicholas Mazzaro	SCFA Scholar Athlete Team
Joy Medrano	Scholar Athlete
Jessica Narez	Scholar Athlete
Carlos Orea	SCFA Scholar Athlete Team
Myles Parker	SCFA Scholar Athlete Team
Izzy Turner	Scholar Athlete
Yesenia Olmedo	Scholar Athlete
Yekta Pakzad	Scholar Athlete
Julia Pioli	Scholar Athlete
Skye Ramirez	Scholar Athlete
Daphne Santiago	Scholar Athlete
Mia Shoua	Scholar Athlete
Chloe Sooferian	Scholar Athlete
Maya Stokes	Scholar Athlete
Christopher Talaman	SCFA Scholar Athlete Team
Isabella Velazco	Scholar Athlete
Damani Woods	SCFA Scholar Athlete Team

**Athletic Accolades**

Women’s Soccer	Nationally Ranked #12 in the country
Men’s Soccer	Nationally Ranked #16 in the country
Women’s Tennis	Ranked #6 in California
Aaron Benditson	WSC Coach of the Year
Tim Pierce	WSC Coach of the Year
Morgan Amis	All-American in 50 Freestyle, 100 Freestyle, 100 Backstroke (Swim)

Anaya Ayanbadejo	Intercollegiate Tennis Association All-American in Singles #4 in CA
Anaya Ayanbadejo	Finalist in WSC Singles Tennis Championships
Anaya Ayanbadejo	Intercollegiate Tennis Association All-American in Doubles #4 in CA
Diego Caldera	Region IV All-California Team (Football)
Yesugen Ganbaatar	Intercollegiate Tennis Association All-American in Doubles #4 in CA
Philip Hezpzibah	WSC Player of the Year (M. Soccer)
Philip Hezpzibah	3C2A All-Region Player (M. Soccer)
Ema Klimauskas	WSC Co-Swimmer of the Year (W. Swimming)
Ema Kilmauskas	All-American in 100 Butterfly, 200 Butterfly, 200 Individual Medley
Josh McCowan	WSC Defensive Player of the Year (M. Soccer)
Mia Ogebee	Intercollegiate Tennis Association Student Athlete Council Rep.
Carlos Orea	JC GridWire All-American (Football)
Carlos Orea	Region IV All-California Team (Football)
Myles Parker	Pacific League Offensive Player of the Year (Football)
Myles Parker	Region IV All-California Team (Football)
Mia Paulson	WSC Player of the Year (W. Volleyball)
Isabella Velazco	WSC Defensive Player of the Year (W. Soccer)
Isabella Velazco	United Soccer Coaches Association 2nd Team All-American
Jason Walmer	WSC Player of the Year (M. Volleyball)
Ian Zabel	All-American in the 1-Meter-High Dive
Lia Agapitos	First Team All-Conference W. Soccer
Jose Arias	First Team All-Conference M. Soccer
Bryce Bowsher	First Team All-Conference M. Volleyball
Valerie Burchard	First Team All-Conference W. Water Polo
Peter Droog	First Team All-Conference M. Volleyball
Natalie Fernandez	First Team All-Conference W. Volleyball
Tricia Fields	First Team All-Conference Beach Volleyball
Cesar Gomez	First Team All-Conference M. Soccer
Sarahi Jimenez	First Team All-Conference W. Cross Country
Roey Kivity	First Team All-Conference M. Soccer
Tia Lucas	First Team All-Conference W. Soccer
Amarah Martinez	First Team All-Conference W. Soccer
Colin McCormick	First Team All-Conference M. Soccer
Jason Moreno	First Team All-Conference M. Soccer
Sophia Odle	First Team All-Conference W. Volleyball
Andrea Ortiz	First Team All-Conference W. Soccer
Mia Paulson	First Team All-Conference W. Volleyball
Elijah Scranton	First Team All-Conference M. Basketball
Lisa Servin	First Team All-Conference W. Cross Country
Jose Sevilla	First Team All-Conference M. Cross Country
David Solomon	First Team All-Conference M. Basketball
Zarha Stanton	First Team All-Conference W. Volleyball
Maya Stokes	First Team All-Conference W. Basketball
Jose Urdiano	First Team All-Conference M. Soccer
Arianna Urena	First Team All-Conference Beach Volleyball
Levy Valdez	First Team All-Conference M. Water Polo
Vasthi Zuniga	First Team All-Conference W. Soccer

Anaya Ayanbadejo	Second Team All-Conference	Tennis
Samantha Benudiz	Second Team All-Conference	W. Water Polo
Jaylynn Fierro	Second Team All-Conference	W. Volleyball
Lorena Gijon	Second Team All-Conference	W. Water Polo
Kingston Jordan	Second Team All-Conference	M. Water Polo
Nicole Lankton	Second Team All-Conference	Beach Volleyball
Breanna Maldonado	Second Team All-Conference	W. Soccer
Ryan Maher	Second Team All-Conference	M. Soccer
Nolan McBride	Second Team All-Conference	M. Water Polo
Jessica Narez	Second Team All-Conference	W. Soccer
Omar Nieto	Second Team All-Conference	M. Soccer
Sophia Odle	Second Team All-Conference	Beach Volleyball
Alen Petraev	Second Team All-Conference	M. Volleyball
Miaella Riva	Second Team All-Conference	W. Volleyball
Marcus H. Rodriguez	Second Team All-Conference	M. Soccer
Izzy Turner	Second Team All-Conference	W. Soccer
Alinna Savaterre	Second Team All-Conference	W. Soccer
Thomasi G Alexander	Honorable Mention	M. Basketball
Islam Bashirov	Honorable Mention	M. Water Polo
Chloe Bolognini	Honorable Mention	W. Tennis
Prior Borick	Honorable Mention	W. Volleyball
Mika Brenner	Honorable Mention	W. Soccer
Yesugen Ganbaatar	Honorable Mention	W. Tennis
Denilson Garcia	Honorable Mention	M. Soccer
Hal'ia Jimenez	Honorable Mention	Softball
Elizabeth Martinez	Honorable Mention	Softball
Mylah Niksa	Honorable Mention	W. Volleyball
Tyler Ray	Honorable Mention	M. Water Polo
Alanis Rodriguez	Honorable Mention	W. Soccer
Luis Rodriguez	Honorable Mention	M. Soccer
Valeria Torres	Honorable Mention	W. Water Polo
Maia Ward	Honorable Mention	W. Water Polo
Raymond Watts	Honorable Mention	M. Basketball

*Athletics aligns with the following Ongoing Board Trustees Priorities: Increase student success and decrease equity gaps; Ensure a supportive, inclusive, and collegial environment for students and staff, and continue support for the college's participatory governance structure; Continue to implement initiatives that focus on solving barriers related to students' financial resources and unmet basic needs; Develop new programs and partnerships that support the strategic vision and plan for the future of the College; Hire and support a diverse and innovative faculty and staff, while seeking to increase the percentage of full-time faculty over time; Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College; Continue to devote resources to assist students with personal circumstances negatively affect student success; Improve special programs that serve local students by increasing College readiness and success.*

### **Santa Monica Early Childhood Lab School**

Opening for children (ages three months to five years) and families in September 2021, the Santa Monica Early Childhood Lab School (ECLS) is operated by the Growing Place. During the 2023-24 academic year,

the ECLS served 90 children and families, an increase of 27 percent from the previous year. Of those served, 74 percent are Santa Monica residents and 13 percent received tuition assistance subsidies totaling \$196,450. Not yet operating at full capacity, the Growing Place continues to work toward hiring well qualified, experienced teachers (with a BA or higher) to reach the center's full capacity of 106 children across eight classrooms.

In addition to serving Santa Monica families, the ECLS functions as a teaching and demonstration site for the SMC Education/Early Childhood Department. The ECLS includes two college classrooms and a teacher resource room where students have access to a textbook lending library and tutoring/mentoring support. The ECLS also includes eight early childhood classrooms operated by the Growing Place. SMC students observe teacher-child interactions through a video feed in a state-of-the-art Observation Lab and SMC ECE practicum students have the opportunity to develop their teaching skills while working side by side with children and mentor teachers.

During the 2023-24 academic year, our hybrid college classes at ECLS attracted 163 unique enrollments. The Observation Lab served 165 students, who completed 767 hours of observation while working on key assignments in a wide range of ECE courses. Twenty-six ECE practicum students had the opportunity to complete 60-90 hours of on-ground fieldwork at the ECLS. Together, these students accumulated over 1,500 hours of field experience, supervised by highly qualified Growing Place mentor teachers.

*Santa Monica Early Childhood Lab School aligns with the following Annual Goals 2023-24: (4) Schedule on-ground, online, and hybrid courses in accordance with student demand. Santa Monica Early Childhood Lab School aligns with the following Ongoing Board Trustees Priorities: (1) Develop new programs and partnerships that support the strategic vision and plan for the future of the college; (3) Ensure a supportive, inclusive, and collegial environment for students and staff. (7) Devote resources to assist students with personal circumstances that may negatively affect student success; (9) Seek opportunities for improved revenue generation, cost control, re-organization, and enrollment management to ensure a sustainable budget and efficient operations.*

### **Malibu Campus**

**Fall 2023 and Spring 2024.** The Malibu Campus has been in operation since February 2023. For-credit class offerings have increased in Fall 2023 and Spring 2024 as the Malibu Team continues to work with Academic Affairs to schedule classes that have been shown on surveys to be potentially viable. Student enrollment has increased from 419 in Spring 2023 to 581 in Spring 2024. Student enrollment is projected to reach 625 or beyond in Fall 2024 given the number of classes scheduled and the current enrollment trend.

**Summer 2024.** For the first time, credit classes are being offered in Summer 2024 to serve the educational needs of local high school students and as a strategy to recruit these students into Santa Monica College when they graduate. Summer class scheduling is a direct result of the Malibu Team's tireless efforts in surveying existing student population on campus, as well as survey results received from local high school students and youth organizations. At the time of this reporting, three out of the six for-credit classes scheduled for Summer 2024, have already reached full capacity: Business/Accounting 45, Business 1, and Psychology 1, with Art 20A nearing capacity. The Malibu Campus is expecting to receive over 300 students this Summer alone.

**HSCE, and Outreach to High Schools and Other Youth Organizations.** Under the leadership of Associate Dean Alice Meyering, SMC-Malibu has proactively requested in person visits with counselors at area high schools. These schools include Malibu High School, Agoura High School, Calabasas High Schools, MUSE

Global School, Oak Christian High School, and Oak Park High School. The outreach to high school students included youth-oriented organizations such as the Boys and Girls Club of Malibu and the Palisades Library. In turn, many of the counselors from these schools have visited the Malibu Campus and maintain regular communication with SMC-Malibu. In some cases, SMC-Malibu was invited back to these high schools to present High School Concurrent Enrollment to their student body, parents, and faculty.

**Winter 2024.** January 2024 proved to be a busy month at SMC-Malibu, with several community-oriented events scheduled during this six-week period:

- Winter Birds of Legacy Park seminar, in partnership with SFV Audubon Society
- Film screening of 21 Miles in Malibu, in partnership with Arts Commission of the City of Malibu
- Mini Open House tailored for Malibu High School students and parents; Councilmember Marianne Riggins was in attendance
- LACOE requested use of the campus for a SMMUSD public hearing
- LA County Supervisor’s Office requested use of space for staff retreat
- SMC Management Association held its Winter Retreat at SMC-Malibu
- Hyundai commercial shooting—a first for SMC-Malibu

**Student Activities.** To make students feeling more welcome, the campus has spearheaded its first Midterm Motivation event in early April to positive responses from students and faculty alike. As a result, the campus experimented with Pop-up Positivity, a new morale-rallying event designed to boost students’ spirits and encourage connections between students and faculty on campus. These activities included providing free coffee, tea, hot cocoa, giant coloring books for communal art expressions, and opportunities to win small prizes such as hats, t-shirts, stress balls, pop sockets as donated by other SMC departments, such as Outreach. Staff has also been proactive in securing small funding from Community and Academic Relations to conduct Fuel for Finals for SMC-Malibu students during finals week.

**Board of Trustees and SMC Administrators Participating in Malibu Events.** This year, SMC Trustees and administrators have actively participated in a number of events taking place either on the Malibu Campus or in the Malibu community. These events provided excellent opportunities for the community to interact with SMC Trustees and administrators.

- SMC Board of Trustees meeting at Malibu Campus (October 2023)
- Film Screening of 21 Miles in Malibu (January 2024)
- SMC Management Association Retreats (January 2024)
- Women’s Leadership Awards—Malibu Pacific Palisades Chamber of Commerce (March 2024)
- Malibu State of the City (May 2024)
- Young Collegians Celebration (May 2024)

### **SMC-Malibu in the Community**

- Based on the success and the popularity of the educational seminars developed in conjunction with the Audubon Society of San Fernando Valley, SMC-Malibu will continue to foster and deepen the partnership to create and offer these conservancy-oriented programs for the public.
- SMC-Malibu is participating in the Malibu High School Graduation and Middle School Promotion ceremony.
- SMC-Malibu is participating in the judging of Youth of the Year contest through the Boys and Girls Club of Malibu.

SMC-Malibu strives to be a new front for Santa Monica College that, while exemplifying and upholding its academic excellence, brings the community together through its mutual passion for knowledge, and compassion for one another.

*The Malibu Campus aligns with the following Annual Goals 2023-24: (3) Increase enrollment; (4) Continue to increase the number of on-ground and hybrid courses and operations; (5) Decrease equity gaps and increase successful enrollment for first time applicants and persistence from first term of enrollment to subsequent term; (13) Simplify online and in-person enrollment including for high school students, using appropriate data and controls including on measuring the effects of interventions; (14) Conduct a meeting of the Board of Trustees at the SMC Malibu Campus.*

*The Malibu Campus aligns with the following Ongoing Board Trustees Priorities: (1) Develop new programs and partnerships that support the strategic vision and plan for the future of the college; (3) Ensure a supportive, inclusive, and collegial environment for students and staff; (4) Continue support for the college's participatory governance structure; (6) Continue implementing initiatives that focus on solving barriers related to students' financial resources and unmet basic needs; (7) Continue support for campus resources that assist students with personal circumstances that may negatively impact student success; (8) Continue efforts in revenue generation, cost control, re-organization, and enrollment management to achieve a sustainable budget; (9) Continue as a model of environmental sustainability; (10) Continue support for special programs that serve local students and increase college readiness and success; (11) Continue strong support for Emeritus Program.*

*Annual Goals: 3, 4, 5, 13 and 14. Board Priorities: 1, 3, 4, 6, 7, 8, 9, 10, and 11.*

### **Education Collaboratives**

**Young Collegians.** This will be the 17th Summer the Young Collegians program is being offered to Santa Monica-Malibu Unified School District (SMMUSD) students. Young Collegians is designed to help first-generation underrepresented students earn college credits while in high school. Once the student completes the three-year summer program, they would have earned 14 college credits. SMC currently has 51 Young Collegians taking classes both online and on-ground. The program is also providing on-ground workshops to help support students. The enrollment for the program has improved. We were able to recruit 24 new students this summer. We are hopeful that enrollment will continue to grow and will be back to our pre-pandemic numbers.

**Dual Enrollment.** In 2023-24, the Dual Enrollment Program partnered with seven local high schools. The program offered 35 dual enrollment classes in the Fall and Spring with 21 of the classes being offered at SMMUSD. This year we partnered with Olympic High School and offered two Dual Enrollment classes to their students. The students were very successful and enjoyed the classes. The Dual enrollment classes were offered in person or online depending on the course and faculty. The program supported faculty and students with orientations and enrollment workshops along with counseling support throughout the year.



*Concurrent Enrollment.* In Summer 2024, SMC accommodated SMMUSD students through the Concurrent Enrollment Program by offering Economics, History, Physics, and Political Science to students who desired to take classes in the Summer. One-hundred-fifty students enrolled for these opportunities and were supported with a virtual orientation and a designated concurrent enrollment counselor.

*The SMMUSD partnership and Dual Enrollment aligns with the following Ongoing Board of Trustees Priorities: (1) Develop new programs and partnerships that support the strategic vision and plan for the future of the college; (6) Continue implementing initiatives that focus on solving barriers related to students' financial resources and unmet basic needs; and (10) Continue support for special programs that serve local students and increase college readiness and success.*

### **Learning Resources**

The Learning Resource Center (LRC) at SMC offers a comprehensive approach to support students' academic success by addressing their developmental and educational needs. The LRC encompasses various resources, including tutoring with Instructional Tutors in Math and English, Peer-to-Peer Tutors, Learning Resource Labs, and Supplemental Instruction (SI). These services equip the college's diverse student population with essential tools and strategies, helping them persist and successfully complete their coursework.

**Guided Pathways and AB 705.** The Learning Resource Center (LRC) at Santa Monica College has been instrumental in supporting the implementation of Pathways and AB705 and AB1705 initiatives. These initiatives are designed to enhance student success and streamline their educational journeys by providing clear academic paths and minimizing barriers to course completion. The LRC's comprehensive support services, including tutoring with Instructional Tutors and Peer-to-Peer Tutors, Learning Resource Labs, and Supplemental Instruction (SI), have played a crucial role in these efforts.

Under AB705 and AB1705, students are placed directly into transfer-level courses with the necessary support to succeed, bypassing remedial classes that often prolong their time in college. The LRC has responded by expanding its services to ensure that all students, regardless of their initial skill levels, receive the help they need to thrive in these higher-level courses. Through targeted tutoring, workshops, and embedded tutoring within classrooms, the LRC provides personalized assistance that aligns with the goals of AB705 and AB1705. This support has been vital in helping students adjust to the new expectations and rigor of their coursework, thereby improving their chances of success and timely completion of their academic goals.

*Learning Resources aligns with the following Ongoing Board of Trustees Priorities: (2) Increase student success and decrease equity gaps; (4) Ensure a supportive, inclusive, and collegial environment for students and staff, and continue support for the college's participatory governance structure.*

**Increased professional development.** The Associate Dean of Student Instructional Support recently participated in the ACCCA Annual Conference. Additionally, she attended management trainings and workshops provided by the HR Department, as well as training on Equity for Managers.

Throughout these events, she actively sought valuable resources and strategies to effectively utilize within our Learning Resource Center (LRC). Her participation has enriched our institution with a wealth of knowledge that can enhance the support and services we offer to our students, ensuring they receive the highest quality of academic assistance and guidance.

*Learning Resources aligns with the following Ongoing Board of Trustees Priorities: (5) Continue professional development embedding anti-racist, equity-minded academic and non-academic support in all student services and college operations— Based on evidence, implement models of support and instruction that increase student success and decrease equity gaps.*

**Increase in consistency of practices in the various tutoring centers.** The Tutoring Coordinators have been collaborating closely to develop a comprehensive tutor training program. This program aims to ensure consistency and align with the best practices outlined in our tutoring plan. Additionally, several coordinators and staff members have continued in implementing the Caring Campus initiative, demonstrating their commitment to embedding its core principles within their respective areas. Through these collective efforts, we strive to enhance the quality of our tutoring services and create a supportive, nurturing environment for our students.

*Learning Resources aligns with the following Ongoing Board of Trustees Priorities: (7) Continue support for campus resources that assist students with personal circumstances that may negatively impact student success.*

**The impact of COVID-19 on tutoring and supplemental instruction.** The Learning Resource Center (LRC) at Santa Monica College has continued offering hybrid services in 2023-24. The impact of COVID-19 on tutoring and supplemental instruction underscored the necessity for adaptability, technological preparedness, and a commitment to equitable access. To meet these needs, we have implemented a hybrid model that combines both in-person and online tutoring options, ensuring that all students can access academic support regardless of their circumstances.

*Learning Resources aligns with the following Ongoing Board of Trustees Priorities: (2) Increase student success and decrease equity gaps; (4) Ensure a supportive, inclusive, and collegial environment for students and staff, and continue support for the college's participatory governance structure ; (7) Continue support for campus resources that assist students with personal circumstances that may negatively impact student success; and (11) Continue support for special programs that serve local students and increase college readiness and success.*

### **Scholars Program**

The Scholars Program was developed to play an important role in ensuring and maintaining SMC's transfer relationship with UCLA. Due to the considerable curricular offering and instructional faculty involvement, the program falls under the leadership of SMC's Academic Affairs. As such, the Scholars Program has initiated and hosted, and continues to host, several transfer related communications, events, and meetings with UCLA. Below, we have outlined how some of our efforts this year have aligned with the Board of Trustees' ongoing priorities and annual goals for 2023-24.

*Ongoing Board Priority #1 – Develop new programs and partnerships that support the strategic vision and plan for the future of the college.*

To highlight one about which Academic Affairs and the Scholars Program is particularly excited, during the 2022-23 year, the Vice President of Academic Affairs and the Scholars Program leaders collaborated with the UCLA Dean of Undergraduate Education and her staff to plan a meeting between UCLA and SMC faculty members to discuss curriculum alignment, pedagogy, student skills, and course outcomes. UCLA hosted this event in Fall of 2023. We are planning future events as it was incredibly successful. SMC was also asked by UCLA to join them at the WASC/ARC Conference on April 18, 2024, in San Diego to present on how universities can partner with their local CCC to better serve students. We highlighted TAP and our faculty event that took place in Fall 2023.

*Annual Goal #5 – Decrease equity gaps using appropriate data and controls including on measuring the effects of interventions, and increase: Completion for Vision for Success and Student Centered Funding Formula (SCFF) completion metrics for all populations – Bachelor Degrees, Transfers, AAs, ADTs, Chancellor’s Office Certificates.*

In Fall 2023, **TAP certified student admissions to UCLA** was 91 percent (169 admitted/186 applied). In addition, 1,547 total SMC students applied to UCLA and 564 were admitted—36 percent admit rate for SMC. **TAP students made up 30 percent of SMC’s total admitted students to UCLA.** Below, we have provided a table that includes the admit rates for TAP-certified and all SMC students from Fall 2017-2023.

		<b>SMC Admits</b>	<b>TAP Admits</b>	<b>TAP Admit Rate</b>	<b>% Scholars / Total</b>
<b>Fall 2017</b>	1937 applied (428 Scholars) 686 admitted	36%	231 certified / 205 admitted	89%	30%
<b>Fall 2018</b>	1973 applied (426 Scholars) 618 admitted	32%	240 certified / 214 admitted	90%	35%
<b>Fall 2019</b>	2012 applied (436 Scholars) 593 admitted	29%	241 certified / 198 admitted	82%	33%
<b>Fall 2020</b>	1909 applied (395 Scholars) 630 admitted	28%	233 certified / 193 admitted	83%	31%
<b>Fall 2021</b>	2053 applied (349 Scholars) 543 admitted	26%	234 certified / 201 admitted	86%	37%
<b>Fall 2022</b>	1731 applied (283 Scholars) 545 admitted	31%	181 certified / 154 admitted	85%	28%
<b>Fall 2023</b>	1547 applied (299 Scholars) 564 admitted	36%	186 certified / 169 admitted	91%	30%

**TAP Data for Fall 2024** was just received but is preliminary and does not include waitlist admits which will take place during the month of June (waitlisted student numbers were at an all-time high and we are anticipating those admits positively affecting our overall admission numbers. Updated preliminary data will be available late June and final data will be available in September 2024).

Additionally, **18 total TAP students were admitted to their alternate major for Fall 2023 (20 students for Fall 2024 based on preliminary data)**—and this is an option only available to TAP students. These are students who would otherwise be denied admission to UCLA.

TAP certified UCLA admissions data disaggregated by race (categories and data are provided by UCLA in Fall 2024 preliminary data). Note the significant acceptance rates for our underrepresented minority students.

- African America—100 percent of Scholars/TAP applicants admitted (11 out of 11 students). This represents 25 percent of the overall SMC applicants to UCLA (28/114)
- Chicano/Latino—76 percent of Scholars/TAP applicants admitted (42 out of 55 students). This represents 29 percent of the overall SMC applicants to UCLA (121/419)
- Native American—100 percent of Scholars/TAP applicants admitted (1 out of 1 student). This represents 40 percent of the overall SMC applicants to UCLA (4/10)

*Ongoing Board Priority #10: Improve special programs that serve local students by increasing College readiness and success.*

**Completion data** shows the increase in degree completers at SMC as a whole and in the Scholars Program. For SMC as a whole, the increase is also quite substantial and is, in large part, a result of the auto-awarding efforts. In 2015-16, Scholars’ students represented 11 percent of total degree petitioners/completers at SMC (AA/AS/ADT only). In 2019-20, Scholar’s students represented 15 percent of total SMC degree petitioners/completers. This is notable considering the size of Scholars (approx. 1,000 students) and is due to the implementation of a programmatic Associate/Certificate evaluation project we developed in 2015. It is also significant to note that while the Scholars Program made up only 3.5 percent of the SMC credit student population, in 2020-21 and 2021-22, Scholars represented 11.5 percent and 9 percent of total SMC degree completers, respectively. Completion data through 2023 is shown in the table below.

	14-15	15-16	16-17	17-18	18-19	19-20	20-21	21-22	22-23
<b>Scholars</b>	248	360	426	617	495	567	453	332	340
<b>SMC Total</b>	2,222	3,362	2,636	3,823	3,536	3,737	3,934	3,672	5,172
<b>% of Total</b>	11%	11%	16%	16%	14%	15%	12%	9%	7%

*Annual Goal #4 – Schedule on-ground, online, and hybrid courses in accordance with student demand.*

**Scholars Program course modality** was solely on-ground prior to the pandemic and then solely online as of March 2020. We have slowly been introducing more of an on-ground/hybrid presence since Fall 2021. In Fall 2021, 20 percent of our Scholars courses were offered on-ground or hybrid. In Spring 2022, 29 percent were on-ground or hybrid. In Fall 2022 and Spring 2023, we increased to 51 percent and 65 percent respectively. In Fall 2023 and Spring 2024, we stood strong at 56 percent and 68 percent respectively, and are increasing our course offerings as our Program has now returned to pre-pandemic size.

*Ongoing Board Priority #10: Improve special programs that serve local students by increasing College readiness and success.*

Scholars Program **counseling contacts** have been consistently high and in proportion with the number of students in our Program each year. In 2018-19, the Scholars Program had a total of 7,625 counseling contacts, in 2019-20, a total of 6,990 counseling contacts, in 2020-21, a total of 6,603 counseling contacts and in 2021-22 and 2022-23 a total of 5,524 and 5,513 respectively. 2023-24 shows a total of 5,998 as of June 4, 2024. The Scholars Program has the highest number of counseling contacts besides GCTS and IECC

(that serve the largest populations in Counseling). This is due to our high-touch approach, intentional outreach, and annual programmatic review efforts.

Headcount: As of the end of 2022-23 the Scholars Program **student headcount** was 1,018 (840 in 2022-23). SMC total credit student headcount for Spring 2023 was 24,878. Scholars makes up roughly four percent of the SMC credit student population.

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
<b>Headcount</b>	1,186	1,051	768	1,009	739	840	1,018

*Ongoing Board Priority #6: Implement initiatives that overcome barriers based on students’ financial resources and unmet basic needs. Ongoing Board Priority #7: Devote resources to assist students with personal circumstances that negatively affect student success.*

**Scholarships:** Understanding that finances are a critical barrier to students seeking higher education, the Scholars Program has been focused on working closely with UCLA’s Financial Aid and Scholarships Office, the SMC Foundation, and with the SMC Financial Aid and Scholarships Office, to secure and increase substantial financial resources for Scholars Program students. The Program’s efforts have significantly impacted the number of scholarships available and have increased the award amounts for Program participants. These efforts are especially evident when looking at Scholars students who have been chosen for the UCLA TAP Scholarships, Sharer Scholars, and the SMC Scholarships, particularly over the past two years.

*Annual Goal #5 – Decrease equity gaps using appropriate data and controls including on measuring the effects of interventions, and increase: Persistence from first term of enrollment to subsequent term; Completion for Vision for Success and Student Centered Funding Formula (SCFF) completion metrics for all populations – Bachelor Degrees, Transfers, AAs, ADTs, Chancellor’s Office Certificates.*

It’s important to note that **course success rates** have increased from 70 percent to 91 percent for Black students from Fall 2019 to Fall 2023. Scholars Program Term-to-Term Persistence Rates from Fall 2019 to Fall 2023 have hovered at or above 90 percent overall. Persistence rates for our Black students have increased from 84 percent to 92 percent and Latin/x students has hovered above 90 percent consistently.

**Scholars Program Course Success Rate**

- Fall 2019: 84 percent (Black: 70% / Latin/x: 78%)
- Fall 2020: 90 percent (Black: 77% / Latin/x: 83%)
- Fall 2021: 96 percent (Black: 92% / Latin/x: 93%)
- Fall 2022: 87 percent (Black: 82% / Latin/x: 80%)
- Fall 2023: 86 percent (Black: 91% / Latin/x: 86%)

**Scholars Program Term-to-Term Persistence**

- Fall 2019: 90 percent (Black: 84% / Latin/x: 92%)
- Fall 2020: 93 percent (Black: 81% / Latin/x: 93%)
- Fall 2021: 91 percent (Black: 97% / Latin/x: 94%)
- Fall 2022: 93 percent (Black: 92% / Latin/x: 91%)
- Fall 2023: Not Available

### ***Equity, Pathways and Inclusion and the Student Equity and Achievement Program***

In 2023-24, SMC continued its ongoing efforts to advance equity goals identified in the SMC Student Equity Plan (SEP) and Redesign/Guided Pathways effort. The following are some efforts and funded projects, programs, and conferences specifically designed to support the success of our Black and Latinx students.

The Equitizing Gateway Courses (EGC) successfully completed Cohort 3. The program is a multi-semester, college-wide professional development opportunity for faculty to cultivate and deepen equity-centered pedagogical practices and to better serve today's students, particularly African American and Latinx students. Over three cohorts, close to 300 faculty have completed the program. The fourth cohort will launch in Fall of 2024.

*On-going Board Priorities 3, 5: (3) Ensure a supportive, inclusive, and collegial environment for students and staff; (5) Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College.*

Supported various equity-focused Professional Development opportunities to meet the College's equity goals including the following:

- Nandi Symposium - Financial Aid
- DEIA in action - Financial Aid
- HSS Implementation Network Kick-off Convening
- California Guided Pathways Institute
- National Conference on Race and Ethnicity in American Higher Education (NCORE)
- EGC leads, coaches, participants, external evaluator
- Institutional Research staff to attend RP conference
- EPI/Redesign/Student Equity Center employees to attend Student Equity Planning Institute Convening
- Gender Bathroom 101 and Beyond Safe Zone
- Data Coaching - Institutional Research
- New Faculty Institute training

*Annual Goals 2023-24– 5: Decrease equity gaps and increase completion metrics. On-going Board Priorities 1, 3, 5: (1) Develop new programs and partnerships that support the strategic vision and plan for the future of the College; (3) Ensure a supportive, inclusive, and collegial environment for students and staff; (5) Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College.*

Student Equity Center (SEC) Leadership Team continues to work to provide students with intersectional services and resources to foster retention, success, community, and advocacy. The Student Equity Center is comprised of four centers: Racial Justice Center, Pride and LGBTQ+ Center, Gender Equity Center, and Undocumented/Dream Center.

- Hired student workers for outreach and building student communities within the four centers
- Cultural Heritage Month events and speakers—funding, support, and coordination
- Affinity group graduations—coordination of the inaugural Lavender LGBTQ+, APIDA, and the Latinx/e Graduation Celebrations; fiscal support of Pan-African Alliance Graduation Celebration

*On-going Board Priorities 1, 3, 5: (1) Develop new programs and partnerships that support the strategic vision and plan for the future of the college; (3) Ensure a supportive, inclusive, and collegial environment for students and staff; (5) Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College.*

SEC provided sponsorships and memberships dedicated to developing best practices, and to help our faculty and staff better support the next generation of students of color to achieve their education goals and professionally prepare them to work in higher education.

- MOCAN sponsorship
- A2Mend sponsorship
- National Association of Diversity Officers in Higher Education (NADOHE)

*On-going Board Priorities 3, 5: (3) Ensure a supportive, inclusive, and collegial environment for students and staff; (5) Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College.*

SMC provided fiscal support to purchase institutional technology to help inform course scheduling based on student educational plans, student demand, and student availability.

- Stellic—Enrollment Development
- Ad Astra—Academic Affairs
- AIM Management system—Student Affairs

*Annual Goals 2023-24 Board Priorities 3, 4, 5: (3) Increase enrollment; (4) Schedule in accordance with student demand; and (5) Decrease equity gaps and increase completion metrics. On-going BOT Priority 8: Seek opportunities for improved revenue generation, cost control, re-organization, and enrollment management to ensure a sustainable budget and efficient operations.*

SMC provided student outreach and support to better engage and serve our Black and Latinx/e students with the following activities and services:

- HBCU Caravan—Transfer Center
- Taste of Soul Community Outreach—Community Relations
- Black Student Success Week—Black Collegians
- Mental Health Therapist—Black Collegians
- Direct Connect—Student Services
- AOI/SST activities—Redesign
- Student help—Enrollment Development
- Adjunct counselors—Noncredit
- Social Work Interns—Health & Wellbeing

*Annual Goals 2023-24 Board Priorities 3, 5: (3) Increase enrollment; and (5) Decrease equity gaps and increase completion metrics. On-going Board Priorities 1, 3, 5, 7 : (1) Develop new programs and partnerships that support the strategic vision and plan for the future of the college; (3) Ensure a supportive, inclusive, and collegial environment for students and staff; (5) Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College; (7) Devote resources to assist students with personal circumstances that negatively affect student success.*

### **Redesigning the Student Experience Using a Guided Pathways Framework**

SMC Redesign is an integrated, inclusive approach to reimagine and comprehensively redesign the student experience. This effort involves reshaping the college as an equitable institution that is more effective and more efficient at serving our diverse student body with its diverse aspirations and its diverse social and academic preparations. Using a student-centered approach and seeing the institution through a student lens, the redesign engages the college as an inquiry-based, networked community to create an equity-driven institution as competent in student completion as it is in student access.

Redesign prioritized activities for 2023-24 included:

- **Areas of Interest.** Greater integration of Areas of Interest into the onboarding process via VIP/Welcome Day, SMC Start-Up, and Open Houses throughout the year.
- **Academic and Career Paths (Program Maps).** Continued to publish new and revised program maps for our certificates of achievement, degrees, and transfer preparation programs. Enhanced the display of the maps to include an option to show “only Program Requirements”, if desired.
- **Student Success Teams.** Implementation of Student Success Teams in six of seven Areas of Interest for First-Time-In-College Black and Latinx students. Student Success Teams include a counseling faculty lead, an instructional faculty lead, a cluster of counselors, Career Services Center counselor and/or staff member, a student services specialists, and Peer Navigators. This included two summer events (College Kickoff) for the student cohort as well as Welcome Week at the beginning of each semester.
- **Participation in the Holistic Student Support Implementation Network led by Phase Two Advisory and The Ada Center (funded by the College Futures Foundation).** A community of practice comprised of five California Community Colleges to support knowledge exchange across holistic student support implementation; the network provides support, community, and practical insights to accelerate holistic student support change efforts.
- **Participation in the California Guided Pathways Phase Two Project led by the National Center for Inquiry & Improvement.** A community of practice comprised of 43 colleges which collaborate and share ideas and experiences in relation to the implementation of the guided pathways framework. This activity concluded in May 2024.
- **Equitizing Gateway Courses Professional Development Program.** Implemented the final semester for Cohort 2 and the full revised program (two semesters) for Cohort 3 of multi-dimensional, multi-phase professional development opportunity (Equitizing Gateway Courses – EGC). 120 faculty completed the four-semester program from Cohort 1; 56 faculty have completed from Cohort 2; 40-45 faculty have completed from Cohort 3.
- **Stellic.** Preliminary development/implementation of a replacement for MyEdPlan to help inform course scheduling based on student educational plans, student demand, and student availability.
- **Gateway to Persistence and Success (GPS)—Starfish.** Continued implementation and promotion of GPS.
- **Guided Pathways 2022-26 Work Plan (submitted to the CCCC).** This plan aligns and integrates with the Student Equity Plan 2.0 and represents a braiding of the efforts of “equity” and “guided pathways/SMC Redesign”.

*Redesigning the Student Experience Using a Guided Pathways Framework aligns with the following Annual Goals 2023-24: (3) Increase enrollment; (4) Schedule in accordance with student demand; and (5) Decrease equity gaps and increase completion metrics. Redesigning Student Experience Using a Guided Pathways Framework aligns with the following Ongoing Board of Trustees Priorities: (1) Develop new programs and partnerships that support the strategic vision and plan for the future of the college; (3) Ensure a supportive, inclusive, and collegial environment for students and staff; (5) Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College; (6) Implement initiatives that overcome barriers based on students' financial resources and unmet basic needs; (7) Devote resources to assist students with personal circumstances that negatively affect student success; (8) Seek*



*opportunities for improved revenue generation, cost control, re-organization, and enrollment management to ensure a sustainable budget and efficient operations; and (10) Improve special programs that serve local students by increasing College readiness and success.*

### **Faculty Accolades**

#### **Theatre** (submitted by Paul Gabriel)

I'd like to share the accomplishments of our students, faculty, and staff from our participation in the 56th Kennedy Center American College Theatre (Regional) Festival (KCACTF) held in February in Glendale, CA. Here are some highlights:

Our production of Avenue Q, directed by **Terrin Adair-Lynch** performed at the festival on February 12 and was enthusiastically received by an audience of students and faculty from colleges and universities from our region (Region 8—Southern California, Southern Nevada, Utah, Arizona, Hawaii, and Guam). The feedback from official respondents at the festival was extremely positive and complimentary.

The show received the “Golden Wrench” Award given to the production/school that exhibits true professionalism in its Load-In and Load-Out of Production Elements. In addition, each production must meet certain time requirements, efficiency standards, and top organizational skills in all technical areas. Sets, Lighting, Sound, Music, Costumes, Props, and student participation. Kudos to our Technical Theatre staff, faculty, and students.

Here are additional student awards and accomplishments at the festival:

**Emma Howard** received the Distinguished Achievement in Performance for Avenue Q

**Maxwell Montgomery** received the CSU Summer Arts Full Scholarship and also received the Hollywood Tap Festival Award.

**Peyton Farmer, Joshua Jun** and **Jordi Kligman** were Finalists in the MTI (Musical Theatre Institute) competition in the Dance category and were selected to perform in the MTI showcase at the festival. **Peyton Farmer** was announced as the overall winner and received the Open Jar Dance Scholarship: Broadway Intensive and was the recipient of the Open Jar \$1,000 Dance Award.

**MycKinnon Forsyth** was a Finalist in the MTI singing competition and received a blue ribbon of excellence. He was selected to perform in the MTI finals showcase. Judy Martinez was a semi-finalist.

Several of our students auditioned and were selected to perform in 10-minute plays directed by faculty from different institutions in our region.

Our student **Claude Daniel** has been accepted to Juilliard. He performed in our productions of “Trojan Women” during the pandemic and “Broken Mirror—a Frankenstein Odyssey” immediately when we came back on campus.

#### **Modern Languages** (submitted by Lourdes Arevalo)

Professor **Alejandro Lee** in the Modern Languages Department was awarded this year's DEI Award from AATSP (American Association of Teachers of Spanish and Portuguese). \*Note: the website has not been updated and we can only see the 2023 winner. <https://www.aatsp.org/page/DEIaward>

**English** (submitted by Martha Hall)

**Mario Padilla's** non-fiction work, *Young Ultraista: the early writing of Jorge Luis Borges*, was released in November 2023. Atopon Books, an LA-based literary press created by **Stefan Mattessich** (also of the English department), published the book in conjunction with the press's launching.



**Ken Winkler** reissued his novel *The Ladakh Papers*. It's available in kindle and print from Amazon. [Amazon Link](#)

**Wil Doucet** completed his Ph.D. in Cultural Studies with certification in Africana Studies from Claremont Graduate University.

**Jean Paik** completed her Ed.D. in Educational Leadership (higher ed) from USC.

**Dance** (submitted by Mark Tomasic)

The Dance Department continued its partnership with the SMMUSD, teaching world dance (Mexican and Hawaiian dance), jazz dance, and hip-hop to all 4th and 5th grade students in the District.

The Dance Department began the first year offering a Certificate of Achievement in Commercial Dance.

Works from Global Motion World Dance Company and Synapse Contemporary Dance Theater were showcased at the 2024 ACDA Regional Festival in January. The SMC Dance Department was selected by a panel of adjudicators to appear in the ACDA Gala Performance.

In January 2024, 18 dance majors and two faculty members (**Cihitli Ocampo** and **Seda Aybay**) travelled to NYC for a week of dance immersion including workshops, panel discussions, performances, and university visits. The trip was coordinated by faculty member **Vanessa Van Wormer** with Administrative Assistants **Jocelyn Alex** and **Daniel Ponce**.

The departmental teaching of dance certificate was recently approved as a certificate of achievement. This Spring, two students completed the departmental certificate which culminates in a two-week dance teaching residency at SMASH Elementary School led by faculty member **Roberta Wolin-Tupas**.

The Dance Department completed its second year of our Company-in-Residence program, this year featuring Ballet Folklórico Flor de Mayo (BFFM). During the residency, BFFM taught our students, set choreography, and performed with Global Motion World Dance Company at the Broad Stage.

The Dance Department presented High School Dance Day in April. Over 70 students from three high schools came to SMC and took classes in various styles, observed rehearsals, and had Q&A with our faculty and students.

**Cihkli Ocampo.** During Winter 2024, Cihkli was a featured artist at UC Santa Barbara's Exiles & Border Crossings Symposium. In Spring of 2024 Cihkli presented "Pasos," an original work in three movements dedicated to those who have crossed infinite borders and paved the way for generations to come. "Pasos" was selected as repertoire for the UCSB Dance Company's 2024 season and went on to tour Europe for three weeks this Spring alongside legacy works by Jose Limon.

After almost ten years as adjunct faculty at SMC, Cihkli is very excited to announce that she has accepted a full time, tenure track position in the Theater and Dance Department at Cal State University Dominguez Hills. She will be starting this new position in the Fall and she will greatly miss SMC. It has been an honor and a great joy to teach, choreograph and collaborate with the students and faculty at this school. She plans to return often and sees this opportunity as a way to continue building a larger dance community across multiple schools and multiple disciplines.

**Seda Aybay.** In January, Seda Aybay was invited to give master classes to the prestigious Istanbul State Ballet Modern Dance Theater. After her return to Los Angeles, she taught a master class at the American College Dance Association, where her piece was presented during the informal showing. Later, Seda was invited to the Glorja Kaufman Performing Arts Center Residency to create a brand-new work, "1881-193∞," and performed with her company Kybele Dance Theater for two full evenings. LA Dance Chronicle wrote, "Aybay's style is very fluid... many beautiful sections, some gorgeous partnering, and powerful unison movement."

In April, Seda's repertoire work "Istanbul Nights" was presented by the Los Angeles Dance Festival and received another great review from LA Dance Chronicle, stating it was "one of the highlights of the evening." Seda created a new contemporary ballet piece for Global Motion Performance while reworking another full evening piece, "Simyaci / Alchemist," an immersive dance performance where the audience was actively part of the performance. This was co-presented by Highways Performance Space from May 31 to June 2.

Recently, Seda was invited to teach a master class at The Windward School and subsequently commissioned to choreograph an excerpt of "1881-193∞" for their students this Fall. In July, Seda will perform an excerpt of her duet SINIR/SIZ by invitation for the annual Stop the Hate campaign, this year held at Santa Ana College.

Seda has been invited to perform an excerpt of "1881-193∞" for the gala fundraising event "Dance For Life," as well as for the Inland Empire Dance Festival. This piece has also been selected by the New Century Dance Project Choreography Competition as one of four works to be performed in Santa Fe, New Mexico in early August.

**Mark Tomasic.** Mark continues his work as Artistic Advisor to the Dancing Wheels Company (the world's first physically integrated dance company). This Winter and Spring, two of Mark's original dance works ("Proof" and "Three 4 Ann") were presented by Dancing Wheels on a special program titled "Making Memories, A Journey Through Dementia." The program received major funding from the New England Foundation for the Arts and was presented at various locations in Cleveland, Ohio, as well as in

Washington D.C., Pennsylvania, and North Carolina. Both dance works had previously been performed at SMC by Synapse Contemporary Dance Theater.

Mark is presenting a world premiere choreography for the Dancing Wheels Company this June. The piece will be performed at the prestigious Playhouse Square Center in Cleveland, Ohio and celebrates the LGBTQ+ community.

Last Summer and this coming Summer, Mark will co-lead a week-long teacher training in physically integrated dance at the Dancing Wheels Company studios in Cleveland, Ohio.

### *Library (submitted by Bren Antrim)*

**Luz Badillo**, for her outreach efforts, work in professional organizations, and dedication to showcasing student 'own voices' projects such as the developing zine library, is a winner of the 2024 Faculty Equity Award along with Erin Cue, Jessica Trachtenberg, and Tiffany Inabu.

**Roxana Cruz**, one of 12 faculty and staff chosen from throughout California, completed the Creative Commons Certificate Bootcamp for California Community Colleges and brought what she learned back to share with the campus community through professional development presentations.

**Alberto Romero**, an active member of the Men of Color Action Network (MOCAN), attended his first MOCAN Conference, and his mentee, Daniel Mejia, an Aerospace Engineer major, was accepted to UC Berkeley.

**Evelyn Chantani** was appointed the Open Educational Resources Initiative (OERI) Liaison for Santa Monica College and keeps faculty apprised of ongoing OER projects and opportunities for participation from the Academic Senate for California Community Colleges (ASCCC).

**bren antrim** (committee chair), along with Library Director **Walter Butler** (vice chair), launched the first Academic Senate Open Education Resources committee at SMC, which successfully awarded 23 faculty with grant stipends to adopt, adapt, or create OER/ZTC resources in 2024-25.

### ***Communication and Media Studies Achievements***

#### **Film Program**

- Awarded a Golden Globe Foundation Grant
- Received a \$2,000 donation from the Producer of *Still Alice*

#### *SMC Film 33/Film 32 Projects: 2024*

- Winner – Arthouse Festival of Beverly Hills (Leaving the Factory)
- Winner – Audience Award, Coronado Island Film Festival (Azizam)
- Winner – Best Director - Ethos Film Awards International Film Festival (Who Are You?)
- Winner – Best Dramatic Short Film – WorldFest Houston International Film Festival (Retakes)
- Winner – Best Actress – Anatolia International Film Festival (Retakes)
- Winner – Best Short Film – Ethos Film Awards International Film Festival (Retakes)
- Winner – Best Short Film – Las Vegas Filipino Short Film Festival (Who Are You?)
- Winner – Best Short Film – WorldFest Houston International Film Festival (Who Are You?)

- Winner – Best Trailer – Anatolia International Film Festival (Retakes)
- Winner – Gold Remi, Best Historical Short, WorldFest-Houston International Film Festival (Leaving the Factory)
- Winner – LA Femme Short Film Festival (Leaving the Factory)
- Winner – Next Generation Indie Film Awards, Best Short Screenplay (Ends and Means)
- Winner – Paris Women Festival, Best Short Student Film (Leaving the Factory)
- Winner – Platinum Remi, Best Historical Short, WorldFest-Houston International Film Festival (Azizam)
- Winner – Ponza Film Awards, Best Short Film (Leaving the Factory)
- Winner – Ponza Film Awards, Italy – Best Social Issues Film (Leaving the Factory)
- Finalist – Blow-Up Arthouse Film Festival, Chicago (Azizam)
- Finalist – New Filmmakers LA (Leaving the Factory)
- Finalist – Pasadena International Film Festival (Leaving the Factory)
- Official Selection – Awareness Festival (Never Silly)
- Official Selection – Coronado Island Film Festival (Azizam)
- Official Selection – Cortinametraggio Italy Film Festival - (Who Are You?)
- Official Selection – Egyptian American Film Festival (Azizam)
- Official Selection – El Paso Film Festival (Azizam)
- Official Selection – Emerging Filmmaker Showcase at the Cannes Film Festival (Azizam)
- Official Selection – La Femme International Film Festival in Cannes (Leaving the Factory)
- Official Selection – La Femme International Film Festival Los Angeles (Leaving the Factory)
- Official Selection – Lebanese Independent Film Festival (Azizam)
- Official Selection – London International Film Festival (Retakes)
- Official Selection – Mestia International Short & Mountain Film Festival, Republic of Georgia (Azizam)
- Official Selection – Prague Independent Film Festival (Retakes)
- Official Selection – San Diego Italian Film Festival (Leaving the Factory)
- Official Selection – Santa Fe Film Festival (Who Are You?)
- Official Selection – Studio City International Film Festival (Retakes)
- Official Selection – Tokyo Lift-Off Film Festival (Azizam)
- Special Screening – Ponza Film Awards (A Fish Story)

### **Journalism Program**

- The SMC Journalism program received \$20,000 from the Golden Globe Foundation for journalism student scholarships.
- Former Corsair staff photographer and current SMC student Jon Putman won Student Still Photojournalist of the Year 2023 from the Press Photographers Association of Greater Los Angeles

#### *Los Angeles Press Club Southern California Student Journalism Awards*

- First Place, BEST ARTS WRITING – PRINT or ONLINE \*Aaliyah Sosa, Santa Monica College Corsair, “Film Composer Inspires the Next Generation at Cue the Music”
- First Place, BEST PERSONALITY PROFILE, Campus Personalities – Jackson Tammariello, Santa Monica College, “A Story of Many Lifetimes”
- Third place, BEST COLLEGE NEWS WEBSITE \* Corsair Staff, The Corsair

- Finalist, BEST NEWS PHOTO \* Danilo Perez, The Corsair, “Protests Emerge in Wake of City Council Controversy”
- Finalist, BEST FEATURE PHOTO \* Ee Lin Tsen, The Corsair, “US World Cup reaction”
- Finalist, BEST PERSONALITY PROFILE, Off Campus Personalities Juliette Marquis, Santa Monica College Corsair, “Alumni Profile: The Parkin Way”

Associated Collegiate Press Best of Show Awards:

- Website, Two Year Campus, Second Place: The Corsair
- Newspaper, Two Year Campus, Ninth Place: The Corsair

JACC State Publication Awards:

- Online General Excellence, Meritorious, Corsair Staff
- Online Photo Story/Essay, First Place, Caylo Seals
- Column Writing, Second Place, Victor Chambers
- Enterprise News Story/Series, Meritorious, Cebelihle Hlatshwayo, Victor Chambers, Samaiya Kirby, Renee Barlett-Webber, Akemi Rico
- Enterprise News Story/Series, Meritorious, Caylo Seals
- News Photo, First Place, Caylo Seals
- News Photo, Honorable Mention, Caylo Seals
- Sports Action Photo, First Place, Danilo Perez
- Sports Action Photo, Second Place, Caylo Seals
- Feature Photo, Honorable Mention, Akemi Rico
- Photo Story-Essay, First Place, Akemi Rico
- Photo Story-Essay, Fourth Place (tie), Caylo Seals
- Informational Graphic, Third Place, Victor Chambers
- Front Page Layout, Third Place, The Corsair Staff
- Video Soft News Reporting, Honorable Mention, Torrie Krantz-Klein, Alejandro Contreras

JACC On-the-Spot Awards:

- Audio, First, Amber Guerrero, Renee Bartlett-Webber
- Critical review, Fourth, Taylor Smith
- News photo, Fourth, Alejandro Contreras
- News photo, First, Caylo Seals
- Social media, Honorable mention, Cebelihle Hlatshwayo, Amber Guerrero
- Sports photo, Second, Danilo Perez
- Digital media, Pacesetter, Santa Monica College

California College Media Association:

- First Place:
  - Special Issue/Section, Cebelihle Hlatshwayo, Victor Chambers, Samaiya Kirby, Renee Barlett-Webber, Akemi Rico
  - Photo Series, Akemi Rico
  - Feature Photograph, Danilo Perez
  - Sports Photograph, Danilo Perez
  - Best News Series, Cebelihle Hlatshwayo, Victor Chambers, Samaiya Kirby, Renee Barlett-Webber, Akemi Rico
- Second Place:
  - Newspaper Inside Page Design, Caylo Seals
  - Overall Newspaper Design, Victor Chambers, Caylo Seals, Danniell Sumarkho

- Editorial, Victor Chambers
- Breaking News Story, Cebelihle Hlatshwayo, Victor Chambers, Samaiya Kirby, Renee Barlett-Webber
- Third Place:
  - Podcast, Cebelihle Hlatshwayo, Victor Chambers, Samaiya Kirby, Renee Barlett-Webber, Amber Guerrero
  - Sports Story, Danilo Perez

#### Journalism Association of Community College Southern California Regional Awards

- General Excellence Print: Corsair Staff
- General Excellence Online: Corsair Staff
- First Place, Feature Photo (On-The-Spot): Caylo Seals
- First Place, Environmental Portrait: Ee Lin Tsen
- Second Place, Environmental Portrait: Nicholas McCall
- Second Place, Sports Feature Photo: Caylo Seals
- Second Place, Online Photo Story/Essay: Caylo Seals
- Third Place, News Photo: Caylo Seals
- Third Place, Sports Action: Nicholas McCall
- Third Place, Social Media: Akemi Rico, Presley Alexander
- Third Place, Photo Story Essay: Ee Lin Tsen, Caylo Seals
- Fourth Place, Feature Photo: Caylo Seals
- Honorable Mention, On-The-Spot Feature Photo: Nicholas McCall
- Honorable Mention, Sports Action Photo: Caylo Seals

#### Associated Collegiate Press Clips and Clicks awards

- First Place, Newspaper Page/Spread: Caylo Seals for “Gone AWOL: Living in an RV Dwelling in Los Angeles”
- First Place, News Photo: Danniell Sumarkho for “Inkwell Beach Clean up”
- Third Place, Feature Photo: Caylo Seals for “Rebecca Dannenbaum: Seven Years Living in an RV in Los Angeles”
- Honorable Mention, Sports Photo: Caylo Seals for “Failed catch in endzone between rivals USC and UCLA”
- Fifth Place, Fall 2023 Leaders, The Corsair (tie with The Daily of University of Washington)

**Sara Brewer.** MEDIA 1 with a Media & Climate Change theme was featured in an [SMC In Focus](#) article and will also be featured in The Argonaut.

**Lynn Dickinson.** Published new book: “How to Use ChatGPT (and Other Large Language Models) as a Teaching Assistant: a Guidebook for Higher Education Faculty”.

**Ashanti Blaize-Hopkins.** As a journalism professor, became the first Black female president of the Society of Professional Journalists. She was a long-time faculty advisor to the Corsair student newsroom and is now Interim Associate Dean of the Center for Media and Design.

**Sharyn Obsatz.** SMC Journalism Professor became chair of the Society of Professional Journalists Education Committee.

**Gerard Burkhart** nominated for the Hayward Award through the SMC Academic Senate.

**Roxanne Messina Captor.** Appointed Chairperson of the CA Arts Council by Governor Gavin Newsom; serves on the policy committee for the Faculty Association CA Community Colleges. Films:

- “A Couple of White Chicks at the Hairdresser” starring Shelley Long and Harry Shearer; now airs on Tubi. Awards. Cannes Film Festival, Oscar Qualified, Best Comedy New Orleans FF.
- “Homecoming: Veterans, Wives and Mothers” now airs on Amazon Prime. Screened the UN and Common Defense, veterans’ organization supported by Doctor Biden. Awards: Best Narrative, Women’s History Month.
- “The Salon” Series; Airs Shorts TV and Sofy TV; Awards: Best Ensemble Indie Series Awards.

#### **Kevin Coleman**

- Lifetime Achievement Award (November 2023) from AmeriCorps and the U.S. President’s Office.
- Honorary Doctor of Philosophy (Ph.D) in Entertainment & Arts Management (November 2023) from Harvest Christian University.
- Film: “Pretty Boy”. Won Best Drama and Best Directing (July 2023) St. Louis Filmmaker's Showcase; Won Best Heartland Narrative Short (Kansas City Filmfest International (March 2023); Nominated Best Narrative Short (Pan African Film Festival ) (February 2023); Nominated Best Short (Martha's Vineyard African American Film Festival) (August 2023).

**Nick Pernisco.** Film: “A Room with a View” received the following honors:

- Santa Monica Film Festival, January 21, 2023, Official Selection
- Los Angeles Lift Off Film Festival, July 20, 2023, Official Selection
- Seattle Filmmaker Awards, July 27, 2023, Award Winner: Best Short Film
- West Sound Film Festival, August 4, 2023, Northwest Premiere, Official Selection
- Haryana International Film Festival, India, September 27, 2023, Asia Premiere, Official Selection

## **STUDENT SERVICES**

### **General Counseling**

SMC counseling department remains one of the largest counseling departments statewide that offers a variety of counseling services and support. These services and support span from academic, transfer, and career counseling. During the 2023-24 academic year GPS leadership team collaborated with “Strategies for Academic Success” lead, formerly known as the “Back to Success” workshop housed in the counseling department for 21 years. “Strategies for Academic Success” workshop offers academic, personal, as well as assistance in developing an action plan for students.

During Winter 2024 (students were placed on probation after Fall 2023): 1,432 emails were sent:

- 501 (35 percent) students completed the workshop (as of Spring week 3).
- 550 (38 percent) students completed the workshop (as of Spring week 18).
- 828 (58 percent) students self-enrolled in the workshop and 66 percent of the students who enrolled in the workshop completed it.



The GPS leadership team and the “Strategies for Academic Success” lead worked together to provide counseling via phone and invited students on probationary status to attend the “Strategies for Academic Success” workshop. As of Summer 2024, IT will integrate all students on probationary status into the GPS platform to provide a broader span of outreach, counseling, and intervention.

*GPS Implementation Team and “Strategies for Academic Success” collaboration, fully supports Ongoing Board of Trustees Priorities “The future of the College” #1 Develop new programs and partnerships that support the strategic vision and plan for the future of the college.”*

The SMC Counseling Department continues to offer online and in-person counseling services. Our efforts to provide different modalities for students has increased the student usage of our counseling services, despite declining enrollment. Between Fall 2023 and Spring 2024 we served 44,357 students in general counseling alone.

*This notable accomplishment relates to the Annual Board of Trustee Goals “Educational Advancement, Quality, and Equity”- #4 Schedule on-ground, online, and hybrid courses in accordance with the student demand. This aligns closely to this goal as we have continued to offer in person, hybrid and online counseling services.*

In Fall 2022, the Counseling Department reinstated the Counselor Classroom Visitation Program with the English and Math Departments. Counselors went into the classrooms and conducted intentional presentations about the services SMC provides for student success. This included motivational conversations with the students as well as how to set up an appointment with a counselor. This program continued in Fall 2023 and Spring 2024.

A survey of the visits was conducted both in the Fall and Spring. Results were generally very positive, students appreciated having the more personalized support, the ease of making their own appointments, and having more awareness of resources and services.

Spring Post Highlights of Post-questionnaire: Increases of student agreement in the areas below, following the counselor’s third visit to the class:

- Students knowing where to go if they have a question or need support: +15.3 percent
- Students knowing about resources and services available to SMC students: +19.1 percent
- Students feeling prepared to take steps towards completing their educational goal: +7.5 percent
- One area of student agreement that was almost identical when comparing the “pre” to “post” counseling questionnaire results was student level of confidence to succeed in college.
- Regarding feedback on the embedded counselor program, the statement which had the most agreement from students, **89.4 percent**, was that the “Embedded counselor cares about their success.”
- On a scale of 1 to 10, with 10 being the highest level of agreement, **83.3 percent** of the students indicated with a “7”, “8”, “9” or “10” level of agreement, that they would recommend a class with an embedded counselor to a friend.

*The Counselor Classroom Visitation Program fully supports Board of Trustees Educational Advancement, Quality, and Equity. #5 Decrease equity gaps, using appropriate data and controls including on measuring the effect of interventions, and increase: Transfer level English and transfer level Math successful course completion in Year one.*

*It also fully supports Ongoing Board of Trustees Priorities “The future of the College” #1 Develop new programs and partnerships that support the strategic vision and plan for the future of the college.”*

In Fall 2023 and Spring 2024 Counseling department collaborated with Outreach and Onboarding to conduct enrollment labs. This gives students an opportunity to meet with a counselor in a computer lab to have their questions answered. The lab counseling focuses on assisting drop-in student with all aspects of the enrollment process (e.g., enrollment, course selection). Counselors are able to meet with the student individually if needed. Working in collaboration with Outreach has allowed high school students to enroll and get their questions answered in a one-stop shop experience.

*The enrollment lab collaboration supports the Board of Trustees, “Educational Advancement, Quality and Equity” Community Relations #13 Simplify online and in-person enrollment including for high school students, using appropriate data and controls including on measuring the effects of interventions.*

### **Transfer**

For 2022-23, the UC Information Center once again listed Santa Monica College as the leader among all California community colleges in the following categories:

- #1 distinction in transfers to the UC system for 33 years in a row!
- #1 in African American (79) transfers to the UC system.
- #1 in Chicano/Latino (213) transfers to the UC system.

Santa Monica College transferred 1,086 students to the UC system in 2022-23. UCLA was the most popular campus (414), followed by UC Berkeley (165), and UC San Diego and UC Santa Barbara were extremely close for third place (136 and 133 respectively).

SMC was the 12th largest feeder to the CSU system, sending 1,084 students which decreased by 133 from the previous year.

Moreover, SMC continues to be:

- #1 in transfers to USC (107).
- #1 in transfers to LMU (87).

Santa Monica College also continues to transfer more students to Columbia University’s School of General Studies than any other college west of the Mississippi.

In Fall 2023, Santa Monica College hosted its first-ever “HBCU Caravan” in our main campus quad. The event was a college fair that highlighted 20 Historically Black Colleges and Universities (HBCUs) from across the country. Representatives from institutions such as Morehouse College, Hampton University, and Clark Atlanta University came to California to promote HBCUs and provide information to community college students and other campus and community members. The event was attended by nearly 500 guests and helped raise awareness regarding additional transfer options available to SMC students.

During the last week of November, General Counseling and Transfer Services hosted “Transferpalooza” to help students with last minute questions about their transfer applications and provide feedback on their transfer essays. Assistance was provided in-person and remotely by counselors and instructional faculty from various departments across campus. SMC’s Associated Students (AS) provided snacks and activities

to help in-person students relax while they worked on their transfer applications and waited to see a counselor.

Several transfer activities took place in Spring 2024. The Business School Panel and Networking event gave SMC students an opportunity to hear directly from six transfer institutions (CSU Fullerton, CSU Long Beach, LMU, USC, UC Irvine, and UC Riverside) who shared information about their business programs and transfer process. Following the panel discussion, students participated in a networking event to further connect with school representatives, network with other business students, and learn about helpful SMC campus resources. “On-The-Spot Admissions Day” provided an opportunity for transfer-ready students still seeking a transfer school to meet with admissions representatives from six different schools (e.g., CSU Channel Islands, Whittier College, etc.) and potentially receive an admission decision immediately (if specific stated criteria were met). Lastly, “Transfer Toast” was also held to celebrate SMC students transferring to a four-year college or university.

Overall, SMC’s Team Transfer continues to be proactive in conducting services such as workshops, college fairs, classroom, club, and/or special program presentations to bring awareness to the Transfer Process.

*All of the efforts above align with the Board’s goals and priorities #4 and #5 related to Educational Advancement, Quality and Equity.*

### **Black Collegians Program Umoja Community**

**Umoja Community Funding.** Black Collegians received a \$607,000 grant from the Chancellor’s Office as a recognized program in the statewide Umoja Community. The grant is the largest of any of the Umoja programs statewide and will be used to help cover student-facing activities as well as costs associated with salaries and professional development.

**Scholarship Recipients.** Once again, this year’s highest scholarship awards offered through the Foundation were members of the Black Collegians Program Umoja Community. Leisha Smith, president of the Black Collegians Club, received a \$50,000 scholarship through the O’Brien/O’Conner Family Scholarship. The second highest scholarship at \$30,000 was awarded to Black Collegians Program/MOCAN member Chace Dyer who will be attending Howard University in the Fall.

**Umoja Community Conference.** Every other year, the statewide Umoja Community Conference is held in Northern California. The Black Collegians Program has not been able to attend the conference when it has been held up north. This year was the first time that we traveled to Northern California to attend! This was also the first year that we were able to have some of our instructional faculty who teach our courses to attend with us as well as the majority of our counselors and our specialist was able to attend along with our student leaders. We also took a tour of UC Berkeley and now two of our student leaders will be attending there in the Fall and another student leader is now looking at UC Berkeley as one of his top choices for transfer schools!

**Black Graduation Ceremony.** This marks the second year that the Pan-African Alliance is hosting the Black Graduation Ceremony. At the time of this writing, there are over 100 Black students who have signed up to participate. Black Collegians Program is a co-sponsor of the event and many of our students are taking part in the ceremony. Black Collegians Club President Leisha Smith is the student speaker for the event. The creation and execution of this event is due to the hard work of Black Collegians Faculty Member and Pan African Alliance President Dr. Jermaine Junius, Black Collegians Faculty Member and Pan African

Alliance Vice President Kristin Ross, and Black Collegians Staff Member and Pan African Alliance Secretary/Treasurer Ms. Jocelyn Winn.

**Black Student Success Week.** For the second year, we celebrated Black Student Success Week from April 22nd through April 26th with a week-long series of activities promoting Black joy and making connections. Highlights include the Black Block Party on the Quad with line dancing, double dutch, music and food; a networking lunch with David Anderson, SMC alum and the new Chief Operating Officer of the Los Angeles Urban League, and the finale event was the Umoja Games on the football field—SMC Pan African Alliance members squared off with Black Collegians students to compete in events that involved track and field, dodgeball, cheerleading with food and music! A great way to end the week!

**AA Degrees and Transferring students.** 106 Black Collegians students have been awarded an AA degree between Summer 2023 and Spring 2024. We have over 20 students who are confirmed transferring this Fall 2024 and still collecting data.

*Board Goals and Priorities, specifically, Educational Advancement, Quality and Equity 1, 4,5, Student Life 6, 9, and Community and Government Relationships 18, 19,20.*

### **Latino Center/Adelante Program**

The Latino Center continues to produce a student run bi-weekly **Chisme** newsletter. Adelante Program students continue to respond positively and look forward to the bi-weekly newsletter.

Both Adelante and Black Collegians, with the collaboration of Trustee Sion Roy, continued to offer opportunities for our students to meet, network, and be mentored by medical professionals from Alta Med through Fall 2023.

Mr. Chris Baccus, an Adelante and Black Collegians Counselor, has continued to spearhead various business and career related collaborations with off-campus entities and our Career Center to offer opportunities for program students to participate in various programs and internships.

- **America Needs You (ANY)**—Provided first gen students mentoring and career development.
- **Santa Monica Next Gen Mentorship**—Exposes students to learning opportunities outside the classroom and increase career and major decision early. For Spring 2024, 43 students were selected to participate out of 70 applicants. These mentees had a total of 20 mentors and the program was from March to May 2024. Students had an opportunity to hear from professionals in the field and to talk with them and ask them questions. Students from both programs raved about their experience with this amazing program.
- **SMC – Intelligence Community Center for Academic Excellence (IC CAE)**—Aims to develop a new generation of diverse, technically trained professionals for the intelligence and national security communities. The total number of participants for the 2023-24 year was 42 students from Adelante and Black Collegians, 32 from Adelante.

Thanks to our Former Dean of Special Programs, Nick Mata, Student Lingo, the online workshop platform has a permanent home. It now resides within the Guardian Scholars/Next Up Program. Program Manager, Raul Enciso is the point of person contact and who is responsible for the monthly reporting, marketing, and funding. Student Lingo is a platform of 50 online student success workshops available on-demand

24/7. The entire SMC community, including parents, have unlimited access to the workshops. These workshops continue to be utilized by all SMC students, faculty, and staff.

**Noche de Familia** was held in person during Fall 2023 and Spring 2024 semesters. During the 2023-24 academic year, we continued to offer grocery cards through a drawing to parents who attended, markedly improving parent attendance.

The **Hispanic Heritage Month** activities that the Latino Center, the Equity Center and other Latinx Colleagues planned for Fall 2023 were the following:

- Latinx Heritage Panel – SMC classified professionals, counselors, and instructors talk about the hurdles and struggles they encountered during their academic journeys to reach their educational goals. Reception followed.
- “We Were All Here”, Film screening: The story of “La Viente” and the Pico neighborhood in which SMC is located. Q&A with Filmmakers Dan Kwong and Paulina Sahagun after the film.
- Kickoff Celebration! Delicious food, live music, and a special interactive performance from SMC’s dance company in residence, “Flor de Mayo” ballet folklorico were available at the Quad Area.
- Guelaguetza, Celebration of Oaxacan Culture. A traditional celebration dating back to Indigenous times in Oaxaca, Mexico. The celebration held in the Quad area shared Oaxacan presence, culture, live music, and food with the SMC community.
- SMC Latinx Students/Staff/Faculty Meet and Greet. SMC Latinx students, staff, and faculty had an opportunity to get to know each other while enjoying great food and conversation.
- Grand Opening of the Student Equity Center.
- Online presentation of Katelina “Gata”. The guest speaker is an internationally renowned music historian, critic, multimedia artist, and executive producer. She spoke about reggaeton’s roots in black resistance, the sociopolitical narratives that birthed the genre, and effective ways to center Black Latinxs in reggaeton music to combat the anti-blackness and sexism that exists in the Latin music industry today.

**Dia de los Muertos.** The Latino Center in collaboration with the Adelante Club and the Art Department, offered an opportunity for Adelante students to learn to make sugar skulls for Dia de los Muertos in the Art Department Complex. The art department contributed by purchasing all the materials needed and bought pizza and soft drinks for the students who participated in the fun event. The following week after making the sugar skulls, again the Latino Center, The Adelante Club, Associated Students, and the Art Department held a celebration with food, music, dancing, and the opportunity to decorate the sugar skulls from the week before.

To continue to encourage Adelante Students to take on-ground classes and spend more time on campus, the Latino Center hosted a **Meet and Greet** event for Program Students during the Fall and Spring semesters. The purpose of the event was for students to meet each other and the Latino Center staff. The events were well attended and fun for everyone involved.

**Ms. Ann Wang Donation.** Thanks to the generous donation of Ms. Ann Wang and the interest gained from those funds, it was possible to provide Adelante students with book vouchers for both the Fall and Spring

semesters in addition to funding food for the Adelante Program Meet and Greet, food for cultural events such as Hispanic Heritage Month, Noche de Familia, Dia de Los Muertos, and Cinco de Mayo.

The Latino Center in collaboration with the Adelante Club and Casablanca Restaurant, held a **food fundraiser** during the College Fair in Fall 2023 and were able to raise **\$2,000** for Adelante Program Scholarships.

**Camino al Exito** Summer bridge program will continue this Summer in person over a period of two days. Each day will be a different cohort of students and their parents. It will give first-time college Adelante students an opportunity to meet each other, the Latino Center staff, and learn about campus resources. It will also provide the parents of Adelante students an opportunity to meet the staff and a soft hand over of their college students to their Adelante Familia (tias and tios, aunts and uncles) and have workshops in Spanish for them.

The Latino Center participated with Special Programs and held our own **Grad Fest**, where students were able to pick up their Adelante graduation stoles along with other special programs. Students also had an opportunity to decorate their caps. Latino Center faculty and staff volunteered to participate in the in-person SMC Graduation.

The Latino Center, the Equity Center, and other Latinx colleagues collaborated to offer the Inaugural Latinx Student Graduation at Santa Monica College. The graduation had live Oaxacan Music, Mariachi, delicious food, and of course the celebration of our graduating Latinx students and their families. This event was well attended and a huge success.

The Latino Center and Black Collegians continue the process of hiring a **Math Instructional Assistant**. We have been working with Wendy DeMorst and the Personnel Commission.

The Latino Center was able to provide all program students with a free SMC T-shirt which were donated by Ms. Deirdre Weaver from Outreach with the sarape colors that our Latinx students wear with pride. In addition, thanks to funding from Vice-President of Student Services, Mike Tuitasi, the Latino Center was finally able to purchase T-shirts with the new Latino Center logo for all program students.

The Latino Center has continued to collaborate with the Business Department and Professors Jenny Resnick and Ming Lu to provide Personal Finance and Personal Wealth workshops for our program students. Our students are so grateful for the information because many of them are learning this information for the first time in their lives but are young enough where it will make a big impact on them in the long run. In addition, Professor Ming Lu regularly provides our students with information for opportunities for internships with big accounting firms and the yearly accounting conference that he holds at SMC.

The Latino Center and Black Collegians continue to be blessed with English Professor Manuel Gonzalez who provides free **English tutoring** twice a week for our program students.

The Latino Center continues with the monthly **Mujer a Mujer** and **Hombre a Hombre** workshops.

The Latino Center offered two field trips to Adelante students—to California Heritage Museum for the Chicano Art Exhibit and a visit to the Grammy Museum.

The Latino Center and Black Collegians held a celebration of Program graduates in the Spring 2024 semester with cake, punch, and popcorn. We also handed out popcorn during Fall 2023 to invite our program students to come in and check out our Centers.

The Latino Center will soon be launching a Canvas Homeroom for our Program students. This will serve the purpose of an additional way to communicate with program students and not flood their email inbox. Program information will be readily available. We have been piloting the homeroom with our student workers during Spring 2024. The Latino Center will continue to send select emails, social media (Instagram), and our bi-weekly Chisme Newsletter.

*In summary, the programming, activities, workshops, and services that are provided by the Latino Center that are listed above, coincide with Board Goals and Priorities, specifically, Educational Advancement, Quality and Equity 1, 4,5, Student Life 6, 9, and Community and Government Relationships 18, 19,20*

### **Basic Needs**

Basic needs for students continue to be a huge issue impacting two out of three college students today. The Basic Needs department has seen a 71 percent increase this year when compared to last year's referrals. Basic needs support includes services like food, housing referrals and support, financial support and financial literacy, legal support, essential childcare items for parents and caregivers, clothing, connection to mental health services, and so much more. Our Basic Needs department team members work with students to address a myriad of needs, using a strength-based, wraparound approach.

Important accomplishments in the area of Basic Needs include:

- Continue to operate the Bodega as well as plan with Facilities Planning and the SMC Foundation, the opening of Bodega Marketplace to be located in the cafeteria (old Eat Street location).
- Engaged in a department re-organization hiring a Project Manager for Cal Fresh, Director for basic needs (in process), and Case Management Coordinator (not yet hired) as well as a part time temporary Student Services Clerk. These positions will help to promote a greater emphasis on student basic needs, supporting Cal Fresh enrollment, assist with Bodega operations and will also provide continuity for students receiving case management.
- Operate an ongoing California Community Colleges Chancellors office basic needs grant as well as several other grants through our SMC Foundation that support different aspects of basic needs.
- Implemented a Basic Needs Emergency Relief Fund (BNERF) and Parenting Student Emergency Relief Fund (PERF) for students funded by Associated Student and various other donors through SMC Foundation.
- Operate a Center for Health Communities Grant to support Cal Fresh and promoting Cal Fresh for all eligible students.
- Collaborating with community agencies such as Safe Place for Youth (SPY), Opportunity House, Students 4 Students, Connections for Children, and others to support students who are unhoused.
- Continued to partner with the SMC Foundation to support a variety of initiatives including food for Bodega, Bodega Bites, Clothing giveaway, fresh meal giveaway, and more.

### ***Care and Prevention Team***

The **Care and Prevention Team (CPT)** saw an overall increase in referrals for student conduct, student behavioral health challenges, Title IX, and student basic needs and a 24 percent increase in cases involving case management alone.

The Case Management Coordinator continues to supervise up to three social work interns each year to support the growth in referrals. The social work perspective is valuable because of the types of referrals we see. We take a preventative approach and use discipline as a last resort. The CPT assesses threat (harm to self or others) and works closely with our other team members to mitigate risk. This helps to keep the campus safe and helps to reduce the likelihood of students facing more extreme financial, mental health, and basic needs barriers.

The departments represented on the team, drawn from administrators, faculty, and classified members, are Health and Wellbeing, Case Management, Basic Needs, Academic Counseling, Center for Student with Disabilities, Ombuds Office, International Education Center, Financial Aid, Legal Counsel, Student Judicial Affairs, Academic Affairs, Campus Police, and Title IX. This year the team implemented a new de-escalation training which will be offered during Professional Development Day. The CPT also presented to the Board of Trustees on the increase of student referrals as well as how we mitigate risk on campus.

### ***Student Judicial Affairs***

The Office of Student Judicial Affairs (SJA) has experienced a 49 percent increase in student referrals for both student conduct and academic integrity reports for this year when we compare data from 2020 on. Additionally, the student reports that come in are more complex in nature with an overall increase in suspensions including immediate suspensions. The office uses a restorative justice model whenever possible and works closely with the CPT to ensure a preventative approach is used. The increase in AI for academic integrity cases is notable and SJA provides trainings to faculty and staff on how to incorporate the use of AI to support students learning.

### ***Student Health Services***

Student Health Services (SHS) has focused on keeping the campus community healthy post-pandemic. We have been successful in the following:

- Continuing to provide in-person and telehealth for students seeking services for a myriad concerns including immunizations and TB testing, birth control, pregnancy testing, HIV testing, STI screening, emergency contraceptives, and so much more.
- Free skin dermatological screenings and treatment are provided by a board-certified dermatologist through a partnership with Ava MD.
- Supporting staff by providing TB testing for new hires and existing employees.
- Providing assessment and contact tracing for students, faculty, and staff experiencing COVID-19 symptoms or who test positive for COVID-19, which is still a requirement under Cal OSHA.
- Supporting the testing of students and staff who were exposed to COVID-19.
- Collaborating throughout the week with Los Angeles County Department of Public Health regarding COVID-19.



- Conducting physical exams for students in the nursing program.
- Continuing to provide orientations for incoming nursing students.
- Continuing to provide healthcare workshops upon faculty request.
- Continuing mental health and basic needs screening of all students coming to Student Health Services, which has expanded our outreach efforts on campus and helped to reduce stigma.

### ***Center for Wellness and Wellbeing***

Mental Health continues to be a concern nationally as surveys show up to 50 percent of students attending college experience some form of distress. In the area of mental health, SMC has been successful in the following activities:

- Continue to provide essential mental health support including crisis intervention, individual sessions, and referrals to the community in person and remotely in our Center for Wellness and Wellbeing.
- Continue our partnership with graduate schools (including UCLA, USC, Cal State LA, Cal State Dominguez Hills, and Columbia University online) throughout LA County to support our social work internship program, which allows us to be able to offer additional mental health support for students. Social work interns are placed throughout campus providing therapy, case management, and program development. They are housed in areas such as Student Equity Center, Center for Wellness and Wellbeing, Care and Prevention Team, and Basic Needs.
- Continuing to provide mental health services to the three satellite campuses (CMD, Performing Arts Campus, and Bundy), and the following special programs: Dream, STEM, Latino Center, CSD, Guardian Scholars, EOPS, International Education Center, and Black Collegians . These services are in addition to our Center for Wellness and Wellbeing located in the Math Complex, which serves all students.
- Continue to offer anonymous [mental health screening](#) online and have conducted approximately 1,200 screenings annually.
- SMC's 24/7 emotional support hotline continues to be highly utilized, with over 50 student calls per month (over 700 student calls per year) being answered and responded to by a mental health professional.
- Continue to offer workshops to students, faculty, and staff on topics such as mindfulness, grief, stress, burnout, anxiety, and depression, and much more.
- Enhance YouTube channel with mental health content for students where we conduct interviews with community wellness experts.

It should be noted that all areas were invited to participate in two targeted professional development opportunities this year including de-colonizing mental health and how to address burnout and compassion fatigue. Staff from several areas attended training of Safe Zone for LGBTQIA and managers attended equity trainings throughout the year.

The Interim Dean of Health and Wellbeing continues to support the college's mental health, physical health, and basic needs for students as well as support our faculty and staff through many of these

initiatives, directly and indirectly. These services and supports continue to be in high demand during the last year due to the pandemic, subsequent increase in isolation and related issues and how it has affected student (and staff) and staff wellbeing.

*Each of these areas aligns with Ongoing Board Goals 5, 6, and 7 in the area of Student Life*

### **CalWORKs Program**

The Santa Monica College CalWORKs program has continued its commitment to serve parenting students receiving TANF/GAIN benefits. This student population has unique challenges in pursuing their educational goals and is appreciative of the CalWORKs team that is aware of their struggles.

- The program staff continues to have strong partnership with the Los Angeles County Department of Public and Social Services and sister community college CalWORKs programs.
- The program allocated \$24,390 in direct aid to CalWORKs participants from federal TANF funds, in addition to \$8,000 in funding to support work-study salary and benefits for CalWORKs participants.
- 10 CalWORKs students graduated and/or transferred at the end of the Spring 2024 semester.
- Although the number of CalWORKs participants has decreased over the last few years due to the pandemic, this year did see a continued increase in participants by serving 125 students.

*Board Goals: 1 and 4, and Board Priorities: 2, 5, 6, 7, and 11: As a state-funded categorical program, CalWORKs provides equal access and opportunity to higher education for disproportionately impacted student populations. It contributes to Santa Monica College achieving its Student Equity and Vision for Success Goals.*

### **Career Services Center**

The Career Services Center (CSE) continues to successfully provide services both in-person and remotely. The Career Counselors and Senior Career Services Advisors are on ground at least 50 percent of the time to accommodate the increased number of students who prefer to meet with someone in-person.

*Educational Advancement, Quality and Equity: Board Goal #4 – schedule on-ground and online in accordance with student demand.*

The CSC works closely with Onboarding and Outreach to present and participate in High School visit days and tours to discuss choosing a college major and ways for students to think about their future including internships and part time employment.

*Educational Advancement, Quality and Equity: Board Goal #5 – successful enrollment for first-time applicants.*

Counselors present to the Counseling 20 classes. Follow-up appointments are made either in-person or via zoom. Most Counseling 20 students make appointments with us as a part of their classes.

*Educational Advancement, Quality and Equity: Board Goal #5 – persistence from first term of enrollment to subsequent term.*

Counseling 12 Exploring Careers and College Majors: Most sections are now offered in-person, with a few being offered via zoom (synchronistic), and 100 percent DE (asynchronistic).

*Educational Advancement, Quality and Equity: Board Goal #4 – schedule on-ground and online in accordance with student demand.*

Both the Career Counselors and Senior Career Services Advisors are assigned to work within an Area of Interest. All students have access to anyone who works in the office, but this helps students identify someone they can build a relationship with based on their AOI.

*Educational Advancement, Quality and Equity Board Goal #5 – decrease equity gaps.*

Preeminent organizations such as Getty and Mattel continue to interview and hire SMC students for internship opportunities. In working with the Senior Career Service Advisors, they have changed the way they interview and look at résumés to be more equitable towards our diverse student population, resulting in SMC students successfully being offered internships.

*Educational Advancement, Quality and Equity Board Goal #5 – decrease equity gaps.*

**Career Counselors** help the student explore who you are. Career Counselors are now working according to Areas of Interest and provide individual career counseling. Career Counselors are working on ground for 50 percent of their assignment, seeing students in-person and remotely. Classified staff are working on ground three days per week, seeing students in-person and remotely.

Career Counselors offer Counseling 12, Exploring College Majors & Careers; Counseling 15, Job Search Techniques; classroom presentations and career exploration assignments (i.e., English 1, Counseling 20); and workshops for undecided students.

**Senior Career Services Advisors** help the student implement who you are, through classroom workshops and one-on-one appointments. Workshops include how to write cover letters and resumés (program specific); interview techniques; networking skills/LinkedIn; and portfolio assistance (basic level).

**Assistance with Industry Partnerships.** The Career Services Center offers classroom-based Career Speakers and AOI based industry recruitment for interns and employment.

**Equity in Career Service.** Staff attends conferences and on-campus training to continue our equity-minded work with our students.

**Build Class Assignments to Help Students.** The Career Services Center helps develop the tools needed for the careers students seek, realizing that students do not have the time to do “extra” assignments and need to be introduced to the tools they would need to obtain industry opportunities.

**Introduce Career Pathways, Resumés, Portfolios, Networking, etc.** The Career Services Center offers students access to career opportunities and educates employers about where our students *are* and how they can partner with us to create equitable opportunities.

**The Career Services Center assists with student outreach.**

- Works closely with the Outreach and Onboarding Department to attract students to SMC.
- Presents to high school students who visit SMC.
- Provided full workshops for high school students who came for SMC Discovery Days—these were days throughout Spring, which required all CSC staff members to be on campus to help and

facilitate. In the afternoon, the CSC staffed AOI tables and spoke to students about all the different AOI's.

- The Career Services Center made outreach calls to undecided students, past Counseling 12 students, and Black and Latin(x) High School seniors to meet with them.

*Educational Advancement, Quality and Equity Board Goal #5 – decrease equity gaps.*

### **Center for Students with Disabilities**

The Center for Students with Disabilities (CSD) served over 1,800 students in 2023-24. Here are some notable achievements:

- Counselors and staff actively presented in various high school college fairs such as Culver City High School College Fair. We also collaborated with the Welcome Center to provide presentations to high school students visiting the campus such as Santa Monica High, Hamilton, Beverly Hills, and non-profit organization Adrian's Place.
- Counselors and staff also actively contributed to the discussions of Guided Pathways, Biotech Pathways for Disabled Students, AB 705, and Equity in various committees and workshops.
- CSD participated in many campus events to promote services and support students with disabilities, such as VIP Welcome in Fall 2023, SMC Start Up, SMC Open House, Next Step resource fair, and the Student Services Celebration.
- In Fall 2023, CSD replaced two Instructional Assistant positions in the Learning Disabilities Center and hired one adjunct LD Specialist and one adjunct HTTC faculty member to replace vacancies and continue to provide optimal support and services to CSD students.
- The full-time Acquired Brain Injury (ABI) Faculty hired in Spring 2023 became permanent in Fall 2023 to replace the prior ABI faculty who resigned at the end of Winter 2023.
- In Spring 2024 an adjunct counselor was hired to fill a vacancy and will begin in Summer 2024. A full time HTTC faculty member was hired to fill a vacancy and will begin in Fall 2024.
- CSD Faculty continue to work on campus at least two days per week. Students continue to have a variety of ways to access appointments with their counselors through in person meetings, phone, or Zoom appointments. CSD staff continue to work fully on ground.
- CSD houses a Bodega Bites cabinet where SMC students experiencing food insecurity can stop by for a snack, allowing the opportunity for staff to promote the Bodega and other Basic Needs resources to students.
- CSD Coordinator continues to be an active member of the Care and Prevention Team and is actively collaborating with Student Judicial Affairs concerning discipline cases.
- DSPS Manager serves on the Technical Planning Committee.
- Per data provided by Institutional Research, there was no equity gap on course success in transferable Math and English following the implementation of AB 705.
- CSD and IT are working in collaboration to migrate data to the new database management system that will streamline office workflow and the distribution of student accommodations. The next

step will be to start building student profiles and system templates. The committee has been meeting to continue work on this project.

- CSD continues to participate at the statewide DSPS chats to keep apprised of the latest update or best practices on providing services.
- CSD provided the following workshops and in- service disability trainings:

#### Fall 2023

- “DSPS & Your Success” presented by DSPS Counselor and DSPS Manager – VIP Welcome 8/17/23.
- “DSPS Parent Workshops: How to Support Your College Child – Differences Between K-12 and College” presented by DSPS Counselor and DSPS Manager – VIP Welcome Day 8/18/23.
- “Universal Design: Captioning Requirements and Best Practices” presented by HTTC faculty, Alt Media Specialist, and DSPS Manager– Distance Ed Fall 2023 Design and Learn Workshops schedule 10/17/23.
- DSPS presentation at Communication and Media Studies department meeting presented by DSPS Coordinator and DSPS Manager.
- “DSPS Services and Proctoring Process” presented by DSPS Coordinator and DSPS Specialist at the Fall 2023 Professional Development Day.
- Accessibility and Universal Design with Interaction Design (IXD) presented by HTTC faculty.

#### Winter 2024

- “Service & Emotional Support Animals” and “Assisting Students with Disabilities” presented by DSPS Manager at Manager’s Association meeting 1/26/24.
- Distance Education (DE) Online Teaching Winter Institute 2024 presented by HTTC faculty.
- “UDL: Practical Ways to Achieve Accessibility & Equity” (On ground and Zoom presentations) presented by HTTC faculty.

#### Spring 2024

- “Invisible Disabilities: Understanding and Accepting What We Can’t See” with presenter Russell Lehmann and hosted by DSPS Manager at the Spring 2024 Professional Development Day.
- CSD Coordinator and Manager presented to a group of Lincoln Middle School parents on the differences of services between K-12 and higher education and how to prepare for college.

*Board Priorities 7 & 10: Working closely with the campus wide community in a collegial approach to support DSPS students and ensure equal access, promoting their personal and academic success.*

#### **DREAM Program/Dream Resource Center**

- Provided academic, career, and transfer counseling and referrals to 242 program participants over 730 counseling contacts throughout the 2023-24 academic year to increase retention, ensure a supportive environment for students, and address and decrease equity gaps for the undocumented student population. Mental health counseling was also made available.

- Joined statewide efforts in organizing Undocumented Student Week of Action events during Fall 2023, which included workshops covering topics pertinent to the undocumented student experience, community-building activities to empower, support, and engage our program students, and outreach efforts to educate the campus community and promote awareness of issues and resources that will enhance undocumented students' experience at the college.
- A total of 86 program participants completed a degree or certificate or transferred to a university by the end of the 2023-24 academic year, including 19 students who participated in an on-campus DREAM Graduation/Transfer Celebration in Spring 2024 coordinated in collaboration with the Student Equity Center's Dream Resource Center.
- Worked in collaboration with the nonprofit organization CARECEN to provide immigration legal services to SMC students, faculty, and staff. Financial assistance was made available to students to cover DACA and USCIS immigration filing fees.
- Collaborated with other departments on campus and with universities to put together university trips for students that specifically covered services and resources available to undocumented students and exposed students to the transfer process.
- Implemented a virtual Undocu Orientation, open to program participants, prospective students, and family/community members to assist with onboarding for new students, connect current students to campus resources, and teach participants about admissions, residency, and financial aid information and resources that directly impact their success at SMC.
- Established partnership with Noncredit programs to increase awareness of immigration legal services to noncredit students and to enhance the transition from noncredit to credit courses for undocumented students.
- Worked collaboratively with the Financial Aid & Scholarships department to address and remove barriers students encounter while applying for and accessing aid.
- Conducted outreach presentations to the SMC campus community, noncredit classrooms, SMMUSD personnel, and prospective students.
- Offered a variety of workshops throughout the year, including on topics such as financial aid, transfer, immigration news/updates, career exploration, college readiness, and mental health relevant to undocumented students and their families, and connected students to on- and off-campus resources, including providing financial support to address educational and immigration-related expenses.
- The DREAM Program provides equal access and opportunity to higher education for undocumented students and students from mixed-status families. It contributes to Santa Monica College achieving its Student Equity and Vision for Success Goals.

*Board of Trustees Goals: 3 and 5, and Board of Trustees Priorities: 3, 6, 7 and 10.*

### **EOPS/CARE**

- EOPS served 749 students during the academic year, including 19 CARE students.
- Approximately 45 AB540 students were served by the program.

- 93 percent of participants were in good academic standing, with 100 percent of participants having a comprehensive educational plan completed by an EOPS/CARE counselor.
- The program continues to offer a full range of remote and in-person services, ensuring that the needs of students taking courses online or on campus are met.
- The program offered its own workshops for the Fall and Spring semesters centering around community building, mental health, study skills, financial literacy, and transfer. Six to nine workshops were offered each term, and approximately 200 participants attended each semester. The workshops were facilitated by program faculty and staff, and we also collaborated with other offices on campus to bring in guest speakers.
- 165 EOPS/CARE participants graduated and/or transferred this year. EOPS allocated \$3,994 in cap and gown vouchers for graduating students.
- EOPS allocated approximately \$108,500 in textbook vouchers through the SMC Bookstore and \$101,000 in student academic grants.
- CARE allocated \$22,400 in student grants and \$18,450 in food aid.
- EOPS continues to offer free school supplies and an equipment lending program. These initiatives effectively reduce the financial burden of acquiring course materials and supplies, ensuring students can access the resources they need to succeed academically without incurring additional costs.
- Student Services Annual Awards Celebration—In late May, the student services special programs, including EOPS/CARE, held a year-end celebration to honor student achievement, including graduates and transfers. The celebration was held in person at the John Adams Middle School Auditorium, with over 400 students, guests, and staff in attendance.
- EOPS/CARE hosted the first Special Programs GradFest Event, open to all programs under the umbrella of Special Programs. The event gave students the opportunity to pick up their program sashes and/or cords and decorate graduate caps in preparation for graduation. It was a festive event with music and snacks and provided a great opportunity for collaboration and networking between programs.
- SMC was awarded a NextUp grant from the California Community College Chancellor's Office to support current and former foster youth. The program falls under the umbrella of EOPS and allows automatic admission to EOPS for foster youth. The program officially kicked off in the Spring of 2023 and is currently active and working with EOPS in supporting foster youth students at SMC.
- EOPS/CARE has soft-launched a comprehensive one-stop shop application to streamline the student application process. This initiative reduces the number of applications required to join various programs under the EOPS umbrella, ensuring students can access support programs and resources more quickly and efficiently.

*As a state-funded categorical program, EOPS/CARE provides equal access and opportunity to higher education for low-income, first-generation, and educationally disadvantaged student populations. It contributes to Santa Monica College's achievement of its Student Equity and Vision for Success Goals. In addition, it contributes to the following Board of Trustees Goals: 3 and 5 and Board of Trustees Priorities: 3, 6, 7, and 10.*

### ***Foster Student Support Programs (Guardian Scholars and NextUp)***

Santa Monica College welcomed a new state-funded program called NextUp in the 2023-24 academic year. NextUp is a State funded supplemental program of EOPS geared to support the holistic needs of foster youth in foster care age 13 or older and under the age of 26. As a result, SMC created the Foster Student Support Programs that combines Guardian Scholars and NextUp services.

Both Guardian Scholars and NextUp programs are committed to the academic, professional, and personal success of foster youth. We offer specialized support services to meet the student's current needs. Guardian Scholars and NextUp students continue to succeed academically and defy the odds despite the complexities COVID-19 created in higher education.

- The Foster Student Support Programs partnered with EOPS suite programs such as Rising (a program for our formerly incarcerated students) to collaborate on monthly network mixers. Foster Student Support Programs and Rising also partnered to have a joint graduation lunch for our graduates. We also partnered with Pico Partnership, DSPS, financial aid, EOPS, Health and Wellness, Basic Needs, UCLA, Safe Place for Youth (SPY), Angels Nest, and Department of Children and Family Services, and Transfer Center to host a foster youth awareness resource fair. In addition, we hosted a few other events in May for foster youth awareness to bring more exposure to campus and the community. The program continues to keep students supported, engaged, and informed, given the challenges students continue to encounter in remote mode.
- **Foster Student Support Programs Achievements**—Guardian Scholars and NextUp served a combined 70 students (20 in Guardian Scholars and 50 in NextUp). This is an increase of 15 foster students overall compared to last year. This year, we had 19 graduates from both programs. All 19 students received a cap and gown voucher to use for graduation.
- Foster youth students received academic, career, transfer and wellness counseling, priority registration, book vouchers, meal and transportation assistance, school supplies, access to workshops, and care packages.
- Two students were awarded the O'Brien/O'Connor Family Scholarship. One student received \$10,000 to transfer, and the other student received \$5,000 to continue their studies at SMC.
- NextUp issued \$50,000 in meal and transportation cards. Students had the option to choose between Kroger, Uber (to include Uber Eats), or Amazon (with access to Wholefoods) cards.
- Guardian Scholars issued \$10,000 in meal and transportation cards. They only had the option of Kroger or Chevron cards.
- NextUp awarded \$195,000 in direct aid to students.
- Foster Student Support Program issued \$6,125.13 in book voucher funding for Spring 2024.
- We are proud to continue partnering with the non-profit organization *For Goodness Cakes*, who provided cupcakes once a month to celebrate students' birthdays. Students were able to visit on their own time and decorate cupcakes or take some to go. The organization also donates cupcakes to our special student events and holiday celebrations.



- Budget: NextUp received a generous allocation from the Chancellor's Office of \$955K for 2023-24 to support programming needs and assist in establishing the program. NextUp will continue to receive State funding for the foreseeable future.
- Guardian Scholars unfortunately does not have dedicated funding but is able to receive SEAP funds for textbooks and food and transportation assistance. Guardian Scholars did, nonetheless, receive a donation of \$21,000 from the Rotary Club of Santa Monica from funds raised from their annual Wine Auction. This is the highest amount the club has raised for a feature charity. The Guardian Scholars program will continue to look for other ways to raise funds for the program to serve students.
- Guardian Scholars has continued to partner with John Burton Advocates for Youth (JBAY) which provided \$5,000 for Guardian Scholars students when faced with an emergency such as car repairs, rent, bills, medical bills, etc. The distribution is handled through the SMC Foundation's Critical Needs Fund for student emergencies.

*Board Goals and Priorities: I. Educational Advancement, Quality, and Equity*

### **Law Pathway**

- The Law Pathway Program served 35 students.
- 20 of the participants graduated in Spring 2024 with all transferring to a four-year university.
- The program was able to offer \$10,000 in scholarships thanks to the Daniel Stewart and Mark Ivener Scholarships through the SMC Foundation.

*The Law Pathway Program provides equal access and opportunity to higher education to low-income and first-generation student pursuing a career in the legal profession. The program contributes to Santa Monica College achieving its Student Equity and Vision for Success Goals. In addition, it contributes to the following Board of Trustees Goals: 3 and 5, and Board of Trustees Priorities: 3, 6, 7 and 10.*

### **Men of Color Action Network (MOCAN)**

The Men of Color Action Network supported men of color (students, faculty, staff) at SMC this year at a greater level than before through active campus-wide collaborations. This was possible due to the funding provided by SMC and the money raised through the SMC Foundation. Our team consists of three part-time adjunct counselors (36 total hours), one partial weekly day from a full-time counselor, and work-study students. All the MOCAN work-study student positions were cut during the middle of the Spring semester because of the decrease of funding from the state. The Men of Color Action Network includes 40+ staff, faculty and administrators that represent various programs and departments at SMC. Aside, from only being mentors, partnerships have been fostered amongst members.

The Men of Color Action Network (MOCAN) accomplished the following during the 2023-24 academic year:

- Trained three part-time faculty counselors and student workers to support [MOCAN's Mission](#).
- Hosted the second annual MOCAN March Madness 3 on 3 Basketball Tournament with the support of Athletic Director Reggie Ellis. 10 teams participated with teams from SMC, Pasadena City College, and El Camino College MOCAN Chapters.

- Over 95 MOCAN students were eligible to receive awards at the Student Services Award Ceremony.
- MOCAN members received scholarships totaling over \$50K, including Chace “Amaru” Dyer who received a \$30K scholarship.
- Recruited 50+ SMC faculty, staff, students, Board members, and administrators to attend the Men of Color Conference in April at Long Beach City College. SMC tabled during the resource fair, several faculty and staff members facilitated professional panels and multiple workshops at the conference. Two SMC students won competitive stipends totaling \$2,000.
- Recruited over 25 SMC faculty, staff, and students to serve as mentors and mentees in the Men of Color Mentoring Program.
- Two MOCAN counselors taught Counseling 20 courses dedicated to MOCAN, Adelante, and Black Collegian students, with two courses in Fall and two in Spring.
- Co-facilitated a hybrid Latino Center Summer orientation (Camino Al Exito) with the Peer Navigators Program and the Latino Center.
- Tabled at multiple SMC campus events such as VIP Welcome Day, Open House, and SMC Start Up with the goal of informing our community about MOCAN.
- Updated program requirements to create greater engagement with MOCAN students. Requiring a MOCAN orientation, meeting with a MOCAN counselor twice a semester, and the attendance of two MOCAN events per semester.
- Facilitated multiple professional development workshops across various community colleges for aspiring faculty, classified, and administrators.
- Collaborated with local high schools with the goal of establishing a warm hand-off to the SMC community including MOCAN counselors.
- Utilized campus email bulletins to facilitate MOCAN fundraiser to purchase resources for student events that are not SMC vendor approved (Costco pizza, hot dogs, raffle gifts, etc.).
- Hosted five MOCAN BBQs at Virginia Park with an average of 50-60 attendees. The student activities included basketball, chess, corn hole, crocheting, flag football, relay races, and soccer. We have extended invites to El Camino College and Pasadena City College MOCAN chapters with the goal of building a sense of community among transferring students, faculty, and staff.
- Facilitated SMC scholarship application workshop for MOCAN, Peer Navigators, Adelante, and Black Collegian students. Multiple attendees received scholarships and internships throughout the year.
- Continued anime parties and game nights, that brought nearly 40 students per four different sessions.
- Over 20 MOCAN members graduated and/or transferred to schools that included The American University in Paris, Columbia, London College of Communication, Howard, OTIS, UC Berkeley, UC Irvine, UCLA, UC San Diego, UC Santa Barbara, CSULB, CSUN, CSULA, and UNLV.

- MOCAN continues to increase our alumni network with SMC graduating students. The next phase will be to connect SMC MOCAN chapter members with El Camino College and Pasadena City College MOCAN chapter members that are transferring to initiate building community prior to arriving at their transfer university.
- Held a total of three MOCAN staff and faculty meetings (9/21/23, 2/22/24 and 4/25/24).
- Held five MOCAN expression sessions in-person (9/14/23, 10/12/24, 11/9/23, 3/7/24 & 5/9/24).
- SMC MOCAN will be hosting the [MOCAN Conférence](#) in 2025.

*Board Priority: 1, 2, 6, 7, and 11*

### **Peer Navigators**

The Peer Navigator Program is a peer-to-peer mentorship initiative for first time in college (FTIC) African American and Latine/x students at Santa Monica College. This program offers academic counseling, community building events, and peer support to help students transition to SMC and foster a sense of belonging.

For the 2023-24 academic year, the program identified over 5,800 FTIC students. The Peer Navigator Program provided consistent, proactive outreach to 2,988 Latine/x and African American FTIC students through weekly emails, monthly phone calls, and various community events.

The Peer Navigator Program accomplished the following during the 2023-24 academic year:

- Hired and trained one new adjunct counselor and two classified professionals to support and advance the Peer Navigator Program mission. This is in addition to the 30 student employees who served as Peer Navigators this year.
- Participated in multiple SMC campus events, including VIP Welcome Day, Open House, and SMC Start Up, to increase awareness of the Peer Navigator Program.
- Hosted multiple student-centered events, including Game Days in the Quad, First Year Student Meet Ups, Karaoke, and workshops on improving study habits and strategies to find the 'right' AOI.
- Co-facilitated Camino Al Exito Summer orientation in collaboration with the Latino Center and MOCAN.
- Coordinated College Kickoff with Student Success Teams.
- Co-facilitated SMC Foundation Scholarship application workshop for Peer Navigators and MOCAN participants, resulting in numerous scholarships awarded to attendees.
- Developed the Peer Navigator space in Cayton.
- 14 Peer Navigators graduated this year, with 13 transferring to universities. We also saw a 69 percent Fall-to-Spring retention rate for our target population of FTIC students.

The Peer Navigator Program is funded by a Title V grant from the Department of Education. Our team consists of four part-time adjunct counselors, one manager, two classified professionals, and student workers.

*The program contributes to the following Board of Trustees Priorities: 2, 3, 5, 6, 7 and 10; and Board of Trustees Goal: 5. It also contributes to Santa Monica College achieving its Student Equity and Vision for Success Goals.*

### **Student Success Teams**

The Student Success Teams (SSTs) provide comprehensive support to first-time-in-college (FTIC) Latine/x and African American/Black students. SSTs aim to increase retention, reduce matriculation gaps, decrease barriers in navigating the college structure, and showcase resources that will support students in meeting their academic and personal success. Student Success Teams are comprised of academic counselors, instructional faculty, Peer Navigators, and classified professionals.

The 2023-24 academic year was the first full year of implementation for Student Success Teams. During this year, SSTs have:

- Established AOI-specific Student Success Team, resulting in seven SSTs with Career Services supporting Undecided students.
- Provided professional development to 13 faculty SST leads on the following Special Programs: Black Collegians, Adelante, and EOPS.
- Developed and implemented College Kickoff: a one-day summer onboarding option for Black and Latine/x students, and Welcome Week: First year student support and registration lab during the first week of each primary semester. These programs supported over 350 students.
- Held AOI fairs at multiple SMC campus events such as VIP Welcome Day and SMC Start Up to engage community in AOI-relevant events and information.
- Each SST hosted numerous events throughout the academic year. Here are a few highlights:
  - The SST for the AME Area of Interest hosted six Taco Nights (two at each campus) to share AME programming and connect faculty, staff, and students.
  - The SST for the CHL Area of Interest hosted a field trip to the Japanese American National Museum, a Self Portrait workshop, and a Meet & Greet.
  - The SST for the STEM & Health and Wellness Areas of Interest hosted a joint Open House to introduce relevant programs, connect faculty, staff, and students, and help students familiarize themselves with the Science Building.
  - The SST for the Business Area of Interest hosted an Open House, Meet & Greet, and various workshops. This SST also collaborated with the Transfer Center to host a Business Transfer School panel.
  - The SST for the People & Society Area of Interest as well as the SST for the Education Area of Interest hosted multiple community building events and Meet and Greets to connect students with faculty and staff.

The Student Success Team initiative is spearheaded by Deyadra Blye (Project Manager of Peer Navigators), Guido Davis Del Piccolo (Sociology Faculty & Redesign Co-Lead), and Daniella Washington (Counseling Faculty & Redesign Co-Lead). This work would not be possible without the dedication and diligence of our SST Faculty leads, as well as the classified professionals who support both the SSTs and the Peer Navigator Program.

*Student Success Teams contributes to the following Board of Trustees Priorities: 1, 3, 5, 6, 7 and 10. It also contributes to Santa Monica College achieving its Student Equity and Vision for Success Goals.*

### **Pico Partnership**

- The Pico Partnership program completed the first year in the new 2023-27 grant with the City of Santa Monica. Surpassed targeted goal of 75 students to 77 participants. Employed a Mental Health Counselor dedicated to serving program students. Dispersed nearly \$40,000 between SMC textbook vouchers and, for the first time in program history, direct aid in the form of grants.
- Served 77 students, an increase of 11 students more than the previous year.
- Outreached and onboarded a large cohort of new students (37 total) with 62 percent of youth from the Pico neighborhood.
- Met program outcome for Fall semester GPAs. The target outcome is for 70 percent of students to complete the Fall semester with a 2.0+ GPA; 54 out of 77 students met this goal.
- The program offered various workshops focused on Career, Wellness, and Finances for college students. Moreover, the program hosted a Vision Board collaboration event with the college's Art department; annual Halloween party; and first-annual Year-End celebration, honoring program graduates and students completing their first year at SMC.
- Celebrated 13 graduates/transfer students through a Commencement Sash, graduation gifts, and first-annual Pico Partnership Year-End Celebration luncheon.
- Employed three student workers to serve as academic tutors for Virginia Avenue Park's academic assistance program. Additionally, Pico Partnership employed one student worker to serve as an office assistant for the program and EOPS suite at large.
- Increased on-ground new student orientation offerings to welcome students to the program, orient them to the college environment, and set them up for academic success.
- Maintained strong relationships with community partners to refer students to and from the following agencies/organizations: Santa Monica High School, Olympic High School, Youth Resource Team (St. Joseph's Center), Police Activities League, and Boys & Girls Club of Santa Monica. The program increased participation in community events, such as the Virginia Avenue Park Resource Fair and Santa Monica High School College & Career Fair.

*Board Goals: 4 & 5 (Educational Advancement, Quality and Equity) & 13 (Community Relations), and Board Priorities: 5, 6, & 7 (Student Life) & 10 (Community and Government Relationships). In collaboration with the city of Santa Monica, the Pico Partnership Program provides equal access and opportunity to higher education for low-income and first-generation students from or living in the Pico Neighborhood of Santa Monica.*

### ***RISING (Reentering Incarcerated and System Impacted Navigating Greatness) Program***

- During the 2023-24 academic year, the RISING program served 38 students. However, the team has connected and supported upwards for 65 students as they work to continue navigating their education after incarceration.
- Five students have graduated and will be transferring at the end of Spring 2024. RISING students were accepted to CSUN, UCLA, UCB, CSULB, and CSULA. All five graduates are transferring with multiple associate degrees and certificates from SMC.
- Through the various workshops and events, RISING has cultivated a welcoming and positive environment for students at SMC. In addition, RISING has collaborated with many community organizations such as Amity Foundation, HealthRight 360, and others to help facilitate an easier transition from incarceration to education.
- The RISING program has expanded services to now providing book vouchers for textbooks, as well as grocery cards to assist students in getting groceries or products they need to sustain themselves while pursuing their education.

*The RISING Program was established in Fall 2021 to provide equal access and opportunity to higher education for formerly incarcerated and system impacted students. The program contributes to Santa Monica College achieving its Student Equity and Vision for Success Goals. In addition, it contributes to the following Board of Trustees Goals: 3 and 5, and Board of Trustees Priorities: 3, 6, 7 and 10.*

### ***Student Life***

#### ***Associated Students (A.S.)***

We are excited to share that the Associated Students continues to have success electing student government leaders. This speaks loudly to the resilience and persistence our SMC students continue to display and is no small feat with many nearby community college districts continuing to face challenges to fill their own student government boards. Some highlights include a majority of positions being filled for the upcoming 2024-25 academic year as well as a record high in voting engagement since the pandemic amongst students at SMC with over 1,000+ votes this Spring. *Board Priority #4*

The AS continued to support integral programs, events, and departments (\$1,000,000+) such as VIP Welcome Week, Solar Umbrella and Water Bottle filling stations, a media library at CMD, student engagement opportunities (virtual and on-ground), new electronic posting screens on main campus, and many more important projects. *Board Goals #1, #2, and #3; Board Priorities #1, #7, and #13*

Many of the Directors will be graduating and transferring. Many have been accepted and will be transferring to phenomenal schools like UC Berkeley, UCLA, University of Southern California, and University of San Diego.

#### ***Civic Engagement***

SMC finished top ten in the statewide Ballot Bowl challenge in the California Community College category this year. *Board Goal #3*

The Civic Engagement Committee met frequently to develop a plan to increase voter registration and how to get students to vote. The committee was comprised of key members of our campus community (administrators, faculty, and students). We are in the process of curating civic engagement opportunities

for the 2024-25 academic year and have plans in place for Constitution Day as well as the Presidential Election year coming up. [Board Goals #1 and #9](#); [Board Priority #1](#)

Maintained compliance with AB 963 by hosting several events on campus to increase civic engagement, celebrate Constitution Day, encourage eligible students to vote in the local elections, and educated students about the electoral process. [Board Goals #1 and #9](#); [Board Priority #2](#)

#### *First Generation Student Initiative*

With the help and leadership of our students and the peer navigators' program, our campus continues to create programming to welcome our first-generation students at SMC. We successfully held our fifth Annual First-Generation Extravaganza. This year we held four programs including a first-gen 101 workshop and an alumni networking event to connect alumni and current SMC students. [Board Goal #4](#); [Board Priorities #1 and #2](#)

#### *Inter-Club Council (ICC)*

For a fourth year, we saw an increase of installed student clubs and organizations (30 percent), ending this academic year with 85 clubs. We anticipate continuing to see more student club involvement as offerings return to a hybrid modality both virtual and on-ground. [Board Goal #1](#); [Board Priorities #2, #4, and #13](#)

The ICC successfully planned an on-ground Club Row both semesters. [Board Priorities #1 and #13](#)

#### *Office of Student Life*

We continue to improve our services and offerings by streamlining processes and policies for student engagement within Student Life. Last year we transitioned many forms, documents, and paperwork to an electronic format. We continue to adjust and create support materials to help students, staff, and faculty to help support our Associated Students sponsored proposals and student clubs and organizations. A highlight for this year is the revamping of our Freedom of Expression Guidelines webpage that has become an important resource for employees and students at SMC. [Board Goal #4](#); [Board Priority #4](#)

We continue to see a positive trend and growth in student life at SMC through A.S., student representation on campus committees, events, and workshops. Our office, the Associated Students, and student clubs began offering in-person engagement opportunities on campus in addition to the virtual programming that was created during the pandemic. The number of student clubs and proposals to A.S. continue to trend positively and are near pre-pandemic numbers. [Board Goal #1](#); [Board Priorities #1 and #4](#)

#### *Student Equity Center (Dream Resource Center, Gender Equity Center, Pride Center, Racial Justice Center)*

The district's continued support has allowed the Student Equity Center to build toward having a sustainable support structure. The center is excited to welcome four faculty leads and a student leadership team to help support retention and persistence efforts. We have continued to build on this support and have hired a Student Services Specialist, Emily Chavez this year. [Board Goals #2 and #3](#); [Board Priority #3](#)

The Student Equity Center officially opened its physical doors this past Fall with great support and fanfare. The space has been heavily utilized by our students and continues to grow every semester in engagement. Many student clubs, student affinity groups and programming gather and occur in the space. This has provided students a needed space to find community and create a sense of belonging while exploring identity development and social justice. [Board Goals #1, #3, #8, and #13](#)

With support from numerous faculty, staff, and partners from across campus that contribute to the center and the four focus areas (Racial Justice, Pride, Dream Resource, and Gender Equity), the Student Equity Center successfully maintained programs and events throughout the year for the SMC community. The Student Equity Center brought many outstanding keynote speakers and workshop facilitators who received great reviews from Students, Staff, and Faculty. *Board Goals #1 and #9; Board Priorities #1, #2, #4, #5, and #13*

**Notable Events and Offerings.** Our four centers offered both on-ground and virtual events and programs this year with great success and attendance. Across all events, we were able to engage 2,000+ SMC students, staff, and faculty. Examples (this is not an inclusive list of all the offerings produced this year) included: *Board Goals #1 and #9; Board Priorities #1, #2, #4, #5, and #13*

- Room in the Corner (Racial Justice Center)
- Pride Week (Pride Center)
- UndocuAlly Training (Dream Resource Center)
- Sexual Assault Awareness Month: Art Therapy (Gender Equity Center)
- Women's Health Workshop (Gender Equity Center)
- SMC Graduation Celebrations
- UndocuAction Week

### ***Veterans Success Center***

The Santa Monica College Veterans Success has seen quite an influx of student veterans as well as veteran dependents (children and spouses of veterans). Our goal is to offer a variety of flexible counseling modalities (In Person, Phone and Zoom) as we continue to progress as a Veterans Center that is **designed to be more inclusive and equitable to our student population** and better describe the philosophy and **mission of the center**. The VSC is happy to share that we have new neighbors on the Garden Level of the Cayton Center. Next door to us are the SMC Peer Navigators and down the hall is the Student Equity Center. As we collaborated with the leaders in both programs, we decided it was best to make signage more inclusive of all programs so signage for the VSC were halted. However, the plan is now to create signage in the VSC lounge area to help student veterans identify with the space while allowing them to feel welcomed and honored at SMC. We are working with Facilities and the Marketing team and a vendor to complete the signage and installation by the start of the Fall 2024 semester.

- As stated in last year's report, the one-time three-year grant ended Summer 2022 and along with it, the project manager that was instrumental in the transition during the shutdown as a result of COVID-19. We received wonderful news during Spring of 2023 that the VSC was approved a new project manager position which we hope will eventually become the Veterans Success Center Director. Unfortunately, we were unsuccessful at finding a qualified candidate and no one was selected to move on to the final interview with the Superintendent/President.
- Due to the budget, the college decided to not re-open the position, in order to reassess the needs of the VSC. We are happy to announce that the hope is that the position will re-open in Summer 2024 and hopefully this time around, we can find an outstanding candidate to lead the Veterans Success Center. The hope is that the current faculty leader (Kevin Benitez) will transition to being the full-time counselor/Faculty Lead. By alleviating his administrative duties of the center, this will open time for him to conduct outreach on military bases, continue his philanthropic efforts in the community, and continue to build partnerships with non-profit organizations that can provide services to one of our nation's most vulnerable populations. *Board Priorities: 1, 2, and 3*



- The Veterans Success Center continues to utilize the **ongoing funding from the Chancellor's Office** to assist students with basic need requests, more counseling hours for counselors, and more on- and off-campus events for student veterans. *Board Priority: 2*
- The VSC continues to offer **telephone and Zoom academic counseling appointments, digital paperwork processing**, and send important announcements via the Veterans Success Canvas Shell along with 24/7 online tutoring. To remain flexible to the student's needs, we not only provide services in the modalities above but we also have a counselor available for in person appointments Monday through Thursday. The feedback from students is that they appreciate the multiple modalities in order to become successful at SMC and beyond. *Board Priority: 2*
- The VSC expanded its services to include **social work interns as well as therapist interns** who are supervised by the VSC Faculty Leader, Kevin Benitez. The hope is that by hiring the new project manager, the Faculty Leader will have more time freed up to supervise more interns. In collaboration with the Center for Wellness and Wellbeing (CWW) the VSC will have **Graduate level Social Work interns** not only providing mental health therapy but also providing referral to services such as basic needs, referrals to external agencies, homelessness, emergency cares act funding, food pantry and referrals to mental health at the CWW. These interns are instrumental as many students are not aware of many of the resources offered at SMC. *Board Priorities: 2 and 4*
- The VSC continues to collaborate with the Center for Students with Disabilities aka DSPS; this collaboration affords student veterans and their families access to DSPS from the comfort of the Veterans Success Center. This was done by providing the Acquired Brain Injury (ABI) Specialist (Erika Deuel) from DSPS, an office in the VSC on Thursdays for her to meet with students one on one, thus facilitating the referral process to DSPS. *Board Priorities: 2 and 4*
- In Spring 2024, the VSC organized a bowling event at the local bowling alley for student veterans. This is the first major event since prior to the pandemic. The event provided student veterans with food, soft drinks, bowling, and bowling shoes for three hours free of charge. The event was well attended and students were very appreciative and grateful for the opportunity to meet other student veterans and provide them with an opportunity to unwind. *Board Priorities: 5, 6, 7, 10.*
- In Spring 2024, the VSC hosted the first Graduation Celebration for student veterans since pre-pandemic. The event was to congratulate student veterans who were graduating and/or transferring. Other departments and programs that support the VSC were also invited (GCTS, DSPS, Admissions, etc.). The event was well attended by students, faculty, and staff of the college. Students were provided with a personalized sash with their branch of service embroidered into the sash along with a red, white, and blue chord. Students were also provided with a cap and gown free of charge. *Board Priorities: 5, 6, 7, 10.*
- The faculty leader of the VSC Kevin Benitez has continued to build relationships in the community and through his philanthropic outreach efforts established relationships with external partners and received a total of \$50,000 in donations from the **Steve and Kristin Chapin Family Foundation** strictly for the use of recreational activities with our student veterans to include but not limited to field trips, hiking excursions, mindfulness fishing trips, attending sporting events, and student scholarships. Activities have been found to build community and comradery among student veterans who otherwise find themselves isolated once they depart from the military. We hope that with the hiring of the project manager in Fall 2024, the Faculty Leader will have more time to organize such events and make good use of the funds. *Board Priorities: 7, 9, 10, and 11*

## ENROLLMENT DEVELOPMENT

### **Outreach and Recruitment**

Our Outreach and Recruitment strategy blends a hub-and-spoke approach to interface with local high schools, community, and out-of-state students. Outreach and Onboarding bridges SMC and local high schools, middle schools, community agencies, and out-of-state students to ensure a smooth onboarding and transition process to Santa Monica College. The office contributes significantly to the strategic enrollment management plan with other campus constituents, such as Admissions, Counseling, Financial Aid, Noncredit, Dual Enrollment, and Concurrent Enrollment. The following outreach and onboarding events and programs include effective core matriculation services delivered through several modalities such as phone, internet, social media, email, and in-person interactions.

**Discover SMC program.** Outreach and Onboarding, in close collaboration with Career Services, continues to engage prospective high school students. With Career Services taking the lead in campus visits, students had the opportunity to participate in activities that introduced the concept of majors vs. careers. They also got to explore their interests and how they align with various career paths. The students then shared and presented their findings, learning how these insights can guide their fields of interest. After the presentation, they were provided a comprehensive campus tour and learned about the various programs. This successful initiative was a result of the combined efforts of Outreach & Onboarding, Career Services, and AOI faculty discipline and counselors.

*Board Goal: 3,5,13. This program supports the goals of the SMC Promise and Guided Pathways Initiative by providing gateway services for first-year students to encourage a smart start to college and success in their educational pursuits.*

**High School Scholarships.** Each year, SMC proudly awards scholarships to high school students who are committed to attending our college. The high school scholarship process was automated in the academic year 2016-17 to parallel that of the overall SMC scholarship process. Using technology to expedite the scholarship application and awarding process has proven quite effective. In Spring 2024, 12 scholarships, totaling \$16,760, were awarded to incoming students. While the dollar amounts were less this year due to the downturn in the market, the impact of these scholarships on the lives of our students is immeasurable.

*Board Goal: 3,5,13. This program supports the goals of the SMC Promise and Guided Pathways Initiative by providing gateway services for first-year students to encourage a smart start to college and success in their educational pursuits.*

**Campus Tours** are led by our Student Ambassadors daily, with an opportunity for visitors to sign up for a regularly scheduled tour on the SMC website and reach out for alternate times as needed. Ambassadors are also ready throughout the week to host the Welcome Desk in the Student Services Center, making them available to accommodate walk-ins visiting the campus and wanting a personalized tour or information. Ambassadors provided tours for community members, guests, and all school visits on the Main Campus and Satellite campuses, including the Malibu Campus, and for students at the CMD campus in collaboration with the Digital Design and Communication and Media Studies departments for High School students interested in their programs.

*Board Goal: 3,5,13. This program supports the goals of the SMC Promise and Guided Pathways Initiative by providing gateway services for first-year students to encourage a smart start to college and success in their educational pursuits.*

**HubSpot Live Chat.** The live chat feature empowers Student Ambassadors to authentically engage in dialogue with students, applicants, and prospective students on the Financial Aid website and Welcome Center site. They assist with onboarding applicants and assisting prospective and currently enrolled students. Ambassadors answer questions about the SMC Promise, provide information, and help students connect with specialists as needed in a collaborative effort with Financial Aid to diffuse the bottleneck so students who need to speak directly with financial aid can get access. Students, applicants, and prospects connect with ambassadors in this virtual space where ambassadors demonstrate leadership to create a sense of belonging, listen, validate others, and engage in authentic dialogues to foster a culture of peer-to-peer support.

**Student Ambassador Program.** Through outreach and onboarding initiatives, ambassadors provide peer-to-peer support for advancing successful student enrollment and retention outcomes. They are often the first point of contact for prospective students, leading campus tours daily, conducting call campaigns, hosting a virtual Welcome Café daily, and now accompanying our recruitment specialists during high school visits and college fairs off campus. Ambassadors are prepared with training and supervision to greet all students, answer questions, assist and inform about resources and student support services, and provide needed information and referrals. Most importantly, they connect students to people in the resource areas who can help them and demonstrate a steadfast commitment to authentic engagement so students feel that their presence matters.

**Welcome Center Café** is a Zoom space hosted by Student Ambassadors and Student Services Clerks who are ready to meet and greet, share insights, answer questions, and connect visitors to the individuals behind the resources who can help new and prospective students successfully navigate SMC.

*Board Goal: 3,5,13. This program supports the goals of the SMC Promise and Guided Pathways Initiative by providing gateway services for first-year students to encourage a smart start to college and success in their educational pursuits.*

**Call Center Campaigns** outreach and in-reach calls made by Student Ambassadors and student services clerks include:

- Request for Information: All individuals who complete an inquiry form requesting information on the SMC website are responded to with a direct phone call within 24 to 48 hours from submission.
- Black, Latinx, and Men of Color Outreach call to applicants.
- Out-of-state/Domestic Non-resident Outreach calls to applicants and admitted students throughout their enrollment steps.
- Campus Tours: Direct calls to follow up on prospective students who RSVP and attend tours.
- CCCApply: Outreach to applicants who started but still need to complete their CCCApply application to help them complete the application process.
- In-Reach to currently enrolled students in collaboration with student service areas and academic departments to invite students to events and activities on campus (i.e., AOI mixers, Onboarding activities, etc.)

**Community Colleges of Los Angeles (CCLA) Initiative:** This campaign was inherited from Assessment in March of 2021, and since then, our department student services clerks have made direct calls to qualified leads forwarded to us from the CCLA campaign. This outreach has included scheduling counseling appointments, providing information, and sending follow-up emails.

**CE Online Initiative:** In collaboration with the Career Education Online Initiative, student ambassadors make direct calls to follow up with prospects responding to an online advertisement. They engage in both live chat on the landing pages for the Simon Collier marketing campaign and connect prospects with counselors, providing appointment setting and sending follow-up emails with specific Area of Interest links, information, and involvement opportunities. Counselors can then meet with leads from the CE Online campaign through this Outreach initiative to provide program-specific information, support the online application process, and create educational plans for students looking to matriculate at SMC.

*Board Goal: 3,5,13. This program supports the goals of the SMC Promise and Guided Pathways Initiative by providing gateway services for first-year students to encourage a smart start to college and success in their educational pursuits.*

**Social Media (Instagram, TikTok).** Student Ambassadors have been working with International Education to create short videos to share about their favorite places on campus as part of IEC's "create your own tour experience" in collaboration with the Peer Mentors. They also support SMCGo content and SMC College Hacks utilizing social media platforms to distribute information to SMC Promise students, prospective students, and applicants.

*Board Goal: 3,5,13. This program supports the goals of the SMC Promise and Guided Pathways Initiative by providing gateway services for first-year students to encourage a smart start to college and success in their educational pursuits.*

**Enrollment Labs.** Outreach & Onboarding supports students with just-in-time enrollment services by offering an enrollment lab to assist students with course registration. These sessions are conducted by Outreach Recruiters and staffed with counselors, financial aid staff, admissions staff, and student ambassadors to help students through the enrollment funnel. Students will learn about navigating Corsair Connect, the financial aid portal, and creating educational plans. Students will enroll in their courses and have a better understanding of how to access support services at SMC.

*Board Goal: 3,5,13. This program supports the goals of the SMC Promise and Guided Pathways Initiative by providing gateway services for first-year students to encourage a smart start to college and success in their educational pursuits.*

### **Onboarding**

**SMC Promise.** Students participating in the SMC Promise receive onboarding and follow-up support from the Welcome Center. The SMC Promise provides financial assistance to eligible students who meet program requirements during their first and second years at SMC. In addition, participants receive priority enrollment, educational planning, career services, and the opportunity to connect with special counseling programs. They receive email notifications of enrollment periods, availability of counseling, Financial Aid, dates and deadlines, and campus events. SMC Promise-eligible students are invited to an online SMCP orientation of services where they can connect with student ambassadors and Welcome Center staff. Students are also invited to VIP Welcome, a two-day orientation where they can connect with staff, faculty, and our diverse student population to support their journey at SMC.

*Board Goal: 3,5,13. Supports the goals of the SMC Promise and Guided Pathways Initiative by providing gateway services for first-year students to encourage a smart start to college and success in their educational pursuits.*

**Online Orientation.** As defined in Title 5, Section 55521, Orientation is a process that acquaints students and potential students with, at a minimum, college programs, student support services, facilities and grounds, academic expectations, institutional procedures, and other appropriate information. Onboarding orientation gives students the essential information to transition smoothly to their college experience at SMC. The Orientation informs students about the wide range of services, including academic counseling, to help sort out educational and career goals, health and psychological services, financial aid and scholarships, tutoring services, and support programs for students with special needs. Each year, approximately 20,000 students complete online Orientation. In 2019-20 via the SMC Pathway Redesign efforts, Faculty analyzed online Orientation to ensure student equity, access, ease of use, and time-on-task by ethnicity comparison. Areas of Interest and a direct link to Orientation+ (see item below) were added to bring the online services up to date.

*Board Goal: 3,5,13. Supports the goals of the SMC Promise and Guided Pathways Initiative by providing gateway services for first-year students to encourage a smart start to college and success in their educational pursuits.*

**SMC Orientation+ Webinars.** This webinar series will disseminate information to prospective and committed out-of-state students. Live online and targeted presentations allow for expansive outreach and provide excellent and quicker follow-up for this population. Participating viewers can address the relocation needs of out-of-state students, submit questions and comments, and will be able to revisit special sessions on YouTube. Topics included housing, application and enrollment, transfer counseling, residency, and financial aid. Financial aid and residency webinars were recorded and sent out via YouTube.

*Board Goal: 3,5,13. Supports the goals of the SMC Promise and Guided Pathways Initiative by providing gateway services for first-year students to encourage a smart start to college and success in their educational pursuits.*

**Onboarding Seminars.** Onboarding Seminars are for first-time college students only. These seminars are smaller in scope and limited to 50 students maximum, allowing students to engage with our staff and counselors fully. Instead of drop-in appointments, students attending a seminar will participate in a presentation (led by Outreach Recruiters with the support of our Student Ambassadors) to the end (meeting with a counselor to create an education plan). A Career Counselor will also present on Career Services, and a financial aid representative will be available to answer questions.

**Next Step Webinars.** Outreach recruiters invited applied students to a webinar to assist them with completing the enrollment steps. Students were provided step-by-step support for verifying email and setting up Corsair Connect and SMC email. Once students have completed these steps, they move on to set up and complete the MyEdPlan requirements and get ready for enrollment.

*Board Goal: 3,5,13. Supports the goals of the SMC Promise and Guided Pathways Initiative by providing gateway services for first-year students to encourage a smart start to college and success in their educational pursuits.*

### **Enrollment Services**

Key accomplishments and updates from Enrollment Services are highlighted herein, including the record-breaking 94th Commencement Ceremony, a detailed profile of the graduating class of 2024, the 10-year success of the Awards Without Petition Initiative, and SMC GO's Appademy Awards win. An update on the

implementation of the Stellar Student Success Suite—replacing MyEdPlan—and significant increase in students served by Admissions and Records, both remotely and in-person, are noted.

### **Commencement Ceremony**

The 94th Commencement was held on Tuesday, June 11—the second in-person ceremony since the COVID-19 pandemic. The core planning team from Enrollment Services, Admissions and Records, and Enrollment Development were joined by campus partners from Events, Maintenance & Operations, and Marketing in the planning and execution of the event. They received invaluable support from over 110 college employees from across the campus, and 45 enthusiastic students and community volunteers who generously contributed their time and assistance on the day of the ceremony.

SMC broke records once again in 2023-24, not only with the largest graduating class in the college's history but also by attracting an impressive gathering of over 1,060 graduates and 5,500 guests, all eagerly united in celebration. The ceremony was live streamed on the college's website and SMC GO, providing broader accessibility to guests all over the United States and across the globe. Although the ceremony started late due to hundreds of guests still in line at the planned starting time, it ended in just two hours and 10 minutes. The ceremony flowed smoothly throughout and concluded after all graduates' names were read as they crossed the stage in applause. The audience, comprising family members, friends, and well-wishers, cheered enthusiastically.

Dr. Kathryn E. Jeffery presided over the ceremony, accompanied by guest speakers, including Board of Trustees Chair Dr. Margaret Quiñones-Perez, offering greetings on behalf of the Board; Jamar London, Academic Senate President, offering the faculty challenge; Patricia Diaz Maldonado, graduating student speaker, offering the student challenge; and members of Senior Staff. Following the formal conferral of degrees by Dr. Jeffery and Chair Quiñones-Perez, the ceremony culminated with a symbolic “moving of the tassel” moment. The festivities concluded with a cake and punch reception featuring photo booths.

The commencement ceremony was not merely an event; it was a celebration of perseverance and dedication. It served as a testament to the unwavering commitment of the college community to honor and celebrate the achievements of its graduates, reinforcing the profound impact of education in shaping the lives of individuals and society as a whole.

Visit the [Commencement](#) website for photos and playback of the ceremony video.

### **2023-24 Preliminary Graduating Class Profile**

#### *Degrees & Certificates to Be Conferred:*

- 9,725 degrees and certificates awarded to 6,309 students
- 51 percent of the degrees and certificates conferred awarded through the Awards Without Petition Initiative; 10 years running!
- 16 Bachelor of Science in Interaction Design degrees
- 6,657 Associate degrees, including 1,245 Associate Degrees for Transfer
- 2,647 Certificates of Achievement

- 197 Noncredit Certificates of Completion and 208 Certificates of Competency
- 3,416 students will graduate with more than one degree or certificate

*Class of 2024 Profile:*

- 32.8 percent of students graduate with honors, 15.1 percent with high honors, and 4.3 percent with highest honors.
- The youngest graduate is 15 years old and graduates with two Associate of Arts degrees (Liberal Arts: Arts and Humanities and Liberal Arts: Social and Behavioral Science) and a Certificate of Achievement (IGETC).
- The oldest graduate is 85 and graduates with two Associate of Arts degrees (Liberal Arts: Arts and Humanities and Liberal Arts: Social and Behavioral Science).
- The average age for all graduates is 27 years.
- The graduating class includes 563 international students (F1 and online foreign), 637 students with disabilities, 281 Scholars students, 118 EOPS students, 27 undocumented students, and 5 foster youths.

*The Graduating Class is:*

- 59.1 percent female; 38.6 percent male; 2.3 percent unreported
- 6.4 percent African American/Black students
- 9.9 percent Asian students
- 39.4 percent Latinx/e students
- 28.1 percent White students
- 4.7 percent Multiracial
- 11.4 percent Unreported/Other

*The Top 15 Associate Degree Programs are:*

- AA Liberal Arts: Arts and Humanities
- AA Liberal Arts: Social and Behavioral Science
- AS-T/AS Business Administration
- AA General Science
- AA-T Psychology
- AA-T Communication Studies
- AA-T/AA Political Science
- AA-T/AA Art

- AA-T Sociology
- AA-T Economics
- AS Registered Nursing
- AS Film Production
- AS Accounting
- AA-T History
- AS/AS-T Early
- Childhood Education

#### *Board Goal 5*

### **Awards Without Petition Initiative: 10 Years Strong**

**Enrollment Services and Admissions and Records celebrate 10 years of a very successful Awards Without Petition Initiative.** Since the Initiative was implemented in Fall 2014, **31,694 additional degrees and certificates** recognized by the California Community Colleges Chancellor’s Office have been awarded at SMC by Academic Records Evaluators. This constitutes 44 percent of the 72,799 awards conferred upon students since. Initiative awards have ranged from a low of 19 percent to a high of 53 percent in a given year. The numbers may change after Spring 2024 awards are conferred—some students may become ineligible due to not completing pending coursework. However, we anticipate awarding an additional 4,500 degrees and certificates without petition for Spring 2024 – once eligible students are informed. This would bring us to a total of approximately 14,600 degrees and certificates in 2023-24, of which 64 percent would have been awarded through the Awards Without Petition Initiative.

This Awards Without Petition Initiative has transformed the way we celebrate student achievements, making the path to recognition smoother and more accessible for our equity populations, including Black and Latinx/e students. Additionally, we recognize its positive impact on the Student-Centered Funding Formula, as more and more of our degrees and certificates are conferred within the last year of students’ attendance, a key objective outlined in the SMC Strategic Enrollment Management Plan.

A 10-year impact report for the Initiative will be compiled by the Dean of Enrollment Services in early Fall 2024, once all awards for 2023-24 are completed.

*Here’s to ten years of innovation, and many more to come!*

#### *Board Goal 5*

### **Stellic Student Success Suite Implementation Update**

Enrollment Services in coordination with MIS and supported by a local team is making steady progress toward implementing Stellic, a replacement for MyEdPlan. The SMC Board of Trustees approved a five-year contract with Stellic at its January 2024 meeting.



Stellic is a comprehensive academic planning and advising platform designed to support students and counselors in creating and managing personalized educational plans. It offers a suite of tools to enhance the academic planning process, improve student progression, and facilitate better communication and collaboration among students and staff. Key features of Stellic include a robust degree audit engine, education planning based on students' chosen pathways, conflict-free class scheduling, tools for counselors, analytics, and workflows. Stellic aims to make the academic planning process more efficient.

The Stellic Implementation Team consists of representatives from Enrollment Services, Admissions and Records, Counseling, IT/MIS, and Academic Affairs. The team has met weekly since late February to advise the leads and Stellic representatives on the local implementation. A separate weekly meeting with MIS has also been held to address data integration.

The implementation has required extensive involvement from MIS personnel, not only to create data sources that feed Stellic, but to update and develop new applications and reports in WebSIS.

### *Select Progress To-Date*

#### **Planning and Coordination**

- Held Project and IT kickoff meetings
- Completed configuration documents
- Scheduled discovery sessions with Admissions, Counseling, and Veterans teams
- Established project key milestones and timeline (Beta testing is scheduled for end of July/early August; Full campus rollout is expected in November)
- Held sessions on transfer articulation
- Held discovery session for Stellic's upcoming transfer student and prospective student modules

#### **Integration and Data Management**

- Established timing of data integrations
- Created Stellic SMC instance
- Integrated SMC Catalog data, semester class schedules, user data, SSO, among other data sources
- Began integration of Canvas data

#### **Audit Building and Validation**

- Held degree audit building sessions with Academic Affairs and Admissions and Records
- Created overall audit guidance document for Stellic audit building team
- Phase 1 of degree audit building was completed, focused on 50 audits, including programs in Business, Design Technology, Nursing, and all current G.E. patterns. Academic Records Evaluators to complete initial validation of audits with student records by July 15

- Kicked off Phase 2 of audit building, including Liberal Arts and General Science “general” degree audits, and Cal-GETC

#### *Board Goal 5*

### **Admissions and Records: Surge in Both Remote and In-Person Visits**

Admissions and Records experienced a notable increase in activity in 2023-24 compared to the previous year. The number of visits rose by approximately 19 percent total, with significant growth in both remote visits (11 percent) and in person visits (38 percent) [only the first two weeks in June 2024 are included in the analysis]. The increase in office visits was particularly pronounced, reflecting a growing preference or need for in-person support. Monthly trends reveal peaks in August and May, aligning with the start of open enrollment and the start of the Fall semester, respectively. August 2023 recorded the highest monthly activity at 5,446 students, demonstrating heightened activity during this critical enrollment period.

#### *Additional Select Statistics*

- 18,155 students served via DynamicForms portal for various petitions, including Special Consideration, High School Concurrent Enrollment, and Enrollment Verifications.
- 6,498 degree and certificate petitions processed, an increase of 17 percent over the previous year (excludes degrees/certificates awarded exclusively through Awards Without Petition Initiative)
- 94 events were held, including 33 webinars on how to apply to the college, 12 on concurrent enrollment, 22 on residency, and 13 on fees.
- 51,875 admission applications were processed, of which 38 percent were for new students and 62 percent for continuing students (excludes applications deemed fraudulent, F1 applications, and Noncredit applications).
- 40,852 transcripts were sent on students’ behalf, of which 97 percent were sent electronically. The top destinations were UCLA, CSUN, USC, CSULB, and CSUDH.

#### *Board Goal 5*

### **SMC GO Wins Two Appademy Awards**

SMC GO—Santa Monica College’s official app—won two first-place International “Appademy” awards for *Best Traditional Event—Commencement* and *Best Use of Communications* from Massachusetts based Modo Labs, which recognizes the best campus apps. SMC was the only community college among the award winners!

### **Pearl Chatbot and Pearl Team at the Ready**

On average, Pearl chatbot successfully resolved approximately 2,000 to 8,000 inquiries per month. Nearly 15,000 of the 75,000 messages resolved were handled by the Pearl Chat Team consisting of Admissions Student Services Clerks and student workers. Questions and issues primarily revolved around admission, enrollment, graduation, financial aid, counseling, cashier's, refunds, classes, and related topics.

The Pearl chatbot serves as a crucial triage platform where students obtain general information on processes, policies, services, “how to’s,” and reliable referral sources. We take immense pride in the team keeping Pearl’s knowledgebase up to date. Pearl is often the first source students go to for reporting problems encountered while connecting to Corsair Connect, Canvas, and other services that sometimes experience temporary outages.

#### *Board Goal 5*

### **Financial Aid and Scholarships**

The Office of Financial Aid and Scholarships processed, evaluated, and awarded financial aid funding to students who submitted FAFSA or California Dream Act applications and met the criteria to receive financial aid awards as we continued to support students attending school in a hybrid remote/on-campus modality. As students transitioned to attending more classes on ground, the department provided financial aid counseling and assistance in person, over the phone and via email. Additionally, the staff utilized the Q-Less queue system as the primary form of communication with students and families over the phone and welcomed students on site in the office.

Students continued to submit documents through Corsair E-docs (Campus Logic third party software), which is our electronic document submission platform, for the office to receive the required federal and/or state application information and any other subsequent documentation as needed. Furthermore, the department hosted countless webinars, in person, and through zoom presentations to support in-reach and outreach activities for Equity Group students, with concentration on African American and Latinx students. Managers worked closely and served as liaisons to the SMC Equity Group Departments including, but not limited to: Black Collegians, Adelante, Veterans Resource Center, Disability Resource Center, EOPS, Foster Youth, as well as partnered with the IDX program and Non-Credit departments to provide financial aid workshops and counseling.

While in a hybrid remote modality, the Office of Financial Aid and Scholarships scheduled FAFSA/CA. Dream App application workshops, supported all recruitment and retention events on campus, and worked with the SMC Foundation to support scholarship donor relationship initiative events. Finally, the department continued to support students by presenting to Counseling 20 classes, hosted drop in webinars to answer questions with our special programs groups and partnered with the Welcome Center to attend various recruitment events at high schools and other community events in our service area.

#### **Total number of 2023-24 Federal Aid Applications: 34,167 (as of June 20, 2024)**

*Total number of 2022-23 Federal Aid Applications: 32,716 (as of June 8, 2023)*

*Total number of 2021-22 Federal Aid Applications: 31,509 (as of June 21, 2022)*

*Note: Decrease in FAFSA submitted applications due to lower enrollments*

*Total number of 2020-21 Federal Aid Applications: 40,344 (as of June 28, 2021)*

*Total number of 2019-20 Federal Aid Applications: 37,704 (as of June 30, 2020)*

#### **Total number of 2023-24 California Promise Fee Waiver Receivers: 22,677 (as of June 17, 2024)**

*Total number of 2022-23 California Promise Fee Waiver Recipients: 21,656 (as of June 8, 2023)*

*Total number of 2021-22 California Promise Fee Waiver Recipients: 21,964 (as of June 22, 2022)*

*Total number of 2020-21 California Promise Fee Waiver Recipients: 24,104 (as of June 28, 2021)*

*Total number of 2019-20 California Promise Fee Waiver Recipients: 25,451 (as of June 30, 2020)*

**Total number of 2023-24 Pell Grant Recipients: 6,864 (\$29,639,091 as of June 17, 2024)**

*Total number of 2022-23 Pell Grant Recipients: 6,752 (\$26,262,927 as of June 8, 2023)*

*Total number of 2021-22 Pell Grant Recipients: 6,794 (\$25,043,192 as of June 21, 2022)*

*Total number of 2020-21 Pell Grant Recipients: 6,404 (\$24,194,294 as of June 28, 2021)*

*Total number of 2019-20 Pell Grant Recipients: 7,812 (\$28,487,690 as of June 30, 2020)*

**Total number of 2023-24 Promise Recipients: 2786 (866,322 as of June 17, 2024)**

*Total number of 2022-23 SMC Promise Recipients: 2,646 (\$465,649.50 as of June 8, 2023)*

*Total number of 2021-22 SMC Promise Recipients: 2,398 (\$691,081 as of June 21, 2022)*

*Total number of 2020-21 SMC Promise Recipients: 2,719 (\$741,657 as of June 28, 2021)*

*Total number of 2019-20 SMC Promise Recipients: 3,235 (\$1,573,361 as of June 30, 2020)*

**Total Financial Aid "Paid" for 2023-24: \$47,865,147 (as of June 17, 2024)**

*Total Financial Aid "Paid" for 2022-23: \$40,342,701 (as of June 8, 2023)*

*Note: Pell maximum and SSCG awards doubled contributes to the increased amount paid*

*Total Financial Aid "Paid" for 2021-22: \$34,001,420 (as of June 21, 2022)*

*Total Financial Aid "Paid" for 2020-21: \$33,992,668 (as of June 28, 2021)*

*Total Financial Aid "Paid" for 2019-20: \$35,748,714 (as of June 30, 2020)*

**Total amount of Santa Monica College Foundation Scholarships awarded for 2023-24: \$835,020 to 398 students totaling 481 scholarships.** Note: According to the Foundation, the decrease in the available amount of scholarships to award from last year to this year was attributed to the department's investment portfolio for scholarships not performing at the same level as it did in previous years.

*Total amount of Santa Monica College Foundation Scholarships awarded for 2022-23: \$1,351,501 to 582 students totaling 826 scholarships.*

*Total amount of Santa Monica College Foundation Scholarships awarded for 2021-22: \$702,825 to 535 students totaling 747 scholarships*

*Total amount of Santa Monica College Foundation Scholarships awarded for 2020-21: \$681,653 to 585 students totaling 818 scholarships*

*Total amount of Santa Monica College Foundation Scholarships awarded for 2019-20: \$682,403 to 499 students totaling 730 scholarships*

*Fiscal and Facilities-Board Priority #8-Continue efforts in revenue generation, cost control, reorganization, enrollment management to ensure a sustainable budget. The dissemination and disbursement of financial aid contributes directly to enrollment management by providing financial assistance to support students' successful enrollment into Santa Monica College. The funding received on the students' behalf contributes to the District's goal in sustaining a fiscally sound budget.*

**CARES ACT Higher Education Relief Fund.** The CARES Act signed into law March 27, 2020, provided a total of \$34,148,479 to SMC for direct aid to students with demonstrable economic needs such as food, housing, technology, and more. Fall and Spring awards were issued at three levels (\$700, \$1,200, or \$2,000) based on the rubric. Summer and Winter awards were issued at \$500 given the shorter term. SMC

has expended all funds awarded to students in need. In many cases, students experienced emergency needs over several semesters.

**The total amount of CARES emergency grants awarded for the 2023-24 academic year was \$134,429 to 112 unduplicated students as of June 17, 2024. NOTE: Santa Monica College has expended all CARES emergency grant funds.** The total amount of CARES emergency grants awarded for the 2022-23 academic year was \$6,403,768 to 5,809 unduplicated students as of June 16, 2023; for the 2021-22 academic year \$15,833,856 was awarded to 7,886 unduplicated students as of June 23, 2022; for the 2020-21 academic year \$12,073,100 was awarded to 8,625 unduplicated students as of June 28, 2021.

**Emergency Disaster Relief Fund.** The California Community College Chancellor's office provided SMC with two disaster emergency relief funds for 2022-23 award year. \$494,355 was provided to DREAM students and students with AB540 designation. The amount spent was \$301,200. \$2,838,752 was designated to students who are CA residents and qualified for the CCPG grant. \$2,669,741 was disbursed for the 2022-23 academic year. The amount remaining in both funds will be transferred and spent in 2023-24.

As a result of stale dated checks and the carry-over amounts for these Emergency Disaster Relief Funds, \$241,605 was awarded to CA residents who qualified for the CCPG and \$166,000 was awarded to students with AB540 designation for the 2023-24 academic year.

*Student Life-Priority #6-Continue implementing initiatives that focus on solving barriers related to students' financial resources and unmet basic needs. The State and Federal Government provided emergency funds to assist students who were facing food and housing insecurity in addition to other financial hardships. This greatly contributed to solving financial barriers that could've negatively impacted students' completion rate.*

### **Global Citizenship**

The 2023-24 Theme for SMC Global Citizenship was "Risk, Refuge, and Resilience." Faculty were encouraged to find creative ways to explore this Global Citizenship theme in their classes and through planned presentations.

In 2023-24, the Global Citizenship Committee continued to focus on improving processes and striving to reach more students to promote global citizenship. Over the past year, Global Citizenship Grants for faculty proposals provided funding for worthy projects that are centered on student participation.

The Global Citizenship Committee sponsored a variety of activities and special events during the 2023-24 academic year. The Committee hosted both in-person and virtual events that closely connect with the Board of Trustees expressed Annual Goals and On-going Priorities.

In 2023-24 Global Citizenship committee in close collaboration with faculty offered the following variety of programming, initiatives, and travel abroad opportunities that address the following BOT 2023-24 Annual Goals and on-going priorities:

**Teaching about Global Conflict and Peacebuilding Seminar October 27 & November 3, 2023.** The 11th annual Global Peacebuilding Seminar took place virtually this past Fall on two consecutive Fridays. The seminar feature sessions with different peacebuilding affiliated individuals, agencies, etc. Professor Tia Santana from the Art department attended the conference.

**Global Citizenship Symposium.** The 15th annual Global Citizenship Symposium was held on May 2, 2024. More than 30 students submitted their works, and seven finalists were invited to present their projects to the SMC community at the Symposium. The event was in person and many faculty, staff, parents, and students were in attendance.

### **Global Citizenship Grants**

**Fall 2023 Literary Series.** Author Leye Adenle read and discussed their work with students through zoom. Professor Hari Vishwanadha, English (October and November 2023).

**Cosmovision Indigena.** Professor Alejandro Kee, Modern Languages and Cultures (October 2023). Zapotec artist, Maestro Porfirio Gutierrez, was invited to discuss “The Relationship to Climate and Artist material” from an Indigenous perspective.

**Communists, Criminals, and Caravans: Central Americans Seeking Refuge in the United States.** Professor Alejandro Lee, Modern Languages and Cultures (September 2023). Dr. Leisy Abrego’s presentation drew the interest of 26 participants, including faculty and students. During the session, she discussed the reasons behind the exodus of Central American citizens to the United States.

**Manzanar Diverted: When Water becomes Dust.** Professor Alejandro Lee, Modern Languages and Cultures (September 2023). Ms. Ann Kaneo presented her award-winning documentary to an engaged audience of 42 participants. The film was well received and sparked thoughtful discussions during the Q&A session.

**Spring 2024 Sustainability Speaker Series.** Professor Gillian Grebler, Earth Science (February and April 2024). Ten guest speakers were invited to present various workshops that provided opportunities for students to connect with others dedicated to sustainability, climate-resilience, and environmental justice. Among many of the speakers were Atossa Soltani, Cecilie Stuart, Pascal Baudar, Jamiah Hargins, and Mark Abraham.

**Global Afro-Futurism Lecture and Mural-Making Workshop with Nehemiah Cisneros.** Brianna Simmons, Art (April 2024). SMC alumni and visual artist Nehemiah Cisneros discussed the Global Afro-Futurism movement and how his own work dialogues with other art pieces from the African Diaspora.

**Rethinking Rufus: Sexual Violations of Enslaved Men.** Professor Brandon Reilley, History (April 2024). Campus historian Thomas A. Foster was invited to discuss his book centered around the history of African American people.

**Asian Pacific Americans and Militarism in Oceania.** Professor Brandon Reilley, History (May 2024). Historians Alfred Flores and Christen Sasaki explored the connections through the scope of settler military occupation, imperial jurisdiction, and cultural transformation.

### **Study Abroad Trips**

**Costa Rica, Summer 2023.** After the COVID pandemic the Global Citizenship committee was able to reinstate study abroad trips. Delphine Broccard, GC chair, along with Christyanne Melendez, from the Science department, led 24 students who participated in the study abroad trip to Costa Rica, in June 21-

29, 2023. The students had a great experience learning about the risk of degrading plastic pollution in the ocean, beach clean-up, understanding what it takes to safeguard a watershed area that supplies drinking water and hearing stories of resilient immigrant women who seek to better their social conditions through entrepreneurial training.

**Florence, Spring 2024.** In Spring 2024, another study abroad trip took place to Florence in April 6-13. Professor Taneka Washington (Art History) and Professor Susan Kolko (Fashion) led 24 students along with the assistance of Worldstrides agency through the city of Florence. The group explored the Cathedral of Santa Maria del Fiore, traveled by train to the Leaning Tower of Pisa, visited a cheese farm, and enjoyed many galleries and museums.

The Global Citizenship initiative continues to provide programming and travel abroad opportunities for students as a means to infuse anti-racist, equity-minded academic and non-academic support in all areas of the college.

*Student Life - Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College, implement initiatives that overcome barriers based on students' financial resources and unmet basic needs, devote resources to assist students with personal circumstances that negatively affect student success.*

### **International Education Center**

All IEC functional and Engagement updates for 2023-24 are listed below and paired to match the Board of Trustees Annual Goals and On-going Priorities:

*The Future of the College - Complete an Educational Master Education Plan that includes lessons learned from COVID, challenges and opportunities presented by the economic and demographic landscape, and current and projected revenue and enrollment, complete SMC Educational Master Plan by Fall 2024, adopt a strategic plan for SMC based on the Educational Master Plan, complete ACCJC process for SMC accreditation, increase enrollment by 5 percent.*

*Fiscal Stewardship - Reduce the budget deficit by \$10,000,000, stabilize the fiscal structure of SMC and meet the requirements for a 7 percent fund balance, work with state and federal allies and legislators to increase and stabilize funding and the SCFF at a level that sustains the work of the College.*

**International Student Enrollment.** In 2023-24, international student enrollment continued to trend upwards. International student head count increased by an average of 10 percent and unit enrollment increased by 11 percent.

Overall, IEC is experiencing a robust rebound in new applications and there are some positive indicators that the upward trend in enrollment is likely to continue through Fall 2024 and Spring 2025. The IEC has focused its resources to augment our admission team to ensure that the increase in applications can be managed effectively and efficiently.

While demand for international education is increasing, SMC faces significant staffing and course offering challenges to converting increased demand into enrollment over the next year. The irregular distribution of on-ground/hybrid offerings, specifically in high demand majors, will adversely impact our ability to recruit and retain international students who must comply with federal on-ground enrollment mandates. In addition, our ability to fill currently vacated positions on our admissions team during a district-wide hiring freeze will determine our capacity to increase admissions and enrollment yields in upcoming enrollment cycles.

**IEC Student Recruitment Efforts.** Increasing enrollment is still IEC's central operational goal. In the 2023-24 recruitment season, IEC's Associate Dean traveled to Sweden, Denmark, Canada, and India to participate in student and agent fairs. IEC's Director of Development traveled to Taiwan, Singapore, Vietnam, and Japan to meet with new and current global partners and to participate in student recruitment fairs.

The IEC is also developing creative recruitment initiatives designed to maximize yields and minimize costs. Under the leadership of our Associate Dean, the IEC has secured funding to hire SMC alums to represent the District at recruitment fairs. This innovative approach will cut travel costs and facilitate the recruitment of new students by connecting them to recent SMC graduates who can advertise our programs and speak to the SMC experience in the students' native language. In 2024, IEC will also increase the frequency of travel to India to establish a foothold in a market that will play a central role in our recruitment efforts in the coming years.

**International Contract Education.** To further enhance international growth, Enrollment Development and Academic Affairs negotiated a contract with Novel Prep, a comprehensive academic support service company specializing in preparing middle and high school students for entry into top-tier universities. Founded in 2013, with an initial focus on assisting Chinese high school students to enter U.S. private high schools, Novel Prep has grown to offer online courses to over 7,000 students as of 2023. Over the years, the company has gained significant expertise in international curriculum requirements, including U.S. high school subject requirements, AP prep, and middle/high school completion support. Novel prep primarily serves Chinese high school graduates who are over 18 years old, as well as high school students who are studying online from their home country.

Novel Prep will partner with Santa Monica College to offer credit-bearing, online courses to students in China through a contract education agreement. SMC will provide the online coursework designed to help students who aim to transfer to top U.S. universities by providing a pathway through IGETC and major courses. It would also allow some students to earn college credits while still in high school (high school concurrent), potentially improving their applications for top U.S. universities.

Classes under this contract began in Summer 2024 and further growth is planned for Fall 2024 and Spring 2025. The contract will generate approximately \$1.5 to \$2 million dollars in gross revenue for the District for the first year. Novel Prep intends to continue and grow this contract for future years as well.

**Global Partner Training and Support.** IEC continues to offer virtual workshops to our agent partners to better support their recruitment efforts on behalf of SMC. IEC's message to our global partners has been that "SMC is open for business" and fully capable of delivering our core services on-ground and in a remote environment. The enhanced commission payments and augmented trainings have resulted in an overall increase in agent application in 2023-24.

**Technology and Marketing.** IEC has also been at the forefront of adopting new technological platforms to augment our marketing efforts. In 2023-24, the IEC continued to infuse authentic student voices in the recruitment of new students by employing the Unibuddy platform. The IEC has also implemented a new Integrated Terra Dotta Database system to maximize our internal student tracking, outreach, communications, report generation, and Real Time Integration with the SEVIS system. The Terra Dotta Platform has also decreased the SEVIS student registration times by hundreds of staff hours, allowing IEC staff to focus more on student support and time spent on processing admission applications.



**Student Admissions and Onboarding.** In 2023-24, the International Admissions program at Santa Monica College continued to provide prospective students with clear and simple information about the specific F-1 student admissions requirements mandated by District admission requirements and government regulations. The admissions team supports F-1 students throughout the admissions process and pre-enrollment steps.

To implement lessons learned during the COVID pandemic and increase student satisfaction, IEC's admission protocols were redesigned to accommodate the demands of a remote environment by converting to paperless I-20s and electronic admission packets.

To maximize new student enrollment, IEC continues to extend admission deadlines for new students and has sought to ensure that admitted students unable to enter the U.S. due to extended visa processing times and consular understaffing can be admitted expeditiously and enabled to pursue their educational goals online.

**New Student Seminar.** In 2023-24, the IEC continued to offer the new student seminar in an online modality. New students are treated to engaging online immigration and counseling seminars that offer detailed academic and regulatory presentations that guide newly admitted students through academic requirements, SMC academic support programs, and the SEVIS regulatory environment. This permanent transition has allowed students to complete their pre-enrollment, counseling, and enrollment steps months ahead of previous on-ground practices and has helped IEC increase enrollment yields.

**IEC Counseling.** In 2023-24, IEC counselors continue to provide on-ground services four days per week. Counseling services are also available online five days per week through Zoom Express appointments and ASKIECC email inquiries. For maximum convenience, students can come in person, schedule Zoom appointments, or pose inquiries through the ASKIECC dedicated email box. New students are given dedicated counseling services through Zoom platforms to facilitate enrollment.

The IEC with the support of the Budget Committee has worked to secure additional funding to increase counseling hours during Winter, Summer, Fall, and Spring terms. The additional funding has increased access to counseling services by hundreds of hours during critical periods of the Winter, Summer and Spring enrollment cycles and has greatly contributed to the enrollment of new students and the retention of our continuing student populations. The IEC counseling team has also worked tirelessly with Academic Department Chairs to secure course substitution options for students impacted by a lack of on-ground or hybrid course offerings. These efforts have saved hundreds of students from falling out of status and leaving the college for institutions with greater on-ground course availability.

**IEC Immigration Team.** In 2023-24, the IEC immigration team continued to offer comprehensive services through multiple modality options to all international students. The immigration team members play a crucial role in international student retention by ensuring that students under their care maintain their legal standing in the U.S. and can pursue their academic goals in good legal standing at SMC.

International Student inquiries are forwarded to immigration team members who set virtual, telephone or in-person appointments for students seeking regulatory guidance on issues related to OPT, CPT, Reinstatement, Change of status, or transfers. The multiple modalities through which students can access immigration services continue to increase the ease and accessibility to immigration related support services for all international students. The work of IEC's Immigration team is directly responsible for the

successful retention of over 300 students who would otherwise fall out of status. Their collective efforts have been critical contributors to the upward enrollment trends noted in 2023-24.

*Ongoing BOT Priority Student Life: Continue support for campus resources that assist students with personal circumstances that may negatively impact student success.*

**Student Engagement.** Recognizing the lasting isolating impact that the COVID-19 pandemic had on international students, the IEC continues to offer fun and interactive in-person on-ground student engagement activities. In 2023-24, the IEC organized trips to Dodger and Clipper games, shopping trips and visits to Knotts Berry Farm. IEC staff also organize gaming events and other interactive activities designed to connect student to each other and to the campus community. In both the Fall and Spring semester, IEC also arranged two beach events for new and continuing students that were attended by over 100 students.

*Ongoing BOT Priority Student Life: Continue support for campus resources that assist students with personal circumstances that may negatively impact student success.*

**Housing and Health Insurance Services.** The IEC continues to provide comprehensive housing and health insurance support services to our international student population. The IEC is also in the process of collaborating with the Center for Wellness and Wellbeing and has onboarded a mental health professional dedicated to the needs of the international student population.

In 2023-24, the International Education Center is committed to ensuring that its core recruitment, admissions, counseling, immigration, and engagement functions continue to meet our students' needs and expectations in both remote and on-ground environments.

## GRANTS

**Grants Advisory Committee.** The President's Grants Advisory Committee (GAC) is comprised of classified educators, administrative staff, and faculty members from various departments including Workforce and Economic Development, Institutional Research, Communications, and Life Sciences. The GAC also includes senior administration representing several department areas. The GAC established formal internal processes and continues to refine those processes to ensure transparency as well as fiscal and programmatic accountability, including protocols to ensure all necessary department leads and area vice presidents are well-informed, and sign off on the potential grant submission.

Prior to submission to a potential funding agency, the GAC has a four-step framework to support proposals and gain institutional support and pre-approval for grant proposals. This process ensures the proposed grant is aligned with District goals, ensures the District is represented on all grant-funded projects, and grant compliance requirements are aligned and coordinated with District departments.

The Committee advises and makes recommendations to the Superintendent/President on all federal, state, and local grant opportunities that may benefit and impact the College.

In considering grant opportunities and making recommendations regarding the development and submittal of grant proposals, the GAC considers the following:

- **Impact on the College community,** including determining the overarching reach of the proposed activity and how it will positively impact the greatest number of students through the funding

being sought. Further, the Committee intends to ensure institutional benefits are served through the grant approval process.

- **Resources necessary to implement and manage the grant program**, including staffing, fiscal, and facilities capital necessary to ensure sustainability before, during, and after the period of performance of the grant. Moreover, the Grants Office is limited in its capacity to support unlimited services simultaneously.
- **Development Capacity.** The Grants Office is currently staffed by one person to serve and support the College Foundation and the College community in its grant-seeking, development, and post-award activities. The Committee must consider the optimum use of resources in seeking grant funding. Variables such as the purpose of the grant and its alignment with institutional goals, impact on the college community, potential award amount, and competitiveness of the funding program (i.e., number of awards) are key considerations for determining whether to seek a specific funding opportunity.
- **Timing of grant opportunities.** Granting agencies may have short turnaround timeframes from the announcement of available funding to the deadline for the submittal of proposals. To allow for the thoughtful review and consideration of all proposals, the Committee must have ample time to consider the extent to which the proposed activities will have the greatest impact on students, faculty, staff, and administration in support of students achieving their educational goals.

**Grants Office Staffing:** SMC approved the hiring of a Project Manager to support the Grants Office. At its June 4, 2024 meeting, the Board of Trustees approved the candidate for this position. The candidate will start in this position beginning in July 2024. The person in this capacity is expected to serve as the Project Manager for federal, state, and local grant awards for which there are no grant funds available to support project oversight. In instances where grant funding is available to support projects, this person may be assigned to the project/award depending on their allocated time to other grant awards. The Project Manager, Grants position supports pre-award activities including grant research and proposal development, and post-award administrative activities including reporting, budget management, and other rules and regulations of the grant award. *Board Priority: Fiscal and Facilities #8*

**Fiscal Support:** During this fiscal year the Grants Office, in coordination with the Fiscal Services Office and the Office of Institutional Research prepared the renewal of the College’s designation of eligibility under Title III and Title V which enables the College to apply for grants through these federal programs and approves the eligibility for a waiver of the non-Federal share matching requirements applies for a one-year period. *Board Priority: Fiscal Stewardship #10*

**Santa Monica College Grant Activity Summary**

<i>Grants Submitted</i>			<i>Awarded</i>	<i>Pending</i>
District	8	\$2,529,531	\$334,361	\$1,795,170
Foundation	18	\$2,396,243	\$186,015	\$ 145,656
<b>Total</b>	<b>26</b>	<b>\$4,925,774</b>	<b>\$520,376</b>	<b>\$1,940,826</b>

Santa Monica College Grant Activity							
Funding Source	Type	Amount Requested	Outcome	Amount Secured	Amount Pending	Program Lead	Purpose
Foundation for California Community Colleges	State	\$5,000	Secured	\$5,000		Debra Locke	To promote financial resources and financial literacy to SMC students.
USC Sea Grant California Deep Ocean DDT+ Research	Local	\$29,361	Secured	\$29,361		Lisa Collins	To distinguish the fate of dichlorodiphenyltrichloroethane (DDT), (an insecticide that was widely used in the United States in agriculture and also to control mosquitoes) within the local ocean basin.
NOAA/ Subaward through Alta Sea	Federal	\$300,000	Secured	\$300,000		Ferris Kawar/ Patricia Ramos	AltaSea Ocean STEM Pathways
Institute of Museum and Library Services	Federal	\$150,000	Pending		\$150,000	Walter Butler	Planning project to examine whether a library studies degree baccalaureate program is a viable option for Santa Monica College.
National Science Foundation	Federal	\$50,000	Pending		\$50,000	Tram Dang	Collaborative Planning Grants for STEM programs to increase the number of "academically promising" low-income STEM students by providing awards to institutions to fund scholarships and adapt, implement, and study evidence-based curricular and co-curricular activities.
NOAA/Subaward through Alta Sea	Federal	\$1,590,170	Pending		\$1,590,170	Ferris Kawar/ Patricia Ramos	Climate Ready Workforce
National Voter Registration Day American Association of Community Colleges and Levi Strauss & Co	Local	\$5,000	Pending		\$5,000	Thomas Bui	Civic Engagement and Voter Registration Drive
LA Food Equity	State	\$400,000	Declined			Susan Fila	Nutrition Expansion Program
<b>TOTALS</b>		<b>\$2,529,531</b>		<b>\$334,361</b>	<b>\$1,795,170</b>		
SMC Foundation Grant Activity							
Funding Source	Type	Amount Requested	Outcome	Amount Secured	Amount Pending	Program Lead	Purpose
City of Santa Monica	Local	\$1,500	Secured	\$1,500		Walter Meyer	Art Program
Dorothy Rupe Foundation	Local	\$39,572	Secured	30,000		Eric Williams	CNA Program

Colburn Foundation	Local	\$5,000	Secured	\$10,000		Mercedes Juan Musotto/ Brian Driscoll	General Support – Orchestra Program
Kuhn Family Foundation	Local	\$20,000	Secured	\$20,000		Tracy Beidleman	Scholarships - Public Policy Institute
George Hoag Foundation	Local	\$5,000	Secured	\$5,000		Lizzy Moore/ Tracy Beidleman	General Support – Giving Thanksgiving
California Community College Foundation	Local	\$12,200	Secured	\$12,200		Howard Stahl/ Patricia Ramos	AWS Cloud Skills Scholarships
Santa Monica Westside Legacy for Women and Girls	Local	\$46,815	Secured	\$46,815		Tracy Beidleman/ Lizzy Moore	Parenting Students Emergency Relief Fund
Golden Globe Foundation	Local	\$20,000	Secured	\$20,000		Ashanti Blaize Hopkins	Journalism Scholarships
Golden Globe Foundation	Local	\$35,000	Secured	\$35,000		Salvador Carrasco/ Drew Davis	Fellowship for Film 33 Course - Making the Short Film
Kurt Weill Foundation	Local	\$5,500	Secured	\$5,500		Mercedes Juan Musotto/ Brian Driscoll	General Support - Orchestra
United Way Emergency Food and Shelter Program	Federal	\$100,656	Pending		\$100,656	Lizzy Moore/ Tracy Beidleman	Meal Project Programs
Golden Globe Foundation	Local	\$10,000	Pending		\$10,000	Sharyn Obsatz	Journalism Scholarships
Golden Globe Foundation	Local	\$35,000	Pending		\$35,000	Simone Bartesaghi/ Drew Davis	Fellowship for Film 33 Course - Making the Short Film
John Burton Advocates for Youth	Local	TBD by Funder	Pending		TBD by Funder	Raul Encios/ Debra Locke	Emergency Support grants for foster and homeless youth
Senator Alex Padilla Congressionally Directed Spending Program	Federal	\$2,000,000	Declined			Lizzy Moore/ Tracy Beidleman	Santa Monica College and Glendale College Food Security Initiative
Clarence Heller Foundation	Local	\$25,000	Declined			Brian Driscoll/ Mercedes Juan Musotto	SMC Orchestra Program
Ellucian Foundation	Local	\$25,000	Declined			Lizzy Moore/ Tracy Beidleman	Progress, Accomplishment Thriving, Hope (PATH) Scholarship Program
Ralph M. Parsons Foundation	Local	\$10,000	Declined			Brian Driscoll/ Mercedes Juan Musotto	SMC Orchestra Program
<b>TOTALS</b>		<b>\$2,396,243</b>		<b>\$186,015</b>	<b>\$145,656</b>		
<b>ALL TOTALS</b>		<b>\$4,925,774</b>		<b>\$520,376</b>	<b>\$1,940,826</b>		

## INSTITUTIONAL RESEARCH

The Office of Institutional Research (IR) supports the mission and the goals of the college by generating accurate, relevant, and timely information to support the assessment, evaluation, and planning of programs, services, grants, and college-wide initiatives.

Some of the notable achievements of the Office that supported annual Board Goals include:

The IR Office played a critical role in implementing the new program review processes in its pilot year (2023-24), including the comprehensive program review (CPR), progress update (PU), and annual resource request (ARR) processes. The office provided technical assistance as well as providing leadership and thought partnership for the Program Review Committee in developing the tools and processes to support programs undergoing review.

*These efforts align with the Board Goal #2: Complete ACCJC process for SMC accreditation. The strengthening of the program review process was documented in the Accreditation Institutional Self-Evaluation Report's Quality Focus Essay (QFE) for which the IR Office was a primary contributor and author. The close of the pilot year of the revised program review fulfills the action steps outlined in SMC's accreditation QFE.*

The IR Office created a new data filter for its external and internal data dashboards in Precision Campus so that users can sort, filter, and disaggregate course enrollment and outcomes data by on-ground, online, and hybrid courses.

*These efforts align with the Board Goal #4: Schedule on-ground, online, and hybrid courses in accordance with student demand. The addition of the data filter in data reports in Precision Campus has enabled department chairs and managers to be able to analyze historical data by distance education status which can, in part, help leaders make decisions about class schedules.*

The IR Office provided assessment and evaluation support for strategies and programs designed to decrease equity gaps in student outcomes. The results are being used by program leaders to revise existing practices and programs. Some examples of such studies include providing survey support to compare what students know and feel about SMC, disaggregated by race/ethnicity, before and after attending a new Outreach program, SMC Discover. IR provided support in several practitioner-as-researcher projects to help managers and program leaders conduct inquiry to better learn the root causes for equity gaps. An example of such a project involved Enrollment Services staff interviewing Black students who were dropped for nonpayment to understand how the practice impacted their likelihood to enroll and complete.

*These efforts align with Board Goal #5: Decrease equity gaps. The assessment and evaluation of equity interventions provided program leaders the information they need to improve their interventions and programs to better support the needs and experiences of racially minoritized students.*

The IR Office has provided data support for the SMC Ad Hoc Legislative Committee to help develop “data stories” or “talking points” to advocate for an extension of hold harmless in the Student-Centered Funding Formula.

*These efforts align with the Board Goal #10: Work with state and federal allies and legislators to increase and stabilize funding and the SCFF at a level that sustains the work of the College.*

The IR Office designed and facilitated a procedure, called “Imagining Sessions”, to gather input from the campus community, including students, on revising SMC’s mission, vision, and goals. The Imagining Sessions were hour-long online sessions with members of the Mission Taskforce that requested participants respond to specific prompts and share their ideas, perceptions, and experiences in Jamboard, a digital interactive whiteboard. The sessions included group discussions (break out groups were used) and opportunities for participants to share out. The Imagining Sessions captured the voice of over 170 community members, and the results were analyzed and shared with the Mission Taskforce. The findings were used to craft the first draft of the new mission and vision statements. IR developed a survey to gather feedback from the campus community on the first and second drafts of the proposed mission and vision statements.

*These efforts align with the Board of Trustees Ongoing Priority #4: Support participatory governance in College decision making. The results of the 2022 and 2023 Big Employee Survey indicate that a large proportion of employees report not having opportunities to participate and provide input on college decisions. The Imagining Sessions and feedback surveys were attempts to “shake up the status quo” in how we have historically included the campus community. The new mission and vision statements will serve as the “north star” for all planning processes, including the Educational Master Planning process.*

SMC’s Data Coaching Program (also known as the “Equity Avengers Program”) focuses on addressing equity gaps in student outcomes (i.e., access, success, completion) and experiences of Black, Latine/x, and other racially minoritized students and employees. For the first time ever, the program created a cohort of manager and Classified staff teams who sought to address racial equity gaps by conducting inquiry in their respective areas. Some of the inquiry questions pursued by data coaches included understanding how Black students make sense of food programs on campus, Black students’ perceptions of student leadership opportunities, and the extent to which racially minoritized students feel they belong and are part of the Emeritus community. The Data Coaching Program was ambitious and concurrently launched a separate cohort for math faculty who examined/are examining (cohort ends December 2024) barriers Latine/x and Black students experience in learning math to ultimately inform how the department can redesign transfer-level math curriculum and courses using an anti-racist lens.

*These efforts align with the Board of Trustees Ongoing Priority #5: Infuse anti-racist, equity-minded academic and non-academic support in all areas of the College. The well-established Data Coaching Program embeds race-conscious and equity-minded concepts and practices into the curriculum, and, as a result, graduates of the program are better prepared to implement their work using an anti-racist and equity-minded approach.*

In Fall of 2023, the IR Office collaborated with several campus groups focused on assessing the needs of and improving the experience of employees (Human Resources, DPAC HR Subcommittee, PDC/CPDC, Institutional Effectiveness Committee, Equity Steering Committee) to conduct focus groups with employees to better understand their thoughts, feelings, and experiences about working at SMC. Specifically, the focus group questions were designed to help us answer follow-up questions that emerged during campuswide sensemaking of the results of the 2022 Big Employee Survey. For example, focus group questions for Classified Staff focused on learning how SMC can better use the strengths and skills of staff more effectively. In another example, focus group questions for faculty focused on how the College can better foster connection and sense of belonging, particularly for adjunct faculty. The results of the focus group were shared with Senior Staff in Spring 2024, and the results will be more widely disseminated in the coming months.

*These efforts align with the Board of Trustees ongoing priority #3: Ensure a supportive, inclusive, and collegial environment for students and staff. The focus groups results will inform District recommendations on how to improve the climate and culture of the institution for employees.*

## **INFORMATION TECHNOLOGY**

Highlights for 2023-24 include:

**IT Help and IT Student Help:** IT support teams resolved 15,530 on-ground and remote service requests. *Ongoing Board Priority: Educational Advancement, Quality, and Equity, Goal 3: Ensure a supportive, inclusive, and collegial environment for students and staff. | Student Life, Goal 7: Devote resources to assist students with personal circumstances that negatively affect student success.*

**Classroom AV Upgrades:** Upgraded the classroom audio visual systems in 10 classrooms and one resource center. This new classroom technology infrastructure improves services to students and instructors while lowering the college's operational cost and effort. *Ongoing Board Priority: Fiscal and Facilities, Goal 8. Seek opportunities for improved revenue generation, cost control, re-organization, and enrollment management to ensure a sustainable budget and efficient operations. | Fiscal Stewardship Goal 8: 9. Stabilize the fiscal structure of SMC and meet the requirements for a 7 percent fund balance.*

**Malibu Campus Internet Connection Upgrade:** SMC currently pays about \$22,000/year for a single internet connection for the Malibu Campus. SMC IT is working with the Chancellor's Office (CO) to install two new connections that will provide network redundancy and 10 times the speed for the Malibu Campus. These new connections will be funded by the CO. Once implemented, SMC will benefit from additional speed, redundancy, and save \$22,000/year. *Fiscal Stewardship Goal 8: 9. Stabilize the fiscal structure of SMC and meet the requirements for a 7 percent fund balance. Ongoing Board Priority: Fiscal and Facilities, Goal 8. Seek opportunities for improved revenue generation, cost control, re-organization, and enrollment management to ensure a sustainable budget and efficient operations. Community Relations Goal 14: Conduct a meeting of the Board of Trustees at the SMC Malibu Campus.*

**Modernizing IT Support job descriptions:** IT Management worked with staff and the Personnel Commission to update and consolidate several job descriptions to align with the current needs of SMC and to provide clearer career paths for our employees. The consolidation and reorganization also help the department operate more efficiently. *Ongoing Board Priority: Educational Advancement, Quality, and Equity, Goal 3: Ensure a supportive, inclusive, and collegial environment for students and staff. | Fiscal and Facilities, Goal 8. Seek opportunities for improved revenue generation, cost control, re-organization, and enrollment management to ensure a sustainable budget and efficient operations.*

**Associated Students Information Screens:** IT and M&O worked with the Associated Students president to assist them in selecting a sustainable technology solution to add three large displays on the main campus to support students and visitors learn about and locate campus resources. Implementation expected in the 2024-25 school year. *Ongoing Board Priority: Educational Advancement, Quality, and Equity, Goal 3: Ensure a supportive, inclusive, and collegial environment for students and staff. | Student Life, Goal 7: Devote resources to assist students with personal circumstances that negatively affect student success.*

**Student Information System (WebISIS Security Enhancement and new Landing Page):** Redesigned WebISIS navigation method and landing page with new user-friendly features, and enabled WebISIS PortalGuard authentication for added security to extend the life of WebISIS System. *Board Priority: Fiscal*



*and Facilities, Goal 8, Seek opportunities for improved revenue generation, cost control, re-organization, and enrollment management to ensure a sustainable budget and efficient operations.*

**Faculty Portal (mProfessor 2.0):** A yearlong effort to redesign the Teacher’s Portal, mProfessor, with a modern interface and new features. Enabled PortalGuard authentication with Multi Factor Authentication (MFA) for added security. *Board Priority 4: Support Participatory governance in College Decision-making.*

**International Students (Terra Dotta Software Implementation):** New software to manage International Students and Immigration Status Tracking. *Board Priority 7 Student Life: Continue support for campus resources that assist students with personal circumstances that may negatively impact student success.*

**Faculty and Classified Contract Implementation:** Implemented new contracts software for both Faculty and Classified. *Board Priority 3: Ensure a supportive, inclusive, and collegial environment for students and staff.*

**Scholarship Online Application and Approval System:** Designed new system on Corsair Connect and WebSIS to replace paper-based scholarship application and approval process. *Board Priority 7 Student Life: Continue support for campus resources that assist students with personal circumstances that may negatively impact student success.*

**College Financing Plan:** Create a College Financing Plan to meet federal compliance for the Financial Aid and Veteran's Resources Departments. *Board Priority 7 Student Life: Continue support for campus resources that assist students with personal circumstances that may negatively impact student success.*

**New Student Equity Center:** IT designed and added network, audio visual, and security infrastructure in the Cayton building to support the spaces in the new Student Equity Center which opened in October 2023. *Ongoing Board Priority 7 Student Life: Continue support for campus resources that assist students with personal circumstances that may negatively impact student success.*

**Upgrade of the end-of-life SMC door fob/physical security system:** The previous system presented several challenges which led to it being upgraded. First, the previous system was no longer sold, thus all new buildings, starting with Malibu Campus, would be on a new system. This meant campus police would have to operate two very different and complex door fob/physical security systems to manage over 1,200 doors and input alarms at SMC. In addition, the older system was no longer supported by the manufacturer, thus the risk of a costly and catastrophic system crash grew as time passed. SMC IT upgraded hardware and software over the last year to provide Campus Police with a single door fob/physical security system that IT and the manufacturer could support. *Ongoing Board Priority 8 Fiscal and Facilities: Seek opportunities for improved revenue generation, cost control, re-organization, and enrollment management to ensure a sustainable budget and efficient operations.*

## **SAFETY & RISK MANAGEMENT**

It is the mission of Safety & Risk Management to provide risk prevention and mitigation services to the Santa Monica College community, aimed at reducing conditions or practices which may expose the District to human, environmental, or financial loss. Safety & Risk Management’s main focus is to identify potential problems before they happen and have a plan to address them. The process is continuous and forward-looking, and the best programs are proactive rather than reactive. The ultimate goal is to preserve SMC’s physical and human assets so that it can continue operating successfully.

2023-24 has been a year of many accomplishments related to making the campus a safe place for on-ground activity. One metric of success that Risk Management uses to determine improvement is the number of injuries and the injury rates observed in a calendar year. In 2023, SMC saw injuries decrease by <18.6 percent> and our injury incidence rate decrease by <13.1 percent> compared to the same period in 2022. This is especially significant since SMC on-ground activities have increased from calendar year 2022 to 2023. In addition, during the first quarter of calendar year 2024, SMC's number of injuries and injury incidence rate has decreased when compared to first quarter 2023. The decrease in the number of workplace injuries lead to direct and indirect institutional benefits including budget savings and improved employee morale.

*Board Goal #8 Fiscal Stewardship: Reduce the budget by \$10,000,000.*

Risk management continuously helps identify, assess, and manage potential risks that could impact SMC's operations. These assessments reveal areas of safety management that require the implementation of new programs for the organization. Two new programs were implemented at SMC in 2023-24. First, Risk Management coordinated the implementation of the Workplace Violence Prevention Program (WVPP). The purpose of WVPP is to ensure that the District provides employees with a place to conduct business that is free of threats, intimidation, harassment, and acts of violence. Implementation included the creation of a written plan, an on-going assessment of workplace violence risk within all SMC areas, a training plan for all employees that raises workplace violence awareness and response, and workplace violence investigation processes. All levels of SMC employees are involved in this program to lower the risk of workplace violence.

Second, Risk Management participated in the implementation of our new "Trauma Kit: Stop the Bleed" program by creating the campus-wide written program, coordinating Stop the Bleed training for our staff, and evaluating the trauma kits which were purchased and installed throughout all SMC campuses. Additional training will be provided in 2024-25. The installed trauma kits on campus allows for trained staff to assist in life saving procedures until medical emergency responders arrive.

*Board Goal #8 The Future of the College: Develop new programs and partnerships that support the strategic vision and plan for the future of the College.*

In 2023-24, Safety & Risk Management implemented processes that support our educational quality by supporting the safety of our science departments. The basis for developing new programs and partnerships is ensuring that these processes are safe. First, a Sciences Safety Work Group was created. Life and Physical Science are two of the more potentially hazardous areas at SMC. This group meets monthly to focus on safety practices within the science departments. The work group currently includes Risk Management, the Chair of Physical Science, and the Chair of Life Science. The goal of this group is to continuously improve the safety of the science processes and implement proactive measures to lower process risk. One example of proactive safety was the Physical Science department removing from campus and properly disposing of all their mercury. Mercury is potentially very hazardous upon improper exposure and Physical Science has eliminated that risk.

Second, Risk Management purchased an anemometer for the science departments to use. The purpose of the anemometer is to spot check the airflow of the chemical fume hoods to ensure they are functioning properly rather than wait for a problem to arise. Risk Management provided training on the use of the anemometer and Physical Science implemented a monthly schedule for checking the hoods. The use of this device increases the safety in the labs and lowers the risk of unexpected chemical exposure.

*Board Goal #4 Educational Advancement, Quality and Equity: Schedule on-ground, online, and hybrid courses in accordance with student demand. Board Goal #8 The Future of the College: Develop new programs and partnerships that support the strategic vision and plan for the future of the College.*

In an effort to control cost and help reduce the budget, in 2023-24, Risk Management coordinated the evaluation and final approval of a new health clinic for the college. From a Risk Management perspective, the new clinic will provide worker's compensation services and safety compliance services. This new health clinic will partner closely with Risk Management and apply their best practices to help manage our employee injuries and help find ways to safely return our employees back to daily work activities. Helping employees return to work has significant direct and indirect impacts to SMC, including increased productivity, staff retention, and employee morale. These all impact our cost of doing business and will help reduce SMC costs.

*Board Ongoing Priorities #8: Seek opportunities for improved revenue generation, cost control, re-organization, and enrollment management to ensure a sustainable budget and efficient operations. Board Goal #8 Fiscal Stewardship: Reduce the budget by \$10,000,000.*

## **BUSINESS AND ADMINISTRATION**

**Audits.** The 2022-23 audit was performed by Santa Monica Community College District's external independent auditors Eide Bailly. Eide Bailly issued an unmodified opinion on the District's 2022-23 financial statements, and for the seventeenth consecutive year, the audit did not contain any financial findings. The District also received an unmodified opinion on its Federal Single Audit, a separate audit required to be performed on Federal grants. Additionally, both the financial and performance audits for the Proposition 39 construction bond program received unmodified opinions from the auditors.

*This item closely relates to Board of Trustees Goals and Priorities on Fiscal Stewardship.*

**Budget.** The District closed 2022-23 with an unrestricted general fund balance of \$34,022,513 or 15.84 percent of total expenditures and transfers. In 2018-19, the State adopted a new funding formula to determine the apportionment allocation for each district, named the Student-Centered Funding Formula (SCFF). The SCFF calculates apportionment based on three main factors: base allocation (enrollment), supplemental allocation (number of students receiving financial aid), and the student success allocation (number of student success outcomes achieved). The SCFF Hold Harmless calculation was amended in 2022-23 and stipulated that a District will be funded at the greater of the amount calculated under the SCFF or the final apportionment amount received in 2024-25, whichever is greater, starting in 2025-26. The Budget Offices current projections are that the District will not achieve the metrics needed to be funded under the SCFF until at least 2027-28 resulting in no increase in State Apportionment funding between 2025-26 and 2027-28. As of the 2024-25 tentative budget, the projected ending balance for 2023-24 is \$22,345,204 or 9.76 percent of total expenditures and transfers and the ending balance for 2024-25 is projected to be \$14,521,870 or 6.20 percent of total expenditures and transfers. As a result of increased expenditures and the loss of FTES related to COVID, the District is projecting structural deficit for the coming years. The District is currently working on finding ways to solve the structural deficit and maintain a healthy ending fund balance.

*This item closely relates to Board of Trustees Goals and Priorities on Fiscal Stewardship and Fiscal and Facilities.*

**Issuance of Remaining General Obligation Bonds.** In November 2022, the District successfully passed Measure SMC allowing for the issuance of \$375 Million in General Obligation Bonds. No bonds from

Measure SMC have been issued therefore \$375 Million of General Obligation Bonds will be issued later when funding is required for the voter approved projects. All General Obligations Bonds for the District's previous bond elections have been issued.

*This item closely relates to Board of Trustees Goals and Priorities on Fiscal Stewardship and Fiscal and Facilities.*

**Education Enterprise.** The emphasis in 2023-24 was on improving services to students and colleagues.

The Cashier's office worked with IT, Financial Aid and Admissions and Records to improve the tuition refund process including improving of cash accounting and time processing. *Closely aligns to Board Goals 1 and 4*

Parking remained free of charge, but permits were still required. SMC Shuttle transportation to athletic and other events was in full force all year. *Closely aligns to Board Goals 1 and 4.*

Education Enterprise continued to provide support for the drive-thru food pantry, Bodega, and Giving Thanksgiving. *Closely aligns to Board Priority 6.*

The Transportation team successfully planned and executed a transportation plan to support a successful accreditation team visit, as well as the Board of Governor's meeting held at SMC.

Reprographics continued to work closely with Marketing to provide color printing and other services. The department also continued to provide free copy service to students; both initiatives have increased efficiency and resulted in savings. In addition, Reprographics worked closely with Associated Students, providing print services for student activities free of charge. Reprographics produced much of the materials needed for graduation in a timely and efficient manner. *Closely aligns to Board Goals 3 and 6, and Board Priorities 2 and 9.*

Education Enterprise continued providing financial guidance and services to Associated Students. *Closely aligns to Board Priorities 4 and 7.*

Education Enterprise management and classified professionals took a lead role in the team that produced the Institutional Self-Evaluation Report and Quality-Focused Essay for the College's successful accreditation process, including the visit to campus by the accreditation team. *Closely aligns to Board Priority 4.*

## **FACILITIES PLANNING**

2023-24 was a busy and productive year for the SMC's facilities planning department, we are making major progress on various projects that are currently in construction. Here are some highlights:

### **Projects in Design**

The **Gender-Neutral Restroom.** The project is a new standalone gender-neutral restroom facility in the quad area between the HSS and the Theatre Arts Buildings. The project is currently in DSA review.

*Board Priority: 1, 3, 5 and 7. The project creates the first standalone restroom facility for all gender, which aligns with the supportive and inclusive goals of the college.*

The **Bundy Campus Tennis / Pickle Ball Court**. The project is a new tennis / pickle ball court facility, which includes a total of six tennis courts, six pickle ball courts, one pickle ball practice court, a toilet building and two storage buildings. The design process started in February 2024 and is currently in the Design Development Phase.

*Board Priority: 1, 3, 5, 7 and 8. The project creates the first tennis / pickle ball court facility for the students, which aligns with the supportive and inclusive goals of the college.*

### **Projects Completed or Underway**

The **Malibu Campus**. Phase 2 of the project, which include the construction of the Malibu campus, was substantially completed in Spring 2023. Classes are currently being offered at the Malibu Campus. The college continues to work with the County of Los Angeles and the City of Malibu on permitting the Sheriff's communications tower.

*Board Priority: 1, 2, 3, 6, 7, 9, and 10. The Malibu Campus is a new facility located in Malibu. The new facility offers a variety of classes, which benefits students from different demographic regions.*

**Master Planning**. The Main Campus Master Plan Update was completed and reviewed by the Board in April 2024. An Environmental Review of the Plan is underway and the completed Environmental Review and Master Plan will be brought to the Board for consideration for approval and adoption as appropriate.

*Board Priority: 1, 2, 3, 4, 9, and 10. The Malibu Campus is a new facility located in Malibu. The new facility offers a variety of classes, which benefits students from different demographic regions.*

The **Art Complex Replacement**. The project broke ground in September 2023. Most of the footings have been poured and the structural steel of a portion of the north session was erected. The SCE electrical trenching work was started in April. The onsite storm water treatment system was also completed in April.

*Board Priority: 1, 3, and 10. The project consolidates all art classes into a single building, which provides a more cohesive and comprehensive program and a better learning environment.*

The **Math and Science Building**. Phase 2 of the project, which includes the construction of the new M&S building continues to progress nicely. The exterior façade of the building is completed. The mechanical, plumbing, electrical and other utility installation continue to progress. Interior wall finish is completed and the flooring and ceiling installation is about 80 percent completed. The contractor also started the site work in Spring 2024 after the rain season. The project is on schedule and anticipated to be completed by Fall 2024.

*Board Priority: 1, 3, and 10. The project consolidates all the Math and Science department into a single building, which provides a more cohesive and comprehensive program and a better learning environment.*

### **MAINTENANCE AND OPERATIONS**

During 2023-24 the Maintenance and Operations Department reorganized, resulting in a reduction of management positions, a cost savings to the district, and an increase in departmental efficiency, visibility, and communication. The department's two Directors report to the Vice President of Business and Administration. The Director of Operations oversees two managers, one for custodial and one for groundskeeping. The Director of Maintenance oversees two managers, one for mechanical systems and one for construction.

*Board Priority 6 and 7: Maintenance and Operations is embedded in student life. We support various student initiatives and provide non-academic support to enhance the overall student experience from an M&O standpoint.*

**Maintenance and Operations has successfully implemented AB 367.** Maintenance and Operations created an ad hoc committee consisting of students, staff and management to plan and implement AB 367 which required free distribution of menstrual products at community colleges. The committee developed a plan which resulted in free menstrual product dispensers being installed in every woman's restroom on all campuses and in the first-floor men's restroom of every building.

*Board Priority 5,6, and 7: Maintenance and Operations is embedded in student life. We support various student initiatives and provide non-academic support to enhance the overall student experience from an M&O standpoint.*

**Student Equity Center Peer Navigator Programs Located in Cayton Basement.** Maintenance and Operations teamed up with EpiCenter, Peer Navigator, and Student Equity leadership to improve their facilities and student-use areas. Using only internal workforce a complete renovation of the Cayton Center Basement was completed creating an innovative and purposely built space for these amazing programs.

*Board Priority 2,3 and 4: Maintenance and Operations operational efforts align with educational advancement, quality and equality.*

**Implementation of New Standards, Procedures and Guidelines.** In order to improve responsiveness to campus facilities issues, Maintenance and Operations have implemented new service delivery standards, response protocols, and maintenance guidelines for buildings and facilities. Coupled with the new workorder system, TDX, these new processes have resulted in an improvement in response time to reported issues and better communicate with the end user to let them know when issues have been addressed.

*Board Priority 1: Maintenance and Operations program supports the plan for the*

**Support of District Events.** The number of major on campus events increased substantially in 2023-24. Each one of these events required an immense amount of Maintenance and Operation support and planning. Some of the major supported events included:

- Lavender Graduation Celebration
- A.S. International Day
- SMC Foundation Recognition Event
- Alpha Gamma Sigma Banquet
- Memorial Day Celebration
- APIDA Graduation Celebration and Night Market
- Student Services Celebration
- STEM Year End Event
- Undocumented Student Grad Celebration
- Nurses Pinning Ceremony
- Latinx/e Graduation Celebration
- Black Student Graduation Celebration
- Main Commencement Celebration
- LA Mode
- CMD Student Showcase
- Celebrate America

- KCRW Summer Concert Series
- Professional Development Day & Flex Day
- BOG Retreat
- Madison Project Shows
- VIP Welcome Day

Maintenance and Operations worked around the clock at each event and assisted in the set-up, breakdown, and monitoring of these events. Our mechanical, construction, grounds, and custodial teams worked together to prepare and recover from each of these events.

*Board Priority 6: Maintenance and Operations is embedded in student life. We support various student initiatives and provide non-academic support to enhance the overall student experience from an M&O standpoint.*

**State Scheduled Maintenance and District Funded Capital Outlay Projects.** Maintenance staff worked with Facilities Planning to initiate 24 Scheduled Maintenance and District Funded Capital Outlay projects. These projects were chosen to improve safety, reliability, and learning outcomes.

*Scheduled Maintenance Projects*

Roof Repair, Replacement and Coatings	Complete
Concrete Trip Hazard Removal	Complete
Painting	Complete
Library Flooring	In Planning

*Bond Funded Projects*

Student Services Shade Canopy	Complete
ECLS Shade Canopies	Complete
ECLS Security Fencing	Contract Awarded
Stadium Concrete Restoration Plans and Specs	Complete, ready for Bid
Parking Lot 3 and 4 Structural Repairs	DSA Review

*Other Projects*

Bodega Conversion	DSA Review
HSS and Library Fountains	95% Complete, Insurance Covered
Fire Alarm System Upgrade at 919 SM Blvd	75% Complete

*In House Projects*

Peer Navigation Modernization	Complete
CMD Monitor Walls	90% Complete
Emeritus Interior and Exterior Painting	80% Complete
Health Office Floor and Paint Project	Complete
ECLS Planters w/ Cactus on top of Walls	Complete, Safety and Security
M and O Office Floor/Paint/Cubicle Project	Complete
AV System Cosmetology Electrical Support	Complete
ESL move to Drescher Hall	Complete
14th Street Warehouse Move	Complete

### *Emergency Projects*

Main Line Water Leak at HSS	Complete
Power Outage Main Campus	Complete
Central Plant Repairs due to Power Outage	Complete

*Board Priority 9: Maintenance and Operations continued to focus on sustainability as an operational priority with the sustainable practices in the chemical and recycling programs, landscaping and grounds management, and utility.*

## **HUMAN RESOURCES**

The Office of Human Resources (“HR”) believes that fostering a welcoming environment for all employees, starting when they are new to Santa Monica College, is central to the culture and tone of the environment. HR is dedicated to extraordinary customer service, prioritizing communication, responsiveness, and innovative solutions to all concerns of those we serve. The HR team works hard to collectively contribute to the individual and the organizational success. We realize that the provision of an exceptional equity-minded service model to employees ultimately enhances student success. The intentionality of our service model compels us to strive to do better and requires us to regularly review and update our processes.

In the 2023-24 academic year, HR has intentionally sought professional development for our team to build competencies in crucial people-centered processes such as academic recruitment and selection, health and welfare benefits, employee and labor management, training and professional development, unlawful discrimination prevention and investigations, and other employee transactional services. HR believes that supporting and empowering others are key to organizational success. Our role has been vital as we assist with setting an organizational culture that puts students first, and that lifts morale and encourages positive relations.

### **Human Resources Operations**

The HR team is cohesive. Our team uses a team approach to build new ways to support those that we serve, and to analyze key functions to determine how we can improve. In the 2023-24 academic year, we hired an administrative assistant II to fill a vacancy. We were also able to hire vital replacements for our professional development coordinator and our two employees and labor relations analysts.

The District has continued to take part in the BEST Project-Human Capital Management (“HCM”) system with Los Angeles County of Education (“LACOE”). The District is currently pending additional information from LACOE prior to commencing the implementation process. The project is anticipated to be launched in January 2025.

The Vice President of Human Resources has also instituted mandatory trainings for all District managers to build competencies related to the collective bargaining agreement and leadership.

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 2. Continue to support and hire diverse and innovative faculty and staff, while seeking to increase the percentage of full-time faculty over time. The newly hired HR staff represent a diverse population of perspectives and backgrounds that positively impact the processes and procedures of the HR department.*

*Board of Trustees Ongoing Priority—Fiscal and Facilities, 8. Continue efforts in revenue generation, cost control, re-organization, and enrollment management to ensure a sustainable budget. The restructuring of the HR department realized cost savings to the District.*



## District-wide Policy and Communications

To ensure SMC is resilient and adaptive during these changing times, HR has implemented policies and procedures to increase employee satisfaction and retention while also evaluating practices to ensure they are responsive to the organization and operational changes.

To ensure engagement around the Board Policies and Administrative Regulations that effect employees, the HR management team continued to serve on the District Merit Rules Advisory Committee, District Planning and Advisory Council (“DPAC”) HR Planning Subcommittee, Faculty and Classified Professional Development Committees (“PDC”), Management Association (“MA”) Executive Committee, and Care and Prevention Team (“CPT”).

Human Resources was responsible for the following:

- Implementation and management of the District Remote Work Agreement.
- Providing regular HR informational sessions and updates.
- Ongoing training for SMC managers responsible for supervising employees onsite, hybrid, or fully remote.
- Mandated training for all employee groups, contractors, and volunteers.
- Transition from COVID-19 emergency related services and accommodations.

*Board of Trustees Annual Goal - Educational Advancement, Quality, and Equity, 4. Safely increase the number of on-ground and hybrid courses and operations. HR was responsible for leading the return to onsite work for all employee groups.*

*Board of Trustees Ongoing Priority—The Future of the College, 1. Develop new programs and partnerships that support the strategic vision and plan for the future of the college. The development of the remote work program ensured the District remained competitive in attracting and retaining employees.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 3. Ensure a supportive, inclusive, and collegial environment for students and staff. The training and professional development opportunities developed by HR create and promote a respectful working environment that has a direct positive impact on the students served.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 4. Continue support for the college’s participatory governance structure. The HR department continues to play an integral role in many areas of participatory governance.*

*Board of Trustees Ongoing Priority—Fiscal and Facilities, 9. Continue as a model of environmental sustainability. The Remote Work program has a direct positive impact on environmental sustainability.*

## Diversity, Equity, Inclusion and Accessibility

Notably one of the largest employers within the City of Santa Monica, California, SMC attracts and retains an outstanding workforce of faculty, staff, and management. This is a direct response to the inclusive, global, higher education learning and working environment, commitment to excellence, and dedication to student success.

During the 2023-24 academic year, diversity, equity, inclusion, and accessibility (“DEIA”) has continued to be a priority. Members from HR collaborated with the Personnel Policies Committee to remove the faculty requirement for letters of recommendation. We also worked with the California School Employees Association to improve the performance evaluation process, which includes employee self-evaluation and a DEIA question related to performance. HR is also collaborating with the Academic Senate to determine new ways to provide applicants who may not otherwise meet minimum qualifications to qualify through innovated and updated equivalency standards.

*Board of Trustees Ongoing Priority—The Future of the College, 1. Develop new programs and partnerships that support the strategic vision and plan for the future of the college. DEIA is embedded in all decisions made and policies developed by the District.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 2. Continue to support and hire diverse and innovative faculty and staff, while seeking to increase the percentage of full-time faculty over time. HR oversees the hiring process of full-time faculty and continues to evaluate processes to ensure DEIA is integrated in all aspects.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 3. Ensure a supportive, inclusive, and collegial environment for students and staff. The District recognizes that a diverse employee population has a direct positive impact on student success.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 4. Continue support for the college’s participatory governance structure. The HR department continues to play an integral role in many areas of participatory governance.*

## **Equal Employment Opportunity**

The Equal Employment Opportunity (“EEO”) sub-committee, co-chaired by the Dean, Human Resources, has updated the EEO Plan and is working with the California Community College State Chancellor’s Office to review and finalize.

The Office of Human Resources is also working through developing the plans for action using the EEO grants from the Culturally Responsive Pedagogy & Practices Innovative Best Practices Grants (“CRPP IBP Grants”) and The EEO Innovative Best Practices Grant. Some of the plans in development include (but are not limited to) an internship program, funding for creative affinity group programming, advertising recruitments using innovative and diverse recruitment sources, and a new employee onboarding program.

Human Resources also completed its biannual Diversity Report and conducted a presentation to the Board of Trustees in March 2024.

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 2. Continue to support and hire diverse and innovative faculty and staff, while seeking to increase the percentage of full-time faculty over time. HR oversees the hiring process of full-time faculty and continues to evaluate processes to ensure DEIA is integrated in all aspects.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 3. Ensure a supportive, inclusive, and collegial environment for students and staff. The HR department mandates EEO training for all interview and selection committee members.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 4. Continue support for the college’s participatory governance structure. The HR department continues to play an integral role in many areas of participatory governance.*

## **Recruitment and Selection**

Recruitment and selection efforts were primarily conducted onsite and in-person, almost to pre-COVID levels. During the 2023-24 academic year, 20 full-time and 140 part-time teaching and counseling faculty were hired and processed successfully. Additionally, Human Resources engaged in the recruitment of nine academic administrator positions.

The recruitment and selection processes for all classified employee groups continue to be managed by the District Personnel Commission (“PC”).

*Board of Trustees Annual Goal - Educational Advancement, Quality, and Equity, 4. Safely increase the number of on-ground and hybrid courses and operations. The HR department increased the onboarding processes conducted onsite.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 2. Continue to support and hire diverse and innovative faculty and staff, while seeking to increase the percentage of full-time faculty over time. HR oversees the hiring process of full-time faculty and continues to evaluate processes to ensure DEIA is integrated in all aspects.*

## **Onboarding**

The Office of Human Resources prioritizes a comprehensive approach to onboarding, to ensure that every new employee feels supported and equipped to thrive in their new role. Having recently completed the review and redesign of the Onboarding process, the department of Human Resources is now collaborating closely with managers across all departments to facilitate and streamline the integration of the new Onboarding process. This implementation will continue throughout the 2024-25 academic year and requires the engagement of managers throughout the process.

*Board of Trustees Ongoing Priority—The Future of the College, 1. Develop new programs and partnerships that support the strategic vision and plan for the future of the college. DEIA is embedded in all decisions made and policies developed by the District.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 2. Continue to support and hire diverse and innovative faculty and staff, while seeking to increase the percentage of full-time faculty over time. HR oversees the hiring process of full-time faculty and continues to evaluate processes to ensure DEIA is integrated in all aspects.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 3. Ensure a supportive, inclusive, and collegial environment for students and staff. The District recognizes that a diverse employee population has a direct positive impact on student success.*

## **Benefits and Leaves**

The District’s employee and retiree benefits, including employee leaves, were administered by the Human Resources Analyst—Leaves & Benefits with benefits support provided by the Employee Benefits Coordinator. These efforts included the annual benefits-related events and processes, such as open enrollment, new hire processing, and monthly projects and reports. The Benefits team coordinated with Schools First FCU to offer voluntary 403b and 457b plans to District employees. Retirement workshops

were coordinated and offered to all employee groups conducted by CalPERS and CalSTRS. Open enrollment was held virtually. Employees had access to the various health plan provider platforms to learn about the different plans. Benefits orientations were facilitated, and health enrollment paperwork was processed for 135 full-time faculty, adjunct faculty, staff, and management. The District continues to partner with our third-party vendor, Navigate HCR, to provide 1095-c statement annually as mandated by the law for the Affordable Care Act to ensure that we are complying with the requirements mandated by the federal government. The Benefits team will continue to function as a resource for the Districtwide Benefits committee and provide support as needed to the committee.

HR has continued to collaborate with employees and management related to leaves, accommodations, and the paid time off process. In addition, HR consistently worked with District employees to better understand the leave provisions in the collective bargaining agreement (“CBA”) and any applicable state and federal laws. HR regularly responded to local and regional union representatives requesting interpretation and application of the leave sections in the CBA and resolved any issues that occurred.

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 4. Continue support for the college’s participatory governance structure. The HR department continues to play an integral role in many areas of participatory governance.*

### **Professional Development & Equity-minded Professional Innovation Center (EpiCenter)**

The 2023-24 Pre-Supervisory Academy & Management 101: Strategic Learning Leadership (SLL) Series offered staff and managers opportunities in staff development, progression, and growth in several topics. Both programs are key components in providing community building and introducing new knowledge.

Human Resources was responsible for the following Professional Development trainings and workshops:

- Pre-Supervisory Academy:
  - From Employee to Supervisor
  - Communication: The Key to Success
  - Employee Recruitment & Selection
  - Microaggressions and Bias
  - Customer Service, Teamwork, and Communication
  - Setting Standards & Evaluating Staff; Employee Recruitment & Selection
  - Progressive Intervention Process
  - The Successful Job Interview
  - Panel Discussion—Personal Paths to Management
  
- Management 101: Strategic Learning Leadership Series:
  - Article 3 – Hours & Overtime
  - Progressive Intervention & Discipline
  - Evaluations
  - CSEA Contract

Over the 2023-24 academic year, the EpiCenter collaborated with the Academic Senate Professional Development Committee, Classified Professional Development Committee, Management Association, Human Resources, Equity, Pathways and Inclusion, and other key stakeholders to continue transforming

the EpiCenter into an equity-minded Professional Development Center for all employee groups on campus to meet the College's equity goals.

The EpiCenter strives to build community and capacity among all employee groups to make SMC a place where everyone belongs and realizes their potential.

By offering a variety of opportunities tailored to the needs of all employees, the EpiCenter strives to be the center of growth, development, and professional excellence for all while also cultivating community and joy in our daily work.

2023-24 highlights for the EpiCenter include:

The EpiCenter staff assisted with the **Fall 2023 and Spring 2024 Professional Development Day** workshop series. Faculty, staff, and administrators came together for a series of live sessions focused on best practices, student services, and creating a culture of equity-minded service to support historically marginalized students.

*Board Priority: 3, 5. This initiative aligns with the College's priorities by ensuring a supportive, inclusive, and collegial environment for students and staff (priority 3) and by infusing equity-minded academic and non-academic support throughout the College (priority 5).*

The **Equitizing Gateway Courses** (EGC) successfully completed Cohort 3. The program is a multi-semester, college-wide professional development opportunity for faculty to cultivate and deepen equity-centered pedagogical practices and to better serve today's students, particularly African American and Latinx students. Over three cohorts, more than 300+ faculty have completed the program. The fourth cohort will launch in Fall of 2024.

*Board Priority: 3, 4. EGC aligns with the College's priorities by fostering a supportive, inclusive environment for students and staff (priority 3) and contributing to the infusion of anti-racist, equity-minded practices (priority 5).*

Successfully hired a **Professional Development Coordinator** to support the Equity and professional development efforts of the EpiCenter, professional development committees, the Fall and Spring professional development days, and overall professional development endeavors for all district employees.

*Board Priority: 2, 3. This directly aligns with the College's priorities by hiring and supporting a diverse and innovative faculty and staff (priority 2) and enhances the College's ability to ensure a supportive, inclusive, and collegial environment for students and staff (priority 3).*

The Professional Development Coordinator instituted a monthly **Learning Roadmap**, sent at the beginning of each month, featuring relevant themes (e.g., Habits for Growth, Manage Your Mindset, etc.) and related resources (books, TED talks, Harvard Business Review articles, etc.). This Roadmap fosters continual learning and development of all employees and accompanies an EpiCenter newsletter detailing professional development opportunities for all employee groups.

*Board Priority: 1, 2, 3. The monthly Learning Roadmaps and newsletter aligns with the College's priorities by supporting a diverse and innovative faculty and staff (priority 2) and ensuring a supportive, inclusive, and collegial environment for students and staff (priority 3). This initiative also develops and markets new programs that support the strategic vision and plan for the future of the College (priority 1).*

The EpiCenter faculty co-leads held office hours by request for **New Faculty Institute** (NFI) participants to discuss any teaching, pedagogy, or college related questions they may have.

*Board Priority: 2, 3. NFI Office hours align with the College's priorities by ensuring a supportive, inclusive, and collegial environment for students and staff (priority 3). This initiative also supports hiring and supporting a diverse and innovative faculty and staff (priority 2) by providing ongoing professional development and mentorship opportunities.*

In partnership with Allied Path consulting, EpiCenter launched the first cohort of the **Classified Professional Equity Certification**. Out of 29 initial participants, 27 classified professionals graduated and completed the course, and nine of those graduates were selected for the "Training of the Trainer" program, which aims at having future cohorts be taught by current SMC staff.

*Board Priority: 1, 3, 4. The Classified Professional Equity Certification aligns with the College's priorities by developing new programs and partnerships that support the strategic vision (priority 1), fosters a supportive, inclusive environment for students and staff (priority 3) and contributes to the infusion of anti-racist, equity-minded practices (priority 5). Additionally, the "Training of the Trainer" program demonstrates participatory governance (priority 4).*

In partnership with Allied Path Consulting, the Management Association held a series of **Cultural Humility Framework** trainings for managers, in addition to a daylong in person retreat at the Malibu campus in January.

*Board Priority: 1, 3, 5. By fostering cultural humility among managers, the College advances its commitment to inclusivity (priority 3) and infuses anti-racist, equity-minded practices (priority 5). This partnership exemplifies efforts to develop new programs supporting the strategic vision (priority 1) by investing in professional development for managers.*

The EpiCenter hosted and supported **multiple workshops**, both in-person and online, through funding and located across campus, including, for example:

- Funded and supported the Beyond Safe Zone workshop, developed, and facilitated by two SMC faculty members
- Dr. Nina Flores held a two-part workshop series based on the following themes:
  - Thinking about repair as we debate, discuss, and dialogue together
  - Supporting faculty and staff during incidents of Harassment by the public
- Dr. Zach Ritter and Marium Mohiuddin hosted a two-part workshop series based on the following themes:
  - Anti-Semitism and Islamophobia: Historical Background, Communication Skills, and Social Media vs. Real Life

*Board Priorities: 3, 5. The EpiCenter hosting and supporting multiple workshops align with the College's priorities by ensuring a supportive, inclusive, and collegial environment for students and staff (priority 3). These workshops also infuse anti-racist, equity-minded academic and non-academic support throughout the College (priority 5).*

EpiCenter funded up to \$750 per participant to attend **equity-focused conferences** for 15 employees, who attended the following conferences: NCORE, Online Teaching Conference, WHIAANHPI Higher Education Leadership Development Summit, A2MEND Annual Summit, and National Association of Hispanic Journalists (NAHJ) Conference and Expo.

*Board Priorities: 3, 5. This initiative ensures a supportive, inclusive, and collegial environment for students and staff (priority 3) and infuses equity-minded academic and non-academic support in all areas of the College (priority 5).*

Met bi-weekly with EpiCenter leads for **each employee group** (two leads per group): Faculty, Classified Professionals, and Managers/Administrators. The EpiCenter is grounded in a shared leadership model and leads will liaise with the Academic Senate Professional Development Committee, the Classified Professional Development Committee, Management Association and EPI to facilitate existing professional development opportunities, including biannual professional development days, as well as create new content when needs arise.

*Board Priorities: 1, 3, 4. This aligns with the College's priorities by supporting participatory governance in College decision-making (priority 4). This shared leadership model ensures a supportive, inclusive, and collegial environment (priority 3) and facilitates the creation of new professional development content, thereby contributing to the development of new programs that support the strategic vision and plan for the future of the College (priority 1).*

Maintained a **master calendar** of Professional Development opportunities to consolidate information and serve as a “one-stop-shop” to learn about all professional development opportunities across the Campus for all employee groups.

*Board Priorities: 2, 3. Maintaining a master calendar aligns with the College's priorities by ensuring a supportive, inclusive, and collegial environment for students and staff (priority 3). This initiative also supports hiring and supporting a diverse and innovative faculty and staff (priority 2) by providing easy access to professional development resources that foster continuous learning and growth.*

### **Employee and Labor Relations**

Under the direction of the Vice-President, Human Resources, and leadership provided by the Dean, Human Resources, Assistant Director, Human Resources, Compliance and Title IX, HR Analyst and Campus Counsel, HR has continued to provide centralized support for the District’s employee and labor relations (“ERLR”) functions, including performance management, disciplinary actions, collective bargaining, grievances, policy development, and other related areas. The HR ERLR team continued to focus on a progressive intervention approach to performance management and assisted District managers with conflict resolution and contract interpretation.

In a continued effort to respond to the needs and interests of District employees, the HR ERLR team has updated the online Management Corner tools and resources, offered mandatory training and workshops, and identified Professional Development opportunities to increase managements overall knowledge related to the various contracts, policies, and regulations, as well as enhance their leadership experience.

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 2. Continue to support and hire diverse and innovative faculty and staff, while seeking to increase the percentage of full-time faculty over time. The HR department is committed to supporting District employees through training and professional development to ensure a respectful working environment.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 3. Ensure a supportive, inclusive, and collegial environment for students and staff. The support HR provides to employees has a direct positive impact on the learning environment and student success.*

### **Negotiations and Labor Management**

The HR Senior Management team, comprised of the Vice-President, Human Resources and Dean, Human Resources provided input to the District’s Negotiations team, and are responsible for the implementation of most contractual provisions. Their contributions are instrumental in the execution of the District’s

collective bargaining unit agreement provisions. HR Analysts and other HR staff are also responsible for responding to numerous requests for information from the bargaining unit leadership.

During the regularly scheduled Labor/Management meetings, the HR Management team continued to meet with local and regional union representatives related to ongoing employee relations issues to mitigate the impact to the respective parties. Contract negotiations will resume with CSEA in the Summer of 2024.

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 3. Ensure a supportive, inclusive, and collegial environment for students and staff.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 4. Continue support for the college's participatory governance structure. The HR department continues to play an integral role in many areas of participatory governance.*

### **Compliance Related Work**

Under the direction of the Vice-President, Human Resources, and leadership provided by the Assistant Director of Human Resources - Compliance and Title IX, the HR Compliance team ensures District compliance with all requirements under Title IX of the Educational Amendments Act of 1972, California Title 5 Regulations, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act (“ADA”), Sections 504 and 508 of the Rehabilitation Act of 1973, the Clery Act, the Violence Against Women Act (“VAWA”), and other federal and state anti-discrimination laws and matters pertaining to discrimination, harassment, and sexual violence.

The HR Compliance team ensures compliance as well as supports the professional development of all employee groups and students by offering comprehensive and targeted training and education programs covering unlawful discrimination, sexual harassment prevention, Title IX, workplace violence, diversity and equity issues, and employment related issues (specifically for employees). Apart from ensuring compliance, these trainings reinforce SMC's commitment to diversity, equity, inclusion, and accessibility (“DEIA”).

The HR Compliance team has received an increase in informal and formal complaints consistent and expected as the District increased learning opportunities and services onsite. In response, the HR Compliance team continued to focus on triage response and resolution efforts prior to situations escalating and resulting in a formal complaint. These efforts included providing outreach, resources, and support available to all employee groups and students.

The 6th Annual Title IX Student Leadership Program offered workshops including Preventing Sexual Assault/Creating a Culture of Consent & Respect, Why this is a Man's Issue Too; Healthy Relationships: Understanding Domestic and Dating Violence, Stalking and Bystander Intervention; Intersectionality Issues/LGBTQ+ and Marginalized Populations; and Supporting Victims of Trauma. Of those who participated in the program, 46 student graduates (an increase of 30 percent) were identified formally as Title IX Leaders who will continue to raise awareness of these issues with their peers and in their communities.

Throughout the 2023-24 academic year, the HR Compliance team was responsible for the following:



- Start of the mandated 2023-24 Sexual Harassment Prevention training cycle.
- Triaged 201 informal complaints, formal complaints, and/or requests for resolution (101 from July to December 2023 and 100 from January to June 2024).
- Responded to and/or investigated 29 cases (nine from July to December 2023 and 20 from January to June 2024)
- Updated relevant District Board Policies and/or Administrative Regulations (BP 3410 Nondiscrimination and BP 3540 Sexual and Other Assaults on Campus and in Campus Programs)

*Board of Trustees Ongoing Priority—The Future of the College, 1. Develop new programs and partnerships that support the strategic vision and plan for the future of the college. Training opportunities and programs are developed and offered to ensure they align with the strategic vision and plan of the District.*

*Board of Trustees Ongoing Priority—Educational Advancement, Quality, and Equity, 3. Ensure a supportive, inclusive, and collegial environment for students and staff. The support HR provides to employees has a direct positive impact on the learning environment and student success.*

*Board of Trustees Ongoing Priority—Student Life, 5. Continue professional development embedding anti-racist, equity-minded academic and non-academic support in all student services and college operations. DEIA concepts and principles are embedded into the professional development offered by the District.*

*Board of Trustees Ongoing Priority—Student Life, 7. Continue support for campus resources that assist students with personal circumstances that may negatively impact student success. The HR department provides assistance and connects students with support services available within the District or in the community.*

## **CAMPUS POLICE**

The Campus Police Department strives to give the community the best possible service through professionalism, respect, integrity, dedication, and excellence. This year we have experienced more on-ground events than we have in the last 10 years. These included job fairs, college fairs, wellness fairs, and several graduations to name a few. Each incident was handled professionally with no incidents.

Campus Police also moved forward with several new hires including five Campus Safety Officers, the promotion of one officer to Sergeant and a new police captain. The new additions to our team have helped to complement and reflect our diverse population as we have been publicly acknowledged by the Vice President of Human Resources as the “most diverse department” on campus. Officers have maintained a good relationship with the public and have been a part of many of the campus celebrations throughout the year.

This year like many other campuses in the United States, we too experienced several rallies due to the conflict in Gaza. Campus Police proactively worked with the various student, staff, and faculty groups to maintain a safe and secure environment and we continue to work collectively with others around the District including our Student Affairs department.

For this coming year we plan to work more closely with the elected Associated Students Board to collaboratively come up with progressive safety strategies and to maintain our ability to protect SMC.

*Board goals: 3, 4, 13, 14 Board Priorities: 1, 2, 3, 7 10 and 11.*

## **EMERGENCY PREPAREDNESS**

The 2023-24 year was relatively quiet as many of the guidelines used during the COVID-19 pandemic were relaxed and we started to see a more vibrant on ground presence. We continue to maintain our readiness with the proper stockpiling of emergency supplies should there be a resurgence and are fully prepared to mobilize the full Emergency Operations Team if necessary.

We have started working on the All-Hazards Mitigation Plan with an anticipated completion of early 2025. We are currently working with the City of Santa Monica to update the plan and are learning from the City's expertise. The plan will be updated to include the new SMC Malibu Campus. Part of our strategy will be to work with the Malibu staff as well as the Sheriff's Department to meet their expected needs.

Part of the Emergency Preparedness on campus include the upgrade of our electronic door locking system and the vast array of CCTV cameras that are placed throughout all our campuses. The importance of these systems will help us to lock down campuses if necessary or to monitor areas of concern during an emergency. The new camera system will allow us to use analytics to better serve our community by establishing alerts and remote viewing for our Command Staff. These enhancements will make us more efficient and create the level of safety needed for our community.

*Board Goals: 1, 3, 4, 13 and 14. Board Priorities: 1,2,7, 8 and 11.*

## **MAINTAINING A COLLEGIAL, SUPPORTIVE ENVIRONMENT IN DIVISIVE TIMES**

SMC efforts to minimize disruptions stemming from the controversies we face from the rise in global conflict and intolerance impacting various groups have centered on providing resources, emotional and mental health support, forums for community dialogue, reinforcing the college's stance against discrimination, and more. Actions in 2023-24 have included:

- An October 9, 2023, message to the college community identifying supportive counseling available to students and staff in response to the conflict in the Middle East.
- A parallel response by SMC's International Education Center reaching out to our Israeli and Palestinian F-1 visa students to offer mental health and academic support, as well as assistance with their visas.
- The Board of Trustees adopted a resolution on November 7, 2023, supporting United Against Hate Week (November 12-18) by encouraging participation in educational and community events.
- An October 25, 2023, campus bulletin offering supporting group counseling sessions.
- Sponsoring a college-wide forum on December 11, 2023, on dealing with conflict.
- Informing the college community of an Office for Civil Rights investigation and including a reminder that "there is no room for intolerance" at the college. The [statement](#) was placed on the college website. Key information included services organized by the Center for Wellness and Wellbeing, SMC Police Department support for on-campus events, and training for student leadership and student affairs personnel.
- In response to a controversy raised by a faculty member's assignment, SMC issued a [statement](#) on academic freedom and student rights, placed on the college's website.

- A presidential [message](#) was distributed at the beginning of the Spring 2024 semester. This message noted the pride that SMC takes in the diversity of our community and the strength SMC takes from it. The message implored all to watch for the stereotyping that is core to hatred, identity bias, mistreatment, and discrimination; to speak up against ignorance; and to protect targeted groups.
- Hosting and promoting “A Conversation on Anti-Semitism with Holocaust Survivor Mary Bauer” held March 26, 2024.
- Hosting workshops on Antisemitism and Islamophobia with student workshops held on April 18, 2024, and April 25, 2024, and employee workshops held on May 22, 2024, and May 29, 2024.
- Facilitating a celebration by the Jewish Affinity Group of Jewish American Heritage Month and the Establishment of Israel. Ensured that student club-organized activities around raising awareness about the impact of the Israel-Gaza conflict went smoothly, without any incident or injury to organizers, attendees, or other members of the college community.”
- Providing Campus police [safety escort service](#) during evening hours within the vicinity of our main campus.
- SMC has taken a proactive approach to monitoring campus events and protest activity, clearly communicating expectations on a “[Freedom of Expression](#)” webpage.
- Whenever the college becomes aware of an activity on campus that might result in contentious dialogue, SMC endeavors to have college administrators and staff present to ensure that all college rules are followed. This has been a successful strategy to minimize tensions.

## ENVIRONMENT AND SUSTAINABILITY

### Transportation

- Earned a 60 percent discount on fees paid to the City of Santa Monica due to achieving our AVR six years in a row. *Priority # 8– Saved over \$20,000 on city transportation fee. Priority # 9 By achieving the City’s AVR requirements address carbon emissions.*
- The college was recognized with a Platinum Achievement Award for its successful efforts to encourage employees and students to use alternative modes to get to campus. *Priority #9 By achieving the City’s AVR requirements address carbon emissions.*
- Replaced broken EV charging units at the CMD campus and main campus. *Priority # 8 EV charging infrastructure allows the college to replace fleet with EV, which saves the college in gas and maintenance costs. Priority #9 supports EV adoption for all to reduce carbon emissions.*
- Helped Bike Club use club funds to purchase bike locks, patch kits and tubes for student cyclists. *Priority #9 a model of sustainable transportation and safety for students.*
- Hosted a “Pit Stop” for Bike to Work Day to repair bikes and provide give-a-ways to cyclists. *Priority #9 We provided free bike repair services for all cyclists, not just students and employees. This encourages cycling which reduces congestion.*
- Provided letter of support to City of Santa Monica for their efforts to build the 17th Street and Michigan Ave protected bike and pedestrian project. *Priority #9 a model of sustainable transportation.*

- Third year of being #1 community college utilizing the student GoPass program. *Priority #9 By encouraging students to use the bus the neighbors don't experience as much congestion and parking competition.*
- Continued meeting quarterly with BBB to better coordinate efforts in providing services to SMC. *Priority #8 By coordinating with BBB, SMC has saved \$90,000 per year by not using our own shuttles which ran the same routes as the BBB.*
- Worked with CMD film staff to create a LYFT code for film shoot, instead of hiring shuttles. *Priority #8 The college has seen significant savings.*
- Managed Bike Locker program for employees. *Priority #9 a model of sustainable transportation.*

## Recycling

- Trained Custodial and Grounds staff on recycling collection procedures. *Priority #9 a model of zero waste practices.*
- Supplied zero waste stations at eight campus events, including the IxD Student Media Showcase. *Priority #9 a model of zero waste practices.*
- Continuously tracked volume of dumpster waste to verify correct waste hauling service levels. *Priority #8 Reducing unneeded pickups reduces the cost of waste hauling to the college.*
- E-waste: recycled ≈12,600 pounds of precious metals and plastics from tech products. *Priority #9 A model of zero waste practices.*
- Recycled 240 ink toner cartridges. *Priority #9 A model of zero waste practices.*
- Organic waste (on-site): processed ≈10,400 pounds of food waste from the Bodega on-site through worm (vermi) composting and hot (thermophilic) composting. *Priority #9 A model of zero waste practices.*
- Organic waste (off-site): ≈7,600 pounds of post-consumer food waste composted off-site, with an additional 114,500 pounds of landscape waste composted off-site. *Priority #8 A model of zero waste practices. Priority #9 Reducing unneeded pickups reduces the cost of waste hauling to the college.*
- Harvested 450 pounds of worm castings to be used as fertilizer for campus landscapes and garden. *Priority #8 A model of zero waste practices. Priority #9 Generating our own fertilizer reduces the need to purchase fertilizer, saving the college budget.*
- Paper: recycled 21,420 pounds. *Priority #9 A model of zero waste practices.*
- Cardboard: recycled 43,520 pounds. *Priority #9 A model of zero waste practices. Priority #8 Recycling costs less than waste to landfill, saving the college money.*
- Batteries: recycled 1,250 pounds. *Priority #9 A model of zero waste practices.*
- Expanded SMC's organic waste collection bins to three satellite campuses and increased SMC's overall number of collection bins from 16 to 30. *Priority #9 A model of zero waste practices. Priority #8 Composting costs less than waste to landfill, saving the college money.*
- Installed new signs on the recycling bins around campus to promote waste diversion. *Priority #9 A model of sustainability.*
- Trained and worked with students from Club Grow to re-start composting in the garden. *Priority #9 A model of sustainability.*

- Presented to 250 high school students at TreePeople’s Environmental Youth Summit and participated in their Resource Fair, promoting SMC’s Sustainability Center & Certificates. *Priority #9 A model of sustainability.*
- Presented to seven classes to demonstrate the importance of resource management. *Priority #9 10 A model of sustainability.*
- Assisted a Chem 9 class in coordinating an e-waste drive for the students in the class. *Priority #9 A model of sustainability.*
- Collected and composted coffee grounds from both TCBY locations five days/week. *Priority #9 Helps to meet state waste requirements.*
- Provided several tours of the Sustainability Center and Vermitech worm composting machine. *Priority #9 A model of sustainability.*
- Collaborated with WLAC’s Center for Climate Change Education and Cerritos College, to exchange ideas about improving waste systems on each of our campuses. *Priority #9 A model of sustainability.*
- Mapped and monitored waste receptacles around campus to assess which ones could be removed/relocated for optimal effectiveness. Conducted a cafeteria waste audit. *Priority #9 A model of zero waste practices.*
- Created a series of social media posts promoting sustainable features at SMC. *Priority #9 A model of sustainability.*
- Hired and trained two student workers to assist with waste diversion efforts. *Priority #9 A model of sustainability.*
- Worked with Corsair Café staff to ensure to-go ware meet City composting requirements. *Priority #9 A model of sustainability.*
- Created a “Purchasing List” to help event coordinators provide the correct serving material. *Priority #9 A model of sustainability.*
- Waste diversion efforts were highlighted by SMC in Focus, and an article was written about SMC’s waste diversion programs in the Santa Monica Daily Press as well as LAist. *Priority #9 A model of sustainability.*
- Attended the CHEC Zero Waste Conference at UCLA (December ’23). *Priority #9 A model of sustainability.*

### Sustainability

- The new Aquaculture classes launched successfully in Spring 2024. *Board Goal #1 This new program meets the needs of a growing industry, will provide well-paying jobs, and addresses critical environmental issues.*
- Was awarded a \$1.2 million grant from Strong Workforce Regional 8 for leading a consortium of 13 area community colleges to create workforce programs in the blue economy. *Board Goal #5 This program has a strong correlation to increasing student success, retention and reducing equity gaps, especially in black and latinX students.*
- Helped host a kick-off conference at AltaSea for the Blue Economy, which attracted faculty and administrators from 13 Los Angeles region community colleges, as well as the Chancellor, Sonia Christian. *Priority #9 A model of sustainability.*

- Provided input on the new Mission and Vision statements for the college. *Priority #9 A model of sustainability.*
- Provided feedback on the Facilities Master Plan. *Priority #9 A model of sustainability.*
- Worked with the IxD class on semester-long project to improve Sustainability outreach efforts. *Priority #9 A model of sustainability.*
- Planted the first Micro Forest on any community college in the nation. Received press in the form of five articles in local papers and two TV news station segments. *Priority #9 A model of sustainability.*
- Helped the AS to research and purchase two solar umbrellas, to allow students to charge phones and laptops while sitting comfortably outside, and to also install a new water refill station at the library. *Priority #9 A model of sustainability.*
- Continued to advise three student clubs, Eco Action, Bike Club and Club Grow. *Priority #9 A model of sustainability.*
- Organized Sustainability Week and Earth Week events with clubs to promote environmental issues. Over 200 students attended to hear guest speakers and panel discussions. *Priority #9 A model of sustainability.*
- The Organic Learning Garden continued to produce food for the Bodega. *Priority #6 Producing fresh, nutritious food for students addresses basic needs.*
- Provided tours of the Sustainability Center and class presentations. *Priority #9 A model of sustainability.*
- Provided a sustainability tour for ≈ 45 students from a local elementary School. *Priority #9 A model of sustainability.*
- Helped pick three student scholarships that will be awarded \$2,000. *Priority #6 Scholarships provide needed income which addresses basic needs.*
- Assisted Eco Action Club to coordinate a trash cleanup in surrounding neighborhoods from SMC. *Priority #9 A model of sustainability.*
- Hosted Coastal Cleanup Day with hundreds of volunteers cleaning up SMC's adopted beach. *Priority #9 A model of sustainability.*

## COMMUNITY AND ACADEMIC RELATIONS

**Community and Academic Relations** works closely with marketing, web, and social media, outreach and onboarding, 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, promote community engagement, and increase community support. Internally, the department works to build communication and information-sharing bridges between Enrollment Development, Academic Affairs, and the larger campus community.

**Community Relations.** This area coordinates the programs and activities of the Santa Monica College 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. To regain F-1 student enrollment and encourage students, faculty, and staff to return to on-ground learning on campus, there was an effort to create more life and programming on campus. The Community

and Academic Relations team coordinated and participated in 104 events during this past academic year, impacting approximately 35,165 individuals.

*Annual Board Goals 2023-24- Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff.*

**19th Annual VIP Welcome Day—Online, On-Ground, and Earlier.** The 19th annual VIP Day had both an online event and an in-person event. It was offered one week earlier than in the past to offer new and continuing students more time to access the support they need to be successful when school starts. There were 14 online workshops to help students get connected to resources and support. More than 1,000 students were served in the online format.

Approximately 1,700 students participated in the on-ground event (similar to pre-pandemic numbers). The in-person workshops served over 450 students, and the campus tours often had close to 100 students in each of them, showing us that students are craving information and an opportunity to reconnect with the campus. Over 220 faculty, staff, and administrators worked together to make these events happen.

*Annual Board Goal 2023-24: #3 Increase enrollment. Annual Board Goal: #5: Decrease equity gaps and increase successful enrollments for first time applicants, persistence from first term of enrollment to subsequent term*

**Caring Campus- New Initiative Integration through Coffee Connections.** This classified staff-led effort seeks to integrate the ideals from The Institute for Evidence-Based Change (IEBC), which show that students who feel more connected to their college are more likely to be retained, persist from semester to semester, and complete their academic goals. There are five Behavioral Commitments to promote on campus to better support our students. These are:

- 10-Foot Rule—greet a student within 10 feet or ask the student if you can help
- Use of Nametags
- Cross-Departmental Awareness
- Warm Referrals
- Welcoming Students

Caring Campus Coffee Connections were created in January 2024 to create more cross-departmental awareness. In these six sessions this Winter/Spring, staff and faculty are encouraged to know each other informally. Two departments are featured to share the “Top 5 Things You Need to Know about our Office to Support Students.” These events have been wildly popular (50+ people at each one) and have featured the following departments: Photo, Community and Academic Relations, DSPS, STEM, Scholars, Black Collegians/Latino Center, Career Services, Welcome Center, Financial Aid, Kinesiology/PE, EpiCenter, and more! More will be scheduled in the Fall and previous recordings of each of the coffee connections are also posted on the Caring Campus website so people can review the information if they missed the session.

*Annual Board Goals 2023-24- Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff.*

**94th Graduation Ceremony—Record number of graduates and their families!** Record numbers of students and their families attended the event in person this year. With 1,085 grads and nearly 5,500 guests, the event featured a post-reception, and a graduation highlight video was produced to be used for marketing and student recruitment purposes.

*Annual Board Goals 2023-24- Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff. #3 Increase enrollment.*

**The Annual Holiday Lunch in Person—Holiday Happiness Week-Long Event.** A full week full of fun and festivities for students, faculty, and staff was orchestrated right before Fall finals week: My Winter-Wish board in the lobby of Student Services, the Staff Holiday Gratitude Lunch (once again in the Pavilion!) was a huge success, the SMC Cookie Appreciation gram program happened and we had the traditional office door decorating event. All events were created to encourage community building and remind faculty, staff, and students that SMC is a wonderful place to be.

*Annual Board Goals 2023-24- Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff. #3 Increase enrollment.*

**2023 Retirement and Recognition Event:** The event was successfully integrated into the Fall Opening Day to share rental costs and to gain a larger audience. The event was integrated into the lunch portion of the Opening Day event in the Fall to allow for maximum participation from the campus community and past retirees.

*Annual Board Goals 2023-24- Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff.*

**Public Policy Institute: The Fall 2023 Fall Arts & Cultural Affairs Forum.** The forum included the Ethos Film Awards International Film Festival featuring a discussion on how artificial intelligence (AI) is affecting the arts, particularly evident in this year's **WGA** and **SAG-AFTRA** strikes. The theme for this year's forum is **"The Arts & the AI Apocalypse: Humans Strike Back."** The year's events also included live in-theater dance performances for audiences ranging from fifth graders to adults.

*Annual Board Goals 2023-24- Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff. #3 Increase enrollment.*

**Public Policy Institute 2024 Spring Symposium.** "The Promise and Peril of Artificial Intelligence" featured retired Los Angeles County Supervisor **Sheila Kuehl** moderating a panel on **Governing and Elections in the Age of AI**. Los Angeles County Registrar Recorder **Dean Logan** and UC Berkeley expert **John Robichaux** joined the panel to discuss many facets of preparing to protect elections and campaigns from disruptive AI and engaging the beneficial aspects of AI to help government meet some of its biggest challenges, such as addressing homelessness and preventing and responding to wildfires, plus pre-event and post-event small community leader discussions.

*Annual Board Goals 2023-24- Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff. #3 Increase enrollment.*

**Ongoing Enrollment Management Support:** To assist with enrollment, for the past eight years, Community and Academic Relations department has taken on an active role in partnering with the Enrollment Development and Outreach departments. However, with the hiring of the new Director of Marketing Rebecca Agonafir, the Dean of Community & Academic Relations has gratefully stepped back to play a lesser role so Ms. Agonafir can shine within her role. The **Marketing and Outreach Initiatives workgroup** has disbanded and in its place a communications workgroup is being led by the Director of Marketing. These meetings continue to help break down the silos between departments and improve communication and strategic planning.



- **Video Production:** This year, the Director of Marketing and I focused on creating a Student Resources video (featuring the AS president) and rebooting the Proud to be SMC video.
- **Onboarding Event Integration:** For the past three years, the leadership in the Outreach office and the Community and Academic Relations leadership have been working closely together on *everything*. These departments have coordinated seven onboarding events with Marketing and Outreach to create an intentional pipeline of events and support for students. These events help with recruiting students and supporting students through the application and enrollment process, but they also help retain students.
- **Area of Interest/Guided Pathways Campus Integration,** through print and video assets. Work to integrate the Areas of Interest into the student experience and campus culture continues. Specifically, updating of printed materials targeted at faculty and students, ordering AOI colored tents/mini vertical banners, linens and other AOI collateral, and the creation of a video that explains “What is an AOI?”

*Annual Board Goals 2023-24- Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff. Annual Board Goal: #3 Increase enrollment. Annual Board Goal: #5: Decrease equity gaps and increase successful enrollments for first time applicants, persistence from first term of enrollment to subsequent term. Annual Board Goal: #5: Decrease equity gaps and increase successful enrollments for first time applicants, persistence from first term of enrollment to subsequent term*

## MARKETING

**Marketing** sustains 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 presses 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, direct mail, local publications, and digital marketing channels. Our broadcast stations include digital opportunities, promoting through their varying social media platforms, website, mobile, and station opt-in email campaigns to extend SMC’s radio messaging into a full comprehensive multimedia program reaching local audiences on multiple levels and allowing for even more targeted messaging.

*Annual Board Goals 2023-24- Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff. Annual Board Goal: #3 Increase enrollment. Annual Board Goal: #5: Decrease equity gaps and increase successful enrollments for first time applicants, persistence from first term of enrollment to subsequent term. Annual Board Goal: #5: Decrease equity gaps and increase successful enrollments for first time applicants, persistence from first term of enrollment to subsequent term.*

Marketing’s consistent advertising in broadcast, outdoor, print, direct mail, and digital marketing channels has led to SMC’s 33rd consecutive year as number one in transfers to the UC system as well as continuing to be number one in transfers to UCLA, USC, and Loyola Marymount University—a remarkable accomplishment. SMC sent 1,086 students to UC campuses, 2,170 students to UC and CSU systems combined, and 107 students to USC.

Enrollment has continued to be up throughout the 2023-24 academic year, across credit, non-credit, and nonresident populations. We again leveraged SB 85 funding to sustain our marketing outreach to support student enrollment through our traditional media channels and expand further into digital media

channels. Highlights for traditional marketing include the continuation of our Metro Rail outdoor full wraps on both the Expo Line (which has extended now to stops further into East LA) and the K line that extends south through the Crenshaw Corridor, Inglewood, and El Segundo communities—areas we know our students are commuting from. We have also continued to leverage our radio advertising at iHeart with a full year of integrating Over-the-Top (OTT) digital advertising, allowing our SMC institutional messaging to reach more prospective students and key decision makers on digital streaming platforms like Amazon Prime Video and Freevee. With our radio advertising partner KPWR, we have continued to effectively utilize the resource of the Power 106 street team DJs to support the student atmosphere at key SMC enrollment and retention events like VIP Day and SMC Start Up, as well as celebratory events including the first annual Latinx/e graduation celebration and SMC Commencement. We have also started featuring SMC stakeholders in our advertising campaigns with our radio partners, who can authentically speak to the many benefits of attending SMC.

In our Winter and Spring 2024 digital campaigns with partner Univision, we ran a social media segment featuring the Associate Dean of Outreach, Onboarding & Student Engagement, focused on SMC Promise and the Career Center. This segment was the highest performing in our advertising campaign in terms of social media engagement. And through our advertising relationship with Univision, we were able to connect their Community Empowerment team with the SMC Foundation and the SMC Health & Wellness area on a clothing drive opportunity to secure clothing for SMC students at Bodega.

Highlights for digital marketing efforts include continued work with talent influencers and launching new paid search and display advertising campaigns. SMC continued to pursue influencer marketing as a tactic to increase enrollment, through Marketing's partnership with **Open Influence**, which continued in promoting the Fall 2023 semester. With the help of a diverse crop of nine top-performing **Instagram** and **TikTok influencers**, we generated a total of over 6.45M impressions, 212,744 engagements, and 4,157 posts were shared. Continuing our efforts to bridge the equity gap, our iHeart partnership included on-air endorsements and social media posts from African American DJ influencer **Chuck Dizzle**, a known local radio personality with a top radio hip-hop show called "Home Grown Radio" on KRRL. We again worked with Univision Spanish-speaking influencers, including **Grecia Salamon** with over 35K followers, to continue building community trust by providing important enrollment and financial aid information to the Latinx community, including DACA/Dreamers. And we have employed the same strategy with our targeted digital advertising in the LA Times en Español.

Marketing continues to expand our digital/media marketing efforts (with **Google AdWords/Analytics**, tracking ROI with UTM links with media partners, and influencers to target specific audiences), to help bring traffic to our website and increase enrollment. Digital ad campaigns included continuing with IxD paid search ads and adding program-specific campaigns for the newly launched Aquaculture and Biotechnology certificates, as well as eight CMD programs out of the Career Education area and Cloud Computing. This is in addition to our ongoing institutional enrollment paid search and display campaigns supporting the Fall, Spring, and Summer terms. And we again ran our "Smart Choice" campaign during the Spring to target high school seniors at the time when they were making final decisions on where to go to college. It consisted of display ads with aspirational artwork and paid search ads that directed prospective students to an easy-to-navigate landing page with compelling messaging on top reasons to attend SMC, such as our #1 in transfers heritage, financial aid and scholarships, and student-centered focus. Through collaboration with Admission and Outreach, email and chat platform tools were integrated into the webpage to allow for follow-up targeted communications and interaction. The campaign

outperformed education sector benchmarks for click-through rate, a key measure of audience engagement and campaign performance.

The Marketing team contributed and designed promotional materials for major college campaigns and initiatives and here are some highlights:

- As SMC continues our institutional commitment to diversity, equity, and inclusion, the Marketing design team prepared promotional materials for **Black Student Success Week, Historically Black College and University (HBCU) events at SMC**, including the **HBCU Caravan** for the first-ever HBCU College fair at SMC, **APIDA Heritage Month**, and multiple end-of-the-year cultural graduation celebration events.
- Launched in Summer 2023, we played a key role in the production of the fully online version of the **SMC College Catalog** published directly through our web content management system Omni CMS.
- The launch of new innovative academic programs at SMC to meet workforce needs, including the **Aquaculture certificate program** in partnership with AltaSea; and the new equity-centered Biotechnology program supported by a \$1 million grant awarded from the W.M. Keck Foundation that includes two certificates and an associate degree. We conducted a two-day professional photoshoot to generate visuals for these new programs featured in an article piece in the Fall 2024 schedule of classes and to update our photo library for various print and digital promotional materials.
- SMC Foundation's "**SMC Student Soar!**" holiday campaign provided critical financial support for SMC students and demonstrated how much our community cares about our students' future.
- SMC hosted several on-campus events for student success and campus resources—**VIP Welcome** student orientation, **Mid-term Motivation**, **Fuels for Finals**, **SMC Start Up**, **College Kickoff** new Summer social event for new students, and SMC's Super Saturday **Outreach Enrollment Lab**, inviting new students and their families to the main campus to connect with other students and with a counselor to enroll in Summer and Fall 2024 classes.
- **SMC's 94th Commencement Ceremony** was held on-ground at Corsair Field on June 11 and we prepared printed and digital materials for this momentous occasion—graduation program, live webcast slides, photo booth designs, animated stickers, and Zoom backgrounds—to celebrate the achievements of 6,309 graduating students. SMC awarded 9,725 degrees and certificates. In addition, we celebrated the **2nd annual Black Student Graduation** organized by the Pan African Alliance and Black Collegians Program Umoja Community honoring our Black students at SMC on their accomplishment of reaching their academic goals. This year, SMC departments, staff, and faculty came together to launch four more cultural graduation celebrations for SMC students, including the **Lavender Graduation Celebration** celebrating our LGBTQ+ community, **APIDA (Asian Pacific Islander Desi American) Graduation Celebration**, **Latinx/e Graduation Celebration**, **Dream Program Graduation Celebration**, and **Veterans Graduation Celebration**.
- New branding was created for **SMC's Center for Media and Design** and the new **Cloud Computing Program**, including various branded promotional materials to support the program.

- To support the **Caring Campus Initiative**, we designed a new SMC Caring Campus logo representing the love and support we have for our students on campus to help them achieve their academic goals.

Throughout the year, we managed the color print orders on the **Xerox Versant digital color press** with the Reprographics team. We continue to design and print more than 200 color printing jobs on campus to support special campus events, student programs, and recruitment materials and processed over 100 SMC business card orders. We also worked together with the Art Department and Reprographics team in the production of large campus pop-up displays for tabletops to be used at outreach and recruitment events.

Furthermore, the marketing team collaborated with other departments to prepare a wide range of communications materials. In 2023-24, the marketing team produced 10 schedules of classes, the online college catalog, and **over 500** other publications, brochures, booklets, flyers, signage, email bulletins, and digital materials. We continue to design award-winning materials, receiving first place for the video of **A Day in the Life of SMC student, Kam** ([https://www.youtube.com/watch?v=BkMKDdB\\_g5s](https://www.youtube.com/watch?v=BkMKDdB_g5s)) and the **2023 SMC Commencement Program** from the **Community College Public Relations Organization (CCPRO) California**.

*Annual Board Goals 2023-24. Ongoing Board Priorities: Educational Advancement, Quality, and Equity 2-3; Student Life 5-7; Community and Government Relationships 10-11 (Supporting educational advancement, equity, and student success by creating visual content and promotional materials).*

## **PUBLIC INFORMATION OFFICE**

The **Santa Monica College (SMC) Public Information Office (“PIO”)** executes strategic, integrated communications to advance SMC’s mission, vision, and goals. The Director of Public Information serves as the College’s spokesperson, overseeing the development of media relations and dissemination of public information including press releases, feature articles, media pitches, and other institutional communications through various media including a national award-winning e-newsletter to highlight Santa Monica College’s mission at work.

In 2023-24, the PIO **won two state-wide awards from Community College Public Relations Organization (CCPRO): first place for news release; second place for e-newsletter *SMC in Focus***.

A few highlights of PIO activities from 2023-24 are as follows:

### **Media/Press Engagement:**

- In a challenging year for public relations at higher education institutions across the nation and state, the PIO continued to have success in placing high-profile stories in regional and national outlets showcasing the continued power and potential of Santa Monica College’s transformational mission in action. In addition to 120 press releases and media alerts showcasing college events, programs, and achievements, new SMC programs (such as the Homeless Service Work certificate) and noteworthy events (the micro forest unveiling during Earth Week 2024) were highlighted in outlets such as **KCAL/CBS, Spectrum News, Telemundo, Santa Monica Daily Press, NBC, The Argonaut, Malibu Times, Voice of America**, and many more. A bi-weekly electronic media briefing called “SMC in the News” is shared with the Board and also with the

District via Bulletins; in addition, a comprehensive listing is available at the SMC online newsroom: <https://www.smc.edu/news/in-the-news.php>

- The breadth of the PIO's activities in 2023-24 included guiding the college's response to various issues that have widespread resonance. The PIO led institutional communications strategy and responses to national outlets including **Forbes**, **Politico**, **Los Angeles Times**, **ABC**, **NBC**, and many more. SMC's response to the federal Office of Civil Rights investigation was commended by the **Los Angeles Times** editorial board.

**Expansion of SMC in Focus Audience.** All *SMC in Focus* features that were deemed to have external relevance were pitched to media outlets, with nearly all of the pitches resulting in the articles being reproduced in regional outlets to showcase Santa Monica College's educational excellence, equity, new programs, and the resilience and distinction of the college's employees, students, and alum. Further, the PIO engaged in thoughtful, strategic pitching to widen the newsletter's audience to prospective students' service areas and to reach specific audiences beyond the Westside of Los Angeles/an English-speaking audience. Examples of outlets that reproduced *SMC in Focus* stories include **Boyle Heights Beat**, **World Journal**, **Santa Monica Daily Press**, **The Argonaut**, among others.

**Highlighting SMC's New/Innovative Career Education Programs, in Addition to Longstanding Transfer Record.** In 2023-24, the PIO supported the college's wider enrollment efforts and the building of awareness/support for the college by generating press around the college's innovative new programs, as well as the excellence/record of traditional programs. Examples of programs that received media attention in regional or national outlets included **homeless service work**, **biotech**, **cloud computing**, **aquaculture**, **accounting**, **film**, **journalism**, **fashion**, **respiratory therapy**, and more. The PIO also generated press around new outreach events such as the **HBCU Caravan**. Details of news coverage are available at: <https://www.smc.edu/news/in-the-news.php>

**Internal Communications.** In 2023-24, the PIO played a leading role in the dissemination of information for the internal SMC community and providing communications support to the Superintendent/President, Senior Staff, Emergency Operations Team, and various colleagues. Some examples are listed below:

- Around 26 presidential memos for Dr. Kathryn E. Jeffery including monthly college-wide communications summarizing need-to-know items, first-day-of-semester messages to students, news, and more.
- Helped to draft Fall 2023 Opening Day Remarks and Spring 2024 Professional Day Remarks providing overview of new college initiatives as well as challenges, and more.
- Created crucial community-wide communications on forums to foster dialogue, impact of geopolitical issues and conflicts, accreditation-related news, academic freedom issues, and more.
- Disseminated summaries of board meetings, ensuring that members of the college community remain informed.
- Wrote 14 obituaries that paid tribute to the legacy and accomplishments of late SMC colleagues, current or retired.
- As a member of Emergency Operations Team leads, assist in rewriting/editing of changing regulations around public safety, testing protocols, masking, and more.

- Updated a comprehensive crisis communications plan to ensure the college’s readiness to deploy swift, empathetic, and timely response to various situations.

*Board Annual Goals 3, 5. By placing SMC stories in media outlets that reach thousands—and in some cases, millions—the PIO supports enrollment efforts, reaching prospective students and decision-makers. Additionally, the highlighting of and continued focus on equity efforts supports moving the needle towards closing equity gaps by creating urgency, bringing attention to stakeholders and widespread awareness within the college community.*

*Board Priorities: 1, 2, 3, 4. The PIO supports the development of new programs and community partnerships that supports the Board’s strategic vision and plan for the college’s future by showcasing innovation at work, in venues/outlets that garner attention not just with potential partners, but with the California Community Colleges Chancellor’s Office, and more. The PIO directly contributes to the efforts of hiring a diverse and innovative faculty and staff, by writing content for senior staff recruitment, advising regarding publicly accessible content on the college’s mission, and much more. Direct efforts to promote equity and an anti-racist mindset takes place through SMC in Focus, news articles, memos, and much more, while ensuring that marginalized students receive information on programs that exist to help them, from special programs to basic needs, and more.*

## **WEB AND SOCIAL MEDIA**

The Web and Social Media Office is part of the collaborative communication hub for Santa Monica College, engaging in a series of efforts to present a consistent and cohesive institutional voice for the campus. This includes promoting 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 department 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. The Web and Social Media Office priorities continue to be driven by user experience, with emphasis on enrollment and student stories. More content has been added daily through the SMC social media accounts and marketing efforts with the contribution of about five student workers who assist in social media, web content, video editing, photography, and digital marketing.

*The Web and Social Media Office aligns with most Ongoing Board of Trustees Priorities under Educational Advancement Quality, and Equity, Student Life, Fiscal and Facilities, and Community and Government Relationships, specifically in disseminating essential key information on its digital channels for events, programs, initiatives, and more.*

### **Highlights**

**Web Site Hosting.** We switched to a new hosting service this year and are now using Modern Campus as our host provider. Since this is the same company that provides our Content Management System, this will help coordinate the tech support of the website with the tech support of the hosting service.

**Areas of Interest.** Currently being updated with a new design that expands the type of content to include information on student portfolios, featured faculty, and expanded resources. Content is “modular” so the content can be adapted to display (or not to display) depending on the program.

**Online Catalog.** SMC students and potential SMC students can now browse a fully web-friendly version of the SMC Catalog.

**File Upload Functionality.** Allows users to attach/upload a file on forms using the Modern Campus CMS. This was done in coordination with IT and their account with Adobe systems.

**Career Services.** An ongoing project, but we reorganized their pages to help guide students towards the information they need based on their Area of Interest with the correct content.

**Spotlight on Faculty and Students pages.** Two pages dedicated to feature distinguished faculty and outstanding students.

**Database Search Pages.** Created for the Grants, Scholarship, and Housing Support sections of the website. Content can now be filtered by category and searched for content on the page. By editing a spreadsheet, content is automatically added to the page.

**Increased Social Media Presence.** SMC has the most Instagram followers out of all California community colleges at 16.7K. The college's social media presence continues to grow and expand, as efforts are focused on improved graphics for Instagram stories, more student and transfer stories, as well as posts to engage students and promote classes, programs, and campus events.

### **Statistics**

- 86,218 LinkedIn followers (4.9 percent increase)
- 35,672 Facebook followers (1.3 percent increase)
- 16,700 Instagram followers (13.4 percent increase)
- 12,100 X (formerly Twitter) followers (no increase)
- 244 TikTok followers (135 percent increase)
- 2,308 Threads followers (Started 7/6/23 and increased to 950 by 7/10/23, 143 percent increase since then.)
- 975 Snapchat followers (fluctuates, but has generally increased 10 percent a month)
- Website: 29,175,320 page views.
- About 20 percent of users access the website on a mobile device and 80 percent access the website from the desktop or tablet. At any given time, there are about 960 real-time users on the website.
- Besides the homepage, the top five most visited pages are Corsair Connect Instructions, Canvas Login, the Schedule of Classes, How to Apply, and the Faculty and Staff information page.

*All digital marketing communications, marketing, and outreach efforts supports most of the Ongoing Board of Trustees goals and priorities since all public information is on the website and key information is shared through social media.*

## GOVERNMENT RELATIONS

### Student Housing

**Private Partnership Selection.** Oversight process to select a development partner for a Public/Private Partnership (P3) to result in the construction and operation of student housing on the Bundy Campus. The Request for Qualifications (RFQ) process resulted in eight applications after conducting a developer outreach effort that delivered more than sixty participants. An internal SMC selection committee nominated three applications to move forward to the Request for Proposals (RFQ) phase. The P3 process has been paused while the college is considering the UCLA opportunity.

**UCLA Request for a Joint Student Housing Project.** UCLA reached out to SMC in December 2023 to propose a joint student housing project on the Bundy Campus. The work to date with UCLA has included an architectural capacity study for both an initial project on the east parking lot for approximately 1,500 beds and a theoretical study that utilizes the entire 14-acre parcel. The two agencies have determined that UCLA possesses the necessary authorities if the land is under UC control through a long-term lease such as the lease SMC has with the County of Los Angeles for its Malibu Campus. UCLA has provided a confidential draft term sheet for SMC's consideration. SMC's level of capital contribution to construction of the project will be the primary determinant for setting the rents for SMC students. Discussions are ongoing.

**SMC Student Housing Advisory Committee.** This committee has met regularly, both throughout the P3 selection process and in conjunction with the UCLA discussions. The committee also toured a student housing project at Orange Coast College and participated in an online meeting with Riverside Community College District about their joint housing project with UC Riverside.

*Board Priorities—The Future of the College: (1) Develop new programs and partnerships that support the strategic vision and plan for the future of the College. Board Priorities—Student Life: (6) Implement initiatives that overcome barriers based on students' financial resources and unmet basic needs.*

### Main Campus Master Plan

A 2017 master plan update to the 2010 Master Plan was commissioned by SMC but was placed on hold while uncertainties about receiving state capital funding were resolved. The work was renewed in 2019 and a presentation to the Board was made in February of 2020. Due to COVID-19 and other reasons, the work on the plan was suspended in March 2020.

Prior to the resumption of work in 2023, the Government Relations office had immersed itself in the particulars of the 2017 and 2020 versions of the plan as part of SMC's preparations for the November 2022 bond initiative, Measure SMC, for \$375 million. Preparation also included working with Dr. Jennifer Merlic as a consultant on determining program needs of the affected departments.

In acknowledgement of that work, the Vice-President of Business and Administration asked Government Relations to take a lead role in moving the Main Campus Master Plan update to completion. Issues to be addressed included enrollment decline, increased online delivery of classes and services, needed upgrades to the career technical programs on the main campus, and flexibility to accommodate possible requirements stemming from a future educational master plan.

The final Master Plan document embraced a different starting sequence than the 2020 plan, resulting in accelerated facilities for the career educational programs housed in Drescher Hall and the Business



building, and moving forward with integrating three areas of interest (Culture, History, and Language in the Drescher replacement building, Education in the Drescher replacement building, and Business in the Business replacement building). The plan also accelerates the replacement of Campus Police headquarters. The Plan is notable for its flexibility, providing options based on availability of funding and new needs for instruction and student support.

The work included individual consultations with all affected departments and services; multiple working sessions with facilities, academic affairs, constituent groups, and the consultant; open sessions with the campus community; and a well-advertised open session with the public.

The Plan was reviewed by the Board of Trustees this past April along with Board direction to conduct a CEQA review of the Plan for subsequent adoption by the Board.

Great thanks are due to Ms. Dagmar Gorman, whose concurrent efforts in researching documents, verifying room usage, coordinating task flow, maintaining a steady flow of communications, and providing key insights were invaluable in producing the plan and achieving consensus.

*Board Goals–Facilities: (11) Update and complete the Facilities Master Plan to support the vision for SMC’s future.*

### **Campus Police Headquarters Replacement**

A key consideration in preparing the 2024 Main Campus Master Plan update was to accelerate the replacement of the Campus Police headquarters, currently housed in three buildings on the south side of Pearl Street. The solution as incorporated in the Plan constructs a new facility on the same site as the existing offices. State law provides assurance to local agencies, including to SMC, that school facilities can be sited appropriate to their mission. Government Relations researched and issued a report that concluded that security (such as that provided by a campus police force) is a student service and is a typical school site use.

Based on this research, SMC administration met with the City of Santa Monica Planning Director about SMC’s intention for a replacement Campus Police Headquarters and received assurances that the City of Santa Monica did not object to the planned site use. The project has been included in the Main Campus Master Plan.

*Board Goals–Facilities: (11) Update and complete the Facilities Master Plan to support the vision for SMC’s future.*

### **Metro GoPass**

**Los Angeles County Metro.** In May 2024, Metro’s Board of Directors unanimously approved making its GoPass fareless student transit program permanent. The Los Angeles County program started as a pilot project in October 2021 and has achieved extraordinary participation and kudos. More than 11,000 Santa Monica College students participated in the GoPass program in each of the last two years. The program gives participating schools the ability to provide their students an unlimited pass to ride Metro buses and light rail for free. GoPass is also valid with 17 other Los Angeles County transit agencies, including Santa Monica’s Big Blue Bus. SMC’s annual contract with Big Blue Bus allows SMC to participate in the GoPass program at no additional cost to SMC. Of note, SMC has the highest number of student participants among all participating community colleges. Government Relations worked over the past several years with like-minded advocates to achieve this outcome.

*Board Goals—Fiscal Stewardship: (8) Reduce the budget deficit by \$10,000,000. Board On-Going Priorities: (9) Recommit to environmental sustainability in light of the continuing climate crisis.*

### **Other Facility Projects**

**Tennis and Pickleball Courts.** This project repurposes the District’s property at 3400 Airport Avenue from its current use as commercial offices to a set of outdoor tennis and pickleball courts. Government Relations contributed various efforts in tenant communications, site planning, City of Santa Monica joint planning, CEQA compliance, and Board communications.

**Memorial Park.** The City of Santa Monica has a four-phase project to remake Memorial Park. SMC has agreed to contribute up to \$20 million from Measure V to a first phase that includes a baseball field built to meet the conference specifications for collegiate women’s softball. Government Relations has contributed various efforts in joint planning with the City and in preparing Board of Trustees communications. The City expects to begin design of Phase 1 and 2 in late Summer 2024.

*Board Priorities—The Future of the College: (1) Develop new programs and partnerships that support the strategic vision and plan for the future of the College.*

### **Ongoing Initiatives**

**State Advocacy, General.** Reviewed relevant Chancellor, Legislative Analyst, and League documents; reviewed League Conference transcripts; consulted with SMC Administration, SMC Lobbyist, and SMC Constituents. Prepared SMCCD 2023-24 State Budget Priorities. Oversaw follow-up legislative visits.

**State Advocacy, Hold Harmless.** Chaired an SMC Ad Hoc Committee to focus on extending hold harmless. Efforts have included working with Faculty Association lobbyist, SMC’s lobbyist, LACCD’s government relations office, the Chancellor’s Office, and local state representatives. We expect the issue to come to a head in 2024-25 as only 15 of the 73 districts are funded by achieving sufficient metrics of the Student-Centered Funding Formula. The others are using either hold harmless or stabilization.

**Legislative advancement of solutions to shorten time frames for student housing entitlements.** This SMC initiative is paused, as several CCCs have relied on or are intending to rely on informal agreements with their zoning agencies, bypassing educational code restrictions. However, this practice is not available to all CCCs. We have not achieved state-wide consensus on appropriate remedies. SMC will continue with proposed legislative solution in 2024-25.

**Legislative advancement of improvements to state funding of SMC.** The adopted state budget for CCCs protected SMC, despite significant state deficits. SMC is joining with other Los Angeles County community college districts to advance common interests for the 2024-25 state legislative session.

*Board Goals—Fiscal Stewardship: (10) Work with state and federal allies and legislators to increase and stabilize funding and the SCFF at a level that sustains the work of the College.*

## **SANTA MONICA COLLEGE FOUNDATION**

**Organizational Structure.** The Foundation is staffed with a team of professionals to serve and fulfill the goals, objectives, and mission of the institution. SMC Foundation manages 300 scholarship accounts and 213 program funds, including 33 endowed program funds and 180 annual program funds. Staffing challenges persist in the development category as the nonprofit market is highly competitive and plagued

with a shortage of qualified candidates. Currently, SMCF is seeking a replacement Development Director. The Foundation's Board of Directors increased its membership, adding one new board member, bringing the total to 14 members.

SMCF provides annual balance statements to endowed scholarship donors and program fund account holders, demonstrating its commitment to professionalism, transparency, and service. For the second consecutive year, due to the financial volatility and poor global market performance, the Foundation deemed it critical to expand our communication to a small group of scholarship donors whose endowed accounts could only support a reduced distribution or no distribution at all. Overall, donors received the news with appreciation and understanding, valuing the service-centered transparent approach. These reports are prepared and sent to the donors early in the Fall semester. Senior staff also receive a copy of the fund balance reports for their area of supervision. *Board Priority: Fiscal and Facilities #15; Community and Government Relationships #10.*

**Board of Directors Engagement** (*This is a partial list of engagement*). Board Chair Margaret Sohagi provided summer internship opportunities at her law firm for students enrolled in the pre-law pathways program. Mark Verge (SMC Alumnus) invited 2024 study abroad student scholarship winners and their families to his family restaurant, Art's Table, for a hosted dinner in celebration of his family's award, The Art Verge Study Abroad Scholarship. New Board Member Colleen O'Brien and SMCF developed a pilot program with partner Oisín O'Connor's (SMC Alumnus) Santa Monica-based company, Recharge, with the Interaction Design Program to provide paid mentorships, funding for senior project theses, and funding for the program itself. Board Member Mark Ivener continues to provide major gift support to the Art Department for their various initiatives. James Castro provides 1:1 mentoring to SMC transfer students. Dermatologist Dr. Ava Shamban and her team continue to offer free skin care clinics on campus each month since Fall 2022. Providence St. John's Health Hospital's Executive Medical Director for the Women's Health Institute Dr. Tiffany Grunwald (SMC alumna) continues to work with SMC's Nursing program to offer students access to internships and jobs. *Board Goals & Priority: Student Life #6, #7; Community and Government Relations #10.*

**Revenue.** The SMC Foundation continues to report strong financial support from private donors and foundations. We have secured important funding for the institution, its students, and programs. We continue outreach to foundations and donors, reporting an overall \$3.3M in fundraising. *Board Priority: Fiscal and Facilities #9.*

**Student Scholarships.** For the second consecutive year, the impact of the global market impacted this year's scholarship program, causing the Foundation to freeze distribution or reduce the award distribution on some endowed scholarship funds. Despite this challenge, SMCF awarded \$899,000 to 324 students. Notably, 21 students received \$16,000 scholarships courtesy of Carol and Kevin Sharer Education Foundation, all of whom are transferring to a Cal-State or UC campus. SMCF's largest scholarship was again issued: a \$50,000 award to a transfer student heading to California State University, Long Beach in August. *Board Priority: Educational Advancement, Quality and Equity #1; Student Life #6, #7.*

**Scholarship Growth.** SMCF added 11 new scholarships, including nine endowed gifts which require a minimum gift of \$10,000. These include Graphic Design Scholarship for Native American Students by MaCher; Jack and Florence Irving Scholarship; Dr. Hyun and Myunghee Kim Lee Scholarship; Kriteman Clemens Family Scholarship; Magnum Automotive Scholarship; B. Scalise Future Dietician Scholarship; Ocean Avenue Scholarship; Pat Train Gage & Sanford M. Gage Theatre Arts Scholarship; Elaine Roque

Scholarship; Larry Rosenzweig Memorial Scholarship; Shirley and Frank Kline Award in Chemistry or Biochemistry. *Board Priority: Educational Advancement, Quality and Equity #1; Student Life #6, #7.*

**GIVING THANKS(giving)** For the fourth consecutive year, the Santa Monica College Foundation spearheaded the five-day holiday food giveaway, GIVING THANKS(giving). The event kicked off six days prior to the food giveaway with a “Pre-Game Special”—chef and restaurateur Mary Sue Milliken hosted a Q&A session with dozens of students. The team of 110 SMC and KCRW employees and community volunteers helped pack and distribute over 2,400 free holiday feasts for SMC students representing 145 zip codes at the multi-day event—a 100 percent increase in the number of students served from the previous year. SMCF leveraged the event to raise funds for food security and covered 100 percent of the costs associated with the giveaway. Additionally, SMCF confirmed corporate sponsors and partners who stepped up to support the effort, including Handel’s Ice Cream, KCRW, Foodcycle, Jacmar Foodservice, The Coffee Spot, Vicente Foods, Westside Food Bank, and Whole Foods Market. SMC Foundation partnered with Associated Students to host a sit-down catered holiday, hot meal dinner with all the trimmings for 200 students inside the student-decorated cafeteria. *Board Priority: Community and Government Relations #10; Educational Advancement, Quality and Equity #3; Student Life #6, #7.*

**Emeritus Program.** The advancement team works closely with the Emeritus program on their annual appeals, fundraising initiatives, donor relations, and estate planning, to ensure an ongoing stream of philanthropy and stewardship. SMCF returned to its pre-COVID practice, hosting an in-person celebration for Emeritus donors who contribute at least \$250+ a year. The group of approximately 80 Emeritus students gathered for a catered dinner on the SMC Main Campus in the Student Services Center. The SMC Jazz Quartet provided entertainment. Donors also had the option to donate their RSVP to SMC students in need through the Basic Needs program. *Board Priority: Community and Government Relationships #11*

**Commerce & Creativity.** In its fifth year and funded entirely by the fundraising efforts of the Foundation, Meal Project is a multi-pronged food service program for students who are food insecure. Since inception, over 450,000 meals have been provided free of charge. This program is administered by the Basic Needs program. The Foundation continues to broker valuable partnerships to support the programs and services centered on providing resources for Basic Needs. Nonprofit Baby2Baby, provides abundantly infant and baby clothing, diapers, formula, and other goods for our student parents. Ongoing community supporters of SMC’s Basic Needs department include Westside Food Bank, Vicente Foods, Jian Isaac Bread, FoodCycle Los Angeles, and WIN-LA organization. *Board Priority: The Future of the College #1; Community and Government Relationships #10; Pandemic Management and Recovery; Educational Advancement, Quality and Equity #2; Student Life #6, #7.*

## **THE BROAD STAGE**

**Overview.** In 2023-24, BroadStage had its most successful season since returning from pandemic. Audiences were robust, exceeding attendance goals for almost all productions, with notable increases in first time ticket buyers (32 percent were first time buyers). Major donors held firm, with renewals and increases among two new funding sources, resulting in 2024-25 having, for the first time ever, two named season sponsors giving at or above \$200K. Fundraising has begun to flip from retrospective to prospective, with nearly \$500K in pledges already booked in advance of the new 2024-25 season. Staff retention is high, with pivotal new senior leaders completing their first and second year respectively in the development and marketing areas. Senior staff in operations, production, activations, and programming continue to thrive. Board engagement deepened, with new leadership from the governance committee and the IDEA committee of the Board doing critical work on policy, laying the groundwork for the Board

to grow, both in size and diversity. We acquired a line of credit from The Broad Foundation to forestall any potential cash flow concerns. We were able to stay out of the line entirely, land a relatively balanced budget for 2023-24, and pass a balanced budget for 2024-25.

**Summary / Way Forward.** BroadStage is at a new threshold, announcing a new way forward that is innovative, complex, and speaks to the future. We are scaling our ambitions to fit into our current financial resources so that we do not put our operations at risk, while we are aggressively beckoning deeper investment. Regardless, we will appear to be doing things quite differently by 2025-26. As that transition is taking place, it will be our primary goal to hold on to the stalwart supporters who have seen us through to this day. That said, our transition to an artist-lead curatorial model, to a destination festival focus that leaves less room for year-round-genre-balanced presenting, and our commitment to a more fluid audience experience, may be a stretch for some stakeholders—this remains to be seen. Our base has largely been involved in supporting our venue and our organization as an alternative to the dreaded commute to downtown Los Angeles. We struggle with the expectation that our venue with a maximum of 535 seats should be providing artists that would typically appear in a 2,000-seater to be financially viable. Our brand, our vision, our promise to new audiences, and our way of being BroadStage now require us to grow into something new.

Key objectives for this endeavor are deepening and expanding the base of support, with a focus on new audience and new sources of funding. In support of that vision, we have developed a four-part strategy: longitudinal commitments to resident artists by inviting artists to curate over a three year period; intergenerational programming; immersive environments for patrons that include more than the ticketed event; and interactive environments that allow patrons to engage with each other and the artists beyond the stage.

This new way forward led to the successful launch of a three-year residency with Stanley Clarke, with the intent to mount an international, intergenerational jazz festival in 2026. First year outcomes were most notable where Clarke’s mentoring of musicians in applied music at SMC were heard and felt throughout the music curriculum and in live performance, with SMC students appearing as an opening act for Clarke. With this shift in model, new funding sources have begun to surface. An invitation to apply for the Music Man Foundation Meredith Willson Award is one example among many. A serious overhaul of our programming was called for to deliver on this strategy— different shows and different style of planning. The 2024-25 season demonstrates this.

**Programming review 2023-24: Artistic Productions Presented by BroadStage.** The 2023-24 season kicked off with the launch of a three-year jazz residency with bass icon Stanley Clarke performing the first of two concerts in the season, this one with BroadStage favorite and legend in the making Hiromi. His second concert took place in the Spring and featured his current touring band 4Ever. Opera Superstar Lise Davidsen was also featured in the Fall with her BroadStage debut which set up a return visit in the 2024-25 season. The second season of Sunday Morning Music / Santa Monica also kicked off in the Fall under the artistic direction of Antonio Lysy, while our eclectic emerging Blues and Roots series, *blackbox*, similarly returned for its fifth season under the steady leadership of guest curator The Reverend Shawn Amos.

BroadStage’s featured dance offering in 2023-24 was the sensational and visually arresting dance theater adaptation of *Jungle Book* by Akram Khan, one of the world’s most exciting and in demand choreographers. This multi-day event was accompanied by plaza activations prior to each performance

which helped us continue to reach newer, younger audiences. The Los Angeles dance community was well represented among our audiences and appreciative of BroadStage's efforts to bring world class international dance to our venue.

In addition to the Lise Davidsen, our Celebrity Opera series included recitals by Tenor Joseph Calleja, and an astounding orchestral recital from frequent BroadStage artist Elina Garanca and her husband Karel Mark Chicon.

Other classical events in the season included the return of Takacs Quartet with a raved about new commission from Nokuthula Ngwenyama, a holiday concert from the world renowned Tallis Scholars, a solo piano recital from LA favorite Inna Faliks, and a co-production with LA Opera of the Basil Twist directed *Book of Mountains and Seas*.

BroadStage also presented our first live score to film event with Mexican percussionist and composer Antonio Sanchez accompanying the Oscar-winning film he composed – *Birdman*. This was one of the most exciting events of the year and demonstrated most clearly BroadStage's new approach to consistently activating our plaza in new and exciting ways to enhance the audience's experience.

Additional highlights in the season included Nat Geo Live, Spanish Harlem Orchestra, and the brilliant Herbert Siquenza in his one man show Weekend with Picasso.

**Education / Activations Review 2023-24: Enriching Artistic Experiences with Stanley Clarke: A Vibrant Fall Semester.** BroadStage's Artist in Residence program, featuring the legendary Stanley Clarke, has expanded BroadStage's educational reach and impact. This remarkable collaboration has not only provided students with invaluable opportunities to learn from a true music icon but has also fostered a vibrant artistic community within the Santa Monica College and Santa Monica High School campuses.

**Mentorship and Coaching: Nurturing Musical Talent.** Clarke's generosity with his time and expertise has been a cornerstone of the program. His visits to SMC and SaMoHi classes have created a dynamic learning environment where students have received direct mentorship and coaching. For the participating students, these interactions have sparked new ideas for their compositions, provided examples of new instrument techniques, and offered new perspectives about a musical career.

**SMC Applied Music Program: A Platform for Emerging Artists.** The SMC Applied Music Program has particularly benefited from Clarke's involvement. Students have had the extraordinary opportunity to perform on BroadStage plaza as pre-show offerings, plus play alongside Clarke during SMC student performances. In the process, students have gained invaluable experience rehearsing directly with Clarke, further developing their skills for professional level performance preparation. Clarke's mentorship has extended beyond live performances, prompting students to record their own compositions, which provided them with a tangible record of their music and material to promote themselves in the music industry.

**A Documentary in the Making: Capturing Clarke's Legacy.** A new collaboration with SMC's Center for Media and Design students created a 30-minute documentary featuring interviews by Rob Bailis, Dr. Kathryn Jeffery, music students, and Clarke's insights, serving as a valuable resource about the development of BroadStage's Artist In Residence and as an educational tool for future generations about Clarke's impact and legacy.

**2023-24 Marketing Summary.** The 2023-24 season has been one of which we are very proud. We surpassed our subscription sales goals and reached nearly 98 percent of our ticket revenue goal. Perhaps the most promising data point is that 32 percent of our audiences this year were first time ticket buyers. This season, we also focused on finding ways to elevate the patron’s experience with significant pre-show activities on The Plaza that are memorable, engaging, and promote community, while complimenting the art on stage. We had salsa lessons and dancing during our Holiday festivities, turned the plaza into a space for lounging, good food, and conversation at Picnic on the Plaza night during the run of *Jungle Book*, welcomed “Hunter” the T.REX a full-body puppet from the Natural History Museum before a National Geographic Live presentation, and celebrated superheroes and comic book artists with a live DJ, tacos, and interactive photo booth before the Birdman Live concert. These efforts are helping us to see a change in the composition of our audiences—with more young people and diverse communities attending shows.

**Way Forward and Programming 2024-25.** We have finalized the next season at BroadStage, our 16th. Heading into year two of our dynamic Jazz Residency with Stanley Clarke, BroadStage will be offering the largest jazz and blues platform in our history as we march towards the launch of an International Jazz Festival in 2026. As a proof of concept, we’ll open the season with a mini festival featuring Judith Hill, Gretchen Parlato and Gerald Clayton, and an intergenerational lineup of artists including students who have been taking part in the residency program performing with Stanley Clarke. Other music highlights in the upcoming season include Emmet Cohen, Harlem Quartet, the triumphant return of Lise Davidsen, Storm Large, Chanticleer, and Terri Lyne Carrington as well as many other performances. Among the most highly anticipated programs for next season will be the west coast premiere of *Is It Thursday Yet*, a dance/theater piece from superstar choreographer Sonya Tayeh, about an individual's journey through a later in life Autism diagnosis, and the Los Angeles premiere of the sensational one-man Shakespearean tour-de-force, *All the Devils Are Here*, from Tony-winner Patrick Page and Shakespeare Theater Artistic Director Simon Godwin. Behind the scenes, plans are developing for our next Artist residency which we hope to launch in either Theater or Dance in the Fall of 2025.

**IDEA update.** To deepen our commitment to equity, diversity, and inclusion, we launched an ongoing practice in 2020 to overhaul our diversity, equity, inclusion, and access policies and protocols—beginning with the hiring of artEquity in the Fall of 2020, an internationally recognized EDI consulting firm, to guide us in our efforts to establish a culture of inclusion and to guide us in our work to become an anti-racist organization. The work done so far has expanded the cultural competency and advocacy skills of the staff and board.

Over the last four years, this work has only gotten deeper. Our staff has developed EDI compliant hiring and onboarding practices, impacting job descriptions, candidate selection and criteria, and new employee orientation. We hire recruitment firms specializing in the arts and culture sector and committed to anti-racism to assist with filling open positions. Core practices of EDI training now extend to part-time and Front of House employees and are required for onboarding. Our last five or six full-time staff hires, and internal promotions have included BIPOC individuals, LGBTQIA community members, persons with disabilities, and first-generation immigrants. By diversifying staff, we are creating an internal culture to help shape our programs and vision, which we wish to reflect cultural inclusion. In addition, staff developed a core EDI team who meet bi-weekly and hold monthly EDI discussions to which all members are invited to attend. Individuals take turns choosing topics or recommending readings for discussion.

At the board level, we formed an EDI committee to ensure best practices in recruitment of new members, and to further deepen understanding of how EDI work impacts governance. The committee completed

artEquity training and has begun to update BroadStage Board EDI policy and practices for 2024-25. The BroadStage EDI statement, originally posted to the website in July 2020, and since updated, has been selected as a national model by Ken Foster, Director of the Arts Leadership program at USC, for his upcoming book: *“Among the plethora of social justice/anti-racist statements that have emerged since 2020, here is one from BroadStage in Santa Monica, CA that is particularly good. What makes this one strong is its specificity and its call to action. By enumerating not just what they believe but what they will do, they create a powerful accountability framework. Clearly this is a Core Value for the organization.”*

We continue to offer the artEquity training as a mandatory starting place for all new employees, and we have sustained the work we described to have an ongoing, staff curated, equity forum for discussion. Our hiring practices continue to evolve and be improved by deepening our equity work as a daily commitment of the organization.

**Rentals.** The Performing Arts Center (PAC) rental program continued to generate revenue from local arts and charitable organizations, local area schools, as well as commercial events from several first-time clients. As has often been the case, demand exceeded the supply of available dates as prime weekend dates in Spring and Fall were programmed several years in advance by the SMC Dance and Music programs as well as Madison Project DBA BroadStage. Unfortunately, the Writers Guild of America and the Screen Actors Guild-American Federation of Television and Radio Artists strikes during the Summer of 2023 led to a total drop-off in film and television use of the PAC over the course of the fiscal year. An ancillary effect of the strikes was the cancellation of the scheduled Costume Designers Guild Awards as well as a complete lack of TV or film premiere events that have become a semi-annual occurrence at the PAC. Despite these reductions, the PAC rental program generated \$696,000 in 2023-24 revenue (net of deposit refunds) while continuing to be mindful of operating expenses including staff overtime expenses. *This exemplifies the PAC Rental Program’s satisfaction of the 2022-23 Board of Trustees Annual Goal #8 by showing “continued efforts in revenue generation and cost control... to achieve a sustainable budget.”*

Highlights from 2023-24 were:

*Stardew Valley: Live* – multiple sold-out shows featuring music from the popular mobile game  
“Socially Inept” Tech Roast Show (three separate weekends in 2023-2024)  
Westside Ballet’s Annual *Nutcracker* and Spring Showcase  
Los Angeles Ballet  
LA Theatre Works 50th Anniversary Gala

## **KCRW**

KCRW is driven by human inspiration and connection with the communities we serve. A service of Santa Monica College and a leading National Public Radio affiliate, KCRW’s goals are twofold: to inform and inspire the millions of people who turn to KCRW for its eclectic mix of local and national news, music, public affairs, and cultural programming; and to make this programming available on whatever platform people seek to receive it.

KCRW supports the Mission and Vision of Santa Monica College: *a community committed to open dialog and the free exchange of ideas*. The programming that is produced at KCRW creates lifelong learning and provides knowledge in a highly accessible format. This information allows listeners to evaluate and interpret ideas critically and gives the community the tools to communicate this knowledge and



information effectively to solve problems. KCRW's programming reflects the diverse voices of Los Angeles and the community and allows listeners to demonstrate a level of engagement in their world.

KCRW's commitment to these goals has made the station a cultural touchstone for generations of listeners across Southern California, the U.S., and around the world. KCRW's award-winning news, music, and cultural programming inspires a greater understanding of the people and traditions around us. KCRW's trusted reporting and cultural journalism are driven by curiosity, anchored in great storytelling, and aimed at fostering civic and cultural dialogue.

KCRW provides a full service news, information and cultural service on the air each and every day by providing the trusted voices of NPR who bring stories from around the world. KCRW augments this coverage with our own reported pieces that highlight information of importance for Southern California. Each week KCRW produces over 50 hours a week of local and original programming featuring current events and opportunities to expand one's knowledge. Our 18 weekly emails reach 380,000 in boxes and highlight community organizations and partnerships. Our social media channels are also filled with original video work highlighting our community.

Below are some of our highlights of this past year.

**Open House.** Open House is KCRW's series that provides a welcoming and barrier-free way to experience LA culture throughout the city. KCRW Open Houses convene audiences to enjoy a free night of art, music from KCRW DJs, and treats from local businesses across the Los Angeles area. Our latest Open House was hosted at the Autry Museum of the American West and provided free, after-hours admission to the museum.

**Lost Notes podcast.** Hosted by guest experts each season, KCRW's "Lost Notes" is a music documentary that celebrates legendary artists and their impact across different eras. In our most recently launched season four, KCRW's Novena Carmel and CSULB Sociology Lecturer Michael Barnes guide you through eight wildly different and deeply human stories, each set against the kaleidoscopic backdrop of LA's soul and R&B scene of the 1950s–1970s.

**Anti-Dread Climate Podcast.** Most recently, KCRW launched "The Anti-Dread Climate Podcast" and an accompanying newsletter with Caleigh Wells, KCRW Climate Reporter, and Candice Dickens-Russell, environmental educator and CEO of Friends of the LA River. This project started first on social media, gathering questions and concerns about how to handle climate change. Together, the hosts ease listeners' climate anxieties by offering positive, refreshing, and solution-oriented actions to make our planet healthier and more sustainable now and for generations to come. This series hosted two live events as well including one held on the LA River.

**Next Generation Initiatives.** Focused on developing the next generation of creative Angelenos, KCRW's Next Generation initiative builds a pipeline of diverse talent in the following programs:

**Engineering Apprenticeship.** Our Engineering Apprenticeship is a hands-on, paid 18-month training for a new generation of engineers who work alongside existing broadcast engineers. While there are more than 1000 local public radio stations in the country providing critical, free news and emergency broadcast services, the engineers who keep the towers and transmissions running seamlessly are aging out of the industry.

Our search for candidates resulted in 269 applications. After 15 interviews, we identified two exceptional candidates for the apprenticeship. In addition to gaining hands-on experience with our knowledgeable and experienced engineers, the apprentices have been working through a three-module certification course recommended to us by NPR to learn the ins-and-outs of engineering for public radio. By the end of their apprenticeships this Summer, both apprentices will have a credential that demonstrates the knowledge they've gained through this experience.

**Young Creators Project.** We invited Los Angeles music-talented youth, up to age 21, to apply to be a KCRW Young Creator. The top creators were featured across KCRW channels including our website, social media, and on-air. This year, we received 206 submissions, with 347 creators up to 21 years old contributing either as bands or as individuals. We even had bands with members as young as 7 years old submit. This year, we hosted a sold out showcase at Bardot in collaboration with the weekly music night, *School Night*. The five artists featured at the showcase were from all over Los Angeles (San Fernando Valley, Inglewood, Laurel Canyon, OC), and spanned pop, rock, jazz, and modern classical genres. One of our photographers capturing the night was YCP alum Sophie Weil.

**Podcast Bootcamp.** In the past year, our Podcast Bootcamp series has improved its ability to inspire creators and create opportunities. In June 2023, we hosted the first session of a brand-new iteration of the Podcast Bootcamp at KCRW's HQ. This session attracted 75 guests to a three-hour convener offering storytelling and podcast production basics including pitch development, practice pitching, and the business of podcasting. In October 2023, the second session of the year welcomed over 50 attendees to learn about the process of developing and pitching podcasts. Before the program came to a close, the participants gave their own 90-second pitches for their projects to the guest panel for feedback.

**LA County interns.** In partnership with the Los Angeles County Arts Internship Program, KCRW was able to offer paid internships to undergraduate students in the membership, audience, and music teams. We provided professional development opportunities and mentorship throughout the Summer. Interns contributed their ideas and skills to influence final products like community events, music selections, email appeals, member benefits, and newsletters.

**Report LA.** Our Report LA Fellowship program aims to recruit underrepresented voices to public radio. The Fellowship pays full-time salaries and provides extensive training in public radio producing and reporting. Two cohorts have completed their fellowships and we are proud to have placed two of our Fellows in full-time positions at KCRW. Now in its third cohort, the Report LA Fellowship continues to be an important investment in the future of KCRW and public media.

**Summer Nights.** Our 2023 season of Summer Nights welcomed more than 72,000 guests joining us across 17 free events around LA. We look forward to another year of connecting people through music and arts. Some of our partner venues included California African American Museum, Chinatown, MOCA/JANM, The Hammer Museum, Grand Performances, LA Plaza, The Huntington, Descanso Gardens and Orange County Museum of Art.

**Live From.** In 2023, we hosted 34 emerging and established artists for in-studio "Live From" performances on the Santa Monica College CMD Campus in the KCRW Annenberg Performance Studio. These intimate performances include interviews with each guest, and dive deep into an artist's inspiration and motivation. Sessions included Arlo Parks, Baby Rose, Natalia Lafourcade, WITCH, and Slowdive.

**Guest DJ Sessions.** Each month, we invite musicians and other cultural tastemakers to our flagship program “Morning Becomes Eclectic” (“MBE”) to join host Novena Carmel as a Guest DJ. The Guest DJ shares a half hour of music, paired with a live conversation about what the music means to them, how it influences their own perspectives, and why KCRW listeners should love it, too. In 2023, we’ve featured Guest DJ sets from Nabihah Iqbal, St. Panther, John Stamos, Leon Michels, and the Trans Chorus of Los Angeles.

**Global Beat Mexico.** In the Summer, we expanded our program “Global Beat Mexico,” our deep dive into the vibrant and colorful sounds and artists from our neighbors south of the border. Our ears-on-the-ground hosts include our very own Raul Campos, resident DJ and taste-maker; Junf, one of CDMX’s hippest curators and DJs; and the highly-respected Betto Arcos. We expanded our programming to include on-air radio features as well as a stand-alone podcast.

*SMC Goal Alignment—The Future of the College: 1. Develop new programs and partnerships that support the strategic vision and plan for the future of the College.*

## **CONCLUSION**

With the higher education landscape at a crossroads and faced with the many complexities of a changing world, the work highlighted in this report demonstrates how Santa Monica College moves towards an entire century of its existence poised not only to adapt, but to continue to innovate, reap opportunities and create new pathways, in the service of its students. Year after year, they come, riding the Metro and city-wide buses, crossing state lines and international borders, or from the neighborhood high school, because they know that at Santa Monica College, a world of opportunity awaits and the possibilities are limitless.







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