



ANNUAL REPORT

2024-2025

SANTA
MONICA
COLLEGE

34 YEARS
#1 IN TRANSFERS

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SANTA MONICA COMMUNITY COLLEGE BOARD OF TRUSTEES

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Board of Trustees Annual Goals 2024-2025

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 December 31, 2024
 - Adopt a strategic plan for SMC based on the Educational Master Plan
2. Increase enrollment by five percent.

Educational Advancement, Quality and Equity

3. Continue to 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).
4. Obtain approval from CCC Chancellor's Office and ACCJC for SMC's Cloud Computing Baccalaureate application proposal.

Student Life

5. Continue working on the student housing initiative.

Fiscal Stewardship

6. Reduce the structural budget deficit by \$5,000,000.
7. Stabilize the fiscal structure of SMC and meet the requirement for a five percent fund balance.
8. 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

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

Community Relations

10. Simplify online and in-person enrollment including for high school students, using appropriate data and controls including on measuring the effects of interventions.
11. 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.
12. Continue support of the Malibu Campus.

Approved by the Board of Trustees: October 1, 2024

INTRODUCTION

In a year that continued to be deeply challenging for higher education institutions in California and across the nation, Santa Monica College persisted in seeking out new opportunities to serve its students, communities, and local industry and business partners. This was visible in new, groundbreaking curricular offerings being designed; relief given to thousands who were affected by the January wildfires; heightened advocacy for those whose basic human rights are now under attack; as well as emotional and mental health and basic needs support; and so much more. SMC held secure to its longtime reputation as California's No.1 transfer college to the University of California; and the college and its affiliates celebrated landmark achievements and awards in the arenas of career education, lifelong learning, and in arts and culture programming.

This annual report gathers some of the transformative and noteworthy work accomplished throughout the last academic year; the innovation and dedication that is evident behind these accomplishments speaks volumes about what makes SMC shine bright as a beacon of access, equity, and excellence, as well as the spirit that will carry the College forward in an ever complex and changing landscape.

- Santa Monica College continued its streak as the No. 1 transfer college to the University of California—for 34 consecutive years! According to 2023-24 data released by the University of California (UC) Information Center, Santa Monica College (SMC) transferred more students to the UC system than any other California community college—for 34 consecutive years now. Additionally, the college maintained its No. 1 spot for African American and Latinx transfers to the UC; it continues to remain the leading transfer college to the University of Southern California and Loyola Marymount University. The college is also *still* the top feeder west of the Mississippi to the Ivy League Columbia University. SMC ranked fourth in total combined transfers to the UC and CSU systems.
- In 2024-25, the Curriculum Committee approved 248 items, including 20 new programs (a new Bachelor of Science degree included); 46 new courses; 21 new courses for Distance Education delivery; and more—keeping SMC on the forefront of excellence in higher education.
- After much expectation, the 110,000 square-foot Math & Science Building opened in late 2024; the building brings together four departments—Earth Sciences, Mathematics, Life Sciences, and Physical Sciences—under one roof for the very first time. The building includes 22 classrooms, 11 labs, study areas, and advanced instructional technology. The new Life Science and Physical Science labs, the planetarium, and the observatory with a 0.7-meter CDK700 telescope available for public viewing will open later this year. The project also restores the Memorial Clocktower, seamlessly integrating SMC's storied past with its future.
- This year, the Santa Monica College Foundation and SMC played a crucial role in providing relief to impacted communities, after the devastating Palisades and Eaton fires. Units such as Athletics, Auxiliary Services, Basic Needs, Community & Academic Relations, Enrollment Development, Facilities Programming, Information Technology, Maintenance & Operations, Marketing, Reprographics, and the SMC Police Department contributed resources, personnel, and expertise to ensure a swift and effective response.

The Main Campus subsequently served as the command center for a four-day resource fair spearheaded by the SMC Foundation, involving 3,825 volunteers; the SMC Pavilion was transformed into a dignified distribution environment modeled after a retail department store; 4,076 individuals received new and gently used clothing, and more. The college cafeteria was

reimagined as a community grocery market in collaboration with long-standing partners at Westside Food Bank and the Los Angeles Regional Food Bank. Concurrently with its relief operations, the SMC Foundation raised \$1,627,566 to provide direct emergency funding to students and employees affected by the wildfires. And last, but not the least, SMCF extended its impact beyond the college community by awarding a \$250,000 subgrant to the Santa Monica-Malibu Unified School District, providing emergency relief grants to their affected students and staff.

- While the devastating wildfires impacted the SMC-Malibu Campus, it also enabled this campus to fulfill an important service to the community. In March 2025, shortly after the Pacific Coast Highway reopened with checkpoints, SMC-Malibu partnered with the City of Malibu and the Los Angeles Sheriff's Department to facilitate PCH pass distribution on campus, relieving pressure on City Hall during its busy town hall meetings. Approximately 5,000 permits were issued.
- In 2024-25, SMC Emeritus launched several efforts to celebrate and mark the 50th anniversary of the Emeritus Program—including field trips for Emeritus students to other SMC campuses and a "Fifty-Over-50" list, designed as an Emeritus-specific version of those Forty-Under-40 lists for business magazines, to celebrate older adult lifelong learners. Student enrollment has been climbing since the pandemic ended, with well over 3,400 unique students per year.
- It was another historic graduation at SMC—the second largest graduating class! 13,394 degrees and certificates were awarded to 7,248 students. A few more notable points about this year's class includes the following: 6,146 students graduated with more than one degree or certificate; 19 Bachelor of Science in Interaction Design degrees were awarded; the youngest graduates were 16 years old (both graduated with four associate degrees); the oldest graduate is 97 and graduated with a Noncredit Certificate of Competency in Advanced English as a Second Language; the graduating class included 632 international students (F1 and online foreign); 676 students with disabilities; 347 Scholars students; 173 EOPS students; 37 undocumented students; and five foster youths. Additionally, 59.1 percent of the graduates were female, 38 percent male, and 2.9 percent nonbinary/unreported.
- The college continued to be a leader in career education, and in connecting curricular offerings with industry needs. The Office of Workforce hosted a one-day Blue Economy and Climate Action Pathways (BECAP) and Second Annual Summit at the UCLA Luskin Conference Center, co-hosted by the California Community Colleges Chancellor's Office. Also, through the Office of Workforce Office's \$750,000 contract from the Los Angeles Homeless Services Authority (LAHSA), the first cohort of students graduated with the first-of-its-kind in California 12-unit, for-credit certificate. In other highlights, the Business Department established a Real Estate Program that offers a certificate to prepare students for the California Department of Real Estate Salesperson Exam.
- Proving the college's reputation as a leader in student support, SMC special programs and departments supported the wellbeing and success of students both inside and outside the classroom. Here are just a few highlights: EOPS launched a 24/7 online tutoring service; the Dream Program and Dream Resource Center served 167 program participants throughout the year, and at a heartbreakingly stressful time for undocumented students and employees or those from mixed-status families, continued to partner with CARECEN to offer free immigration legal services to students, faculty, and staff; Basic Needs team members saw an uptick of five percent increase in students reaching out for support and implemented a new virtual case management platform called To Be Honest (tbh) to assist with the increase in students self-referring; and last, but not

the least, The Center for Wellness and Wellbeing was heavily involved in providing mental and emotional health support to both students and employees in the wake of the Oct. 14, 2024 tragedy that took place at the Center for Media and Design, bringing therapists in collaboration with other departments such as HR and Risk Management, speakers, emotional support animals, and free therapy through tbh, which is ongoing.

- The Office of Student Life and Associated Students continued to see great engagement amongst students. Just one highlight included the reimplementation of the FLVR program, a resource that supports students with food insecurity by providing several hot meals throughout the semester and individualized academic counseling. The Student Equity Center also continued to see growth and has become integral as a thought partner across campus. The center has seen over 100 percent growth in center check-ins by students from its grand opening last year. The center and the students involved helped implement more than 91 events in 2024-25 to support retention and persistence efforts.
- Some highlights about financial aid disbursed to SMC students last year, current as of June 12, 2025: total Financial Aid “Paid” for 2024-25: \$57.6 million; total number of 2024-25 Federal Aid Applications: 37,874; total number of 2024-25 California Promise Fee Waiver Receivers: 25,615; total number of 2024-25 Pell Grant Recipients: 7,594 (\$34,283,821); total number of 2024-25 SMC Promise Recipients: 2,684 (\$936,896); total amount of SMC Foundation Scholarships awarded for 2024-25: \$922,080 to 334 students totaling 418 scholarships.
- The SMC Grants office submitted a total of 36 grant applications on behalf of the Santa Monica Community College District and the SMC Foundation, amounting to a requested total of \$4,579,589, out of which \$3,212,263 was awarded.
- The 2023-24 audit was performed by Santa Monica Community College District’s external independent auditors Eide Bailly, which issued an unmodified opinion on the District’s 2023-24 financial statements: for the 18th 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.
- In further budget-related news: the District closed 2023-24 with an unrestricted general fund balance of \$27,153,961 or 11.99 percent of total expenditures and transfers. As a result of increased expenditures and the loss of FTES related to COVID, the District has experienced a structural deficit for several years. The District is currently developing budget solutions to solve the structural deficit and maintain a healthy ending fund balance, in the face of enrollment challenges and the ending of the Hold Harmless provision of the Student-Centered Funding Formula (SMC will not be receiving COLA based on current metrics).
- Pursuing revenue-generating solutions to combat enrollment decline and the setbacks to growing international and nonresident students’ enrollment in the current climate, the college launched a contract education partnership with Novel Prep. In 2024-25, this partnership generated over \$1.9 million in gross revenue for the district. This success has led to a contract renewal for 2025-26, with projected revenue expected to exceed \$2 million. Founded in 2013 with an initial mission to assist Chinese high school students in gaining entry to U.S. private high schools, Novel Prep has expanded its reach and now serves over 7,000 students through online courses.

- SMC continued to uphold its reputation as a leader in sustainability and transportation—the college was recognized with its second Platinum Achievement Award for its successful efforts in encouraging employees and students to use alternative modes of transportation to get to campus; additionally, the college celebrated its fourth year of being the #1 community college utilizing the student GoPass program with LA Metro. The college’s Office of Government Relations was also proud to report that the advocacy efforts over several years resulted in SMC’s annual contract with the Big Blue Bus allowing the college to participate in the GoPass program at no additional cost to SMC.
- SMC’s Institutional Communications division continued to garner awards for publicity materials. The Marketing Department won a gold award from the Community College Public Relations Organization (CCPRO) California for the banner/outdoor “Making Higher Education Affordable” campaign and a silver for the 2024 SMC Commencement Program. The Public Information Office won a gold award from CCPRO for a news release about SMC to Columbia University Transfer Student Hunter Doradea, who was chosen to be a Future Nobel Laureate Scholar. The college’s presence on social media continued to expand, and notably, has the most Instagram followers out of all California community colleges at 16.7K.
- The SMC Public Policy Institute’s 2025 Spring Symposium—co-sponsored by Associated Students and supported by SMC Community & Academic Relations—was designed to be a timely response to current events, around the theme: “Courting Danger: Will America’s Judicial System Uphold the Constitution?” Symposium activities included a featured conversation between pre-eminent Constitutional expert Erwin Chemerinsky and PPI founder Sheila Kuehl; discussions on the current challenges in government; an overview of the SMC Law Pathway program with a panel of current students and alumni in law school and legal careers; and a Town Hall for the community.
- A few notable 2024-25 highlights from BroadStage: BroadStage announced the launch of the Santa Monica International Jazz Festival for May of 2026 with the largest range of engaged civic partnerships ever cultivated; hosted the highest-grossing gala in BroadStage’s history; entered the third and final year of the Stanley Clarke Jazz residency, which has had considerably deep impact for SMC and SMMUSD students who have benefitted from the mentorship of the four-time Grammy winner; featured, among other stellar, provocative performances the return of opera legend Angela Gheorghiu, in recital with rising tenor Freddie De Tomasso, making his BroadStage debut, as well as the return of superstar Lise Davidsen, part of BroadStage’s Celebrity Opera series which has reinforced BroadStage’s reputation as an intimate, world-class destination for vocal performance.
- Another arm of the college in providing arts, culture, and news enrichment to its communities, local, national, and global—KCRW (89.9 FM), the NPR station licensed to SMC—had a busy year, producing over 50 hours a week of local and original programming featuring current events and opportunities to expand one’s knowledge. Of particular note, in 2024-25 KCRW was honored with the highly prestigious Gracie Awards, Edward R. Murrow regional awards, and was also nominated for the James Beard Awards.

In 2024-25, SMC students, departments, and colleagues continued to shine in their respective arenas, garnering awards that proved the excellence of this college. Below are just a few highlights of such accomplishments:

- **The Corsair**, SMC's student-run newspaper maintained its reputation for excellence, earning more than 89 awards, finalist honors, and national recognitions. Among individual achievements, the Spring 2024 Corsair Editor-in-Chief received the Society of Professional Journalists (SPJ) LA Emerging Outstanding Student Journalist Award, and the Spring 2025 Editor-in-Chief was featured in a graduation spotlight. In addition, Corsair Photo Editor Jake Crandall was named Student Still Photojournalist of the Year by the Press Photographers Association of Greater Los Angeles.
- **The Architecture Program** continued to distinguish itself as a premier launchpad for emerging design talent. In Spring 2025, the program sent three student teams to compete in the prestigious Cal Poly San Luis Obispo Design Village Competition, which drew over 90 teams from across California. SMC students had an extraordinary showing—earning two of the competition's three top awards. *Team Tentsile* was awarded "Best Theme," while *Team Phage* took home the highest honor of "Best Overall."
- **Film Production.** The student film *Ends and Means* was selected for the LA Shorts International Film Festival, an Oscar-qualifying festival. The short film *Wow!* earned Best Short Film at the WorldFest Houston International Film Festival, Best Student Film at the ETHOS International Film Festival, and was named a Finalist at the LA Independent Women Film Awards. *What Next* was officially selected for both the Berlin Lift-Off International Film Festival and the Rome International Film Festival. In addition, *No Return*—another student production—received Best Short Film at the Golden State Film Festival, was a Semifinalist at the Nashville Independent Film Festival, and was an Official Selection at the Latino and Native American Film Festival.
- **The SMC Respiratory Care Program** was the 2024 National Sputum Bowl Champion, winning the South Coast Region Competition, the California State Competition, and the National Competition hosted by the American Association for Respiratory Care (AARC).
- **Athletics.** SMC student athletes had many accomplishments to celebrate. Here are just two highlights: **Women's Beach Volleyball** had a historic season, winning conference and ultimately winning the 3C2A State Pairs Championship for the first time in the program's history (the winning pair, Annah Legaspi and Nicole Lankton, solidified their status as the No. 1 beach volleyball pair in California out of 235 teams statewide with a record of 39-1); and **Women's Swim & Dive**, "a small but mighty team" represented SMC with great pride while hosting the WSC Championships for the first time in many years. Notable highlights included diver Karla Perez's record setting 1-meter score of 234.85, which qualified her for the state championship. Another state qualifier and first-year, Izzy Montgomery led the women's side, as the conference champion in the 200 Butterfly event, and a fourth-place finish in the state championship of the same event.

As evident in these highlights, in 2024-25 Santa Monica College continued to persist in being an agent of transformation for thousands, a mission that stands imperiled and is more important than ever. My deepest gratitude to all those whose dedication and engaged efforts led to the accomplishments reflected here.



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

ACADEMIC AFFAIRS

Accreditation

In January 2024, the Accrediting Commission for Community and Junior Colleges (ACCJC) reaffirmed Santa Monica College's accreditation for a full seven-year term following their site visit and comprehensive review process. The ACCJC's approval was based on the Institutional Self-Evaluation Report (ISER), the evidentiary materials submitted by the college, and a Peer Review Team site visit conducted in September 2023.

The next accreditation milestone for the college will be the submission of its Midterm Report, due October 15, 2027. The subsequent comprehensive review is scheduled to begin with the ISER review in Spring 2030 and will conclude with a site visit in Fall 2030.

Since SMC's accreditation reaffirmation in 2023, the college has been working to strengthen areas noted in the ACCJC's Core Inquiries of 2023 as well as in SMC's own Quality Focus Essays published in the Institutional Self-Evaluation Report of 2022.

- **Learning Outcomes Assessment:** In response to the ACCJC's inquiry regarding program-level learning outcomes assessment, the college has invested in faculty leadership and development to strengthen each department's practice of assessing program-level learning outcomes. Following a robust investment in training and development in the Spring 2024 semester, discipline faculty have been making steady progress on a project to map each program-level learning outcome to course-level learning outcomes within the program.
- **Planning:** In alignment with Quality Focus Essay, Santa Monica College has recently revised its Mission, Vision, and Values statement after sustained engagement with the college community through listening sessions and much dialogue. Moreover, the college is currently developing its next Master Plan for Education, expected in 2025.
- **Program Review:** In further alignment with the Quality Focus Essay, the college has completed its second cycle of an updated program review process. Feedback from Cycle 1 and Cycle 2 participants shows that the process is considered an improvement over the previous one.

Program Review

Santa Monica College's Program Review Committee dedicated 2024-25 to improving 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, optimizing comprehensive training sessions—called “milestone sessions”—as well as the online system. The final versions of the report for the second cohort were submitted in April 2025. The third cohort began the process in March. The Committee submitted to DPAC a list of recommendations culled from the program review reports in Summer 2024, and will submit a second list, based on the reports from the second cohort, in Summer 2025.

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; (3) Ensure a supportive, inclusive, and collegial environment for students and staff, and continue support for the college's participatory governance structure; (7) Devote resources to assist students with personal circumstances that negatively affect student success; and (10) Improve special programs that serve local students by increasing college readiness and success

Curriculum

In 2024-25, across 14 meetings, the Curriculum Committee approved 248 items, including:

- 20 new programs
 - 1 Bachelor of Science (BS)
 - 1 Associate in Science (AS)/Certificate of Achievement
 - 1 Associate in Art for Transfer (AA-T)
 - 11 Certificates of Achievement
 - 1 Department Certificate
 - 5 Noncredit Certificates of Completion
- 10 revisions to existing programs
- 23 program mapping of Student Learning Outcomes to Program Learning Outcomes
- 6 program pathway maps
- 46 new courses
 - 23 to be submitted for UC transfer
 - 4 to be submitted for Cal-GETC
- 21 courses approved for Distance Education
 - 19 new courses
 - 2 existing courses
- 9 Common Course Numbering Courses
- 110 Revisions to existing courses
- 3 Course deactivations

Curriculum Updates/Discussions

- *Common Course Numbering:* As part of Phase I, the Curriculum Committee approved the first six common course numbering courses from English, Political Science, Mathematics, Communication Studies, and Psychology, implemented across all systems for Fall 2025. An additional two changed courses in Art History, and one new course in English were approved in Spring, as part of Phase II (A) for a Fall 2026 implementation.
- *Cal-GETC Updates:* Starting Fall 2025, the IGETC and CSU GE transfer general education patterns will be replaced by the new singular Cal-GETC pattern. While almost all IGETC courses auto-transfer to Cal-GETC, we submitted courses for approval of the new 1C: Oral Communication area. COMM C1000 (formerly COM ST 11) and COM ST 21 both received approval for 1C credit.
- *Local GE Pattern:* The committee voted in Spring to approve the new local SMC GE pattern and new Interaction Design GE pattern as a result of changes in Title 5.
- *CSLO/PLO Mapping Project:* As part of the project to update course student learning outcomes (SLOs) and map program learning outcomes (PLOs) to the student learning outcomes, over 95 courses had SLO updates, and over 25 programs mapped PLOs to the course SLOs.

20 New Programs

Applied Artificial Intelligence Certificate of Achievement
Artificial Intelligence Department Certificate
Chemical Technician Skills Certificate of Achievement
Cloud Computing Bachelor of Science
Communication Certificate of Achievement
Create Space: 3-D Design Output Noncredit Certificate of Completion
Create Space: Digital Fabric Tools Noncredit Certificate of Completion
Create Space: Laser Cutting and Engraving Noncredit Certificate of Completion
Create Space: Print Shop Tools Noncredit Certificate of Completion
Create Space: Wood Shop Noncredit Certificate of Completion
Game Design Foundation AS/Certificate of Achievement
Introduction to Salesforce Certificate of Achievement
Pilates Apparatus Teacher Training Certificate of Achievement
Pilates Mat Teacher Training Certificate of Achievement
Pilates Reformer Teacher Training Certificate of Achievement
Pilates Comprehensive Teacher Training Certificate of Achievement
Yoga Teacher – 200 Hour Certificate of Achievement
Social Work and Human Services AA-T
Strategic Management Practices for New Managers Certificate of Achievement
Voice Certificate of Achievement

10 Revisions to Existing Programs

Barbering AS/Certificate of Achievement
Business AS
Cosmetology AS/Certificate of Achievement
Creative Writing Certificate of Achievement
Digital Technician Certificate of Achievement
Esthetician Certificate of Achievement
Photographer's Assistant Certificate of Achievement
Photography AS/Certificate of Achievement
Interaction Design Bachelor of Science
QuickBooks Virtual Enterprise Certificate of Achievement

23 Program Mapping of Student Learning Outcomes to Program Learning Outcomes

Accounting AS
Administration of Justice AS-T
Analog Photography Certificate of Achievement
Architecture and Interior Design Digital Production Certificate of Achievement
Business Administration 2.0 AS-T
CPA Track Certificate of Achievement
Child and Adolescent Development AA-T
Early Childhood Education AS/Certificate of Achievement
Elementary Teacher Education AA-T
Elementary Teacher Education Certificate of Achievement
Engineering AS/Certificate of Achievement

Interior Architectural Design Fundamentals Certificate of Achievement
Introduction to Early Care & Education Noncredit Certificate of Completion
Introduction to Engineering Certificate of Achievement
Logistics and Supply Chain Management AS/Certificate of Achievement
Nail Care Certificate of Achievement
Nature-based Pedagogy Certificate of Achievement
Political Science AA-T
Public Policy AA/Certificate of Achievement
Sociology AA-T
Staff Accountant Certificate of Achievement
Technical Theatre AS/Certificate of Achievement
Theatre Arts AA-T

6 Program Pathway Maps

Biotechnology AS Program Map
Biotechnology/Life Sciences Laboratory Assistant Certificate of Achievement Program Map
Biotechnology & Cell Science Laboratory Technician Certificate of Achievement Program Map
Dance Teaching (Pre-K – Grade 5) Certificate of Achievement Program Map
Game Design Foundation AS/Certificate of Achievement Program Map
Production Design for Film and TV Fundamentals Certificate of Achievement Program Map

46 New Courses

ARC 45 Designing Spaces: Enhancing the Human Experience
ART 14 Introduction to Fiber Art
ART 87B Art Mentor Professional Practice
ART 87C Art Mentor Material and Exhibition Studies
ART 920 Wood Shop
BUS 12 Success Skills for First-Time Manager
CHEM 55 Introduction to Chemical Instrumentation
CIS 2 Computer Skills for Virtual Assistants
COSM 49E Tactical Planning for the California Esthetics State Board Exam
COSM 49H Tactical Planning for the California Hair Styling State Board Exam
COSM 49R Tactical Planning for the California Barbering State Board Exam
CS 315 Cloud Compliance
CS 335 Cloud Infrastructure As Code
CS 4 Copiloting with Artificial Intelligence Tools
CS 82D Generative Artificial Intelligence Fundamentals
DANCE 41B Contemporary Modern Dance 1B
DANCE 42B Contemporary Modern Dance 2B
ETH ST 9 Introduction to Native American Studies
FILM 14 Spotlight on Regional Cinema
FILM 17 Analysis of Short-Form Cinema
FILM 19 Special Topics in Film Studies
HEALTH E47 T'ai Chi II: Intermediate/Advanced
IXD 320 History and Practice of Interaction Design
IXD 420 Design for Social Innovation
IXD 440 Interaction Design Studio 3

KIN PE 29E Pilates Reformer: Beginner
 KIN PE 29F Pilates Reformer: Intermediate
 MATH 6C Concurrent Support for Modern Mathematical Methods For STEM Majors
 MATH 7C Concurrent Support for Calculus 1
 PRO CR 70 Yoga Teacher Training Essentials
 PRO CR 71 Yoga Teacher Training Progressive Methodologies
 PRO CR 72 Yoga Teaching Practicum
 PRO CR 73 Anatomy & Physiology for Yoga Teachers
 PRO CR 90 Introduction to Applied Kinesiology and Anatomy
 PRO CR 91 Pilates Teaching Methodology and Principals
 PRO CR 92 Pilates Mat Instructor Training
 PRO CR 93 Pilates Mat Teaching Practicum
 PRO CR 94 Pilates Reformer Instructor Training
 PRO CR 95 Pilates Reformer Teaching Practicum
 PRO CR 96 Pilates Apparatus Instructor Training
 PRO CR 97 Pilates Apparatus Teaching Practicum
 REALES 10 Property Management
 REALES 11 Affordable Housing Property Management
 SWHS 1 Introduction to Social Work and Human Services
 SWHS 10 Social Work and Human Services Seminar
 SWHS 95 Social Work and Human Services Fieldwork

9 Common Course Numbering Courses

COMM C1000 (formerly COM ST 11) – effective Fall 2025
 ENGL C1000 (formerly ENGL 1) – effective Fall 2025
 ENGL C1001 (formerly ENGL 2) – effective Fall 2025
 POLS C1000 (formerly POL SC 1) – effective Fall 2025
 PSYC C1000 (formerly PSYCH 1) – effective Fall 2025
 STAT C1000 (formerly MATH 54) – effective Fall 2025
 ARTH C1100 (formerly AHIS 1) – effective Fall 2026
 ARTH C1200 (formerly AHIS 2) – effective Fall 2026
 ENGL C1002 Introduction to Literature (new course) – effective Fall 2026

110 Revisions to Existing Courses

AHIS 80	CIS 50	COSM 95B
ANTHRO 1	CIS 51	COSM 95C
ANTHRO 10	CIS 54	COSM 95D
ANTHRO 11	CIS 59A	CS 17
ANTHRO 5	CIS 60A	CS 20A
ANTHRO 9	CIS 67	CS 20B
AQUA 3	COSM 49C	CS 3
ART 35	COSM 50C	CS 42
ART 87A	COSM 50E	CS 50
BIOL 31	COSM 50H	CS 52
CIS 30	COSM 50N	CS 55
CIS 4	COSM 50R	CS 87A
	COSM 64	CS 87B
	COSM 95A	DANCE 17

DANCE 18	HEALTH E46	PHOTO 70
DANCE 41A	HEALTH E58	PHOTO 71
DANCE 42A	HEALTH E59	PHOTO 72
ENGL 41	HEALTH E60	SST 904
ENGL 59	IXD 310	21 Courses for
ESL 10G	IXD 330	Distance Education
ESL 10W	IXD 360	ARC 45
ESL 11A	IXD 410	ART 14
ESL 19A	IXD 460	ART 35
ESL 19B	IXD 470	ART 87A
ETH ST 6	MCRBIO 1	ART 87B
ETH ST 7	OFTECH 1	ART 87C
ETH ST 8	OFTECH 10	BUS 12
FILM 1	OFTECH 1A	CIS 2
FILM 2	OFTECH 1B	CS 315
FILM 5	OFTECH 1C	CS 335
FILM 6	OFTECH 20	CS 4
FILM 7	OFTECH 23	CS 82D
FILM 8	OFTECH 24	ETH ST 9
FILM 9	OFTECH 25	FILM 10
FILM 11	OFTECH 26	FILM 14
FILM 10	OFTECH 27	IXD 320
FILM 41	OFTECH 28	IXD 420
GAME 2	OFTECH 5	IXD 440
GEOG 11	OFTECH 9	REALES 10
GEOG 7/ENVRN 7	PHOTO 21	REALES 11
GEOL 3	PHOTO 30	SWHS 1
GEOL 31	PHOTO 30	3 Deactivated Courses
GEOL 32	PHOTO 37	COM ST 13
GEOL 4	PHOTO 39	ESL 23
HEALTH E24	PHOTO 39	PHOTO 5
HEALTH E28	PHOTO 42	
HEALTH E38	PHOTO 50	

Career Education

The Office of Workforce and Economic Development (W&ED) administers local, state, and federal resources and funding which is allocated to help SMC's 60+ Career Education (CE) programs meet their objectives. In order 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 post-secondary institutions, funding and securing transportation between secondary and post-secondary learning locations, ensuring teachers and instructors possess the necessary credentials for

both secondary and post-secondary 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 Esports. SMC continues to offer presentations about CE programs and invite middle and high school students to campus to increase career awareness and promote specific disciplines. A recent example was organizing interactive tours at the CMD for Santa Monica, Olympic, Beverly Hills, and New West Charter High Schools. [\(BP 2, 3, 4, 10\)](#)

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 produced a report on the hospitality sector in the city and has started working on how to better align with local industry needs. This year culminated with a hosted reception at the CMD's annual Showcase. [\(BP 10\)](#)

Center for Media and Design (CMD) hosted its third annual Student Showcase on Thursday, June 12, 2025, at the CMD. This event featured student work from over 20 Career Education programs, including Film Production, Animation, Graphic Design, and Interaction Design. The showcase also included the Promo Pathway Program's graduation ceremony, making this year's event a truly immersive and celebratory experience. For the second consecutive year, the Santa Monica Chamber of Commerce partnered with CMD to host a dedicated industry reception, connecting students with creative industry professionals. New this year, a shuttle service will be provided from Santa Monica College's main campus to help students easily attend and participate in the showcase.

UX Design students contributed significantly to this year's experience by developing a digital walking tour of the CMD campus, designing informational signage, and creating digital assets that will continue to benefit the campus long after the event. The evening also included the Promo Pathway Program's graduation ceremony, making this year's showcase a special experience.

The Interaction Design Bachelor's Degree Program (IxD) will be entering its 10th year in the 2025-26 academic year. As of June 2024, the program has graduated 144 students, with 16 graduates in June 2024 and 18 anticipated in June 2025. The program boasts a 98 percent graduation rate per cohort.

In the most recent admission cycle, applications increased by 25 percent, leading to the acceptance of 25 students into the Fall 2026 cohort—a 13 percent rise from the previous cycle. Notably, 27 percent of the latest graduates were first-generation college students, and 50 percent were aged 25 and older. Outreach efforts expanded this cycle to include increased participation in on-campus events and community college transfer fairs across Southern California. Current IxD students engaged in two significant real-world projects: one with BMW Designworks and another with the LA Library Foundation. These industry partnerships offer students valuable experience, mentorship, and feedback, enhancing their readiness for careers in interaction design. [\(BG 2 & BG3\)](#)

Journalism and Film. Students from both the Journalism and Film programs at SMC continued to earn national and international recognition for their outstanding work. SMC's Film Production students had a particularly strong year on the festival circuit. The student-produced film *Ends and Means* was selected for the LA Shorts International Film Festival, an Oscar-qualifying festival. The short film *Wow!* earned Best Short Film at the WorldFest Houston International Film Festival, Best Student Film at the ETHOS International Film Festival, and was named a Finalist at the LA Independent Women Film Awards. *What Next* was officially selected for both the Berlin Lift-Off International Film Festival and the Rome International Film Festival. In addition, *No Return*—another student production—received Best Short Film at the Golden State Film Festival, was a Semifinalist at the Nashville Independent Film Festival, and was an Official Selection at the Latino and Native American Film Festival. (BG3 & BP10)

The Corsair (Campus Student Newspaper). Meanwhile, *The Corsair*, SMC's student-run newspaper, maintained its reputation for excellence, earning more than 89 awards, finalist honors, and national recognitions over the year. Among individual achievements, the Spring 2024 Corsair Editor-in-Chief received the Society of Professional Journalists (SPJ) LA Emerging Outstanding Student Journalist Award, and the Spring 2025 Editor-in-Chief was featured in a graduation spotlight. In addition, Corsair Photo Editor Jake Crandall was named Student Still Photojournalist of the Year by the Press Photographers Association of Greater Los Angeles. (BG3 & BP10)

The Architecture Program, housed at the CMD, continues to distinguish itself as a premier launchpad for emerging design talent. In Spring 2025, the program proudly sent three student teams to compete in the prestigious Cal Poly San Luis Obispo Design Village Competition, which drew over 90 teams from across California. SMC students had an extraordinary showing—earning two of the competition's three top awards. *Team Tentsile* was awarded "Best Theme," while *Team Phage* took home the highest honor of "Best Overall." In addition to this outstanding achievement, 16 students from the program have been accepted into some of the most competitive five-year Architecture-accredited and Interior Architecture programs in the nation, demonstrating the strength of SMC's curriculum, faculty mentorship, and student excellence. (BG3 & BP10)

Regional Projects

Blue Economy and Climate Action Pathways (BECAP) & Second Annual Summit. The regional project is progressing successfully in its second year. The Office of Workforce hosted a one-day summit at the UCLA Luskin Conference Center, co-hosted by the California Community Colleges Chancellor's Office. The event attracted over 310 attendees. Speakers included our system Chancellor, Dr. Sonya Christian, and Philippe and Ashlan Cousteau. SMC leads this 14-college consortium, which is funded by a Strong Workforce Regional Grant provided through the Los Angeles Regional Consortia (LARC). Additionally, a season of podcast episodes was produced by team members from the CMD campus on the Blue Economy through the SMC Doing What Works Podcast. The BECAP project aims to address the growing employment demands in ocean-related labor markets that align with climate action and environmental justice priorities. (BP1)

Credit for Prior Learning. Santa Monica College's Credit for Prior Learning (CPL) program is designed to recognize and validate the knowledge and skills students have acquired outside the traditional classroom setting. This includes learning from military training, industry certifications, apprenticeships, internships, work-based experiences, and validated volunteer or civic activities. By granting college credit for these experiences, CPL enables students to accelerate their educational journey, reduce tuition costs, and

achieve their academic goals more efficiently. The program serves as an equity lever by acknowledging non-traditional learning pathways that have historically been overlooked in higher education. (BG3 & BP10)

Santa Monica College’s Retail, Hospitality, and Tourism (RHT) Project made significant strides in 2024–25 with the upcoming launch of the “Strategic Management for New Managers” Certificate of Achievement in Fall 2025. Designed to meet the increasing demand for skilled entry-level managers in the retail sector, the program offers targeted training in leadership, communication, and strategic decision-making. It supports students pursuing management degrees, working professionals seeking advancement, and individuals with a passion for retail and fashion. By aligning academic instruction with real-world industry needs, the initiative reflects SMC’s ongoing commitment to workforce readiness and economic mobility through innovative and inclusive education. (BP1)

Workforce and Career Education Committee Retreats. In late Spring, the Career Education Committee organized a retreat for over 40 faculty, staff, and students. The retreat covered various topics, including how the college is addressing bots, auto awards, student communication, counseling, recruiting, AI, and more. A student panel also participated in the discussion. Colleagues from different departments across the institution were invited to attend and foster connections between CE programs and supporting departments. In the Fall, the leaders of the Office of Workforce hosted a one-day, strategy-oriented retreat for the W&ED team and the Senate CE Committee Chair. (BP 2, 3, 10)

Homeless Service Work Certificate. Through the Office of Workforce Office’s \$750,000 contract from the Los Angeles Homeless Services Authority (LAHSA), the first cohort of students graduated with the 12-unit, for-credit certificate. As part of the program students interned at St. Joseph’s, the Downtown Women’s Center, Safe Place for Youth and the People’s Concern; these internships were funded by United Way LA. Students who completed this program will be equipped to assist the unhoused in securing housing and meeting other essential needs. The W&ED is coordinating with a variety of organizations to fund future cohorts of the program. Lastly, a season of podcast episodes was produced by team members from the CMD campus on “Innovations in Homeless Services” through the SMC Doing What Works Podcast. (BP1, BP10)

Real Estate Program Established. The Business Department established a Real Estate Program that offers a certificate to prepare students for the California Department of Real Estate (DRE) Salesperson Exam. The program has seen strong enrollment, indicating students’ interest in careers in this field. In response to local labor market needs, the department faculty has developed classes in property management and affordable housing property management and plans to create certificates in these areas. (BP1)

Skills for Success: Bridging College to Career through Effective Teaching. 25 faculty members from Career Education departments participated in a semester-long professional development program. The primary goal was to bridge the gap between classroom learning and students’ future careers by connecting classrooms to careers through the language of skills. Faculty acquired access to industry data that categorizes skills by job titles and designed assignments and exercises to explicitly align industry skills with teaching. By doing so, faculty plan to foster increased student engagement, retention, and a deeper understanding of the practical relevance of their learning to their future careers. This partnership was spearheaded by CE faculty and counselors from Career Services, with guidance from W&ED administrators. (BP1)

The Career Education program at Santa Monica College aligns with the following Board of Trustees Annual Goals 2024-25 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 California Adult Education Program (CAEP) objectives.

Significant accomplishments include:

For 2024-25, a total CAEP allocation of \$555,100, an increase of \$12,991 from the previous year, was awarded. SMC Noncredit Initiatives continues its work with the WIOA II (Workforce Innovation and Opportunity Act) grant and was allocated \$297,208 for 2024-25, an increase of \$47,682. 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 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 accessing their online course materials and navigating 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 and all additional resources available on- and off-campus. Counseling services are offered in various modalities as well (Zoom, phone, and in-person appointments). The noncredit office has also relaunched Tech-Hour, a weekly time where students can get in-person help with technology in the Bundy Campus student lab.

In 2024-25, 1,098 Noncredit certificates were awarded for Certificates of Completion (449) or Certificates of Competency (649) in the noncredit categories of Short-term Vocational and Workforce Preparation. These certificates were awarded to 883 individual students, far exceeding the number of certificates awarded in 2023-24.

Within the 2024-25 year, SMC Noncredit led the effort to draft the regional California Adult Education Program Three-Year Plan (2026-29). This process involved 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 collaborated with SMMUSD's Adult Education Center to draft and submit a comprehensive three-year plan that will address the educational needs of digital literacy, and English as a Second Language (ESL) 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 Health Aide Programs. Noncredit Initiatives and Health Sciences successfully continue the Noncredit Pre-Certified Nursing Assistant and Home Health Aide program. Interest and enrollment have been very high. Noncredit Initiatives and Health Sciences has also launched a new Acute Care Pre-Certified Nursing Assistant

program. The Acute Care CNA program is designed to prepare students for work at hospitals. Noncredit Initiatives continues working with local nursing agencies, like Vitale Nursing, and medical facilities in the surrounding area to hire our CNA/HHA completers.

Noncredit Initiatives continues to support the creation of zero-textbook-cost ESL courses to meet students' needs. We currently have five Zero-Textbook-Cost courses: all the Noncredit ESL reading and writing classes and 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 an outreach effort to visit local high schools to promote noncredit career education pathways. The Noncredit Initiatives Team continues 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. Additionally, SMC Noncredit works with Chrysalis of Santa Monica, a partner agency in our regional consortium, to help students with job placement.

Noncredit Initiatives collaborated with the SMC Marketing Department to update our student resource guide that outlines noncredit pathways to credit programs, and with the Workforce Department 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, whether with for-credit options available at 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 focused on noncredit policy, career development, college preparation courses and programs, student services, student equity, and distance education; and participated in Welcome Week, Open House, VIP day, 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 2024-25, SMC was awarded SWP-NC Round 9, \$75,000, plus an additional \$20,000 late in the fiscal year, bringing the total to \$95,000. This supports creating, approving, and purchasing supplies for the noncredit Pre-Certified Nursing Assistant and Home Health Aide certificate programs. Additionally, Noncredit Initiatives requested an increase in funding for Round 10 of 2025-26. Noncredit now offers 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 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 in-person services while continuing to provide online student support services,

including registration, enrollment, orientation, and technical support for students accessing Corsair Connect and Canvas.

- Continued to conduct virtual visits to noncredit classes through Zoom for special announcements and “in-person” enrollments. This practice keeps our students updated with the latest information, enhances their sense of belonging and familiarity with the Noncredit team, and helps boost 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 strongly focused on the City of Santa Monica and Santa Monica Regional Consortium members to increase enrollment in noncredit CDCP classes. Noncredit Initiatives began social media marketing in collaboration with CollegeApp. The Spring 2025 semester marketed just two noncredit CTE programs and had 215 individual leads for potential students.

SMC Noncredit counselors achieved the following significant accomplishments:

- Participated in discussions about Guided Pathways, Stellic, and GPS; noncredit counselors made sure that noncredit career education and college preparation courses and programs were included in the mapping process.
- Continued to offer academic and career development workshops in various modalities to ensure accessibility for all students. Attendance at our in-person workshops has steadily increased.
- Continued to assist noncredit students by creating How-to guides for accessing and navigating their online student portals and developing a comprehensive resource guide that connects them to free community and campus resources, such as free transportation and food available at the SMC Bodega Market.
- Noncredit counselors participated in outreach opportunities with the SMMUSD Adult Education Center, SMC Open House events, VIP Welcome Week, and SMC Career Fairs.
- Organized field trips for students in the noncredit program who are interested in transitioning to for-credit programs.
- Counseling appointments are in-person, via Zoom, or over the phone.
- Counseling contacts in Noncredit total (drop-in, regular appointments, and online counseling included) continue to increase. This shows an increase in demand for noncredit counseling services, with most students seeking guidance with transitioning to credit and career counseling. Noncredit Initiatives had more student contacts than many of the other Special Programs.

In 2018-19 – 2,002

In 2019-20 – 1,561

In 2021-22 – 1,149

In 2021-22 – 1,858

In 2022-23 – 2,413

In 2023-24 – 3,637

In 2024-25 – 3,647

To increase student engagement and on-campus participation, Noncredit Initiatives held two celebrations for our students in December and June.

With the Workforce Innovation and Opportunity Act, Title II grant, Noncredit Initiatives has implemented procedures for our students in the noncredit ESL program. The procedures aim to increase student success. The new procedures include mandatory new student orientation for all students entering the program. At the orientation, students will learn about our classes, the certificates of competency they can earn, and other resources available on campus and in the community. In addition, 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, and pathways into credit or the workforce if that is the student's goal.

Noncredit Initiatives hired and onboarded a Student Services Assistant.

Noncredit Initiatives started the Noncredit Student Success Fund at Santa Monica College's Foundation. This fund collects donations and will be used to support students in the noncredit program.

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

The Noncredit Initiatives program aligns with the following Annual Goals 2024-25: (2) Increase enrollment by 5 percent (3) Continue to 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; and Completion for Vision For Success and Student Centered Funding Formula (SCFF) for all populations (Chancellor's Office Certificates).

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: 2 and 3. Board Priorities: 1, 2, 3, 5, 6, 7, 8, and 10.

Emeritus

2024-25 saw the launch of several efforts to celebrate the 50th anniversary of the Emeritus program. Student enrollment has been climbing since the pandemic ended, with well over 3,400 unique students per year. Classes continue through in-person and online modalities, and many of the in-person classes also allow some amount of student attendance remotely. Emeritus has revised a number of courses, and has approved new ones, to best serve current and new students. Emeritus has had arguably 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 the use of technology.

- The percentage of Emeritus classes that were in-person (including hybrid) were: Summer (44 percent), Fall (39.9 percent), Winter (39.6 percent), Spring (47.3 percent). This represents an increase of about 10 percent for each of these terms (i.e., last Spring was 35 percent).
- There has been some noticeable Emeritus enrollment growth from outside of the greater Los Angeles region.
- Enrollment is growing at Emeritus, regardless of modality. Enrollment is also increasing for the Malibu-specific sections.
- Staff have been in the office four days a week all year, with continued efforts to ensure appropriate student services online and in-person. 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 Emeritus through partnership with the SMC Foundation during the fiscal year is over \$120,000. This is somewhat lower for Emeritus, but it should be noted that we have not been able to hold our live fundraising table at Emeritus for either the Fall or Spring campaigns; additionally, 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.

The **50th Anniversary of Emeritus** has been met with several great opportunities to celebrate lifelong learning of those 55 and over. **Let's See SMC** events were field trips to bring Emeritus students to various SMC campuses to learn about the programs and find potential ways to support those programs. Visits were made to Malibu, PAC, Main Campus, Bundy, with Early Childhood Lab School and CMD slated for this coming year. **Fifty-Over-50** was designed as an Emeritus-specific version of those Forty-Under-40 lists for business magazines—to celebrate older adult lifelong learners. Emeritus students and select SMC Emeritus faculty members and community members were photographed as individuals or couples. Their photos and quotes were used in the printed schedule and online, with hopes for press in mainstream media as well—so that Emeritus and SMC become known for celebrating the older adult learner. A **50th anniversary celebration** has been postponed to Fall 2025.

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 defined. 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 college community to better support all post-traditional students, that is, those that are age 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. The Charles Dickson's *The Manifestation of Form* show was in person and culminated in a celebration of the work from a drum circle and a dance performance. 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 before. All are available for viewing at 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.

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 are available for purchase, at 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 be of interest to 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 a number of 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 several new courses in the schedule this year—some of which were revisions or reviving a long-dormant course offered for the first time this past year (ART E23: Calligraphy I and POL SC E99: Special Studies in Politics).

Additionally, there are even more new courses and revisions, including some renumbering of courses that will appear in the schedule this coming year.

Emeritus is serving over 3,400 students per academic year, with 150 sections of about 60 unique courses in Fall and Spring, somewhat fewer in Summer and Winter. While this is not our peak enrollment—it is the highest seen since the 2012-13 class cutbacks. New students continue to enroll. However, there are a number of students who dropped out during the pandemic. The Emeritus staff has recognized that some of our continuing students may never feel like returning to in-person instruction, 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.

Emeritus will continue to provide a mix of multiple modalities of instruction. Likewise, the department will be launching significant outreach and recruitment efforts in the coming year. This will include a brand-new Emeritus brochure that is a separate piece from the class schedule and can be distributed to doctors' offices and community centers, as well as strategically scheduling classes in off-site locations, hosting information sessions, tabling in the community and exploring other marketing opportunities. Additionally, marketing the program through social media has begun and will continue next year.

SMC Emeritus has resumed partnering with many off-site locations and community organizations to explore new opportunities when they arrive. The Dean of Noncredit has begun reviewing curricular opportunities and needs with Emeritus faculty, ranging from existing and new course descriptions to revising the Student Learning Outcomes. This work will continue into next year. There are several facility improvements that were completed in 2024-25. Most notably, a fresh coat of paint applied to the interior, refreshed signage eliminating vestiges of the old program name, and renovating Bundy 240 to become the classroom for the Pathfinders class for those who have experienced an ABI.

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

- The LA Age Friendly University Consortium, inclusive of all the local colleges and universities participating in the Age-Friendly initiative and helping other colleagues inside and outside our region to 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 the now defunct Westside Older Adults Services Network (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 an increase in online scams targeting seniors during the pandemic, Emeritus held a three-part Cybersecurity workshop, with one of the sessions being hybrid and the rest being fully online. The sessions were attended by 100+ students and posted online.
- In addition to the Cybersecurity workshop, students were provided a resource guide with information on what protocols to take if they have been or suspect they have been victims of an online scam.

Annual Goals: 2. Board Priorities: 3, 8, 10 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; and, Emeritus faculty have proposed a total of 25 courses (including many revisions and a few new courses) already slated for early Fall Curriculum committee review, as well as more courses in the pipeline for Emeritus faculty to still review before moving forward..

Community Education

This program serves a consistent population within the community and fills an important niche. There are community members each year whose only interaction with SMC is through the programs offered by Community Education. The new Program Coordinator for Community Education has transitioned well and is bringing in new and exciting Community Education classes and facilitators, while the Dean of Noncredit & External Programs cultivates new relationships with outside education providers, several Contract Education opportunities, and third-party payment sources. The 2021-22 Corrective Action Plan is still very much forefront in department operations, and Community Education is on track to be able to increase staffing and remain revenue neutral.

Community Education completed one full year of 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. This year has mostly been focused on leveraging this for one of our education providers, who is helping us through student referrals. This program is working very well, and we are expanding it to accept multiple forms of third-party payments with our education providers. 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 projects to see these as vital components to keeping Community Education stable and allowing it to grow.

The department will activate 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 camps, 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 has long been the intent of the program to pilot a Summer camp. While that has not happened for Summer 2025, the department is increasing its offerings of youth-focused programs.

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

- Onboarded a new Program Coordinator.
- Developed several new revenue streams, with plans to expand two of the largest ones in the coming years.
- Increased the charge for one contract to market rates—and it includes revenue share to the

District and funding for some academic department equipment.

- Leveraged SJDV and grew it to make SMC one of the preferred California colleges for one of our education providers.
- Managed significant web and marketing updates, for new and current education partners. This includes a branding guide for the third-party education provider websites and marketing materials.
- Developed 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.
- Regularly scheduling classes at Malibu campus and leveraging our facilitators and registration system for some Malibu events.

Annual Goals: 6. Board Priorities: 1, 3, 8 and 12. 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, with representation from throughout the world including Mongolia, Italy, Mexico, and Malaysia.

SMC Athletics continues to be a leader in transfers on and off the field with several athletes going on to play sports at the university level, and others earning scholarships to compete. 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. 2024 was the first winning season for SMC since the 2015 season. After starting 2-4, they finished 4-0 to have first winning season since 2015. The team also won by average of 45-19 over the final 4 games. The team battled adversity and showed resiliency, after starting 2-0 and then losing the next 4 games, which included postponing the Compton game after a bus crash and fire resulting in the loss of equipment and uniforms for the team. The team also moved homecoming to Pasadena after campus was closed for the week. The team came up just short against LA Southwest with the ball being spotted out at the 1-yard line as time ran out on the potential game tying play. SMC Football proceeded to win the next 4 games by a combined score of 181-74 and are looking forward to building on their successes this coming year.

Women's Soccer. The Women's Soccer team delivered an exceptional season filled with grit, growth, and high-level performances across both non-conference and conference play. With a strong record and deep playoff run, the Corsairs proved themselves as one of the premier teams in the region.

After a preseason scrimmage against Whittier College, SMC opened the regular season with a tough 3-2 loss to Santa Barbara but quickly rebounded with a commanding 4-1 win over El Camino. October showcased SMC's dominance in Western State Conference play. The Corsairs collected wins over every major opponent, including back-to-back-to-back 1-0 wins against Bakersfield, West LA, and Glendale. A thrilling 5-0 win on the road at LA Valley and a strong bounce-back 1-0 win over Canyons highlighted their ability to both defend and score under pressure.

The team remained undefeated through the end of the regular season, notching decisive shutouts like the 7-0 rout of LA Valley and a 5-0 home win over Antelope Valley to close out the conference calendar. Their form continued into the postseason, where SMC opened the CCCAA playoffs with a resounding 5-1 win over Antelope Valley in the first round, followed by a 1-0 victory at Southwestern in the second round. Their playoff run ended in the third round after a hard-fought 2-0 loss to Cypress, concluding a phenomenal campaign.

Men's Soccer. Men's Soccer team wrapped up a competitive and impressive season, finishing with a strong overall record that highlighted both offensive prowess and defensive discipline. Over the course of the season, the Corsairs posted multiple decisive victories, tough draws, and only a few narrow losses.

Starting the year with a pair of solid wins in August—including a 3-1 home win over Santa Barbara—the team built early momentum. Throughout September, SMC showcased its attacking strength with dominant performances such as the 5-1 win over Rio Hondo and an emphatic 6-1 road victory against Norco. Despite a few setbacks, like the loss at Palomar and a dramatic 3-3 tie at Golden West, the Corsairs kept their form steady heading into conference play.

October was a standout month, as SMC went unbeaten in all six matches, notching key conference wins over LA Pierce, Antelope Valley, Bakersfield, and Canyons. The team's ability to grind out close victories—especially the pair of 1-0 wins over Antelope Valley and Bakersfield—showed a maturing, resilient squad.

The strong run continued into early November, with the Corsairs winning five straight matches, including a statement 4-0 shutout of Citrus and a dominant 4-1 road win at Glendale. Their regular season performance earned them a spot in the CCCAA Regional Playoffs, where they battled hard but fell short in a narrow 2-1 loss to Cuyamaca in Round 2.

Cross Country. The men's cross-country team had a fine season finishing fourth in the conference, then qualifying all the way through to the State Championship. The women's team had some bad luck with the number one runner incurring a season-ending injury at our first meet and the number two runner suffering a burst appendix just before the conference championship meet. Despite these setbacks, the men's team qualified for the State Championships, with Colin McCormick finishing 15th at State and achieving All American honors. Both men's and women's cross-country teams are looking forward to the 2025 season with a handful of talented student athletes returning to compete.

Women's Basketball. The 2024-25 season had many ups and downs. The team's numbers were better than the previous season and the season started off strong. A handful of injuries slowed the team down

as the season progressed, but they were still able to compete and win games down the stretch, including a thrilling overtime win against College of the Canyons. Despite these setbacks, Coach Strong is focused on keeping the team's culture and growing in numbers for next year. Part of this culture is excellence in sports and academics, to which Coach Strong was proud of their efforts, and looks forward to continuing this level of commitment to the team and student-athletes. Notably, all four graduating sophomores are transferring to 4-year universities. Another highlight included second-year Maya Stoke's record setting 1,000-point career while at SMC.

Men's Basketball. The Santa Monica College Men's Basketball team battled through a demanding and dynamic 2024-25 season, highlighted by explosive offensive performances and a string of thrilling contests. It was Head Coach Malik Bray's first season at the helm and he was up to the challenge. The Corsairs opened strong with a 111–84 blowout over Victor Valley and stayed competitive through November with key wins over San Francisco, Moorpark, and Mt. San Jacinto. December brought more highlights, including an 87–60 victory over MiraCosta at the Clete Adelman Classic. Despite some setbacks and close losses, the team's early-season resilience kept them in the hunt heading into conference play.

In Western State Conference action, SMC showed consistency and clutch play, notching wins against Bakersfield, Antelope Valley, and Canyons. Notably, the Corsairs pulled off an 82–79 overtime victory at Glendale and finished the regular season with a strong 84–72 win over Canyons. While their postseason run ended in the first round of the 3C2A SoCal Regionals with a tough 90–70 loss to Southwestern, the season showcased the Corsairs' growth, scoring firepower, and potential for deeper playoff pushes in future years.

Men's Water Polo. This season was a season of learning and growth. Assistant Coach Tom Briskey took on a lot of responsibilities of day-to-day coaching and did a great job leading these young men in and out of the pool to be better every day. This was highlighted in the two games against Chaffey College. The Corsairs lost by 6 to Chaffey in their first game of the year but came back to defeat Chaffey by 3 late in the season. Another notable highlight was standout second-year Levvy Valdez breaking the school record for ejections drawn for SMC. With many student-athletes slated to return, the water polo team is poised for a strong 2025 season.

Women's Water Polo. Women's water polo was a young team that worked hard to set a culture and keep improving every day. After losing the team goalie in the first quarter of our first game, the athletes adapted, kept working, and gave everything they had in the pool all season. Even with early struggles they kept working and won some exciting games later in the season including a last second overtime buzzer beater vs Cerritos College. Several school records were broken by this group, including career steals by Valeria Torres, and Ejections Drawn by Mihret Lynch.

Women's Beach Volleyball. The beach volleyball had a historic season, winning conference and ultimately winning the 3C2A State Pairs Championship for the first time in program history. The winning pair, Annah Legaspi and Nicole Lankton, solidified their status as the No. 1 beach volleyball pair in California out of 235 teams statewide with a record of 39-1. Furthermore, the team dominated on the sand, with a overall record of 20-7, where several losses were to top tier 4-year university programs including University of Nebraska. Coach Cammayo hopes to build on these successes in the coming season with new additions to the roster and several returning student-athletes.

Men's Volleyball. The 2024-25 season marked Head Coach Chris Chown's first at the helm. This group exceeded his expectations "more than any team I have ever coached." The team was very young and had a fair amount of adversity to start the season. They started out 3-7 but then ended the season on a 10-2 run to finish 13-9, winning their conference pod and earning them a playoff berth. The Corsairs had a huge turnaround in the second half of the season (went 10-2 to finish) and ended with a winning record (13-9/13-10). After a strong finish to the season, the team lost in the first round of playoffs to the eventual state champion. Head Coach Chown is looking to add more pieces this off-season and is excited for another year with Santa Monica College.

Track and Field. The 2025 Track and Field season was a major success for SMC. The men's team, led by two sophomores and composed mostly of freshmen with little prior competitive experience, showed significant development. Sophomore Jesper Frankhauser notably improved from a 12.23-second 100-meter sprint as a freshman to 11.32 seconds this season, enabling him to refine his endurance and win the WSC Conference Championship in the 400 meters with a time of 49.02 seconds. His dramatic improvement set a strong example for the younger athletes, many of whom are positioned to achieve similar breakthroughs.

The women's team, primarily sophomores, made substantial strides compared to the previous year. Where most women had not qualified for the Southern California Championships last year, this season athletes qualified in every event entered, including relays (4x100, 4x400), sprints (100m, 200m, 400m), hurdles, high jump, discus, shot put, javelin, steeplechase, 1500m, and 5K. Freshman Shriya Ahir emerged as the most improved and inspirational athlete, despite having no prior track and field experience. Supported and encouraged by the entire team, her steady progress contributed significantly to the competitiveness of the relay teams.

Men's Swim & Dive. We were a small, inexperienced team who improved every meet. They created a great team atmosphere to support each other and come together to be the best they could be. They did a great job representing the school by helping to host the WSC Championships for the first time in many years. Notable finishes include first-year's Rohan Lee's 13th place at the state championship and his record setting 100 Individual Medley time of 54.17 seconds. Coach Eskridge is looking forward to a strong returning group on the men's side.

Women's Swim & Dive. A small but mighty team. Every athlete worked hard to improve and get better to help the team. Everyone dropped time throughout the year and represented the school with great pride as we hosted the WSC Championships for the first time in many years. Notable highlights included diver Karla Perez's record setting 1-meter score of 234.85, which qualified her for the state championship. Another state qualifier and first-year, Izzy Montgomery led the women's side, as the conference champion in the 200 Butterfly event, and a 4th place finish in the state championship of the same event.

Women's Tennis. The Women's Tennis team displayed resilience and growth throughout the 2025 season, with several returners and changing pieces in the lineup. After a tough start with losses to strong teams like Bakersfield and LA Mission, the Corsairs bounced back in commanding fashion. February and March saw a mid-season resurgence, with impressive wins including back-to-back 9-0 victories over Antelope Valley and Glendale, and dominant 8-1 wins over Canyons and LA Mission. Their ability to rebound and deliver high-scoring performances reflected the team's progress and competitive spirit.

Despite a first-round exit in the 3C2A South Regionals against Riverside, the squad showed strong representation throughout the Western State Conference (WSC) and regional competition schedule. Their late-season form and deep individual tournament Participation highlights the team's strengths in resilience and coaching. With a young core and experience built from this campaign, the Corsairs head into the offseason with momentum and optimism for next year's competition.

Softball. The 2024-25 season was a successful year, with several close contests and high spirits on the field. Despite setbacks early in the season with eligibility concerns, the Corsairs improved each outing and continued to build out their roster, with strong players filling the pitching, catching, and short stop roles. Furthermore, the team finished the season strong, tallying 8 runs against Santa Barbara, and clutching a victory against Pierce College. Coach Druckman notes a few highlights, such as Elizabeth Martinez earning all-conference honors, and Hal'ia Jimenez's early season home run.

Transfer List 2024- 20245

Vincent Singer	UCLA
Victoria Hernandez	UCLA
Angel Hernandez	UC Berkeley
Joseph Joyce	UC Santa Cruz (TBD)
Bella Salgado	Loyola Marymount University (LMU)
Mihret Lynch	Florida Institute of Technology (FIT)
Valeria Torres	Undecided/Checking
Madison Morales	Undecided/Checking
Margherita Crucitti	Undecided/Checking
Alen Petraev	Hope International (VB Scholarship)
Cameron Taylor	Central State (VB Scholarship - likely)
Dakayo Clark	Rivier University (VB Scholarship)
Xavier Gutierrez	Undecided
Anthony Lieberman	Arizona Christian University
Jesper Frankhauser	Expected to sign with UC Santa Barbara
Maya Stokes	UC Riverside or Occidental (TBD)
Daisy Paddio	Cal State LA
Nicole Mansouri	UCLA or another institution (TBD)
Jackie Huang	Undecided
Jonathan Pizante	Kaiser University
Logan Polk	UC Riverside
Ayden Martinez	Mercyhurst University

Athletic and Academic Accolades

Colin McCormick	All-American
Alberto Bravo	2nd Team All-Conference
Jairo Zamora	Honorable Mention All-Conference
Levy Valdez	1st Team All-Conference
Islam Bashirov	2nd Team All-Conference
Masao Gonzalez	2nd Team All-Conference
Landon Ito	Honorable Mention All-Conference
Sam Van Zuthem	Honorable Mention All-Conference
Valeria Torres	1st Team All-Conference

Mihret Lynch	2nd Team All-Conference
Bella Salgado	2nd Team All-Conference
Elisabeth Marcot	Honorable Mention All-Conference
Izzy Montgomery	Honorable Mention All-Conference, All-American (200 Butterfly)
Rohan Lee	All-American (100 IM)
Jesper Frankhauser	1st Team All-Conference
Maya Stokes	1st Team All-Conference (2nd year), 6th in State Scoring
Robert Lee	1st Team All-Conference
Sean Grier	1st Team All-Conference
Carson Cox	1st Team All-Conference, All-California First Team Defense
Logan Polk	1st Team All-Conference, SCFA All-Academic Team, Academic All-State
Diego Caldera	1st Team All-Conference, All-California First Team Defense
Pierce Reynoso	2nd Team All-Conference
Michael Cruz	2nd Team All-Conference
Daniel Hildebrand	2nd Team All-Conference, SCFA All-Academic Team, Academic All-State
Jonathan Joseph	2nd Team All-Conference, SCFA All-Academic Team, Academic All-State
Ayden Martinez	2nd Team All-Conference
Devin Williams	2nd Team All-Conference
Kalani Atwood	SCFA All-Academic Team
Daniel Avalos	SCFA All-Academic Team
Jonathan Pizante	SCFA All-Academic Team

Malibu Campus

Fall 2024. In Fall 2024, SMC-Malibu had an enrollment of just over 600 students, with about 78 percent enrolled in for-credit programs and roughly 22 percent in the Emeritus Program. Of the eleven for-credit classes, eight were fully enrolled, while the remaining three were nearly at capacity. The Malibu Team continues to work with Academic Affairs to schedule classes that have been shown on surveys to be potentially viable. Through ongoing efforts to survey students on their class preferences, enrollment has steadily grown each semester, from 419 when the campus first opened in Spring 2023 to 581 in Spring 2024.

Winter 2025 and Spring 2025. Undoubtedly, the Franklin Fire in December 2024 and the Palisades Fire in January 2025 devastated the Malibu Campus. All Winter classes at Malibu shifted to the online modality during the first week of the semester, with the campus effectively closed for over six weeks until February 18, 2025, the start of the Spring semester. SMC-Malibu's enrollment has been steadily increasing with Spring 2025 projected to be the most successful semester yet approaching 700 students. The extended closure of PCH and Topanga Canyon Boulevard significantly contributed to a 40 percent attrition rate in enrollment for SMC-Malibu. Most classes incorporated a degree of hyflex/hybrid features for instructors and students who navigated the challenging commute to campus. Under the leadership of Associate Dean Alice Meyering, SMC-Malibu staff have repeatedly conducted emergency evacuations of students, faculty, and the public from campus during this period.

Summer 2025 and Fall 2025. A total of six classes were scheduled for Summer, a 33.3 percent reduction from last Summer, due to continued challenges in reaching the campus in Malibu and the overall reduction in Working Teaching Hours due to the budget. However, at the beginning of June 2025, Business 1, the only academic class scheduled at the Malibu Campus, is already at capacity, an indicator that there is still

a strong demand for academic for-credit classes at SMC-Malibu. We anticipate that as traffic on PCH and Topanga Canyon Boulevard returns to a normal flow this Summer, students, faculty, and staff will enjoy a smoother commute to and from SMC-Malibu starting Fall 2025.

Summer 2024, HSCE, and Outreach to High Schools in Malibu and adjacent area. Led by Associate Dean Alice Meyering, SMC-Malibu has actively fostered connections with local high school counselors through in-person visits and informative seminars for HSCE (High School Concurrent Enrollment) to students, parents, and faculty. 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 led to SMC-Malibu's first Summer at SMC-Malibu that included six for-credit classes with an enrollment of 154 students. The total enrollment for Summer 2024 was close to 300 on the first day of the semester. Records indicate that eight high schools participated in the HSCE program in Summer 2024. Promotion of HSCE, as well as high school visits, are being put on hold until Fall 2025. SMC Outreach is collaborating with SMC-Malibu to develop a comprehensive strategy to reconnect with parents and students following the disaster.

Student Activities. Following the success of the Midterm Motivation event in April 2024, SMC-Malibu has continued this morale-boosting tradition to uplift students and foster stronger connections between students and faculty. Throughout the year, these events—typically held at the start of the semester to welcome students and faculty, and during midterms and finals—offer free coffee, tea, hot cocoa, energy bars, and small snacks. Staff have actively secured community donations to support these initiatives.

SMC-Malibu in the Community, and the fires in Malibu and Pacific Palisades

- SMC-Malibu launched its first-ever Christmas toy drive to benefit the Malibu Community Labor Exchange (MCLE), which took place in December 2024, after the Franklin Fire. Satellite campuses such as Bundy, CMD, and Emeritus actively participated in the Malibu toy drive. The response from the communities of Santa Monica and Malibu was overwhelming. Hundreds of toys brought joy to many children affiliated with the MCLE. The Malibu Times provided extensive coverage of the event and celebration in its January 2, 2025 issue.
- In March 2025, shortly after PCH reopened with checkpoints, SMC-Malibu partnered with the City of Malibu and the Los Angeles Sheriff's Department to facilitate PCH pass distribution on campus, relieving pressure on City Hall during its busy town hall meetings. SMC-Malibu staff, particularly the Campus Safety Officers (CSOs), excelled in managing crowds and enforcing safety protocols, while prioritizing residents with special needs. The operation concluded on May 22, 2025, when PCH reopened without restrictions. Malibu CERT (Community Emergency Response Team) indicated 8,000 visits were made to SMC-Malibu during the operation, with approximately 5,000 permits issued.

Despite significant challenges in its operational area, SMC-Malibu remains committed to its mission, serving as a vital new hub for Santa Monica College in Malibu and surrounding communities. SMC-Malibu's resolve stands out through its continued operation following one of California's most devastating natural disasters. While exemplifying and upholding its academic excellence, SMC-Malibu collaborated with local government and law enforcement agencies in serving the community by providing relief and assistance in its time of need. As SMC-Malibu supports the community through these challenging times, its passion and compassion will further strengthen Santa Monica College's vital role in Malibu.

The Malibu Campus aligns with the following Annual Goals 2024-25: (2) Increase enrollment; (3) Continue to decrease equity gaps, using appropriate data and controls including on measuring the effects of interventions, and increase course success in equitizing gateway courses; (10) Simplify online and in-person enrollment including for high school students, using appropriate data and controls including on measuring the effects of interventions; (11) 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) Support participatory governance in college decision-making; (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; (9) Continue commitment to environmental sustainability in light of the continuing climate crisis; (10) Improve special programs that serve local students and increase college readiness and success; (11) Continue strong support of the Emeritus Program; (12) Continue strong support of the Malibu Campus.

Annual Goals: 2, 3, 10, and 11. Board Priorities: 1, 3, 4, 6, 7, 8, 9, 10, 11, and 12.

Math and Science Building Move-In

Thanks to local bond funding, Santa Monica College was able to embark on a building project to expand its Science Building and consolidate its Mathematics and Science programs, addressing the need for updated infrastructure and centralized resources. Previously, the Math Department operated in temporary facilities lacking modern technology, while science programs were scattered across four locations, hindering collaboration and efficient use of space. The new addition was designed to support shifts in enrollment, provide adequate lab space, and foster interdisciplinary interaction—all aligned with the District's Master Plan.

Completed in late 2024, the 111,000-square-foot Math and Science Building brings together four departments—Earth Sciences, Mathematics, Life Sciences, and Physical Sciences—under one roof. Designed by CannonDesign with input from faculty and community support, the building includes 22 classrooms, 11 labs, study areas, and advanced instructional technology. The Math and Earth Science offices, classrooms and labs successfully launched in Spring of 2025. Life and Physical Sciences Labs are scheduled to open in the Fall Semester. Architectural features like a central atrium, plentiful natural light and interactive displays celebrate exploration and innovation, while a bridge connects the new construction to the existing Science Building. The space reflects SMC's vision for future-ready education, enabling students to thrive in a modern, collaborative environment.

Learning Resources

Overview: The Learning Resource Center (LRC) at Santa Monica College continues to serve as a cornerstone of academic support for a diverse student population, providing resources to ensure equitable access and success in higher education. The LRC encompasses a range of services including peer and Instructional Tutor support, academic support labs, and Supplemental Instruction (SI). These services equip students with the necessary tools, strategies, and personalized support to help them persist and complete their coursework, especially in transfer-level classes under AB 705 and AB 1705 legislation.

Support for AB 705/AB 1705 Implementation and Guided Pathways: This year, the LRC continued its services to respond to AB 705 and AB 1705, which place students directly into transfer-level coursework. In alignment with these policies, the LRC provided embedded tutoring, targeted workshops, and

individualized learning support. This allowed students—especially those from underrepresented and historically marginalized backgrounds—to succeed without the delay of remedial coursework. By integrating academic support such as embedded tutoring within the classroom experience, the LRC helped bridge equity gaps and improve student retention and completion rates.

Board Goal 2 – Increase student success and decrease equity gaps: The LRC’s expanded support under AB705/1705 directly addresses disparities in academic achievement by ensuring all students have equitable access to high-level coursework and the necessary tools to succeed. Board Goal 4 – Ensure a supportive, inclusive, and collegial environment: The professional development and team retreat activities underscore a commitment to fostering a supportive and equity-minded work and learning environment that strengthens collaboration and inclusivity across instructional support services.

Professional Development Initiatives: The Associate Dean of Student Instructional Support actively participated in professional development opportunities to enhance leadership and equity-driven practices. These included attendance at the ACCCA Annual Conference, participation in the inaugural ACCCA Social Justice and Career Advancement Cohort, and training from the Human Resources Department. Additional development took place through participation in the National Conference on Race and Ethnicity in Higher Education (NCORE) and equity-based Management Association workshops.

Instructional Support Staff Development: To further improve collaboration and staff engagement, the LRC organized an “Empowering Success Retreat” for instructional support personnel. This retreat was designed to boost morale, increase knowledge sharing, and retain skilled staff. The retreat emphasized relationship-building and provided actionable strategies for improving the student support experience. To support the district’s goals around equity, diversity, inclusion, and accessibility and as a part of the new evaluation process staff are now by participating in at least two college workshops or activities, such as lectures or equity talks, that focus on these key areas. These experiences will help broaden understanding of the diverse groups represented on campus. Following participation, staff write a summary highlighting what they learned and how they plan to integrate these insights into their work as an instructional tutor, further enhancing their ability to create an inclusive and supportive learning environment for all students.

Board Goal 4 – Ensure a supportive, inclusive, and collegial environment: The professional development and team retreat activities underscore a commitment to fostering a supportive and equity-minded work and learning environment that strengthens collaboration and inclusivity across instructional support services. 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 and staff have continued implementing the Caring Campus Initiative, demonstrating 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.

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 offerings 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 2024-25.

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 the 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 community colleges to better serve students. We highlighted TAP and our faculty event that took place in Fall 2023. Scholars Program leadership continues to hold bi-annual meetings with Melissa Nessman, TAP Director, Ffiona Rees, Executive Director of Undergraduate Admissions and Kelly Wahl, Assistant Dean of Summer Sessions and Strategic Initiatives.

Annual Goal #3 – Continue to decrease equity gaps using appropriate data and controls including measuring the effects of interventions, and increase: Completion for Vision for Success and Student-Centered Funding Formula completion metrics for all populations—Bachelor Degrees, Transfers, AAs, ADTs, Chancellor's Office Certificates.

In Fall 2024, TAP certified student admissions to UCLA was 86 percent (169 admitted/201 applied). In addition, 1703 total SMC students applied to UCLA and 547 were admitted – 32 percent admit rate for SMC. **TAP students made up 31 percent of SMC's total admitted students to UCLA.**

For reference, 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.**

Additionally, 20 total TAP students were admitted to their alternate major for Fall 2024 – (just below four percent of the total SMC admitted students) and this is an option **only** available to TAP students. These are students who would otherwise be denied admission to UCLA. Below, we have provided a table that includes the admit rates for TAP-certified and all SMC students from Fall 2017-2024.

		SMC Admits	TAP Admits	TAP Admit Rate	percent Scholars / Total
Fall 2017	1937 applied (428 Scholars) 686 admitted	36%	231 certified / 205 admitted	89%	30%
Fall 2018	1973 applied (426 Scholars) 618 admitted	32%	240 certified / 214 admitted	90%	35%
Fall 2019	2012 applied (436 Scholars) 593 admitted	29%	241 certified / 198 admitted	82%	33%

Fall 2020	1909 applied (395 Scholars) 630 admitted	28%	233 certified / 193 admitted	83%	31%
Fall 2021	2053 applied (349 Scholars) 543 admitted	26%	234 certified / 201 admitted	86%	37%
Fall 2022	1731 applied (283 Scholars) 545 admitted	31%	181 certified / 154 admitted	85%	28%
Fall 2023	1547 applied (299 Scholars) 564 admitted	36%	186 certified / 169 admitted	91%	30%
Fall 2024	1703 applied (299 Scholars) 547 admitted	32%	201 certified / 169 admitted	84%	31%

UCLA TAP Data for Fall 2025 has not been received but preliminary data is expected in early June 2025.

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 American – 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)

Annual Goal #3 – Continue to decrease equity gaps using appropriate data and controls including 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.

Completion data shows the increase in degree completers (AA/AS/ADT) 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 nine percent of total SMC degree completers, respectively. Completion data through 2024 is shown in the table below.

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
Scholars	248	360	426	617	495	567	453	332	340	502
SMC Total	2,222	3,362	2,636	3,823	3,536	3,737	3,934	3,672	5,172	7651
% of Total	11%	11%	16%	16%	14%	15.5%	12%	9%	6.5%	6.5%

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. In Fall 2024 and Spring 2025, we were at 80 percent and 78 percent respectively. We continue to increase our course offerings each term 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, 2022-23 and 2023-24 a total of 5,524, 5,513 and 6,125 respectively.** The Scholars Program has the highest number of counseling contacts besides GCTS, Career and IECC (that serve the largest populations in Counseling). This is due to our high-touch approach, intentional outreach, and annual programmatic review efforts.

Annual Goal #3 – Continue to decrease equity gaps using appropriate data and controls including on measuring the effects of interventions, and increase: Successful enrollment for first-time applicants.

Headcount: As of the end of 2023-24 the **Scholars Program student headcount** was 1,017 (833 in 2021-22). SMC total credit student headcount for Spring 2024 was 25,595. Scholars makes up roughly four percent of the SMC credit student population.

Fall 2018	1,051
Fall 2019	768
Fall 2020	1,009
Fall 2021	739
Fall 2022	840
Fall 2023	1,018
Fall 2024	1,009

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. We awarded 31 Scholarships in Spring 2025 and 6 of the Sharer Scholarships were Scholars students.

Annual Goal #3 – Continue to 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 88 percent for Black students from Fall 2019 to Fall 2024. 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 95 percent and Latin/x students has hovered above 90 percent consistently.

Scholars Program Course Success Rate

- Fall 2019: 84 percent (Black: 70 percent / Latine/x: 78 percent)
- Fall 2020: 90 percent (Black: 77 percent / Latine/x: 83 percent)
- Fall 2021: 96 percent (Black: 92 percent / Latine/x: 93 percent)
- Fall 2022: 87 percent (Black: 82 percent / Latine/x: 80 percent)
- Fall 2023: 86 percent (Black: 91 percent / Latine/x: 86 percent)
- Fall 2024: 91 percent (Black: 88 percent / Latine/x: 87 percent)

Scholars Program Term-to-Term Persistence:

- Fall 2019: 90 percent (Black: 84 percent / Latine/x: 92 percent)
- Fall 2020: 93 percent (Black: 81 percent / Latine/x: 93 percent)
- Fall 2021: 91 percent (Black: 97 percent / Latine/x: 94 percent)
- Fall 2022: 93 percent (Black: 92 percent / Latine/x: 91 percent)
- Fall 2023: 95 percent (Black: 95 percent / Latine/x: 93 percent)
- Fall 2024: *Unavailable*

Equity, Pathways, and Inclusion (EPI) and the Student Equity and Achievement Program (SEAP)

On-going Board Priorities (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.

In 2024-25, 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 SMC’s Black and Latinx students and additional marginalized student groups.

In partnership with the **EpiCenter** we supported various equity-focused professional development opportunities to meet the district’s equity goals including the following:

National Conference on Race and Ethnicity in American Higher Education (NCORE): In partnership with Human Resources, the EpiCenter, and the Division of Equity, Pathways, and Inclusion (EPI), we facilitated a coordinated effort to send a cohort of 31 participants to NCORE. This collaboration strategically aligned

multiple funding sources to ensure broad participation across employee groups—including faculty, classified professionals, and managers. The initiative aimed to cultivate and deepen equity-centered and anti-racist practices, with participants returning to share knowledge and expand capacity within their respective units. The cohort represented 24 different departments and divisions across the institution; we will continue to meet quarterly throughout the 2025-2026 academic year to integrate best practices and strategies from conference insights into various efforts.

Equitizing Gateway Courses (EGC): Continued support was provided to program leads, coaches, and participants as the fourth cohort concluded in Spring 2024. This college-wide, multi-semester professional development initiative equips faculty with equity-centered and anti-racist pedagogical tools to better serve today's students, especially African American and Latinx students. To date, nearly 350 faculty members have completed the program. The fifth cohort will launch in Fall 2025.

Ally Training Initiatives: Ongoing support for two key trainings, including Beyond Safe Zone LGBTQ+ Training and UndocuAlly Training. These sessions continue to build capacity for inclusive and supportive environments across campus.

Data Coaching – Institutional Research: Continued investment in part-time personnel and programming led by the Institutional Research unit to promote data-informed practices across departments.

NACCC Student Survey – Campus Racial Climate Assessment: In collaboration with Institutional Research and the Center for Wellness and Wellbeing, we launched the National Assessment of Collegiate Campus Climates (NACCC) to evaluate racial climate and its impact on student wellbeing. Initial planning is underway to begin socializing results with the campus community in Fall 2025, using an intersectional approach to highlight the link between racial climate and mental health.

New Faculty Institute (NFI) – EpiCenter: Ongoing support of faculty leads and participants in the New Faculty Institute. This program, coordinated through the EpiCenter and funded through SEAP (Student Equity & Achievement Program), plays a key role in onboarding and mentoring new faculty through an equity-focused lens.

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). In addition to our partnership with the EpiCenter in advancing equity-focused, anti-racist professional learning, the Student Equity Center (SEC) Leadership Team—supported through SEAP funding—continues to lead and implement intersectional services and initiatives that promote student retention, success, belonging, and advocacy.

The SEC encompasses four core centers: the Racial Justice Center, the Pride and LGBTQ+ Center, the Gender Equity Center, and the Undocumented/Dream Center. Key initiatives led by SEC staff reflect the SEC's commitment to honoring diverse identities and creating affirming spaces where all students can thrive. These initiatives include:

- **Cultural Heritage Month Events and Speakers:** Coordination, funding, and implementation of events that elevate cultural visibility, education, and celebration.

- **Affinity Group Celebrations of Graduates:** Planning and coordination of the inaugural Lavender Graduating Students Celebration (LGBTQ+), APIDA Graduating Students Celebration, and Latinx/e Graduating Students Celebration, as well as fiscal support for the Pan-African Alliance Graduating Students Celebration.

Redesign Efforts. In addition to the efforts led by the SEC, Redesign Faculty Leads have worked closely with enrollment development and student affairs to co-host events including College Kick Off, Preview Days, and VIP/Welcome Day.

College Kick-Off	Prospective students	162 served
Preview Days	Prospective students	355 served
VIP/Welcome Day	Open to all students	1,357 served

Student evaluation feedback from the College Kick-Off highlights the important role this event plays in fostering a sense of belonging—93 percent of students agreed—and boosting confidence in their ability to succeed at SMC, with 100 percent agreement. While other events did not incorporate a formal evaluation process, implementing evaluations in the future will help us better understand the impact of these programs on student onboarding and their potential role in supporting retention.

Additionally, Redesign Leads contributed significantly to the development of program maps for 38 certificate programs and revised 143 existing maps to align with the new General Education patterns. This ongoing work supports the implementation of **Stellic**, Santa Monica College’s new degree management and student success platform, launched in January 2025. Stellic will replace MyEdPlan, its supporting degree audit tools, and College Scheduler. It will streamline academic planning for students, counselors, and evaluators, helping to keep students on track for timely completion.

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.

We have provided targeted sponsorships and institutional memberships to support the development of equity-minded best practices, with the goal of better equipping our faculty and staff to serve the next generation of students of color.

- **MOCAN Sponsorship:** We continue to support our partnership with the Men of Color Action Network (MOCAN), recognizing its value in advancing equity strategies. Future efforts will include exploring stronger alignment between MOCAN programming and our counseling and special programs to maximize impact and reach.
- **National Association of Diversity Officers in Higher Education (NADOHE):** After careful consideration, we have chosen to discontinue our membership with NADOHE, as its offerings are primarily tailored to four-year universities. Instead, we are leveraging professional development opportunities through the Los Angeles County Office of Education (LACOE), many of which are available at no cost due to our affiliation with LA County.

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. These include Stellic for Enrollment Development and Ad Astra for Academic 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: MOCAN Annual Conference (MOCAN), HBCU College Tour (Transfer Center), Black Student Success Week (Black Collegians), Mental Health Therapist (Black Collegians), AOI/SST activities (Redesign), and Student Help (Enrollment Development).

Noncredit. Preliminary data from recent investments in Noncredit programs show strong outcomes and point to a promising revenue stream, driven by increases in certificates and degrees awarded. Importantly, Noncredit serves as both an initial access point for nontraditional students and a critical bridge to credit-bearing instruction.

These programs support a diverse student population with varying needs, including those experiencing food or housing insecurity, nontraditional students, individuals with different immigration statuses, and those with significant family obligations such as childcare. The primary population served consists of immigrants and refugees from a wide range of racial, educational, and age backgrounds.

Our data indicate that students range in age from 18 to over 70, with the majority between 25 and 39 years old and predominantly female. A total of 21 languages were represented among students, with Spanish, Farsi, Chinese, Russian, and Portuguese being the most common. Noncredit programs offer a vital entry point for many adult learners, providing access to educational pathways that would otherwise be out of reach for this vulnerable and underserved population.

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.

Equity, Pathways, and Inclusion (EPI) Working Group. The EPI Working Group was established as an advisory body to guide and support institutional efforts in implementing the goals of the Division, through advisory from the campus community and implement equity-minded best practices aligned with both the Student Equity and Achievement Program (SEAP) and the college's Redesign initiatives.

In January, 11 members of the EPI Working Group attended a Student Equity Plan Workshop to begin developing our institutional engagement plan. This plan will outline a process to gather college-wide input, draft and revise content, and ultimately finalize the 2025–2028 Student Equity Plan. The final plan is due on November 30, 2025, and will be presented to the Board for approval prior to submission.

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 2024-25 included:

- **Areas of Interest (Aoi):** Continued Integration of Aols into the onboarding process (e.g., Preview Days, College Kickoff, VIP/Welcome Day, SMC Start-Up, Midterm Motivation, ...).
- **Academic and Career Paths (Program Maps):** Continued to publish new and revised program maps for our certificates of achievement, degrees, and transfer preparation programs including the revisions required as a result of Cal-GETC and the new SMC GE pattern.
- **Student Success Teams:** Implementation of Student Success Teams in all 7 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. Our participation with this network (which officially ended in Fall 2024) resulted in the development of a new First Year Student Journey Map (aka First Year Checklist). This checklist will launch in Summer 2025.
- **Equitizing Gateway Courses Professional Development Program:** Implemented Cohort 4 of the EGC program.
- **Stellic:** Implementation of a replacement for MyEdPlan to help inform course scheduling based on student educational plans, student demand, and student availability. Pathways have been published (student-facing) in Stellic for all Certificates of Achievement greater than 17 units and/or have prerequisites requiring a particular course sequence and/or is "stackable", all Associate Degrees for Transfer using Cal-GETC, and all AA/AS degrees using either the new SMC GE and/or Cal-GETC patterns.
- **Gateway to Persistence and Success (GPS)—Starfish:** Continued implementation and promotion of GPS.
- **EPI Working Group:** Collaboration with the Division of Equity, Pathways, and Inclusion via participation in the EPI Working Group, particularly as it relates to the development of the Student Equity Plan.

Redesigning the Student Experience Using a Guided Pathways Framework aligns with the following Annual Goals 2024-25: (2) Increase enrollment and (3) 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.

Faculty Accolades

Philosophy and Social Sciences (submitted by Eric Oifer)

Sociologist **Rebecca Romo** coauthored with G. Reginald Daniel and J Sterphone the book “Between Black and Brown: Blackness and Multiraciality in Comparative Historical Perspective,” published by University of Nebraska Press in October 2024. [Link here.](#)

Sociologist **Amy Andrada** will publish a chapter “Capturing the unseen: Stigma as an arc in hidden stories” in the forthcoming book “Disobedient methodologies”, ed. L. Fadel, Routledge’

Dance (submitted by Marc Tomasic)

The Dance Department continued its partnership with the SMMUSD, teaching world dance (Mexican, Hawaiian, and African dance), jazz dance, and hip-hop to all fourth and fifth grade students in the school district. *Community and Government Relationships: Improve special programs that serve local students by increasing college readiness and success.*

This year the Dance Department developed a Student Advisory Council. The Student Advisory Council engages SMC dance students to improve the dance program and ensure a student-centered learning environment in alignment with the Dance Department’s mission and goals. All dance students can anonymously submit concerns to the Department via QR code. The Student Advisory Council also hosts monthly community circle events focused on various aspects of student health and well-being, facilitated by a member of the SMC Center for Wellness & Wellbeing. *Educational Advancement, Quality, and Equity: Ensure a supportive, inclusive, and collegial environment for students and staff.*

Physical Sciences (submitted by Jennifer Hsieh)

Tram Dang co-authored a paper “A focus on state-wide community college and technical college engineering transfer programs across California, Colorado, and Georgia” and presented the work at the 2025 American Society for Engineering Education Annual Conference and Exposition in June. *This aligns with Board of Trustees Goal #3, Educational Advancement, BoT Priority 1, the Future of the College.*

Forouzan Faridian was named a 2024 OPTYCs Luminary, an honor bestowed by the Organization for Physics in Two Year Colleges (OPTYCs), a group within the American Association of Physics Teachers. This recognition highlights Forouzan’s extensive contributions and leadership in the two-year college physics and astronomy community through her professional development and participation in OPTYCs. *This aligns with Board of Trustees Goal #3, Educational Advancement as Prof. Faridian’s work with OPTYCs focuses on innovative ways to support diverse students as they navigate college-level physics courses.*

Counseling

Educational Advancement, Quality, and Equity: The Counseling department continues to support all students and staff as they continue their journey through higher education.

In 2024-25 the following Counseling Faculty achieved their Doctoral Degrees: **Philip Lantz**, LMU Ed.D; **Erika Knoz**, LMU, Ed. D; **Ingrid Sotelo**, USC, Ed.D; and in Summer 2025, **Debbie Ostorga**, Claremont Colleges, Ph.D.

The following students were admitted to Elite Universities for Fall 2025: **David Duncan** to Stanford (Undeclared/Economics); **Brayden Handwerker** to Cornell (Industrial & Labor Relations); **Ghazal Azhdari Mamooreh** to Stanford (Undeclared); and, on a full ride, **Magnus Melbourne** to Yale (Math).

Education/Early Childhood Education (submitted by Gary Huff)

Dr. Keena Mosley has released her second book, “Launch to Impact: Essential Foundations to Optimize Your Influence and Accelerate Success as a Developing Leader.” This book presents leadership development in a way that transcends traditional management approaches and provides tools that assist supervisors and middle managers in mastering critical leadership elements. In the ECE leadership courses offered at SMC, Dr. Keena also teaches elements of her leadership framework to support aspiring leaders in developing their leadership persona in a way that allows them to lead authentically and effectively.

Health Sciences (submitted by Eric Williams)

Nursing Program Achievements

Major Grant Awarded: The SMC Nursing Program, under the leadership of **Dr. Eric Williams**, has been awarded a \$1.15 million grant through the California Chancellor’s Office entitled “Rebuilding and Reimagining Nursing in California: Santa Monica College Alternative Education Pathway in Nursing.” Key grant initiatives include admission of 20 additional students through evening and weekend course offerings; launch of a Collaborative Mentorship Program to train future nursing faculty, focusing on increasing minority representation in nursing education, and student mentorship initiatives with Ethnic Minority Nurses Associations to support diversity and inclusion. *Goals Addressed: Fiscal Stewardship, Fiscal & Facilities, The Future of the College.*

The program proudly reports a 100 percent NCLEX pass rate for both the Spring and Fall 2024 nursing cohorts, ensuring graduates are fully licensed and job ready.

Respiratory Care Program Success

The SMC Respiratory Care Program is the **2024 National Sputum Bowl Champion**, winning the South Coast Region Competition, the California State Competition, and the National Competition hosted by the American Association for Respiratory Care (AARC).

Student & Alumni Spotlight: **Jonathan Latshaw**, RN (Class of Spring 2024), now employed at Los Robles Hospital, was honored with a DAISY Award in 2025. This prestigious award celebrates nurses for delivering compassionate and expert patient care.

Professional Advancements: **Whitney Reynolds** and **Cassandra Shekarchian**, both adjunct faculty and SMC Nursing Program alumni, earned their Family Nurse Practitioner credentials from USC in 2024.

Research & Leadership: **Dr. Bonnie Flores**, FT Nursing Faculty and Assistant Director, presented her doctoral project at UCLA Nursing Research & Innovation Conference and Kaiser Southern California Regional Manager's Meeting.

Goals addressed: Community & Government Relationships, Educational Advancement

English as a Second Language (ESL) (submitted by Keith Graziadei)

The ESL department created a four-minute orientation video for the ESL guided self-placement process. This video will be posted on the ESL department website and shared with other departments and areas on campus, such as Counseling and the International Education Center.

The ESL department completed a major revision of the ESL guided self-placement process, and it has been translated into eight different languages. The revised ESL guided self-placement will go live in the next few weeks.

The ESL department developed a **new partnership with Pepperdine University** for students enrolled in their MATESOL program. MATESOL students at Pepperdine University will be able to complete their practicum observation hours with ESL instructors in both the credit and noncredit ESL programs at SMC.

The ESL department is pleased to announce that 649 noncredit ESL Certificates of Competency were awarded in 2024-25. This far exceeds the 203 certificates that were awarded in 2023-24 and represents a 219 percent increase from 2023-24.

These accomplishments correlate to the following Board Goals and Priorities: Board Goal #3: Educational Advancement, Quality and Equity; Board Priority #2: Educational Advancement, Quality, and Equity; Board Priority #10: Community and Government Relationships.

English (submitted by Elisa Meyer)

The English Department is very pleased to announce that a project long in the works is ready to debut Fall semester 2025. The department has completed a significant expansion of its **Creative Writing Program**, with four brand new workshop courses and a 12-Unit Certificate of Achievement in Creative Writing.

The expanded program is a great way to respond to unmet student demand for creative writing courses and to attract more aspiring writers to Santa Monica College. For those interested in the Certificate, it will boost student transfer applications and assist those working towards their career goals.

Already, faculty in the department are fielding enthusiastic inquiries about the program from students as close as Santa Monica and as far away as the United Kingdom. Enrollment is now in full swing for two of these courses, to be offered next Fall. The Winter and Spring 2026 terms will feature the remainder of the new courses in the program, allowing those pursuing a certificate to earn it in four semesters.

The Creative Writing Program, in its new and expanded form, keeps pace with the best programs at other community colleges. It will give student writers rich learning opportunities and a dynamic creative community.

STUDENT SERVICES

General Counseling

The SMC Counseling Department remains one of the most robust in the state, offering a wide range of services and student support across academic, transfer, and career counseling. The department is committed to increasing accessibility for both current and incoming students by maintaining counseling services in both in-person and remote modalities.

Stellic. During the 2024-25 academic year, the Counseling Department, in collaboration with Admissions and Records, introduced a new Educational Planning and Degree Audit tool called Stellic. This tool will eventually replace the current system, MyEdPlan, and provide a more comprehensive view of students' progress toward their educational goals.

Stellic offers several key advancements, including integration with SMC Program Map data, allowing students to visualize and explore various academic goals as they build their educational plans. Students will be able to submit their plans for counselor review and engage in real-time communication with counselors while making updates to their official plans. Additionally, Stellic's enhanced placeholder features will help students explore course options in general education areas that are aligned with their goals.

One of Stellic's strengths is its ability to support simultaneous planning and progress tracking for multiple degrees and certificates within a single educational plan. This functionality encourages students to explore additional academic opportunities while at SMC. By implementing this innovative technology to clarify the student pathway, counselors can continue to focus on providing holistic services that extend beyond academic counseling.

In Spring 2025, the Counseling team conducted live department trainings and created recorded training materials to ensure all counseling faculty were equipped to support the transition to the new system. All counselors are now fully trained, and incoming students beginning in Fall 2025 will use Stellic as their primary educational planning tool.

Stellic Implementation and training 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."

Modality Utilization. The SMC Counseling Department continues to offer online and in-person counseling services. Our efforts to provide different modalities for students have increased the student usage of our counseling services, despite declining enrollment. Between Fall 2024, Winter 2025 and Spring 2025 we serviced 47,889 students in general counseling alone.

The variety of modalities 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.

Counselor Classroom Visitation/Embedded Counseling. 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 2024 and Spring 2025.

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

The majority of Fall 2024 post counselor-visitation student respondents indicated agreement with the following statements:

- The embedded counselor helped me to complete an educational plan: 54.7 percent
- The embedded counselor provided me with referrals/resources as needed: 76.1 percent
- The embedded counselor was available for appointments outside of class: 77.3 percent
- Perhaps most importantly, 90.5 percent of the respondents believed that the embedded counselor cared about their success.

The Spring 2025 post counselor-visitation student respondents indicated that they liked most about having an embedded counselor:

- Accessibility to counselors
- Consistent interaction with counselors
- Personal connection to counselors
- Knowing where to go to get help
- Encouragement and support
- Access to important information
- Extra support
- Having help close by
- Encouragement

The English/Math/Counseling Embedded 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."

Enrollment Labs. In Fall 2024, Winter 2025, and Spring 2025, the Counseling department collaborated with Outreach and Onboarding to conduct enrollment labs. These labs took place during VIP Day, during high peak enrollment times in Fall and Spring as well as three weeks into the Winter term. This gives students an opportunity to meet with a counselor in a computer lab to have their questions answered.

The counseling focuses on assisting drop-in students 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.

GPS-Starfish & SAS Collaboration – Probationary Status Intervention. During the 2024-25 academic year GPS (Starfish) leadership team collaborated with “Strategies for Academic Success”, formerly known as the “Back to Success” workshop housed in the counseling department for 23 years. “Strategies for Academic Success” workshop offers academic counseling, personal support, as well as assistance in developing an action plan for students on probationary status. All students on probationary status were downloaded into GPS.

The GPS leadership team and the “Strategies for Academic Success” lead worked together to provide additional academic counseling, support, and resources for students on probationary status via phone. In addition to an invitation to attend the “Strategies for Academic Success” workshop who did not attend. In the Summer/Fall 2024 cohort, there was a 4 percent increase from week 3 to 18; and in the Winter/Spring 2025 cohort, there was 3 percent increase from week 3 to 17 (see data below).

962 emails were sent to the Summer/Fall 2024 cohort (students who were placed on probation after Spring 2024).

- 550 (57 percent) students completed the Canvas workshop (as of Fall week 3)
- 591 (61 percent) students completed the Canvas workshop (as of Fall week 18)
- 957 (99 percent) students self-enrolled in the workshop
- 62 percent of the students who enrolled completed the workshop

1,738 emails were sent to the Winter/Spring 2025 cohort (students who were placed on probation after Fall 2024). The total is higher than the previous semester due to the fact that we included all students whose last semester of attendance was a probation status (not just Fall 2024) and wanted to attend SMC Spring 2025.

- 440 (25 percent) students completed the Canvas workshop (as of Spring week 3)
- 487 (28 percent) students completed the workshop (as of Spring week 17)
- 743 (42 percent) students self-enrolled in the workshop
- 66 percent of the students who enrolled completed the workshop

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.”

Transfer

For 2023-24, 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 34 years in a row!
- #1 in African American (84) transfers to the UC system.
- #1 in Chicano/Latino (217) transfers to the UC system.

Santa Monica College transferred 983 students to the UC system in 2023-24. UCLA was the most popular campus (451), followed by UC Berkeley (133), and UC San Diego and UC Santa Barbara were extremely close for third place (109 and 100 respectively).

SMC was the 11th largest feeder to the CSU system, sending 1,071 students, which decreased by 13 from the previous year.

Moreover, SMC continues to be:

- #1 in transfers to USC (129).
- #1 in transfers to LMU (100).

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

During Fall 2024, SMC's Transfer Team conducted several activities to bring support and awareness regarding the transfer process to the SMC campus community. In addition to workshops on various transfer topics, a college fair, and presentations to classrooms, clubs, and special programs, we also offered "SMC After Hours" – an opportunity for students to connect with a counselor virtually from 8pm-10pm on several dates to receive help with their transfer applications.

"Transferpalooza" was offered once again, during the last week of November 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 faculty, staff, and administrators from various departments across SMC in addition to a collaboration with the Writing & Humanities Center on 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 events took place during Spring 2025. A Nursing School Panel and Resource Fair gave SMC students an opportunity to hear directly from four transfer institutions (CSU Los Angeles, UCLA, Charles Drew University, and Mount Saint Mary's University) who shared information about their nursing programs and transfer process. Following the panel discussion, student attendees participated in a resource fair to further connect with school representatives, network with other nursing 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 four different schools (e.g., CSU Channel Islands, LMU, etc.) and potentially receive an admission decision immediately (if specific stated criteria were met). We also debuted "Tea Time with Transfer" – a supportive and welcoming space in the Transfer Lounge for students to access valuable information about transfer

resources. Lastly, “Transfer Toast” was held once again, in collaboration with several special programs across campus, to celebrate SMC students transferring to a four-year college or university.

Overall, SMC’s Team Transfer continues to be proactive in conducting transfer services and activities for students who desire to transfer to a four-year institution.

All of the efforts above align with the Board’s goals and priorities related to Educational Advancement, Quality and Equity: #3 Ensure a supportive, inclusive, and collegial environment for students and staff (and) The Future of the College: #1 Develop new programs and partnerships that support the strategic vision and plan for the future of the college.

New Student Online Orientation

During the 2024-25 academic year, 6,519 students completed the New Student Online Orientation. This was coupled with enrollment labs and orientation to provide onboarding and counseling for first year students. Counseling collaborated with Institutional Research to obtain student feedback by coordinating two “Talk Alouds” with students during the 2023-24 and 2024-25 academic year to ensure we received feedback from students regarding the new design.

Additionally, we surveyed all areas represented in the new student online orientation to ensure accurate and essential information for the content. A New Student Online Orientation framework was implemented, consisting of navigation, user friendly design, and cultural relevancy to offer direction, vision, and an equity-centered design. This year the New Student Online Orientation team completed all content edits, a new design layout, and successfully launched the new version. Currently we are working on updating some of the videos and launching a Spanish version.

New Student Online Orientation, 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.”

Black Collegians Program Umoja Community

Degrees Awarded. Between Summer 2024 and Spring 2025, 121 Black Collegians students have been awarded a degree (a 13 percent increase from last year).

Transfer. 37 of our students have indicated that they were accepted and will be transferring in the Fall 2025 semester. Some of the schools that they will be attending include UCLA, UC Berkeley, CSU Long Beach, LMU, USC, HBCUs such as Claflin University, Tuskegee, and Florida A&M.

Umoja Community Funding. Through the additional funding available through the Umoja Community, we were able to support the following activities within Black Collegians:

- Supported funding for academic counseling and mental health therapists.
- Supported programmatic activities including leadership development and our culminating event, The Rites of Passage Banquet.
- Provided additional support for the Black Graduation Ceremony.
- Co-Sponsored Black Student Success Week activities along with the Pan African Alliance. Activities included Black Students Kitchen Table Talk with the Board of Trustees where three of our trustees, Dr. Nancy Greenstein, Dr. Tom Peters and Dr. Luis Barrera Castañón each sat at different tables

with students to answer questions and to engage in conversation with them. We also offered the Umoja Games where students and Pan African Alliance members were able to fellowship with activities and food. Lastly, Black Collegians students and Pan African Alliance members were able to participate in the Black Lunch Table, sponsored by the Art Department, which involved a facilitated discussion surrounding issues affecting the Black community.

- **Umoja Statewide Conference:** Black Collegians student leaders, instructional faculty, counseling faculty and staff were able to attend the statewide conference held in Downtown Los Angeles. As part of the conference, instructional faculty were able to participate in the Faculty Institute to learn best practices for teaching in Umoja programs.
- **Financial Aid Outreach Project:** we began a pilot project with Belen Vaccaro in doing outreach to students to ensure that they are filing for financial aid and answering questions regarding FAFSA, to increase the number of students who are able to receive financial aid.

Scholarship Recipients. This year, one of our student leaders, Shaumahnee Duarte, is the recipient of the \$30,000 Tsang Scholarship. She will be heading to USC in the Fall to major in accounting. In addition, our Black Collegians Scholarship Committee was able to award \$13,500 thanks to the support of the SMC Foundation.

Black Serving Institution. A collaboration developed with Silvana Carrion-Palomares, Project Manager in the EPI Division, Sherri Bradford, Program Leader, Black Collegians along with Institutional Advancement area representatives Tracy Beidleman, Director of Grants and Nane Zadouri, Project Manager Grants to prepare an application for SMC to be recognized as a Black Serving Institution. Colleges who receive this designation are colleges that show that not only do they have either 10 percent or at least 1,500 Black students but also showing that we provide resources and services to support our Black students (such as Black Collegians, MOCAN, and other resources that serve Black students in their educational goal attainment). We will hear sometime in July if we have received the designation. While funding is not attached to the designation at this point, there may be a possibility in the future for funding attached to this status.

Financial Support for Students. Through the Wang Trust Endowment, we have had the ability to offer up to \$10K for the Fall and up to \$10K in the Spring in book vouchers to use at the SMC Bookstore for students in the program.

HBCU Tour. For the first time since the early 2000s, Black Collegians students went on an HBCU Tour during Spring break, visiting ten colleges and a variety of historical sites including the National Museum of African American History and Culture and the International Civil Rights Center and Museum (where the historic Woolworths Counter is located). We visited colleges in North Carolina, South Carolina, Virginia, Maryland, and D.C. This trip was the brainchild of Dr. Janet Robinson, Transfer Center Faculty Leader. She secured funding for this trip from the EPI Division, Mike Tuitasi, and Associated Student Government so that students did not have to contribute their own funds from this trip. Dr. Robinson and Sherri Bradford accompanied six of our students as part of a larger group that incorporated three other Umoja programs from California. This was a life-changing experience for our students (and for the two chaperones!).

Goals and Priorities, specifically, Educational Advancement, Quality and Equity 3; Student Life 6, 7

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.

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.

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 (Adelante and Black Collegians) raved about their experience with this amazing program.

Noche de Familia was held in person during Fall 2024 and Spring 2025 semesters. During the 2024-25 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 2024 were the following:

- Latinx Heritage Kickoff Event–Cuban Dancer and Cuban food in the Main Campus Quad to celebrate the opening of Latinx Heritage Month.
- Good Immigrant, Bad Immigrant: The Art of Julio Salgado, a presentation of stereo types of Latinos.
- Poster Making Workshop with Julio Salgado.
- Latinx/e Student, Staff, and Faculty Mixer. SMC Latinx students, staff, and faculty had an opportunity to get to know each other while enjoying great food and conversation.
- Afro Peruvians: Resistance and Cultural Resilience through the Arts with Nadia Calmet.
- Lecture by Ronald Rael: Working with Muddy Robots.
- “My Queerceañera”: Short Documentary Film Screening and Q&A with Director Marcos Nieves.
- Tajin Takeover
- 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.
- Venimos a Triunar (We Came to be Triumphant) with Yosimar Reyes.
- Documenting Joy: A Writing Workshop with Yosimar Reyes

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 Greets, 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 2024 and Spring 2025 and were able to fundraise a total of **\$3,927 including other donations** for Adelante program scholarships.

The **Camino al Exito** Summer Bridge program was offered Summer 2024 for two days with two different cohorts. Each day was a different cohort of students and their parents. It gave first-time college Adelante students an opportunity to meet each other, the Latino Center staff, meet current Latinx/e students, and learn about campus resources. It provided the parents of Adelante students an opportunity to meet the staff and a soft handover of their college students to their Adelante Familia (tias and tios, aunts and uncles) and have workshops in Spanish for them. Unfortunately, we will not be hosting Camino al Exito Summer 2025 due to a lack of funding for counseling hours to plan and execute the program.

The Latino Center participated with Special Programs and the Transfer Center to host Grad **Fest/Transfer Toast**, in which 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 pre-SMC Graduation event.

The Latino Center, the Equity Center, and other Latinx colleagues collaborated to offer the second annual Latinx Student Graduation Celebration at Santa Monica College in 2025. The graduation had live Latinx music and dancing, delicious food, and of course the celebration of our graduating Latinx students and their families. This event was well attended and a huge success. Our Latino Center Staff once again volunteered and were part of the planning committee.

The Latino Center and Black Collegians were able to hire a **full-time Math Instructional Assistant** beginning Fall 2024.

The Latino Center was able to provide all program students with a free Latino Center t-shirt which had the new Latino Center logo designed by EOPS Specialist, Aaron de la Torre. Funds were provided by V.P. of Student Services, Mike Tuitasi from SEAP carry-over funds. These t-shirts were able to provide a sense of belonging and pride for students and staff in the Latino Center/Adelante Program.

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, and recently, also Professor AK Sterling 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 see the live performance of SMC's Mariachi class students. Three of them were current Adelante students and one alumnus.

The Latino Center and Black Collegians held a celebration of Program graduates in the Spring 2025 semester with tamales, cake, and agua fresca.

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. Basic needs support includes services like food, housing referrals and support, financial support and financial literacy, access to technology, 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. This year, the department saw a 5 percent increase in students reaching out for support compared to last year.

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 in the cafeteria (old Eat Street location).
- Engaged in a department re-organization to finalize the recruitment of a new full time Case Manager (not yet hired). This position will help to provide continuity for students needing case management support and replace the two part-time adjunct positions of Basic Needs Counselor.
- Operate an ongoing California Community Colleges Chancellors office basic needs grant as well as several other food and financial relief related grants through our SMC Foundation that support different aspects of basic needs.

- Continue to operate a Basic Needs Emergency Relief Fund (BNERF) and Parenting Student Emergency Relief Fund (PERF) for students. These two grants have given aid to students and is helping them stay in school by paying for things like rent, medical bills, car repairs/car payments, and more.
- Operate a Center for Health Communities Grant to support Cal Fresh and exceeding annual grant goals of Cal Fresh enrollment.
- 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 giveaways, Giving THANKS(giving), and more.
- Implemented a new virtual case management platform to assist with the increase in students self-referring. To be Honest (tbh) is a virtual platform that helps connect students to resources as well as assists with students self-navigating various public benefit programs.
- Started a Bodega pop-up at the Bundy campus that occurs weekly. We plan to continue this into the next academic year.

Care and Prevention Team

The **Care and Prevention Team** (CPT) is an interdisciplinary team that works together to keep SMC safe. We receive referrals from our campus community about students of concern and take a proactive, preventative approach to mitigate challenges on campus. The CPT saw an overall 10 percent increase in referrals for student conduct, student behavioral health challenges, and Title IX.

The Case Management Coordinator is the only full-time staff dedicated to a team of 13 people and they continue to supervise up to three social work interns each year to support the growth in referrals. The social work perspective is valuable because it helps the team to take a student-centered holistic approach. 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 was offered to hundreds of staff throughout the course of the year. We have surveyed all staff who took the training and are enhancing it over the Summer to meet the unique needs of our campus. We plan to continue to offer this training next year.

Student Judicial Affairs

The Office of Student Judicial Affairs (SJA) has experienced a five percent increase in student referrals for both student conduct and academic integrity reports for this year when we compare data from last year. It's important to note that this was an increase of 54 percent from data we were seeing in 2020-21 so overall the office has experienced a huge increase in referrals. Additionally, the student reports that come

in are more complex in nature. Last year we saw an increase in student suspensions, however this year compared to last we saw a 35 percent decrease in overall suspensions (17 compared to 26). 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) is available to students year-round for enrolled students who have paid their health fee (\$26 Fall/Spring and \$21 Summer/Winter). Among a variety of health-related initiatives, SHS has focused on keeping the campus community healthy post-pandemic serving approximately 3,000 per year. We have been successful in the following:

- Continuing to provide in-person and telehealth for students seeking services for myriad concerns including immunizations and TB testing, birth control, pregnancy testing, HIV testing, STI screening, emergency contraceptives, and much more.
- Free skin dermatological screenings and treatment are provided by a board-certified dermatologist through a partnership with Ava MD which was supported through the SMC Foundation.
- 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 was still a requirement under Cal OSHA until recent changes rescinded some of the requirements.
- Supporting the testing of students and staff who were exposed to COVID-19 either in-house or through referrals.
- Collaborating with Los Angeles County Department of Public Health (LACDPH) 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 (Counseling 20 classes, etc.).
- 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.
- Working with LACDPH to host a health kiosk on main campus and CMD which would offer family planning products as well as fentanyl test strips and Narcan (TBD).
- Collaborated with the Latino Center to do intentional outreach with Latinx/e students as the office is underserving this student population.

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 mental and emotional support need. CWW served approximately 612 students with over 2,600 therapist appointments. This was a slight drop from our

students served last year, which was 685 unique students, suggesting a need to do more intentional outreach. 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 (including Cal Fresh).
- 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, Center for Students with Disabilities, Guardian Scholars, EOPS, International Education Center, and Black Collegians. We recently started providing therapy services in the Pride Center. These services are in addition to our Center for Wellness and Wellbeing located in the Pearl Annex, which serves all students.
- Continue to offer anonymous mental health screening online which offer referrals for students, faculty and staff that want access to care.
- SMC's 24/7 emotional support hotline continues to be highly utilized, averaging over 50 student calls per month (over 700 student calls per year) being answered and responded to by a mental health professional. Faculty and staff are also able to use this hotline to consult about students.
- Continue to offer workshops to students, faculty, and staff on topics such as mindfulness, grief, stress, burnout, anxiety, and depression, and much more. We also recently added a weekly session on Dialectical Behavior Therapy, offered through a community partner Exceptional Children's Foundation.
- Held several large-scale mental health and wellness events including partnering with Department on Mental Health for a Take Action Event that hosted wellness activities like mindfulness, haircuts, mental health related resources and conducted real-time onsite interviews with CalWorks providing jobs for more than 40 students.
- Added a new virtual coaching and group therapy platform called to be honest (tbh) open to all students.
- Collaborated with Latino Center to do intentional outreach with Latinx/e students as the office is underserving this student population.

The Interim Dean of Health and Wellbeing continues to support the college's holistic 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. The CWW remains heavily involved when there is a crisis on campus to support our faculty and staff needs. One example that occurred this year was organizing therapists from a contract held by the office of Risk Management called Empathia and through HR's

contract with EASE to be on-ground as an emergency response to the October 14th incident at the Center for Media and Design. The Dean, in partnership with the CWW team and HR, organized therapists to be on-ground for weeks following the incident. There was also heavy collaboration with the Department of Mental Health and with groups that offer emotional support animals. Groups were also offered for staff during the day and evening to meet our staffs' unique schedules. Speakers were brought to campus to talk with the campus about burnout, compassion fatigue and trauma. We were also able partner with tbh to provide staff and faculty with free therapy, which continues to be offered. These services were available at main campus and the CMD.

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 for being 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 \$42,700 in direct aid to CalWORKs participants from federal TANF funds, in addition to \$7,960 in funding to support work-study salary and benefits for CalWORKs participants.
- 50 CalWORKs students petitioned or were awarded a degree/certificate, and/or transferred this 2024-25 academic year.
- Although the number of CalWORKs participants has decreased over the last few years due to the pandemic, this year we saw an increase in participants by serving 192 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 continues to successfully provide services both in-person and remotely. The Career Counselors are in-person for 50 percent of their assignment, and Senior Career Services Advisors are in-person four days per week to accommodate the increased number of students who prefer to meet with someone in-person.

- The CSC works closely with Onboarding and Outreach to present/participate in HS 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.
- 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 part of their classes.
- 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).

- 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.
- Preeminent companies 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 being offered internships.

All of the efforts above align with the Board's goals and priorities related to Educational Advancement, Quality and Equity: #3 Ensure a supportive, inclusive, and collegial environment for students and staff (and) The Future of the College: #1 Develop new programs and partnerships that support the strategic vision and plan for the future of the college.

- **Career Counselors** help the students explore who they are. Career Counselors work according to Area of Interest and provide individual career counseling, resume writing assistance, and anything around job search.
- **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 attend 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.
- Present to High School students who visit SMC.
- Provided full workshops for HS 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 these days. In the afternoon, the CSC staffed AOI tables and spoke to students about 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.

*All of the efforts align with the Board's goals and priorities related to Educational Advancement, Quality and Equity:
#3 Ensure a supportive, inclusive, and collegial environment for students and staff (and) The Future of the College:
#1 Develop new programs and partnerships that support the strategic vision and plan for the future of the college.*

Center for Students with Disabilities

The Center for Students with Disabilities (CSD) served over 1,800 students in 2024-25. Here are some notable achievements:

- Faculty and staff actively presented at various outreach events and high school college fairs including but not limited to:
 - Adrian's Place
 - Beverly Hills High School
 - Kanye Eras School
 - SAMO High
 - New West Charter School
 - Lincoln Middle School
 - Hamilton High School
 - Redondo Beach School District – Parent orientation
 - California School for the Deaf, Riverside
- CSD participated in many campus events to promote services and support students with disabilities, such as:
 - VIP Welcome Day
 - SMC Start Up/Midterm Motivation
 - Grad Fest
 - Student Services Celebration
 - STEM students group event
 - College Kickoff FTIC Black/Latinx students
 - Next Step Resource Fair

Board Priority 10: Improve special programs that serve local students by increasing college readiness and success.

- CSD provided the following workshops and in-service disability training:
 - Online Teaching Winter Institute 2025—Tech-ing for Accessibility: Artificial Intelligence and Universal Design for Learning in Action (focused on the intersectionality of AI and UDL in postsecondary education as a means to support students with disabilities)
 - SMC Interaction Design (IXD) Bachelor's program 2024 cohort, 2025 cohort—Accessibility and Universal Design presentations
 - Pope Tech Dashboard-Improve Your Course Accessibility with the Pope Tech Canvas Accessibility Dashboard (presentations aimed to assist instructional faculty with creating accessible online content in Canvas)

- Report on DSPS Student Services to the Board of Trustees—presented by the DSPS Manager and DSPS Faculty Coordinator (10/1/24)
- Career Services Faculty Orientation
- New Department Chairs Orientation

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

- In Summer 2024, CSD replaced one adjunct counselor and in Winter 2025, one adjunct counselor replaced another vacancy. In Fall 2024, one full-time HTTC faculty member, two Disabled Student Services Assistants, and one full-time Sign Language Interpreter III began in CSD to replace vacancies and continue to provide optimal support and services to CSD students.
- The Disabled Student Services Assistant (DSSA) classification was approved for a salary reallocation following the cyclical study of the position. They were promoted from Range 21 to Range 23. This reallocation is well-deserved as this group of front-line staff wear many hats including front desk duties, note taking and test proctoring to support approved student accommodations.

Board Priority 2: Hire and support a diverse and innovative faculty and staff, while seeking to increase the percentage of full-time faculty over time.

- CSD has received praise from students on numerous occasions citing the warm and friendly atmosphere of the CSD office as well as the comprehensive and thorough support offered by the CSD program.
- CSD's ABI program was featured in an article, 'Mind Over Injury,' in Community College Daily on May 12th, 2025. The [article](#) features the students enrolled in the program, the support the program offers, and the way in which students reinvent themselves to persevere post injury.
- CSD continues to offer a variety of remote and on-ground options for students to best meet their needs. CSD has in person, Zoom, and phone appointments, and application materials can be provided and accepted either digitally or on paper.
- CSD continues to participate at the statewide DSPS chats to keep apprised of the latest update or best practices on providing services.

Board Priority 3: Ensure a supportive, inclusive, and collegial environment for students and staff.

- Per data provided by Institutional Research, there was no equity gap in course success rates in transferable Math and English and in many cases, students enrolled in the CSD program had higher completion rates.

Board Priority 7: Devote resources to assist students with personal circumstances that negatively affect student success.

- CSD has continued to partner with IT to implement a new database management system called AIM, designed specifically for DSPS departments in education. The program will streamline office workflow procedures as well as the distribution of student accommodations. HTTC faculty and the Alt Media Specialist continue to build out a framework best suited for our students at SMC. CSD is scheduled to roll out the first phase of AIM in Summer 2025.

- CSD was approved for approximately \$27,500 in reimbursements for qualifying CART captioning accommodations for students through the DECT grant.

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

- 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.

Board Priority 7: Implement initiatives that overcome barriers based on students' financial resources and unmet basic needs.

DREAM Program/Dream Resource Center

- Provided support services to 167 program participants throughout the year, in addition to assisting prospective students through office visits and outreach events.
- Held over 730 individual counseling sessions focused on academics, career, transfer, and referrals to key campus and community resources to promote retention, address equity gaps, and foster a supportive environment for students.
- Engaged students in mental health support through individual counseling, open forums, workshops, support groups, and community spaces, in collaboration with various campus partners and with attention to intersectionality within our special program population.
- Joined annual statewide efforts in organizing Undocumented Student Week of Action events during Fall 2024 with the Dream Resource Center and Student Equity Center as campus leads and in partnership with other SMC departments and programs. Involvement included hosting workshops, community-building activities, and outreach to raise awareness and support undocumented students.
- Celebrated 82 program participants who earned degrees/certificates or transferred. Recognized their achievements with DREAM stoles and a Spring 2025 graduation/transfer event coordinated by the Dream Resource Center.
- Continued partnership with CARECEN to offer free immigration legal services to students, faculty, and staff, and supervised the CARECEN Fellowship focused on outreach and service expansion.
- Financial assistance was made available to program participants to cover eligible educational and immigration-related expenses.
- Coordinated university trips showcasing resources for undocumented students and increasing exposure to the transfer process, including visits to local universities and, for the first time, a three-day Bay Area visit to UC Berkeley and SF State University for a group of 12 program students.
- Implemented a virtual UndocuOrientation for students, families, and community members to support onboarding of new students, share vital information on admissions, residency, and financial aid, and connect students to their peers and resources available at SMC.
- Continued partnership with Noncredit programs to expand legal service awareness and support undocumented students transitioning to credit courses.

- Strengthened collaborative support with SMC's Financial Aid & Scholarships department and Admissions to address and remove barriers students for undocumented students applying for and accessing aid and encountering residency or other issues impacting enrollment, respectively.
- Conducted outreach presentations and participated in tabling events to promote DREAM Program services campus-wide.
- Hosted workshops and open labs, covering topics on financial aid, transfer, immigration updates, and mental health relevant to undocumented students and their families.

The DREAM Program's 2024-25 accomplishments directly support Santa Monica College's Board of Trustees goals and priorities by advancing equity, promoting student success, and removing barriers for undocumented and students from mixed status households. Board of Trustees Goals 2 and 3 are reflected in the program's support services, as it contributed to increased enrollment, persistence, and completion. Additionally, key efforts by the DREAM Program also reflect Board of Trustees Priorities 3, 5, 6, 7, and 10, including fostering an inclusive campus climate, addressing students' basic needs and personal circumstances that negatively impact their success, supporting local community partnerships that enable college readiness. The various collaborations and support programming efforts the DREAM Program has engaged in over the academic year aligns with SMC's vision and commitment to equity. Board of Trustees Goals: 2 and 3, and Board of Trustees Priorities: 3, 5, 6, 7 and 10.

EOPS/CARE

- This academic year, EOPS served 684 students, including 17 CARE students. Among those served, approximately 37 were AB 540 students.
- 92 percent of EOPS students remained in good academic standing, and 100 percent completed a comprehensive educational plan with an EOPS counselor, demonstrating the impact of consistent counseling and wraparound support.
- EOPS allocated approximately \$98,000 in textbook vouchers through the SMC Bookstore and \$42,000 in student academic grants.
- 168 EOPS/CARE participants graduated and/or transferred this year. EOPS allocated \$5,000 in cap and gown vouchers for graduating students.
- EOPS has continued to offer both in-person and remote services to meet students where they are, whether they're taking classes on campus or fully online.
- 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.
- One of our most impactful additions this year was the launch of a new 24/7 online tutoring service for EOPS students. This platform gives students the flexibility to connect with a tutor anytime, making it easier to get academic support outside of the typical 9-to-5 window. It's been especially helpful for students juggling school with jobs, parenting, or caregiving responsibilities.
- Throughout the Fall and Spring semesters, we have continued to host our own workshop series focused on community building, mental health, study strategies, financial literacy, and transfer preparation. Each semester, we offered between six and nine workshops, reaching roughly 200 participants. These workshops were led by EOPS/CARE counselors and specialists, and we also

partnered with departments like the Student Equity Center, Financial Aid, Business, and the Transfer Center to co-host events and bring in guest speakers.

- We have continued to offer campus tours across our EOPS Suite of programs. Students had the opportunity to visit Loyola Marymount University, Pepperdine University, and the University of California, San Diego. As part of these tours, we partnered with each institution to offer tailored presentations that covered admissions, financial aid, and specialized support services. Our goal was to go beyond just showing students the campus, we wanted to create a warm handoff and help students feel confident about navigating these four-year institutions. By highlighting the different support programs available to them, we wanted our students to walk away with real connections, a better understanding of what to expect, and a sense of community.
- This Fall, we also had the opportunity to host over 150 students and staff from various LAUSD high schools. The visit was designed to introduce prospective students to Santa Monica College and the range of support offered through our EOPS Suite of programs. The event placed a special focus on supporting youth from historically marginalized backgrounds, including students from low-income households, those in foster care, and students on probation.
- Our EOPS student workers have also been instrumental in growing our presence on social media, helping us better connect with students where they are. This year, they led the way in creating short video updates about upcoming events, program benefits, and key deadlines, all from the student perspective. They hosted live Q&A sessions on Instagram Live and helped share important reminders in real time, making our communication more engaging and accessible.
- EOPS has continued to offer its 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.
- In addition, we have developed an online EOPS orientation to provide incoming students with greater flexibility in completing this mandatory step. The orientation walks students through the essential components of the program and concludes with a check-in session to review key takeaways and confirm that students fully understand the requirements, services, and support available to them.
- Student Services Annual Awards Celebration. In early June, 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 300 students, guests, and staff in attendance.
- EOPS hosted its second Special Programs GradFest in partnership with the SMC Transfer Center's Transfer Toast, 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.

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)

The foster student support programs served a total of 80 students this year, with 25 in the Guardian Scholars program and 55 in NextUp. This reflects an increase of 10 foster youth students compared to last year. Once again, 19 students graduated from both programs. Each graduating student received a cap and gown voucher, a graduation gift, and a stole for the ceremony. Additionally, the program covered the cost of honor cords for students identified as honor students.

Throughout the year, including Summer and Winter sessions, foster youth students benefit from academic, career, and wellness counseling. All students are granted priority registration, access to book vouchers, program merchandise, school supplies, and support for meals and transportation. Furthermore, care packages are distributed at the end of each semester to wish students success in their final exams and remind them they are not alone.

The foster services programs gave all students who needed a laptop/computer a Chromebook to keep. We have distributed 14 laptops.

The foster service programs organized Foster Youth Awareness Month to raise awareness for SMC. The events hosted by the program included a resource fair, the MOCAN conference, a paint pouring workshop, a movie screening in collaboration with the organization Kids in the Spotlight, and a tour of UC San Diego.

The foster service programs hosted a Friendsgiving lunch in partnership with the Rising program, creating a beautiful opportunity for foster youth and system-impacted students to come together, build community, and share a meal in unity.

The Foster Service programs established a dedicated hygiene closet, providing students with easy access to a range of essential supplies and hygiene products, including toiletries, personal care items, and other basic necessities to support their well-being.

Two foster youth students were awarded the Recharge scholarship from the SMC Foundation.

NextUp was awarded a generous allocation of \$926,079 from the Chancellors Office for 2024-25 year.

NextUp provided \$10,000 in Amazon gift cards to assist students with expenses for food, clothing, school supplies, and books. Additionally, NextUp allocated \$10,000 in Chevron gift cards to help cover students' gas costs for commuting to campus. Students in the NextUp program still have the option to choose from Amazon gift cards, Uber gift cards, Kroger gift cards, and Chevron gift cards.

The NextUp program awarded over \$200,000 in direct aid to students.

Guardian Scholars received a \$100,000 grant from the Whittier Trust Foundation. This grant spans two years, providing \$50,000 each year, and will be used to help cover Guardian Scholars' book vouchers, student fees, meals, and transportation assistance. With this grant, the Guardian Scholars program ordered Uber, Albertsons, Kroger, and gas cards to help provide meal and transportation assistance for Guardian Scholar students.

The Guardian Scholars program awarded \$5,000 in emergency aid through the Critical Needs program, a partnership with the SMC Foundation and JBAY. This funding was distributed to ten students, each receiving \$500, to assist them during their emergencies such as car repairs, bills, rent, medical bills, etc.

Guardian Scholars reapplied to the Critical Needs program and has been awarded another \$5,000 for the 2025-26 year.

Guardian Scholars program expanded eligibility and removed age cap to serve more students. Guardian Scholars now serve students who were in guardianship care, foster care, probation, or ward of the courts for at least one day regardless of age.

Guardian Scholars program further expanded eligibility to accept students who complete a dependency override with financial aid.

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

Law Pathway

Since assuming leadership in Fall 2024, the Law Pathway Program has expanded significantly in scope and impact, advancing equity-driven student outcomes and aligning with the CCCCO Vision 2030 goals of completion, baccalaureate attainment, and reduced excess units.

Program Impact:

- Achieved a **300 percent increase in student applications**, serving our largest cohort ever with 96 students and 143 names on the interest list for next year.
- **77 percent of participants identify as historically underrepresented**, including 50 percent Hispanic, 15 percent African American, and six percent multiracial.
- Maintained a **100 percent retention rate**, underscoring the success of our tailored equity support services.
- Strengthened law school partnerships with **UCLA, Loyola, and USC**, and launched a new collaboration with the **SMC Public Policy Institute**.
- **Secured \$4,000 in new scholarships**, bringing the total to \$13,000; launched a **Law Pathway Fund** (balance over \$3,500) with the SMC Foundation to ensure future support.
- Delivered **high-impact, career-building programming**, including:
 - **UCLA School of Law and Loyola Law School Visits**: Students explored the campuses, engaged with faculty, and gained insights into law school life.
 - **Careers in Law Panels featuring Cooper Jackson and Shawn Ledingham**: Elevated student awareness of diverse legal career paths including entertainment law and sports law and the role of representation in the legal field.
 - **Santa Monica Courthouse Tour**: First-hand view of the judicial process, including Q&A with judges and court professionals.
 - **Mock Case Law Class with Dan Stewart**: Simulated law school classroom experience through Socratic-style legal analysis.

Graduate Success: We proudly celebrate our **35 graduating students**, all of whom have been accepted for transfer to **top institutions**, including **UCs, CSUs, USC**, and other private universities (UNLV, LMU, Bowdoin College, Boston College, and more). These students reflect the mission and strength of the program in closing equity gaps and supporting first-generation, system-impacted, and underrepresented students on their paths to legal careers.

We also highlight the recent successes of our alumni who have been admitted to several partner law schools (USC Gould, Santa Clara University Law, Pepperdine Law, Loyola, and Southwestern) and a handful have also now passed the CA State Bar Examination.

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 (MOCAN) accomplished the following during the 2024-25 academic year:

The Future of the College

- Trained two part-time faculty counselors and four student workers to support MOCAN's Mission. The team meets every Tuesday (via Zoom) and Thursday (in-person) from 7:30 a.m. to 8:30 a.m. for weekly planning meetings.
- Held four MOCAN staff and faculty meetings (10/10/24, 11/21/24 3/13/25 and 5/8/25). Through the meetings, faculty and staff have built collaborations across campus to better support current and future students.
- Starting in Fall 2025, MOCAN interns will launch a student podcast featuring interviews with faculty, staff, MOCAN alumni, and current students on various topics, including transfer, campus resources, time management, and lived experiences.

Educational Advancement, Quality and Equity

- Over 30 MOCAN students graduated and/or transferred to schools that included UC Berkeley, UC Irvine, UCLA, UC Riverside, UC Davis, CSULB, CSUN, CSULA, Chapman University, and Loyola Marymount University.
- Nearly 90 MOCAN students were eligible to receive awards at the Student Services Award Ceremony, ranging from Excellence in Academic Achievement (3.75-4.0 GPA) to Academic Achievement (3.0-3.49 GPA). Additionally, over 35 are receiving associate degrees, certificates, and/or are transferring.
- Two MOCAN counselors taught Counseling 20 courses dedicated to MOCAN, Adelante, and Black Collegian students. Both classes were held during the Fall semester.
- 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 who are transferring to initiate building community before arriving at their transfer university.

Student Life

- Hosted the third annual MOCAN March Madness 3 on 3 Basketball Tournament with the support of Athletic Director Reggie Ellis. 12 teams participated, with teams from SMC, Moorpark College, Pasadena City College, and El Camino College MOCAN Chapters.
- Facilitated an SMC Scholarship application workshop for MOCAN, Peer Navigators, Adelante, and Black Collegian students. Multiple attendees received scholarships and internships throughout the year.
- Recruited over 20 SMC faculty, staff, and students to serve as mentors and mentees in the Men of Color Mentoring Program.
- Updated program requirements to create greater engagement with MOCAN Students. Requiring a MOCAN orientation, meeting with a MOCAN counselor twice a semester, and attending two MOCAN events per semester. This upcoming year, it will be mandatory for MOCAN students to also join either Black Collegians or the Adelante Program.
- Hosted six 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 College MOCAN chapters to build a sense of community among students, faculty, and staff.
- Held MOCAN Expression Sessions in-person (9/19/24, 10/17/24, 3/6/25, 4/10/25 & 5/22/24) TOTAL: Five. The final Expression Session included a “Pinning Ceremony” where mentors had the opportunity to congratulate MOCAN Scholars who were transferring from SMC.
- MOCAN hired four student workers who provided outreach to incoming first-year students throughout local feeder high schools and referrals. Encourage MOCAN students to meet program requirements, such as attending workshops, events, and contacting counselors for educational planning at least twice per semester.
- MOCAN Interns also led in the creation of several projects, such as increasing social media presence via Instagram by collaborating with Peer Navigators, Adelante, Black Collegians, and Oaxacans at SMC to share campus resources, cultural programming, and events. As well as highlighting Alumni and recent graduates through an appreciation post.
- MOCAN Interns created a Resource Guide of all MOCAN Allies on campus, comprising MOCAN Faculty and Staff. The guide was shared to provide contact information for MOCAN Allies and to identify individuals on campus who can support students with resources.

Fiscal Stewardship

- MOCAN members received SMC Foundation Scholarships totaling over \$125K, including Adan Santiago, who received a \$50K scholarship and will be transferring to UCLA. As well as Adan Jeronimo, who received \$25K and will be attending Cal State Fullerton in the Fall.

- Co-facilitated two Summer orientations (Camino Al Exito) focused on Latinx students. MOCAN, Peer Navigators Program, and the Latino Center collaborated to develop and coordinate the programs. The costs for Camino Al Exito were covered by the three programs.
- Utilized the campus Bulletins service to facilitate MOCAN fundraisers to purchase resources for student events that are not SMC vendor-approved (Costco pizza, hot dogs, raffle gifts, etc.). Our current budget is down to about \$700, so we need to focus on fundraising during 2025-26.

Community Relations

- Hosted the Men of Color Action Network Annual Conference on May 9, 2025. The attendance included over 300 students and 200 faculty and staff members from community colleges across Southern California. Eleven student workshops were presented, which included: Mental Health and Conquering Math; Redefining Masculinity After Incarceration while Navigating Higher Education; and Breaking The Chains Of Machismo. Eight professional workshops were presented, which included: Strategies to Support MOC students and colleagues at the Community College; How to Climb the Community College Professional Ladder; and Barbershop Talks. Several faculty and staff members facilitated professional panels and multiple workshops at the conference.
- Tabled at multiple SMC campus events throughout the academic year, such as VIP Welcome Day, Open House Club Rush, to inform our community about MOCAN.
- Co-facilitated professional development workshops at Pasadena City College (November 19, 2024) & Mt. SAC (March 13, 2025). The workshops were targeted at aspiring faculty, classified staff, and administrators who identify as men of color.
- Collaborated with local high schools to establish a warm hand-off to the SMC community, including MOCAN Counselors. This year, we expanded our collaborations and presented to the counselors at Da Vinci High School in the South Bay.
- The Men of Color Action Network supported men of color (students, faculty, staff) at SMC through active campus-wide collaborations related to the following themes:
- **Student Success:** Supported academic achievement, transfers, scholarships, and course offerings for MOCAN students.
- **Community & Mentorship:** Built strong peer, faculty, and alumni connections through events, mentoring, and collaborative programming.
- **Leadership & Professional Growth:** Developed student leaders, hosted conferences, and provided professional development for men of color in higher ed.
- **Collaboration & Program Expansion:** Strengthened partnerships, enhanced visibility, updated program requirements, and expanded outreach efforts.
- This was made possible by funding provided by SMC and the money raised through the SMC Foundation. Our team consists of four part-time adjunct counselors (36 total hours, divided into 8-hour shifts), once a weekday from a full-time counselor, and student help/work-study students. SMC's Men of Color Action Network is comprised of over 50 faculty and staff representing various programs and departments on our campus.

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

Peer Navigator Program

Funded by the US Department of Education (Title V grant), the Peer Navigator program supports the success of self-identified Black and Latinx first year students by offering mentorship and guidance. With 32 peer navigators, during 2024-25 academic year, peer navigators served 2,612 students, and 2,366 students in the Spring semester. Peer navigators completed three contacts per student within their caseload. Additionally, peer navigators provided resources and served as a point of contact to 3,761 first-time in college (FTIC) students in the Fall and 5,499 during the Spring semesters. The expansion of the Peer Navigator Program to fully on ground is now located in the Cayton Center.

All of the efforts above align with the Board's goals and priorities related to Educational Advancement, Quality and Equity: #3 Ensure a supportive, inclusive, and collegial environment for students and staff (and) The Future of the College: #1 Develop new programs and partnerships that support the strategic vision and plan for the future of the college.

Pico Partnership

- The Pico Partnership program completed year two in a new 2023-27 grant cycle with the City of Santa Monica.
- Maintained target goal of 75 total participants for the academic year, with 100 percent completing a comprehensive education plan.
- Dispersed nearly \$35,000 of total allotment in the form of direct aid grants and as a secondary option, SMC textbook vouchers.
- Met GPA outcome for Fall 2024. The target outcome is for 70 percent of students to complete the Fall semester with a 2.0+ GPA; 69 out of 75 students met this goal, equaling 92 percent success rate.
- Created the Pico Laptop Loan program, allowing program students in need of a laptop to borrow one for the academic year, free of charge.
- Created a Pico TikTok page and Discord channel to find new & innovative ways to connect with students and facilitate program students connecting with one another.
- Distributed Subway meal cards as incentive for students completing mandatory program counseling (three academic, one career, and one wellness) contacts at the end of each primary term, increasing completion numbers.
- Partnered with the SMC Foundation to host a Pico Partnership Social Event at Lucky Strike Bowling, attended by 15 program students plus staff from various student support programs. Moreover, the program created a donations page with the Foundation, to help supplement additional funding sources for program services and initiatives. Targeted outreach efforts will focus on creating an alumni listserv of former program students.
- Offered various workshops focused on Career, Wellness, and Finances for college students. Moreover, the program hosted a Vision Board collaboration event with the SMC Art department; an annual pumpkin decorating event; and second-annual Year-End Celebration, honoring program graduates and students completing their first year at SMC.

- 20 Pico Partnership students are graduating or transferring by the end of the academic year. 18 students completed their goal in Spring 2025, while two completed in Fall 2024. All received a program commencement sash and graduation gift bag.
- Employed five student workers throughout the academic year. Four students served as academic youth tutors for Virginia Avenue Park's academic assistance program, while another student worker served as an office assistant for the program and EOPS suite at large.
- Nominated one student to represent the program as a speaker at the 24th Annual Student Services Celebration event for all student support programs.
- Maintained strong relationships with community partners to refer students to and from the following agencies and 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 2024-25 academic year, the RISING program served 49 students, a **28 percent growth** in student participation. However, the team has continued to connect and support upwards for 100 students as they work to continue navigating their education after incarceration. Through transitional programs, community organizations, and word of mouth, RISING has connected with many students looking to pursue their education.
- The program uses targeted outreach to students who have identified as formerly incarcerated or selected that they would like more information about resources for formerly incarcerated on the general SMC student application. Monthly emails introducing the program are sent out to prospective SMC students. This approach allows the team to directly reach out to students and begin to break the stigma of starting or returning to education from incarceration.
- Four students have graduated and will be transferring at the end of Spring 2025. RISING students were accepted to CSUN, UCLA, UCB, CSULB, CSUF, and CSULA. All four graduates are transferring with multiple associate degrees and certificates from SMC. The main academic goal of the program is to ensure students are graduating with at least two degrees (primary major as well as the local Liberal Arts SMC degrees). However, many students in the RISING program are earning an average of three degrees when graduating from SMC. Majority of current RISING students are enrolled part-time as they navigate life outside of school. Due to this, many RISING students are at SMC for 3+ years.
- Through various workshops and events, RISING has cultivated a welcoming and positive environment for students at SMC. The RISING team has hosted numerous student events in collaboration with other SMC student support programs. For example, monthly "Let's Get Ready to Mingle" events are hosted in partnership with the Foster Service Support Programs. In addition, RISING counselors host a series of workshops on student success, career exploration, and

job/employment readiness. Moreover, the program has launched an online canvas resource page for all students to quickly access resources and get in contact with the team. This new mode of connection has provided students with an easier way of speaking with a counselor and scheduling their appointments, as well as creating a welcoming online environment for all RISING students. RISING counselors on schedule host multiple open Zoom sessions during the day for easy access to counseling services. Lastly, RISING has collaborated with many community organizations such as Homeboy Industries, Amity Foundation, HealthRight 360, The Social Impact Center, and others to help facilitate an easier transition from incarceration to education. More specifically, RISING is working with community partners to provide pro bono legal services and expungement services like Community Legal Aid SoCal to students in the program. These partnerships and collaborations have helped increase enrollment in the RISING program, and ultimately enrollment at SMC.

- The RISING program continues to provide priority registration for all students in the program. In addition, semester book vouchers are provided for students to purchase their textbooks and school supplies from the SMC bookstore. RISING has an ongoing partnership with the SMC Basic Needs team and is regularly referring students for resources and support.
- The RISING team has also worked hard to establish the programs presence on campus. Through classroom presentations, the program has been able to conduct more targeted in-reach to students already at SMC. Furthermore, the team has presented at three professional development events over the years. These presentations and trainings have helped establish the program amongst Faculty and Staff. In result, many faculty and staff have directly reached out to offer support as well refer potential students.

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: 2, 3 and 5, and Board of Trustees Priorities: 1, 3, 5, 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 in filling their own student government boards. Some highlights include all positions being filled for the upcoming 2025-26 academic year as well as continued growth in student engagement year to year since the pandemic. *Board Priority #4.*

The AS continued to support integral programs, events, and departments (\$1,000,000+) such as VIP Welcome Week, SMC Commencement live streaming, student engagement opportunities (virtual and on-ground), basic needs initiatives, and many more important projects. *Board Goal #3; Board Priorities #1, #4, #5, #6, #7, #9, and #10*

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

Civic Engagement. SMC continues to finish in the top ten in the statewide Ballot Bowl challenge in the California Community College category.

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 2025-26 academic year and have plans in place for Constitution Day. *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. This year we planned a week of civic engagement programming. *Board Priority #1 and #3*

Inter-Club Council (ICC). For a fifth year, we saw an increase of installed student clubs and organizations ending this academic year with 92 clubs; the most student clubs registered at SMC. We anticipate continuing to see more student club involvement as students continue to seek ways to get involved. *Board Goal #3; Board Priorities #3, #4, and #5*

Office of Student Life. We continue to improve our services and offerings by streamlining processes and policies for student engagement within Student Life. 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 of the office this year included reimplementing the FLVR program; a resource that supports students with food insecurity by providing several hot meals throughout the semester and individualized academic counseling. *Board Priority #3, #4, #5*

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 have exceeded highest numbers on record. *Board Goal #3 Board Priorities #1, #3, #4, #5, #6, and #7*

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 continues to grow and has become integral as a thought partner across campus. The center has seen over 100 percent growth in center check-ins by students from its grand opening last year with more than 2,358 individual student check-ins to the center. The center's four faculty leads and student leadership team has helped implement more than 91 events in 2024-25 to help support retention and persistence efforts. *Board Goals #3; Board Priority #1, #3, #5, #6, and #7*

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 Priority #1, #3, #5, #6, and #7*

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 Priority #1, #3, #5, #6, and #7*

- Student Equity Center Social
- Historical Trauma and Eating Disorders with Gloria Luca
- UndocuAlly Training
- Sexual Assault Awareness Month: Art Therapy (Gender Equity Center)
- Screen and Scenes: Inspiring Social Justice Through Media Engagement - Part 1
- SMC Affinity Graduating Students Celebrations
- Affinity Month Programming
 - Indigenous Heritage Month
 - Hispanic Heritage Month
 - Black History Month
 - API Heritage Month
 - UndocuAction Week
- Know Your Rights & Immigration 101 Overview

Veterans Success Center

The Santa Monica College Veterans Success Center (VSC) 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**. We will be working with a vendor along with facilities to have a “honor wall” installed. The plan is now to create signage in the VSC lounge area to help student veterans identify with the space all while allowing them to feel welcomed and honored at SMC. Along with the honor wall, we were able to work with the SMC Marketing team to design custom table covers and retractable banners with the VSC logo and SMC lettering so that we can use these items during outreach events as well as tabling during VIP Day and Club Row. Our hope is that we can have the honor wall installation by the start of the Fall 2025 semester. *Board Priorities: 1, 2 and 4*

- As stated in last year’s report, our hope was to hire a project manager to manage the daily operations of the VSC. Unfortunately, we were unsuccessful at finding a qualified candidate. Given the state of the budget, it appears that we will not be moving forward with this hire for the foreseeable future.
- The current faculty leader (Kevin Benitez) will continue as faculty leader in conjunction with the administrative staff in the VSC. Work will continue building partnerships with nonprofit 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 in person tutors from the SMC writing center and tutors from the Math lab that provide tutoring in the VSC. To remain flexible to students' needs, we provide services in all modalities and have begun to include drop in hours to assist students with last minute requests. In addition, we have a veteran's counselor available in person Monday through Thursday. The feedback from students is that they appreciate the multiple modalities to become successful at SMC and beyond. *Board Priority: 2*
- The VSC expanded its services to include **social work interns as well as mental health interns**. In collaboration with the Center for Wellness and Wellbeing, the VSC will have **graduate level social worker interns provide mental health therapy and also provide referral to services** such as **basic needs, referrals to external agencies, homelessness, emergency Cares Act funding, food pantry and referrals to mental health**. 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; this collaboration affords student veterans and their families access to DSPS from the comfort of the Veterans Success Center. This was done by providing an office in the VSC on Thursdays to the Acquired Brain Injury Specialist from DSPS to meet with students one on one. *Board Priorities: 2 and 4*
- In Fall 2024, the VSC organized a "Welcome Back" event in the Cayton Center shared space. This event was for faculty and staff to introduce themselves and talk about the services we provide. We also provided students with food and refreshments and an opportunity to get to know each other by hosting a "personality scavenger hunt". We were excited to see over 30 veterans show up for this event. We were very happy that the event was well-attended; 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 2025, we hosted our second Annual Veterans Graduation Celebration Luncheon. 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. Students were provided with a personalized sash with their branch of service embroidered into the sash along with a red, white, and blue cord. Students were also provided with a cap and gown free of charge. *Board Priorities: 5, 6, 7, 10.*
- The faculty leader of the VSC has continued to build relationships in the community and through his philanthropic outreach efforts established relationships with external partners and received a total of \$60,000 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 such as those listed above have been found to build community and comradery among student veterans who otherwise find themselves isolated once they depart from the military. The hope is that we can start hosting more of these recreational events soon. *Board Priorities: 7, 9, 10, and 11*

ENROLLMENT DEVELOPMENT

Outreach and Recruitment

Our Outreach and Recruitment strategy uses a hub-and-spoke model to connect with local high schools, community organizations, and out-of-state students. The Outreach and Onboarding office plays a vital role in supporting students' transition to college by engaging with middle and high schools, community agencies, and prospective students from beyond the state.

This office also contributes significantly to the college's strategic enrollment management efforts, working in close collaboration with departments such as Admissions, Counseling, Financial Aid, Noncredit, Dual Enrollment, and Concurrent Enrollment.

Our outreach and onboarding programs deliver essential matriculation services through multiple channels, including phone, email, internet, social media, and in-person engagement.

Data Coaching. Staff from Outreach, the Welcome Center, Institutional Research, and the Marketing team participated in a year-long Data Coaching professional development program aimed at using data to better understand and address equity gaps. The team focused on increasing Black student enrollment and conducted a survey of high school practitioners to gather insights on how to improve recruitment strategies targeting Black students.

Discover SMC program. Outreach and Onboarding, in close collaboration with Career Services, continues to actively engage prospective high school students. With Career Services leading campus visits, students participated in interactive activities that introduced the distinction between majors and careers. They also explored their personal interests and how those align with potential career paths. Students then shared and presented their findings, gaining insight into how this self-awareness can inform their academic and career decisions. Following the presentations, they received a comprehensive campus tour and learned about the various academic programs available. This successful initiative was made possible through the collaborative efforts of Outreach and Onboarding, Career Services, and AOI faculty and counselors.

Board Goal: 2,3,10. 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 the college. In the 2016–17 academic year, the high school scholarship process was automated to align with the broader institutional scholarship system. Leveraging technology has significantly streamlined the application and awarding process, resulting in greater efficiency and accessibility. These scholarships make a profound difference in the lives of our students, supporting their academic goals and easing the financial burden of college.

Board Goal: 2,3,10. 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 & Welcome Desk. Student Ambassadors lead daily campus tours and staff the Welcome Desk in the Student Services Center. Visitors are welcomed through scheduled or walk-in tours. Tours also support high school groups visiting the Main Campus and satellite campuses including the Center for

Media and Design (CMD), in collaboration with academic departments. Ambassadors serve as the first point of contact, making a positive impression and providing vital information.

"I came in to look at SMC as a possible college option and my dad and I met Savannah who took us on a tour and gave me extra information. She was fantastic and gave me so much insight on what to expect from SMC! I've actually decided that SMC is the school for me and will be applying next year."

— Lili, Prospective Student, on her SMC tour experience

Board Goal: 2,3,10. 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. Live chat enables real-time communication with prospective and current students through remote access. Student Ambassadors provide information, refer students to specialists, and help navigate the SMC Promise and financial aid resources. This peer-driven approach supports accessibility and belonging.

"I want to show my appreciation for Rome's help. I was online talking with Rome two hours ago, but I got lost twice. The second time, I couldn't find my way back to her. I was so glad she sent me an email with the links I wanted. When I clicked on that, I found I had successfully registered for the two online events hosted by the Admissions and Records office for new students."

— Zhongli, Parent of SMC New Student Celina, on the SMC Live Chat Impact.

Outreach CRM – HubSpot Integration. HubSpot's CRM platform is used to support personalized outreach and engagement. Workflows target California residents and domestic nonresidents, helping track and guide prospective students through their onboarding steps efficiently. The design and implementation of customized workflows enable student ambassadors and staff to make outreach calls to students in the pipeline and assist them with onboarding.

Student Ambassador Program. Student Ambassadors play a valuable role in Santa Monica College's recruitment, outreach, and onboarding efforts, providing peer-to-peer support that fosters a sense of belonging and empowers students to take the next step in their educational journey.

As dynamic members of the Outreach team, ambassadors meet prospective students during campus tours, enrollment labs, high school visits, college fairs, and SMC-hosted events. They share their stories, promote inclusion, and facilitate meaningful peer-to-peer connections that foster a sense of belonging. Whether greeting visitors at the Welcome Center, staffing the computer lab to assist with applications and class registration, or hosting virtual Welcome Cafés via Zoom, ambassadors create inclusive spaces where students feel welcomed and informed.

They are often the first point of contact for prospective, new, returning, and non-traditional students—and they help set the tone for how SMC is experienced. Their peer-to-peer interactions bridge the gap between interest and enrollment, offering access to practical information, personalized support, and encouragement at pivotal decision points.

Ambassadors are trained and supervised to share accurate information, connect students to vital resources, and uphold a welcoming environment. Most importantly, they help their peers navigate the

college experience—connecting them with the people and programs who can support their goals. Through every interaction, they demonstrate a steadfast commitment to authentic engagement, ensuring that students feel seen, supported, and confident that their presence at SMC truly matters.

"Your willingness to go above and beyond to assist me with the enrollment process and provide insight into my decision to return truly meant a lot. Your knowledge of the programs offered at SMC, as well as your familiarity with the professors, was invaluable. Your expertise and willingness to help made the process so much smoother, and I'm grateful for the experience."

— Crystal, Prospective Returning Student, regarding SMC's one-on-one support

Welcome Center Café (Zoom). This virtual space is hosted by Ambassadors and Student Services Clerks. It provides prospective and new students with a welcoming space to ask questions and be guided directly to departments and services.

Board Goal: 2,3,10. 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. Student Ambassadors and clerks respond to inquiry forms, follow up with tour attendees, and conduct outreach to nonresident applicants. In-reach campaigns help connect current students with events, academic departments, and services, reinforcing engagement and community.

Ambassadors and Student Services Clerks conduct coordinated **outreach and in-reach campaigns** that include:

- **Request for Information:** Calls to individuals who submit inquiry forms on the SMC website, typically within 24 to 48 hours.
- **Nonresident Applicant Support:** Calls to out-of-state and domestic non-resident applicants and admits guiding them through next steps and offer personalized support.
- **Tour Follow-ups:** Outreach to students who RSVP and attend campus tours.
- **In-reach:** Partnering with academic and student service departments to invite currently enrolled students to events and support programs (e.g., onboarding activities, AOI mixers).

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). Ambassadors collaborate on content creation for Instagram and TikTok in partnership with International Education and Peer Mentors. They contribute to SMCGo and SMC College Hacks campaigns, expanding the reach of onboarding and student support messaging.

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 program to receive dedicated onboarding and ongoing support from the Welcome Center. The program offers financial assistance to eligible students who meet the requirements during their first and second years at the college.

In addition to financial support, SMC Promise participants benefit from priority enrollment, personalized educational planning, access to career services, and connections to special counseling programs. Students also receive regular email updates about enrollment periods, counseling availability, financial aid deadlines, and campus events.

Promise-eligible students are invited to an online orientation, where they can meet student ambassadors and Welcome Center staff while learning about available services. They are also welcomed to the VIP Welcome—a two-day, in-person orientation designed to help them connect with faculty, staff, and fellow students, setting the stage for a successful college experience.

The goal of the SMC Promise Strategic Enrollment Management Plan is to increase student participation by 2.5 percent annually. In the 2024-25 academic year, participation rose by 3.2 percent, exceeding our target.

Board Goal: 2,3,10. 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 introduces students and prospective students to essential college information. At a minimum, this includes college programs, student support services, facilities, academic expectations, institutional procedures, and other relevant topics.

Onboarding orientation helps students transition smoothly into college by providing critical information about available services. These include academic counseling to support educational and career planning, health and psychological services, financial aid and scholarships, tutoring, and programs for students with special needs.

Each year, approximately 20,000 students complete online orientation. In 2019-20, as part of the Pathway Redesign initiative, faculty reviewed the online orientation to ensure equity, accessibility, ease of use, and engagement across different student demographics. Updates included the addition of “Areas of Interest” and a direct link to Orientation+ to enhance usability.

We continue to expand content by highlighting the college’s special programs and regularly update online orientation with current and relevant information.

Board Goal: 2,3,10. 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 is designed to share essential information with prospective and committed out-of-state students. Live and targeted online presentations enable broad outreach and allow for timely, personalized follow-up with this population.

Participants can ask questions, share comments, and learn about important relocation considerations. All sessions are recorded and made available on YouTube for future reference.

Topics include housing, application and enrollment procedures, transfer counseling, residency requirements, and financial aid. Specialized webinars on financial aid and residency have been recorded and shared with attendees via YouTube.

Board Goal: 2,3,10. 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 designed specifically for first-time college students. These sessions are intentionally limited to 50 participants to allow for meaningful engagement with staff and counselors.

Rather than drop-in appointments, students attend a structured seminar that includes a presentation led by Outreach recruiters, supported by Student Ambassadors. The session concludes with a one-on-one meeting with a counselor to develop an educational plan.

A Career Counselor presents an overview of available career services, and a financial aid representative is available to answer questions. Together, these components provide students with a comprehensive introduction to the enrollment process, academic programs, and support services.

Next Step Webinars. To improve enrollment, access and support, Outreach recruiters invited students who had already applied to attend a webinar designed to guide them through the next steps.

During the session, students received step-by-step assistance with verifying their email addresses and setting up their Corsair Connect and student email accounts. After completing these steps, students moved on to begin their educational planning in Stellic, preparing them to meet enrollment requirements.

Board Goal: 2,3,10. 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 95th Commencement Ceremony, a detailed profile of the graduating class of 2025, and the 11-year success of the Awards Without Petition Initiative. An update on the implementation of the Stellic Student Success Suite—replacing MyEdPlan—and significant increase in students served by Admissions and Records, both remotely and in-person, are noted. Also noted are ongoing and new efforts to combat enrollment fraud.

Commencement Ceremony

The 95th Commencement was held on Tuesday, June 17, 2025. The core planning team from Enrollment Services and Admissions and Records were joined by campus partners from Community and Academic Relations, Events, Maintenance & Operations, and Marketing in the planning and execution of the event. Over 100 college employees from across the campus, and 45 enthusiastic students and community volunteers are expected to attend on the day of the ceremony.

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

2024-25 Preliminary Graduating Class Profile

Degrees & Certificates to Be Conferred

- 13,394 degrees and certificates awarded to 7,248 students
- 67 percent awarded without petition through the Admissions and Records Awards Without Petition Initiative [see below section for more]
- 6,146 students will graduate with more than one degree or certificate
- 19 Bachelor of Science in Interaction Design degrees
- 7,068 Associate degrees, including 1,637 Associate Degrees for Transfer
- 5,211 Certificates of Achievement
- 449 Noncredit Certificates of Completion
- 647 Noncredit Certificates of Competency

Class of 2025 Profile

- 29.7 percent of students graduate with honors, 14.6 percent with high honors, and 5 percent with highest honors.
- The youngest graduates are 16 years old. Both graduate with four associate degrees. The oldest graduate is 97 and graduates with a Noncredit Certificate of Competency in Advanced English as a Second Language.
- The average age for all graduates is 28 years.

- The graduating class includes 632 international students (F1 and online foreign), 676 students with disabilities, 347 Scholars students, 173 EOPS students, 37 undocumented students, and 5 foster youths.

Demographics

- 59.1 percent female; 38 percent male; 2.9 percent nonbinary/unreported
- 6.7 percent African American/Black students
- 10.5 percent Asian students
- 37 percent Latinx/e students
- 26.4 percent White students
- 4.5 percent Multiracial
- 14.2 percent Unreported/Other

Top 15 Associate Degree Programs

- Liberal Arts – Social & Behavioral Science
- Liberal Arts – Arts & Humanities
- General Science
- Economics
- Psychology
- Business Administration 2.0/Business
- Political Science
- Art
- Sociology
- Mathematics
- Communication Studies/ Communication Studies 2.0
- Studio Arts
- Art History
- History
- Registered Nursing

Mission, Vision, Goals: The 95th Commencement and the awarding of over 13,000 degrees and certificates showcase SMC's dedication to empowering students with skills for transfer, careers, and lifelong learning. The Commencement ceremony's inclusive participation and the diverse graduating class reflect the college's commitment to equity, intellectual exploration, and nurturing an environment where students are seen, affirmed, and valued.

Board Goals & Priorities: Goal 3: The diversity in awarded credentials and demographic profiles reflects efforts to decrease equity gaps and increase student success and completion, particularly through Awards Without Petition. Goal 2, 5-7: The robust graduating class profile underscores sustained completion trends, which support the Board's growth objectives, including the removal of barriers.

Awards Without Petition Initiative: 11 Years Strong

Now completing its 11th year, the Awards Without Petition Initiative continues to boost student completions, like no other effort at SMC does. Since the Initiative was implemented in Fall 2014, 44,925 additional degrees and certificates recognized by the California Community Colleges Chancellor's Office have been awarded at SMC by Admissions and Records. This constitutes 50 percent of the 89,960 awards conferred upon students since, and 67 percent in 2024-45. Initiative awards have ranged from a low of 22 percent to a high of 67 percent in a given year. For 2024-25, the numbers may change after Spring 2025 awards are conferred—some students may become ineligible due to not completing pending coursework in Spring.

The Awards Without Petition Initiative is only possible because of the great work that our SMC Management Information Systems partners have done in support of the project. They have worked with the Dean of Enrollment Services and the Senior Academic Records Evaluator to refine the algorithms needed to identify eligible students. The 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, the Initiative positively impacts the Student-Centered Funding Formula, as more and more of our degrees and certificates are conferred within the year of the students' attendance, a key objective outlined in the SMC Strategic Enrollment Management Plan.

There are two key achievements we would like to highlight in Awards Without Petition:

- The ongoing development of audit/reporting structures in our newly implemented Stellic Degree Management Platform. In concert with MIS, we have worked with Stellic to help identify eligible students beyond what we have identified internally—largely given parameter specifications and computing resources allocations.
- The number of noncredit certificates of completion and certificates of achievement will increase by nearly 180 percent from 392 in 2023-24 (previously the highest record) to 1,096 in 2024-25, of which 657 (60 percent) are awarded through the Initiative.

Mission, Vision, Goals: The Awards Without Petition Initiative exemplifies SMC's commitment to supporting student achievement by reducing barriers to degree and certificate completion, including for historically underserved populations. By leveraging technology and cross-departmental collaboration, the initiative fosters an inclusive, equity-minded, and innovative approach that aligns with SMC's mission to prepare students for transfer, careers, and lifelong learning.

Board Goals & Priorities: Goal 3, Priority 1, 6: The initiative significantly increases credential attainment, including among Black and Latinx/e students, helping to reduce equity gaps in completions. Supports the Student-Centered Funding Formula and advances completion within a student's enrollment year—a direct objective of SMC's Strategic Enrollment Management Plan.

Combating Admission, Enrollment, and Financial Aid Fraud

Santa Monica College continues to face significant challenges related to fraudulent activity in admissions, enrollment, and financial aid—an issue affecting colleges nationwide.

A recent analysis by Enrollment Services shows that fraud at SMC has grown exponentially over the past 29 months (January 2023–May 2025). Cumulative fraudulent application counts rose from 557 in January 2023 to nearly 33,000 by mid-May 2025, with a sharp spike beginning after Summer 2024.

Although most fraudulent applications are intercepted before admission, the downstream impacts are considerable, pulling vital time and resources from direct student services, and MIS resources. At least 20 staff hours per week are diverted from core support functions by the Admissions and Records Supervisor, Senior Enrollment Services Specialist, and the Dean of Enrollment Services to investigate suspected fraud. Additional time is spent by the Cashier's Office, Financial Aid Office, and instructors who report and follow up on suspected cases. Much of the fraud stems from actors who have learned to circumvent the U.S. Department of Education's identity checks tied to the FAFSA with the aim of staying long enough in a course to secure thousands of dollars in aid.

Unfortunately, the actions of bad actors negatively impact legitimate students, including with delays in processing applications, false positives during identity verification process, preventing students from enrolling in the courses they need disrupting their progress toward educational goals, delayed financial aid disbursement, etc.

Response & Mitigation Strategies. To combat fraud, the Management Information Systems (MIS) team, along with the Chief Director of IT, and the Information Systems Security Office have worked closely with Enrollment Services and Admissions and Records in the past year to develop and enhance detection tools.

In April 2025, SMC launched **LexisNexis Risk Solutions** (Emailage and FlexID) to help detect fake or high-risk applicants. Applications marked “reject” are held, and identity verification is required before applications are processed. A “reject” status is generally associated with fraud. These tools are also used to investigate reported enrollment and financial aid fraud. The Chancellor's Office currently subsidizes LexisNexis as part of a pilot initiative.

SMC uses a layered approach to fraud detection, including the systematic review of spam applications (at the CCCApply-level and internally at SMC), instructor/staff reports of suspected fraudulent enrollment, and through the use of locally developed tools (along with LexisNexis). All fraudulent activity is reported monthly to the Chancellor's Office and to the U.S. Education Department Office of the Inspector General (for fraudulent aid).

We expect additional modifications to internal systems will be made in the coming months.

Mission, Vision, Goals: SMC's multi-layered approach to fraud detection upholds the mission of providing a secure, equitable, and accessible learning environment by safeguarding admissions, enrollment, and financial aid systems. These efforts protect institutional integrity, reduce harm to legitimate students, and preserve resources for student success—demonstrating SMC's values of ethical behavior, accountability, and data-informed decision-making.

Board Goals Goal 3: By preventing fraud that delays aid or disrupts course access, SMC minimizes barriers for real students, supporting equitable outcomes. Goal 10: Fraud mitigation ensures that online application and enrollment systems are accurate, streamlined, and secure—essential for legitimate student access and enrollment. Priority 6:

Protecting the financial aid system ensures that aid is delivered efficiently to students who truly need it. Priority 8: Reducing fraud limits misuse of resources, allowing SMC to better manage staffing, operational costs, and state reporting tied to funding.

Stellic Student Success Suite Implementation Update

The Stellic Implementation Team has continued to meet weekly since implementation began in February 2024. The implementation is co-lead by Enrollment Services and Management Information Systems. The team is composed of representatives from Admissions and Records, Counseling, and Academic Affairs. Stellic replaced MyEdPlan and an internal degree audit system.

A successful pilot was launched in January 2025 for first-time college students, followed by a full campus-wide launch in March 2025 for all students.

Updates:

- 251 degree audits have been set up across a range of academic goals, including general education patterns, Associate degrees, Certificates of Achievement, and noncredit Certificates of Completion and Competency.
- 169 academic pathways have been created and published, which students and counselors can use as a starting point for creating personalized education plans.
- Counselors continue to train on the platform, with Stellic Implementation Team counseling leads facilitating numerous training sessions for their colleagues to support campus-wide adoption.
- Academic Records Evaluators have successfully used the platform to determine eligibility for Spring 2025 degrees/certificates to be conferred. Evaluators concomitantly evaluated candidacy using SMC's internal degree audit system and other tools.
- In partnership with Admissions and Records and MIS, an advanced "what if" module was created by Stellic to help identify students eligible for degrees and certificates. This effort, given expanded parameters and allotted computing capacity, resulted in identifying additional students now eligible for a credential. Results from Stellic were compared against SMC's internal results. This report, only available to SMC (not other Stellic clients), is expected to be used moving forward, with a UI coming in the next few months. This will also lead to a "what if" query that can be used by students, counselors, and evaluators to determine which degrees/certificates individual students may be eligible for, or close to completing.
- Over 5,000 students have used the Stellic platform to date, with adoption continuing to grow daily due to the mandatory education plan requirement for new first-time college students and use by counselors.
- The implementation team has begun implementation of Stellic's Transfer module, which will enable students and counselors to upload transcripts from other colleges. If courses are part of SMC's articulation database, they will be automatically evaluated by the system and integrated into the student's degree audit, with progress updated accordingly. The articulation Officer and other approved personnel will be able to update the course articulation database. As a starting

point, all 116 of California Community Colleges hosting courses in ASSIST.org will be integrated into SMC's Stellic course database to facilitate transcript evaluations.

- Work is scheduled to begin in mid-to-late Summer 2025 on the implementation of Stellic's early alert and care tools, as well as the launch of analytics features that will support course scheduling by Academic Affairs and academic departments.
- Finally, beginning October 2025, Stellic will be the exclusive education planning tool at SMC. The current platform, MyEdPlan, will be decommissioned and no longer available for use.

Acknowledgments. We extend our deepest appreciation to Nicholas Chambers for co-leading the Stellic implementation alongside Dean Esau Tovar. Heartfelt thanks also go to Wendy Liu and her exceptional MIS team, whose support was essential in meeting the extensive data needs of the project. We are equally grateful to our Implementation Team members—Rachel Demski, Dee Dee Hodges, Philip Lantz, Jessie Garcia, Olivia Vallejo, and Calvin Madlock—for their dedication, insights, and collaborative spirit throughout this process. A special thank you to Guido Davis Del Piccolo, Daniella Washington, and Audra Wells for their critical role in developing the full suite of Stellic Pathways.

Mission, Vision, Goals: The successful implementation of the Stellic Student Success Suite strengthens SMC's mission to provide an inclusive and dynamic learning environment by giving students, counselors, and evaluators powerful tools to guide academic planning and accelerate completion. By enhancing access to personalized pathways, real-time degree audits, course scheduling and planning, Stellic supports institutional goals for intellectual exploration, integrated learning, and responsive support services that help students achieve their educational goals.

Board Goals & Priorities Goal 3: Stellic's tools help identify eligible students for degrees and support timely progress through education plans, audits, and early alerts—contributing directly to increased persistence, completion, and equity in outcomes. Goal 10: By replacing legacy platforms and integrating transcript articulation and planning tools, Stellic simplifies the student experience and removes barriers to degree planning and progress.

Surge in Both Remote and In-Person Visits

Admissions and Records experienced a notable increase in activity in 2024-25 compared to the previous year. The number of visits rose by approximately 13 percent total, with significant growth in both remote visits (13 percent) and in-person visits (15 percent) [only the first two weeks in June 2025 are included in the analysis]. The largest growth experienced was in the months of July 2024 (33 percent), December 2024 (39 percent), March 2025 (54 percent), and April 2025 (65 percent). Monthly trends reveal peaks in August and May, aligning with the start of open enrollment and the start of the Fall semester, respectively. August 2024 recorded the highest monthly activity at 4,417 students, followed closely by May 2025 with 4,341 students, demonstrating heightened activity during critical enrollment periods.

Additionally, 65,533 admission applications were processed between May 2024 and May 2025; of which, 23,720 required manual review and verification to determine legitimacy. Nearly 30,000 forms were received and processed, as well as over 40,000 transcript requests.

Mission, Vision, Goals: The surge in both remote and in-person student visits, alongside the high volume of processed applications, forms, and transcripts, reflects SMC's commitment to providing robust and responsive student support services that meet evolving needs. These efforts support an inclusive, student-centered environment that ensures access to essential services—key to students achieving their academic and career goals.

Board Goals & Priorities Goal 10: CCCApply has helped simplify the application process and continues to evolve. However, reduced staffing and a significant rise in fraudulent applications have made it increasingly challenging for

Admissions to maintain rapid processing timelines with suspected applications and false positives, despite ongoing efforts to streamline workflows and safeguard access for legitimate students.

Financial Aid and Scholarships

The Office of Financial Aid and Scholarships processed financial aid awards for students who submitted Federal FAFSA or California State Dream Act applications who met the criteria for federal and/or state funding 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. During the 2024-25 award year, the Department of Education transitioned to a "Simplified" version of the FAFSA. While the questions on the FAFSA were substantially decreased, several issues arose as a result. There was a huge increase in staff resources to provide financial aid advice to students one-on-one in person, via email, through Q less and in group settings through presentations. As the staff worked through and resolved the various issues, the department realized a huge increase in federal Pell Grant and state Cal Grant awards from the 2023-24 to 2024-25 award years. Unfortunately, there was also a huge increase in fraudulent students and once discovered appropriate actions were taken to remedy these circumstances.

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 supplemental 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, Nursing, and Non-Credit departments to provide financial aid workshops and counseling.

The Office of Financial Aid and Scholarships scheduled FAFSA and California Dream Act 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 2024-25 Federal Aid Applications: 37,874 (as of June 12, 2025)

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 2024-25 California Promise Fee Waiver Receivers: 25,615 (as of June 12, 2025)

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 2024-25 Pell Grant Recipients: 7,594 (\$34,283,821 as of June 12, 2025)

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 2024-25 SMC Promise Recipients: 2684 (936,896.00 as of June 12, 2025)

Total number of 2023-24 SMC 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 Financial Aid “Paid” for 2024-25: \$57,596,308.00 (as of June 12, 2025)

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 amount of Santa Monica College Foundation Scholarships awarded for 2024-25: \$922,080 to 334 students totaling 418 scholarships

Total amount of Santa Monica College Foundation Scholarships awarded for 2023-24: \$835,020 to 398 students totaling 481 scholarships

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.

Emergency Disaster Relief Fund. The California Community College Chancellor's office provided SMC with two disaster emergency relief funds beginning with the 2022-23 award year cycle for CA residents who qualified for the CCPG grant and met certain registration criteria as well as students who met certain GPA requirements and qualified for AB 540 status designation. Amounts were allowed to be carried over and spent in the 2024-25 award year. A total of \$59,958 was spent this academic year and awarded to students with AB 540 designation. Over the course of three academic years, a total of \$524,158 has been distributed since the 2022-23 award year. A total of \$2,834,221 has been disbursed to California residents who qualified for the CCPG and met certain registration requirements since the 2022-23 award 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 2024-26 Theme for SMC Global Citizenship is "Mobility, Migration and Movement." Faculty were encouraged to find creative ways to explore the Global Citizenship theme in their classes and through planned presentations.

In 2024-25, the Global Citizenship Committee focused on implementing a two-year study abroad plan so that we can start advertising the opportunities earlier to students. In addition, we revised our understanding of student needs regarding the study abroad offerings and the prices of the study abroad programs. When the South Africa trip failed to meet the minimum enrollment requirement in Winter 2024 and was cancelled, we were concerned that the price was too high for students. We focused on identifying scholarship opportunities and funding through Associated Students to bring the cost down. This was helpful in attracting more students. However, we also learned through surveying students that they were interested in different locations. When we offered trips to destinations that the students had expressed strong interest in, the trips filled quickly despite a higher price point than what we had for South Africa. Some students remained dependent on funding to help them participate. We have an endowed scholarship through the SMC Foundation that assists students with demonstrated need. In addition, we partner with WorldStrides to provide planning and on-ground support for each of our study abroad programs. By following the WorldStrides prescribed marketing timelines and meeting all deadlines, we earn \$2,000 per trip that we award in scholarships to students with demonstrated need.

The Global Citizenship Committee sponsored a variety of activities and special events during the 2024-25 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, and in close collaboration with faculty offered a variety of programming, initiatives, and study abroad programs.

Community Colleges for International Development Conference, February 14-17, 2025. The conference covered educational exchange and study abroad, peacebuilding, government service and diplomatic affairs. The following faculty attended the conference: Delphine Broccard, Taneka Washington, and Sri Susilowati. They shared what they learned with the GCC members at the February 27, 2025 GCC meeting.

Global Citizenship Symposium. The 16th annual Global Citizenship Symposium was held on May 1, 2025. 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

Queer Activism in Asian-American Community in California. On October 15, 2024, Professor Gina Masequesmay made a Zoom presentation about her research and activism in the Vietnamese American and Asian American queer communities.

Bridging Cultures: Exploring Middle Eastern Perspectives in Art, Cuisine, and Global Issues was a class offered to SMC students on November 7, 2024. Students from Art, Modern Languages and other departments attended. The class discussed Middle Eastern Art and Middle Eastern Cuisine, exploring the historical, cultural, and social significance of each.

Artist Roundtable: Black Artists in Los Angeles discuss Global African Diasporic Art. This roundtable, held on November 12, 2024, included five artists whose work has been on display in the campus art gallery from August 2024 through May 2025 in the “Convergence Vertex: Traversing the Minor Gesture of Timelines” show. The artists discussed how Black L.A. artists have influenced each other through intergenerational conversations via their artworks and how they connect their artwork to the greater global African diaspora and community of Black artists.

Artistic Perspectives on the Global EcoFeminist Movement: A Conversation with Alicia Piller and Donel Williams was held on April 1, 2025. The presentation was a continuation of the Artist Roundtable held in the Fall 2025 semester, and featured two additional artists whose work was on display in the Convergence Vertex show. The discussion topics of the Spring 2025 event centered on the Global Ecofeminist movement and the role of the Black Diaspora in the movement as well as how artistic practice can be informed by/respond to Ecofeminist principles.

The California Sky Watcher talk held on April 22, 2025 featured retired Professor William Selby who discussed his book *The California Sky Watcher: Understanding Weather Patterns and What Comes Next*, which covers the Anthropogenic climate change affecting us now and for the foreseeable future.

Asian Pacific American Month: May 7 & 8, 2025. The History department brought several speakers over two days to highlight the accomplishments and perspectives of Asian Americans. Joyce Pualani Warren (Asian American Studies, CSUN) spoke about Indigenous Pacific science fiction and the fantastic, related to *An Ocean of Wonder: The Fantastic in the Pacific* (2024), which she co-edited. Yuriko Gamo Romer, screened and discussed her film, *Baseball Behind Barbed Wire* (2023), which examines the history of Japanese American incarceration during WWII through the lens of baseball. Nenita Pambid Domingo (Asian Languages and Cultures, UCLA) screened and discussed her film, *Bahala na si Bathala sa mga Banal na Bata* (God Will Take Care of the Blessed Children, 2024) which provides an ethnography of the indigenous beliefs centered around Mt. Banahaw. Lan Duong (English, USC) discussed her recent volume of poetry, *Nothing Follows* (2023), which narrates her family’s life as refugees in the U.S. following flight from war torn Vietnam.

Student Sustainability Workshops, May 17 through June 4, 2025. About 200 students participated in a series of free workshops over eight weeks. The workshops combine hands-on, real-world experiences with

topic-based group workshops to create an all-encompassing understanding about environmental issues, solutions, and career opportunities in sustainability fields.

Connecting Air Pollution and Chemistry to Educate, Improve and Transform Lives Air quality monitors were purchased for use in Chem 9 classes to support their design of non-traditional lab experiments that relate to everyday occurrences (such as the recent wildfires), helping students to understand the changes they can see to the chemical changes they *cannot* see. Students were inspired to apply scientific knowledge to real-world environmental problems.

Study Abroad Trips

Japan, Winter 2025. In Winter 2025, Professor George Davison and Instructor James Gappy led a study abroad across Japan. Students explored the rich and well-preserved cultural heritage of Japan through the shrines, temples, and gardens in Tokyo, Osaka, and Kyoto. This was a very popular trip that filled within three weeks after it opened for enrollment. Based on strong student interest, the GCC will offer another trip to Japan in Winter 2027.

Paris, Summer 2025. Professors Heather Bennet and Kristin Mihaylovich will lead a group of 24 students to Paris from June 28 through July 8, 2025. They will introduce participants to the art and history of the city, focusing on imperialism, immigration, migration, and diversity as they explore museums, neighborhoods, and restaurants.

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 2024-25 are listed below and paired to match the Board of Trustees Annual Goals and On-going Priorities.

International Student Enrollment. Fall 2024 enrollment increased modestly, continuing a pattern of steady growth. This positive trend reversed in Spring 2025, when enrollment declined by two percent compared to the previous Spring term. This initial downward shift can be attributed to political rhetoric and federal policy changes designed to target current and perspective international students.

Current projections indicate that enrollment decreases for Fall 2025 will accelerate downward and exceed 10 percent, representing a significant departure from recent stability.

Several interconnected federal policy actions are exerting present downward pressure on international enrollment and are likely to adversely impact future enrollment cycles. In April, May, and June of 2025, the federal government enacted a series of proclamations to revoke F-1 visas, terminate SEVIS records, enact travel bans, establish enhanced visa interview standards, and pause visa appointment interviews at U.S. consular offices worldwide. These series of activities have increased uncertainty among current

international students while precluding potential new students from obtaining F-1 visas, entering the U.S., and enrolling at U.S. institutions. The IEC is actively developing strategies to keep current and perspective students informed. IEC admission officers, immigration team members, and counselors are proactively connecting with students and offering guidance on compliance, visa application process, interview booking strategies, and online study options in the event that entry into the U.S. is delayed or entirely precluded.

BOT Annual Goals: Increase enrollment by 5 percent; Fiscal stewardship: Reduce the structural budget deficit by \$5,000,000. Stabilize the fiscal structure of SMC and meet the requirement for a 5 percent fund balance.

IEC Student Recruitment Efforts. Throughout the 2024-25 academic year, the IEC has undertaken comprehensive international recruitment efforts that demonstrate both strategic expansion and operational innovation. This academic year marked the beginning of a more ambitious global outreach campaign.

In 2024-25 key personnel from the International Education Center and the Department of Admission and Records traveled extensively to cultivate relationships and expand the college's international presence to current and new markets. The Associate Dean embarked on a strategic tour that included traditional markets like Sweden, Norway, Canada, and France, while also expanding our recruitment efforts to new markets like India, Mexico, and Brazil. She participated in numerous student and agent fairs to connect directly with prospective students and educational partners while abroad and attended agent fairs in San Diego and Miami domestically. Simultaneously, IEC's Director of Development focused our recruitment efforts on the Asia-Pacific region, traveling to Taiwan, Korea, Singapore, Malaysia, China, Vietnam, and Japan to strengthen relationships with both new and existing global partners while actively participating in student recruitment fairs. To help handle the added recruitment efforts, the Dean of Admissions and Records traveled to Mexico and Colombia to explore the potential of these two new markets while the Dean of IEC traveled to Dubai and Abu Dhabi to recruit students from the Middle East and India.

To address budgetary constraints while maintaining effective recruitment practices, the IEC pioneered an innovative cost-sensitive approach to marketing and outreach. Under the Associate Dean's leadership IEC has successfully secured funding to hire SMC alumni as recruitment representatives, creating a unique model that addresses multiple challenges simultaneously. This creative initiative not only reduces expensive travel costs but also provides authentic peer-to-peer connections between prospective students and recent graduates who can share genuine experiences about SMC programs in the students' native languages. This new approach was piloted in the Swedish market with an SMC alum.

Looking toward future growth, the IEC has identified India as a promising market and has committed to increasing the frequency of travel to this region throughout 2025 and beyond. While India presents significant access challenges and market entry barriers that make it more difficult to penetrate than other international markets, it stands alone among global markets in offering the advantageous demographic and economic student profiles that justify the substantial costs of development. This strategic focus reflects the department's recognition that India should serve as a cornerstone of future recruitment efforts that will require sustained engagement to establish strong institutional presence in this vital but challenging market.

BOT Annual Goals: Increase enrollment by 5 percent. BOT: Annual Goals: Fiscal stewardship: Reduce the structural budget deficit by \$5,000,000. Stabilize the fiscal structure of SMC and meet the requirement for a 5 percent fund balance.

International Contract Education. In 2024-25, the Novel Prep partnership delivered exceptional results, generating over \$1.9 million in gross revenue for the district. This success has led to a contract renewal for 2025-26, with projected revenue expected to exceed \$2 million.

Founded in 2013 with an initial mission to assist Chinese high school students in gaining entry to U.S. private high schools, Novel Prep has significantly expanded its reach and now serves over 7,000 students through online courses as of 2023. The company has developed considerable expertise in international curriculum requirements, including U.S. high school subject prerequisites, Advanced Placement test preparation, and comprehensive middle and high school completion support programs. Novel Prep's primary clientele consists of Chinese high school graduates over 18 years old, as well as current high school students who participate in online learning from their home countries.

Novel Prep has demonstrated a strong commitment to continuing and expanding this partnership in future academic years, as evidenced by the renewed contract with its increased revenue projections.

BOT Annual Goals: Increase enrollment by 5 percent. BOT: Annual Goals: Fiscal stewardship: Reduce the structural budget deficit by \$5,000,000. Stabilize the fiscal structure of SMC and meet the requirement for a 5 percent fund balance.

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 continues to be that SMC is a leader in international education capable of delivering our core services on-ground and in remote modalities. Additionally, our global partners receive training in admission requirements, Admission Portal utilization and regulatory changes that may impact their recruitment efforts.

BOT Annual Goals: Increase enrollment by 5 percent. BOT: Annual Goals: Fiscal stewardship: Reduce the structural budget deficit by \$5,000,000. Stabilize the fiscal structure of SMC and meet the requirement for a 5 percent fund balance.

Technology and Marketing. IEC continues to be at the forefront of adopting new technological platforms to augment our marketing efforts. In 2024-25, the IEC has continued to infuse authentic student voices in the recruitment of new students by employing the Unibuddy platform. The IEC has also implemented, operationalized, and integrated the 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 continues to optimize our operations by automating SEVIS student registration protocols and decreasing student SEVIS registration times by hundreds of staff hours per semester, allowing IEC professionals to focus more on student support and time spent on processing admission applications.

BOT Annual Goals: Increase enrollment by 5 percent. BOT: Annual Goals: Fiscal stewardship: Reduce the structural budget deficit by \$5,000,000. Stabilize the fiscal structure of SMC and meet the requirement for a 5 percent fund balance.

Student Admissions and Onboarding. In 2024-25, 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 and government regulations. The admissions team supports F-1 students throughout the admissions process and pre-enrollment steps.

To maximize new student enrollment, the IEC has implemented several strategic initiatives. The department continues to extend admission deadlines for new students and has developed expedited processes to ensure that admitted students facing delays due to extended visa processing times and consular understaffing can begin their educational programs online while awaiting entry to the U.S.

Anticipating a decline in submitted applications, the IEC admission team has shifted focus to actively pursue students who have begun but not completed their applications. This targeted outreach strategy involves direct outreach with prospective students to guide them through the remaining application steps, provide assistance with required documentation, and address any barriers preventing completion. By concentrating efforts on converting these partially completed applications into full submissions, IEC aims to maximize enrollment yield from the existing applicant pool rather than relying solely on attracting entirely new prospects.

This approach recognizes that students who have already initiated the application process have demonstrated genuine interest in the college and may need additional support or encouragement to complete their enrollment journey.

BOT Annual Goals: Increase enrollment by 5 percent. BOT: Annual Goals: Fiscal stewardship: Reduce the structural budget deficit by \$5,000,000. Stabilize the fiscal structure of SMC and meet the requirement for a 5 percent fund balance.

New Student Seminar. In 2024-25, 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.

BOT Annual Goals: Increase enrollment by 5 percent. BOT: Annual Goals: Fiscal stewardship: Reduce the structural budget deficit by \$5,000,000. Stabilize the fiscal structure of SMC and meet the requirement for a 5 percent fund balance.

IEC Counseling. In 2024-25, 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 before entering the U.S.

In 2024-25, SEAP and IEC direct budget support helped to increase counseling hours during Winter, Summer, Fall, and Spring terms to offset budget cuts that impacted counseling availability. The additional funding has allowed access to counseling services by hundreds of hours during critical periods of the Summer, Fall, Winter, 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 and the IEC immigration team have also worked tirelessly with Academic Affairs 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.

BOT Annual Goals: Increase enrollment by 5 percent. BOT: Annual Goals: Fiscal stewardship: Reduce the structural budget deficit by \$5,000,000. Stabilize the fiscal structure of SMC and meet the requirement for a 5 percent fund balance. Ongoing BOT Priorities Educational Advancement, Quality, and Equity: Ensure a supportive, inclusive, and collegial environment for students and staff. Ongoing BOT Priority Student Life Devote resources to assist students with personal circumstances that negatively affect student success.

IEC Immigration Team. In 2024-25, 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 to fruition.

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 400 students who would otherwise fall out of status.

BOT Annual Goal Future of the College: Increase enrollment by 5 percent. BOT: Annual Goals Fiscal stewardship: Reduce the structural budget deficit by \$5,000,000. Stabilize the fiscal structure of SMC and meet the requirement for a 5 percent fund balance. Ongoing BOT Priorities Educational Advancement, Quality, and Equity: Ensure a supportive, inclusive, and collegial environment for students and staff. Ongoing BOT Priority Student Life Devote resources to assist students with personal circumstances that negatively affect 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 2024-25, the IEC organized trips to Dodger games, visits to Magic Mountain, the Los Angeles Zoo, shopping trips, and visits to multiple museums and cultural centers. IEC staff also organized speed friending events, hikes to the Hollywood Sign, whale watching expeditions, visits to the Long Beach Aquarium, gaming events, and other interactive activities designed to connect student to each other and to the campus community with a focus on increasing connections between students and retention and persistence from one semester to the next. 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 Devote resources to assist students with personal circumstances that negatively affect student success. Ongoing BOT Priorities Educational Advancement, Quality, and Equity: Ensure a supportive, inclusive, and collegial environment for students and staff.

Housing and Health Insurance Services. The IEC continues to provide comprehensive housing and health insurance support services to our international student population. The IEC also continues to house a mental health professional dedicated to the needs of the international student population.

Ongoing BOT Priority Student Life Devote resources to assist students with personal circumstances that negatively affect student success. Ongoing BOT Priorities Educational Advancement, Quality, and Equity: Ensure a supportive, inclusive, and collegial environment for students and staff.

In 2024-25, the International Education Center has remained 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 five-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,** includes 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.** In July 2024, the Grants Office staffing was expanded to include a Project Manager to support the Director of Grants. Collaboratively, the Grants Office team's goal is to serve and support the college community and the SMC Foundation in its grant-seeking, development, and post-award activities. As a part of the grant approval process, the Grant Advisory 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, and at its June 4, 2024 meeting, the Board of Trustees approved the candidate for this position. The new Project Manager started July 1, 2024. The Project Manager, Grants has developed and administered several federal and state grants, including proposal and budget development contributing to the overall success of the Grants Office in securing awards. The Project Manager, Grants was also responsible for supporting principal investigators in the pre-award and post-award grant activities and serving as the administrative lead on several awarded grants. Post-award administrative activities included conducting quarterly project manager meetings to monitor the activities of the grant awards and providing assistance with reporting, budget management, and other compliance requirements of the grant award. The Project Manager, Grants also enhanced the Grant Office's research capabilities, identifying new sources of funding and opportunities for consideration by faculty and staff across the college.

Board Priority: Fiscal and Facilities #8

Wildfire Relief: On January 7, 2025, two major wildfires began in the greater Los Angeles County communities - the Palisades and Eaton Fires. The SMC community immediately moved into action. SMC's Leadership across all constituency groups came together to provide disaster support resources for our students to obtain temporary housing, food, clothing, counseling, and other necessary support services. The Grants Office served as a part of the tremendous team effort and collaborated with the SMC Foundation team to apply for and receive grant funding, contributing to the \$1.6M raised by the SMC Foundation to support students and staff impacted by the devastating fires.

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 that applies for a one-year period.

Additionally, in June 2025, the Grants Office in coordination with the Black Collegians Program Umoja Community; Division of Equity, Pathways and Inclusion; and, other campus stakeholders, prepared and submitted a grant application for the designation of the college as a Black Serving Institution. California's Senate Bill 1348 (SB 1348), signed into law by Governor Newsom on September 26, 2024, was established to recognize campuses that "excel at providing academic resources to Black and African American students". Upon approval, an initial designation for a college will be valid for five academic years. The program is managed by the California State University Central Office for the Advancement of Black Student Success (COABSS). Results of the designation determination are pending as of this report.

Board Priority: Fiscal and Facilities #8

Federal Grant Regulations and Terminations: On January 21, 2025, the federal government issued Executive Order 14173, Ending Illegal Discrimination and Restoring Merit-Based Opportunity. The Executive Order in part states "institutions of higher education have adopted and actively use dangerous, demeaning, and immoral race- and sex-based preferences under the guise of so-called "diversity, equity, and inclusion" (DEI) or "diversity, equity, inclusion, and accessibility" (DEIA) that can violate the civil-rights laws of this Nation. " The Executive Order further instructs, "The head of each agency shall include in every

contract or grant award (A) A term requiring the contractual counterparty or grant recipient to agree that its compliance in all respects with all applicable Federal anti-discrimination laws is material to the government’s payment decisions for purposes of section 3729(b)(4) of title 31, United States Code; and (B) A term requiring such counterparty or recipient to certify that it does not operate any programs promoting DEI that violate any applicable Federal anti-discrimination laws.”

On January 27, 2025, the federal government issued a temporary pause on all grant programs and funding to review whether spending aligned with the President’s executive orders on issues like climate change and diversity, equity and inclusion programs. The memo was rescinded on January 29th.

On April 22, 2025, the National Science Foundation reportedly terminated more than 400 active grants containing the words “diversity, equity and inclusion”. On May 2, 2025, Santa Monica College was notified by the National Science Foundation that its grant, Fostering and Equity-Minded Student Success Culture in STEM through Faculty Development, was terminated early (the grant was originally set to expire September 30, 2025).

The Grants Office is monitoring further regulatory activities that may impact current federal grant awards and pending submitted proposals. At this time, NSF and other federal grant programs have communicated that some programs have been paused or in some instances cancelled. The Grants Office is actively coordinating with senior leadership, Fiscal Services, faculty leads and project managers to address.

Board Priority: Fiscal and Facilities #8

California Governor’s Budget. In addition to Federal fiscal uncertainty, in its May revise budget, the State of California has identified the CA Learning Lab as a program to be discontinued and unfunded over the next two years. Santa Monica College was awarded a \$200,000 grant through the CA Learning Labs’ AI FAST Challenge to support professional development for faculty to incorporate AI technology into their curriculum. The grant remains funded currently; however, the status of this program long-term is unclear.

Despite these uncertainties the Grants Office successfully submitted and was awarded grants on behalf of the college and the Foundation to eliminate barriers to ensure academic success for Santa Monica College students.

Board Priority: Fiscal and Facilities #8

Santa Monica College Grant Activity Summary

Grants Submitted			Awarded	Pending
District	11	\$3,366,326	\$2,085,000	\$931,326
Foundation	25	\$1,213,263	\$1,127,263	\$ 45,000
Total	36	\$4,579,589	\$3,212,263	\$976,326

Santa Monica College Grant Activity							
Funding Source	Type	Amount Requested	Outcome	Amount Secured	Amount Pending	Program Lead	Purpose
California Community College Chancellor's Office	Federal	Unspecified	Secured	\$560,000		Vanan Yahnian	Note 1
California Community College Chancellor's Office	Federal	\$1,999,000	Secured	\$1,150,000		Eric Williams	Note 2
California Community College Chancellor's Office	Federal	\$938,877	Secured	\$175,000		Debra Joseph-Locke	Note 3
California Learning Lab	Federal	\$199,701	Secured	\$200,000		Steven Sedky	Note 4
Robert Wood Johnson Foundation – Partnership with UCLA (grantee)	Federal		Secured	Letter of Support		Collin Ellis	Note 5
Department of Education Postsecondary Student Success Program Subaward to The Center for Collaborative Education	Federal	\$300,000	Pending		\$300,000	Marybeth Murray / Nane Zadouri	Note 6
Department of Defense	Federal	\$600,826	Pending		\$600,826	Sarah Kurtoic / Karol Lu	Note 7
National Oceanic and Atmospheric Administration (NOAA)	Federal	\$30,500	Pending		\$30,500	Karol Lu	Note 8
US Department of Agriculture; National Institute of Food and Agriculture	Federal	\$150,000	Pending		\$150,000	Karol Lu	Note 9
10 - California Community College Chancellor's Office	State	\$150,000	Declined			Kevin Benitez / Debra Locke	Note 10
Institute of Museum and Library Services Laura Bush 21st Century Librarian Program	Federal	\$150,000	Declined			Walter Butler	Note 11
National Science Foundation	Federal	\$50,000	Declined			Tram Dang	Note 12
National Science Foundation	Federal	\$50,000	Declined			Tram Dang	Note 13
National Science Foundation	Federal	\$49,602	Withdrawn			Tram Dang / Vanan Yahnian	Note 14
TOTALS		\$3,366,326		\$2,085,000	\$931,326		

Note 1 - Mathematics, Engineering, and Science Achievement (MESA) The purpose of this grant is to distribute two years of funds designated for Mathematics, Engineering, and Science Achievement (MESA) programs to Santa Monica College for new MESA programs starting in 2025-26, to establish and support MESA programs.

Note 2 - Rebuilding Nursing Infrastructure (RNI) - The RNI grant will focus on expanding SMC's nursing programs and partnerships to address the nursing shortage, and increase, educate, and maintain the next generation of registered nurses. The proposed project, "Rebuilding and Reimagining Nursing in California: Santa Monica College's Alternative Pathway to Expand Nursing (SMC- APEN)" will expand the nursing program to foster growth in providing care to vulnerable populations in underserved and underrepresented communities in Santa Monica and Los Angeles County at-large.

Note 3 - RISING Scholars Program - Continues and enhances the counseling support program for formerly incarcerated and system impacted Santa Monica College students called RISING (Reentering Incarcerated and System Impacted Navigating Greatness).

Note 4 - Strategies for Optimal AI Resilience (SOAR) - The Santa Monica College (SMC) and Glendale Community College (GCC) SOAR (Strategies for Optimal AI Resilience) is a collaborative initiative designed to equip faculty with the skills and resources to effectively integrate AI into their teaching practices. Our goal is to work together to foster an intercampus community, enhance teaching, learning, and the student experience via AI adoption on both campuses, while aligning with diversity, equity, and inclusion (DEI) principles through a focused, research-driven approach that will be scalable, adaptable and openly shared with other community colleges.

Note 5 - Summer Health Professions Education Program - Partnership with UCLA for the Summer Health Professions Education Program. Outreach and recruitment efforts by UCLA to SMC students to provide information about medical professions. This will take the form of webinars to local populations, in-person presentations at SMC, and local events. Additionally, information will be provided to pre-health students through advising sessions and referrals to the UCLA Pre-Health Guidance Center for individual appointments.

Note 6 - Pathway for Prospective Educator Success (PPES) – Subaward - This is an innovative grant meant to provide exploratory opportunities for any and all SMC students interested in learning about the teaching profession. The grant seeks to offer a comprehensive pathway for exploring teaching careers through Enhanced Advisory Mentoring (EAM). This three- layered mentoring model integrates individual guidance, cohort-based support, and a Community Mentoring Network to address challenges like academic disparities and financial barriers. With rigorous evaluation by WestEd, the program will measure outcomes such as sense of belonging, persistence, GPA, and transfer rates, ensuring data-driven improvements and scalability.

Note 7 - Enhancing Chemical Education and Technology Training with Nuclear Magnetic Resonance (NMR) Spectroscopy - Santa Monica College (SMC) seeks funding to acquire a Nuclear Magnetic Resonance (NMR) spectrometer to strengthen its current chemistry courses and enhance the development of new course(s) in the Chemical Technology Program. This advanced analytical tool will significantly enhance SMC's ability to deliver hands-on, industry-relevant training, and better prepare students for careers in chemistry, biotechnology, pharmaceuticals, and related fields. The NMR spectrometer will be integrated into classroom instruction, laboratory experiments, and independent study projects, giving students direct experience in molecular structure determination, chemical analysis, and quality control techniques. Furthermore, it will support faculty in developing collaborations with local industry partners, expanding student access to internships, employment, and undergraduate research opportunities.

Note 8 - SeaBridge: Pacific Region Sea Grant-Minority Serving Institution Collaborative Hub: Bridging Education, Research, Outreach and Workforce Development for Engagement in Aquaculture - In partnerships with USC, this proposal seeks to leverage USC Sea Grant's funding opportunities and extensive network of marine scientists to support collaborative projects focused on sustainable aquaculture methods and marine conservation. By integrating hands-on research with real- world problem-solving, SMC and USC students will gain invaluable experience that enhances both their academic and professional development. The collaboration will utilize state-of-the art research facilities at USC main campus and extends to USC's associated labs located at AltaSea, in the Port of Los Angeles, providing students with immersive, experiential learning environments that complement theoretical coursework.

Note 9 - Developing an Alliance for Training for Agriculture in Urban Students (DATA-US) - Sub Award with University of Texas - This project aims to advance career and technical education and workforce development in aquaculture, providing students with valuable learning opportunities, practical work experiences, and industry- aligned credentials in the form of a Chancellor-approved certificate(s). The project includes the development of educational modules, student internships and job shadowing, and a symposium to foster collaboration among participants.

Note 10 - Veterans Mental Health Demonstration - This project will be used to support the mental health of SMC veteran students in the Veteran Success Center (VSC). The goal is to support all new incoming veterans with enhanced mental health support, including those who are part of the VSC and those not a part of the VSC.

Note 11 - Planning for a Library Studies Degree Program at SMC – Round 2 Invitation - This planning project will begin the process of examining whether a library studies degree baccalaureate program is a viable option for Santa Monica College. According to the Los Angeles Center of Excellence for Labor Market Research, there is a significant supply gap in the region for library technicians and assistants (2022). There are no undergraduate programs for library science in any CSU or UC, but the CCC system houses the largest number of library certificate programs in the nation, leading students to transfer to out-of-state institutions with library science degree programs or pursue other degree programs in-state.

Note 12 - Collaborative Planning Grant - This is a one-year grant to help institutions plan for a longer- term STEM proposal. The program seeks 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 activities.

Note 13 - 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.

Note 14 - Fostering Research in Engineering Education through Networking and Data Sharing with Higher Education Institutional Partners (FRIENDSHIP) As a subaward to Mt. SAC College, this program proposal will strengthen engineering education and STEM broadening participation research at Mt. San Antonio College (Mt. SAC), through an intentional collaboration with research partners at HSIs. Activities in this proposal are designed to 1) characterize the lived experiences of community college STEM students in degree programs, 2) establish agreements to share STEM transfer student data and transfer partnership structures, and 3) foster a reciprocal community of research-practitioners at Mt. SAC, within a larger network of scholars.

RISING Scholars Program Year 1 funding only. Additional funding anticipated to be awarded over the remaining two-years of the 3-year grant.

SMC Foundation Grant Activity							
Funding Source	Type	Amount Requested	Outcome	Amount Secured	Amount Pending	Program Lead	Purpose
Robert R. Sprague Foundation	Local	\$10,000	Secured	\$10,000		Tracy Beidleman	Note 15
John Burton Advocates for Youth	Local	\$5,000	Secured			Raul Encios	Note 16
Dorothy Rupe Foundation	Local	\$38,809	Secured	\$35,000		Eric Williams	Note 17
California College Pathways – Whittier Trust	Local	\$4,000	Secured	\$4,000		Raul Encios / Debra Joseph-Locke	Note 18
Albertsons/Vons/Pavilions	Local	\$300,000	Secured	\$300,000		Tracy Beidleman	Note 19
Fire Aid	Local	\$250,000	Secured	\$250,000		Tracy Beidleman	Note 20
Foundation for California Community Colleges	Local	\$175,000	Secured	\$175,000		Tracy Beidleman	Note 21
Ralph M. Parsons Foundation	Local	\$25,000	Secured	\$25,000		Tracy Beidleman	Note 22
Albertsons/Vons/Pavilions	Local	\$50,000	Secured	\$50,000		Tracy Beidleman	Note 23
Foundation for California Community Colleges	Local	\$7,500	Secured	\$7,500		Tracy Beidleman	Note 24
Swipe Out Hunger	Local	\$1,000	Secured	\$1,000		Sharlyne Massillon	Note 25
Colburn Foundation	Local	\$10,000	Secured	\$30,000		Mercedes Juan Musotto / Brian Driscoll	Note 26
The Sherwood Foundation	Local	\$25,000	Secured	\$20,000		Sharlyne Massillon / Susan Fila	Note 27
The Plotkin Family Foundation	Local	N/A	Secured	\$10,000		Tracy Beidleman	Note 28
The George Hoag Foundation	Local	\$2,500	Secured	\$2,500		Tracy Beidleman	Note 29
Google, LLC	Local	N/A	Secured	\$50,000		Tracy Beidleman	Note 30
California College Pathways – Whittier Trust	Local	\$100,000	Secured	\$100,000		Raul Encios / Debra Locke	Note 31
Golden Globe Foundation	Local	\$10,000	Secured	\$10,000		Sharyn Obsatz	Note 32
Golden Globe Foundation	Local	\$35,000	Secured	\$35,000		Salvador Carrasco / Drew Davis	Note 33
United Way Emergency Food and Shelter Program	Local	\$100,656	Secured	\$7,263		Susan Fila	Note 34
Golden Globe Foundation	Local		Pending		\$10,000	Sharyn Obsatz	Note 35
Golden Globe Foundation	Local		Pending			Salvador Carrasco / Drew Davis	Note 36
Michael and Alice Kuhn Foundation	Local	\$20,000	Declined			Valeria Garcia / Thomas Bui	Note 37
Swipe Out Hunger	Local	\$6,000	Declined			Sharlyne Massillon	Note 38
Ralph M. Parsons	Local	\$15,000	Declined			Brian Driscoll / Mercedes Juan Musotto	Note 39
TOTALS		\$1,213,263		\$1,127,263	\$45,000		

ALL TOTALS		\$4,579,589		\$3,212,263	\$976,326		
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Note 15 - STEM Scholarships - Scholarship support for the benefit of students at Santa Monica College majoring in Science, Technology, Engineering, or Math (STEM) fields.

Note 16 - Critical Needs and Opportunity Fund - Critical Care Funding to support students with urgent needs who have been in foster care or who have experienced homelessness.

Note 17 - Certified Nursing Program - To provide financial support to students for program related expenses typically required of nursing assistant students that may be a barrier to enrollment, persistence, course completion and certification exam.

Note 18 - Guardian Scholars Program - To support foster youth students, affected by the Palisades and Eaton area wildfires with immediate needs.

Note 19 - Partnerships with Santa Monica-Malibu Unified School District

Note 20 - Wildfire Relief - To support students, faculty and staff affected by the Palisades and Eaton area wildfires with immediate needs.

Note 21 - Wildfire Relief (B) - To support students, faculty and staff affected by the Palisades and Eaton area wildfires with immediate needs.

Note 22 - Wildfire Relief - To support students, faculty and staff affected by the Palisades and Eaton area wildfires with immediate needs.

Note 23 - Wildfire Relief - Gift Cards to support students, faculty and staff affected by the Palisades and Eaton area wildfires with immediate needs.

Note 24 - Wildfire Relief (A) - To support students, faculty and staff affected by the Palisades and Eaton area wildfires with immediate needs.

Note 25 - Support for students' basic needs and food insecurity.

Note 26 - SMC Orchestra Program general support for 2025-26 and 2026-27 performance season.

Note 27 - The proposed emergency relief fund would be exclusively for SMC students with an "urgent need" throughout the academic year. Grants may vary in dollar amount up to \$2,000 depending on circumstances. The Basic Needs Emergency Relief Program provides a financial safety net for students who may experience a major financial event that may impede their ability to persist through college to meet their educational goals. Basic Needs are fundamental to students' dignity and success throughout their higher education experience.

Note 28 - To support students in the Health Sciences Departments by providing meaningful opportunities for students and the community in the nursing, respiratory care, and gerontology programs.

Note 29 - General support for the Basic Needs program.

Note 30 - General Operating Support for programs.

Note 31 - Guardian Scholars Program - The project will support the retention and persistence of foster and former foster youth by providing textbook vouchers, meal assistance, and student fee reimbursements.

Note 32 - Funding will support a named scholarship awarded to journalism students during the 2022-2023 academic year – The Hollywood Foreign Press Association Award for Student Journalists at Santa Monica College. This fellowship will reduce the barrier to entry for students to work/intern on SMC's student newspaper, The Corsair, in order to help develop a diverse pipeline of future journalists.

Note 33 - Support students' hands-on experience in all facets of the filmmaking process in the capstone course, Making the Short Film (Film 33), in which students work collaboratively – preproduction, production, and postproduction through film festival submissions, as part of the SMC Film Programs' focus on preparing students for their film careers and gaining ever greater film festival exposure for our HSPA-funded short films.

Note 34 - To support the Bodega and Meal Project Program which provides nutritious meals to SMC students who may be food insecure.

Note 35 - Funding will support a named scholarship awarded to journalism students during the 2022-2023 academic year – The Hollywood Foreign Press Association Award for Student Journalists at Santa Monica College. This fellowship will reduce the barrier to entry for students to work/intern on SMC's student newspaper, The Corsair, in order to help develop a diverse pipeline of future journalists.

Note 36 - Support students' hands-on experience in all facets of the filmmaking process in the capstone course, Making the Short Film (Film 33), in which students work collaboratively – preproduction, production, and postproduction through film festival submissions, as part of the SMC Film Programs' focus on preparing students for their film careers and gaining ever greater film festival exposure for our HSPA-funded short films. \$5K of the award is designated for participation in film festivals.

Note 37 - Stipend Scholarships to support minoritized students participating in one of the four Student Equity Center programs. Scholarships will support non-tuition related costs such as textbooks, meal assistance and student fees to reduce equity barriers.

Note 38 - Support for students' basic needs and food insecurity.

Note 39 - Support for SMC Orchestra's 2024-25 performance season.

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 Office of Institutional Research contributed data and analysis to inform the development of the new Educational Master Plan (EMP). This included providing historical enrollment trends at the college, as well as community and district-area demographic data to contextualize shifts in student demand and population change over the last few years. In addition, IR developed a comprehensive crosswalk of existing college-wide plans, including the Strategic Enrollment Management Plan, Student Equity Plan, Guided Pathways, and Facilities Master Plan, to identify overlapping goals, strategies, and equity-focused activities. This crosswalk helped ensure the EMP was aligned with and built upon ongoing institutional efforts, while also highlighting key opportunities and gaps across the student journey, from enrollment to completion.

These efforts align with Annual Board Goal #1: Complete an Educational Master Plan that incorporates lessons learned from COVID and responds to current economic and demographic shifts. The data provided by the IR Office offered critical context for understanding enrollment trends and community needs, while the crosswalk of institutional plans ensured the EMP was grounded in existing strategic efforts.

The IR Office provided assessment and evaluation support for a range of strategies and programs aimed at reducing equity gaps in student outcomes. For example, we conducted a study examining the impact of student engagement events, such as SMC Preview, VIP Welcome, Midterm Motivation, and Fuel for Finals, on success outcomes, disaggregated by race/ethnicity. The findings will inform event improvements and outreach strategies. We also partnered with the Math Department, supporting their efforts to explore how assessment practices and student-faculty communication may impact the experiences and outcomes of racially minoritized students in math courses. This included co-developing interview protocols and analyzing student interview data to uncover structural barriers in teaching and learning. Additionally, IR led campuswide data sessions to help the college examine progress on key equity metrics and co-facilitated “imagining sessions” with students and employees to gather input on current equity efforts and future priorities. These findings are directly informing the development of the 2025–2028 Student Equity Plan.

These efforts align with Annual Board Goal #3: Decrease equity gaps. They provide campus leaders with actionable insights to redesign policies and practices in ways that better support the success of racially minoritized students.

To support advocacy efforts related to the Student-Centered Funding Formula (SCFF), the Office of Institutional Research conducted a comprehensive study analyzing the relationship between district SCFF funding status (SCFF, stability, or hold harmless) and performance on key student success metrics. This analysis, which was shared with the college’s Ad Hoc Legislative Committee, revealed that districts operating under the SCFF model did not show statistically significant improvements in student success outcomes compared to districts in hold harmless or stability status, findings that were used to craft talking points when district leaders met with state policymakers and legislators.

These efforts align with Annual Board Goal #8: 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 by helping the district make the case to extend the hold harmless provision.

To support a more inclusive and equitable campus environment for students, the IR Office, in collaboration with Equity, Pathways, and Inclusion, coordinated the administration of the National Assessment of Collegiate Campus Climates (NACCC) in Spring 2025. This survey, designed by the USC Race and Equity Center, captures students' perceptions of racial climate, belonging, and experiences with inclusion and exclusion on campus. Our office led efforts to ensure strong student participation by developing outreach materials and conducting a roadshow to encourage faculty and counselors to promote the survey. The findings will inform the 2025-28 Student Equity Plan and guide institutional strategies aimed at fostering a more supportive and positive campus environment for racially minoritized students.

It supports Ongoing Board Priority #3 (ensure a supportive, inclusive, and collegial environment for students and staff) by providing the college with actionable insights directly from students about their experiences of inclusion, exclusion, and belonging, particularly through a racial equity lens. By using the NACCC results to inform planning and policy decisions, SMC can more intentionally create a campus climate that is supportive, inclusive, and responsive to the needs of racially minoritized students and staff.

SMC's Data Coaching Program (also known as the "Equity Avengers Program") is a yearlong professional learning initiative that builds the capacity of faculty and staff to analyze disaggregated data, pursue equity-focused inquiry, and develop interventions that address racial equity gaps in student outcomes and experiences. Now in its eighth year, the most recent cohort includes staff and managers from Outreach and Marketing, who conducted interviews with high school counselors to better understand perceived barriers Black/African American students face when enrolling at SMC. Insights from this inquiry will be used to inform more equity-minded outreach and messaging strategies aimed at improving "Successful Enrollment", a key Board metric that measures the percentage of first-time applicants who enroll at SMC within one year, where Black students currently experience the most persistent equity gap.

These efforts align with Board 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.

IR has played a central role in supporting implementation of the state's new Vision Aligned Reporting (VAR) requirements, a major shift in how colleges report on student success initiatives funded through state sources. VAR aims to promote greater alignment, transparency, and equity in program outcomes by requiring colleges to report student-level data across five core activities, including counseling, student support services, curriculum, and professional development. Several special programs at SMC, including DSPS, EOPS, CalWORKs/CARE, Veterans, and NextUp, are now required to document and report activities through this framework. To support this transition, IR has worked closely with program leads to map existing practices to VAR categories, create standardized tools for data collection, and prepare summary data for submission to the Chancellor's Office. Beyond compliance, IR provides evaluation support to strengthen program effectiveness. For example, IR conducted a study to evaluate the impact of the new Men of Color Action Network (MOCAN) Program, summarizing key program activities, demographic insights, and preliminary effects on students' success outcomes.

These efforts support Board Ongoing Priority #10 (Improve special programs that serve local students by increasing college readiness and success) by enhancing the capacity of special programs to support and serve students, particularly those from underrepresented groups, through more intentional, data-informed planning and evaluation.

INFORMATION TECHNOLOGY

Highlights for 2024-25 include:

In alignment with the Board's Priorities and Annual Goals, Information Technology delivered impactful initiatives in 2024-25 that strengthened educational equity, student access, and institutional resilience. Looking ahead, Information Technology is assessing the cost and return on investment (ROI) of joining the **California Virtual College (CVC)** and Online Education Initiative (OEI), a move that would elevate SMC to both home and teaching college status. *This positions the college to broaden online learning access, improve transfer outcomes, and reinforce Board Priority 3: Educational Advancement, Quality, and Equity.*

In response to campus safety concerns, Information Technology has successfully completed Phase 1 of the RAVE **Emergency Notification System (ENS)** implementation. This system enhances real-time safety communication across all SMC campuses, ensuring swift and effective emergency alerts. Additionally, by leveraging funding from CalOES (California Governor's Office of Emergency Services), the college realized \$70,000 in cost savings for 2024-25, with an additional \$16,000 in savings projected for subsequent phases in 2025-26. *Ongoing Board Priority: Fiscal Stewardship, Goal 6. Reduce the structural budget deficit by \$5,000,000. Goal 7. Stabilize the fiscal structure of SMC and meet the requirements for a 5 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., Goal 9. Continue commitment to environmental sustainability in light of the continuing climate crisis.*

Information Technology successfully hosted the Spring 2025 IT Quarterly meeting in the newly completed **Math & Science Planetarium**, themed "*Black Holes to Quantum Computing.*" This team building initiative fostered collaboration while serving as real-world testing of the advanced technology platforms deployed in the facility. By leveraging in-house technical expertise, IT efficiently implemented much of the building's infrastructure, avoiding added costly vendor contracts and maximizing institutional resources, demonstrating both fiscal responsibility and strategic innovation. *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. Goal 9. Continue commitment to environmental sustainability in light of the continuing climate crisis.*

Academic Planning Modernization: Information Technology partnered with Enrollment Management to deploy Stellic software, replacing the home-grown degree-audit and student education planning systems. This upgrade enhances academic tracking and streamlines graduation pathways, recently identifying over 2,000 additional students eligible for graduation, reinforcing SMC's commitment to student success. *Board Priority 7 Student Life: Continue support for campus resources that assist students with personal circumstances that may negatively impact student success.*

IT Student Help and Support Services: Information technology completed 14,987 service work requests, ensuring seamless technical support for employees, students, and overall college operations. *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.*

Malibu Campus Redundancy: Completed the implementation of two new high-speed internet connections for the Malibu Campus in collaboration with the Chancellor's Office (CO). These upgraded connections, funded by the CO, provide **10 times the speed** and **enhanced network redundancy**, ensuring more reliable and efficient campus operations. As a result, SMC has improved connectivity while achieving annual cost savings of **\$22,000**. *Fiscal Stewardship Goal 7. Stabilize the fiscal structure of SMC and meet the requirements for a 5 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 12: Continue support of the Malibu Campus.*

Math & Science Building Readiness: Information Technology internal staff delivered comprehensive, equitable, and high-quality network services, academic platforms, telecommunications systems, and security infrastructure, enabling full operational capacity by Spring 2025 to support students, faculty, and staff. *Fiscal Stewardship Goal 7. Stabilize the fiscal structure of SMC and meet the requirements for a 5 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.*

Strategic IT SMC Communications: Published SMC Tech Pulse, a biannual IT e-newsletter designed to keep the college community informed with the latest developments and insights into ongoing technological initiatives that enhance and support daily operational and institutional goals. *Ongoing Board Priority: Educational Advancement, Quality, and Equity, Goal 3. Ensure a supportive, inclusive, and collegial environment for students and staff.*

Visual Communications Upgrade: Assisted in the installation and configuration of three video walls at the CMD campus enhancing communication capabilities and the overall quality of our educational facilities. *Ongoing Board Priority: Educational Advancement, Quality, and Equity, Goal 3. Ensure a supportive, inclusive, and collegial environment for students and staff.*

Desktop & PC Computer Upgrades: Upgraded more than 1,000 SMC computers to Windows 11, enhancing system performance, security, and overall technology service quality. *Ongoing Board Priority: Educational Advancement, Quality, and Equity, Goal 3. Ensure a supportive, inclusive, and collegial environment for students and staff.*

Faculty Digital Teaching Lab Development: Contributed to the design and development of the Distance Education Faculty Studio Lab, providing faculty with a dedicated space to enhance online instruction and create high-quality digital learning materials. *Ongoing Board Priority: Educational Advancement, Quality, and Equity, Goal 3. Ensure a supportive, inclusive, and collegial environment for students and staff. Board Priority 4: Support Participatory governance in College Decision-making.*

Faculty & Staff Technology Training: Conducted a technology guidance workshop during Spring 2025 Professional Development Day, educating approximately 70 SMC colleagues on best practices for file sharing across Microsoft OneDrive, Teams, and SharePoint. *Ongoing Board Priority: Educational Advancement, Quality, and Equity, Goal 3. Ensure a supportive, inclusive, and collegial environment for students and staff.*

Compliance & Student Safety: Implemented online sexual harassment training for students via Comevo (online orientation software) ensuring compliance with AB2683 and promoting a safer, more informed campus environment. *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 Educational Technology: Designed and implemented a custom student evaluation application to replace Watermark software, providing a tailored solution for faculty assessments that better aligns with institutional needs and operational efficiency. *Board Priority 3 Educational Advancement, Quality, and Equity: 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 Technology Access: Assisted with the planning, procurement and setup of laptop and Chromebook distribution programs for students to improve technology access. *Ongoing Board Priority: Student Life, Goal 6. Implement initiatives that overcome barriers based on students' financial resources and unmet basic needs. Goal 7. Continue support for campus resources that assist students with personal circumstances that may negatively impact student success.*

Accessibility & Student Services Enhancement: Implemented Accessible Information Management (AIM) software for the Disabled Student Center, providing enhanced support for DSPS students through improved accessibility and service management. *Ongoing Board Priority: Student Life, Goal 7. Continue support for campus resources that assist students with personal circumstances that may negatively impact student success. Community and Government Relationships, Goal 10. Improve special programs that serve local students by increasing college readiness and success.*

Optimizing Financial Aid Operations: Implemented system enhancements to support Financial Aid in adopting the new simplified Free Application for Federal Student Aid (FAFSA), ensuring compliance with Department of Education (DOE) mandates while upgrading the Banner Application to improve processing efficiency and overall system reliability. *Ongoing Board Priority: Student Life, Goal 6. Implement initiatives that overcome barriers based on students' financial resources and unmet basic needs. Goal 7. Continue support for campus resources that assist students with personal circumstances that may negatively impact student success.*

Academic Policy Compliance: Implemented Phase I of the state-mandated California General Education Transfer Curriculum (CalGETC) and Common Course Numbering (CCN) projects, streamlining course offerings to improve transferability and academic consistency. *Ongoing Board Priority: Student Life, Goal 7. Continue support for campus resources that assist students with personal circumstances that may negatively impact student success. | Fiscal Stewardship, Goal 8. 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.*

Student Progress Accountability & Regulatory Alignment: Implemented the state-mandated Probation and Dismissal policy alongside SMC administrative regulations AR4250 and AR4255 to uphold satisfactory academic progress standards for students. *Ongoing Board Priority: Student Life, Goal 7. Continue support for campus resources that assist students with personal circumstances that may negatively impact student success. Fiscal Stewardship, Goal 8. 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.*

Student Placement Reform: Implemented the state-mandated placement and enrollment policy changes under AB1705, optimizing pathways to maximize student success in transfer-level course completion. *Ongoing Board Priority: Student Life, Goal 7. Continue support for campus resources that assist students with personal circumstances that may negatively impact student success. Fiscal Stewardship, Goal 8. 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.*

Student Financial Relief Initiative: Implemented the college-approved write-off of past-due student fees from Summer 2018 to Spring 2024, alleviating financial burdens and supporting student retention. *Ongoing*

Board Priority: Student Life, Goal 7. Continue support for campus resources that assist students with personal circumstances that may negatively impact student success.

Strengthening Student Advocacy and Services: Implemented the new Associated Student Government (ASG) Fee and Credit by Exam Fee, providing better support for student programs and services. *Ongoing Board Priority: Student Life, Goal 7. Continue support for campus resources that assist students with personal circumstances that may negatively impact student success. 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.*

Strategic Resources Utilization: Optimized project costs by utilizing internal SMC employees rather than external contractors to expand the network infrastructure and install security cameras and access control logic in the new Math and Science building. *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.*

Sustainable IT Practices: Streamlined IT infrastructure by consolidating servers, network switches, and related equipment, resulting in reduced power consumption, lower cooling requirements, and overall cost savings. *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. Goal 9. Continue commitment to environmental sustainability in light of the continuing climate crisis.*

Optimization of Campus Surveillance Architecture: Modernized the video security environment by implementing a hybrid cloud-based management system, reducing server requirements from 35 to 14 and significantly streamlining network infrastructure. *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.*

Enhance Digital Access Protection: Implemented multi-factor authentication (MFA) to enhance the security of student accounts by requiring a secondary method of identity verification, significantly strengthening protection against unauthorized access. *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. Goal 9. Continue commitment to environmental sustainability in light of the continuing climate crisis.*

Fraud Detection & Prevention: Enhanced SMC's capacity to verify student application authenticity by deploying LexisNexis software, thereby strengthening enrollment integrity through the detection, management, and mitigation of fraudulent application activity. *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.*

Reduce Network Cybersecurity Threats: Implemented the Malicious Domain Blocking and Reporting (MDBR) security service to proactively protect the network by reducing exposure to ransomware, phishing, and other malicious threats. *Fiscal and Facilities, Goal 8. Seek opportunities for improved revenue generation, cost control, re-organization, and enrollment management to ensure efficient operations.*

Administrative Workflows Operational Efficiency: Designed and implemented a new WebISIS application enabling administrative assistants and designated personnel to efficiently update office location

information for faculty 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.*

In conclusion, Information Technology remains a steady force in supporting Santa Monica College through fiscal challenges by maintaining reliable services, optimizing staffing, and implementing cost-saving strategies. Even with the redirection of Fund 40 computer replacement funds, IT preserved essential infrastructure and mitigated service disruptions. Strategic workload rebalancing following two retirements in Network Services (8 percent of FTE) ensured operational continuity without immediate backfills. Additionally, software contract reviews—including Oracle, Lansweeper, Jamf, and Citrix—secured over \$15,000 in annual savings. These efforts reflect our alignment with Fiscal and Facilities, Goal 8, demonstrating IT's continued commitment to sustainability, efficiency, and institutional resilience.

SAFETY AND RISK MANAGEMENT

I am pleased to highlight the ongoing commitment of Safety & Risk Management to elevating safety standards and embedding a strong safety culture across Santa Monica College. This year, our focus has been not only on providing risk prevention and mitigation services, but also on empowering members of our campus community to take an active role in safety. We recognize that true safety excellence is achieved when every employee understands that safety is everyone's responsibility—regardless of the role or department.

Our proactive approach involves continuously identifying and addressing potential risks before they become issues and developing comprehensive plans to manage those risks. We are working to ensure that safety is integrated into all aspects of our operations, from classrooms and offices to facilities and events.

One of the key metrics Risk Management uses to evaluate our safety initiatives is the number of workplace injuries and the corresponding injury incidence rate each calendar year. Since 2022, our organization has experienced a steady and measurable decline in both injury numbers and injury rates, a trend that has continued through to the present day. In 2023, SMC achieved a remarkable reduction in both the total number of injuries—down by **18.6 percent**—and the injury incidence rate, which decreased by **13.3 percent** compared to 2022. We see this trend continuing in 2024, with the number of injuries down **14.3 percent** and the injury incidence rate decreasing by **22.5 percent** compared to 2023, demonstrating that our safety protocols and awareness initiatives are having a positive impact.

The benefits of these reductions in workplace injuries extend beyond immediate safety. Fewer injuries translate directly into budget savings through reduced workers' compensation claims and lower insurance costs. Indirectly, a safer workplace fosters higher employee morale, greater productivity, and a stronger sense of community and trust.

Board Goal #6 Fiscal Stewardship: Reduce the budget by \$5,000,000.

The 2024-25 academic year marks another chapter of significant achievement in our ongoing commitment to making SMC a safe and thriving environment for all. Building on the progress of previous years, our collective efforts across departments have resulted in measurable improvements in campus safety.

This year, Safety & Risk Management launched a comprehensive safety management platform aimed at strengthening our safety culture, enhancing regulatory compliance, and proactively identifying and mitigating risks across the organization. As part of this initiative, we implemented standardized safety inspections across key operational areas, including Receiving, Maintenance, Theater, Physical Science, and Life Science. Inspection checklists were tailored to the unique needs of each area, focusing on critical safety elements such as forklift operation, laboratory safety protocols, shop safety practices, and spill kit readiness.

A significant component of this effort included a thorough evaluation of the status of spill kits within the science departments. This evaluation ensured that all spill response materials were complete, properly stored, and readily accessible. These ongoing checks are designed to verify that all emergency response supplies remain fully stocked, functional, and immediately available in the event of a hazardous materials incident.

In addition to inspections and preparedness efforts, the safety management platform is being used to conduct thorough and consistent accident investigations for all workplace injuries. This ensures that each incident is properly documented, root causes are identified, and corrective actions are implemented to prevent recurrence.

By standardizing safety processes and fostering engagement at every level of the organization, we are reinforcing our long-term commitment to employee well-being, operational excellence, and a proactive, resilient safety culture. This initiative represents a meaningful advancement in how we protect our people, facilities, and the environment.

Board Goal #1 The Future of the College: Develop new programs and partnerships that support the strategic vision and plan for the future of the college.

As part of our continued commitment to enhancing employee health and safety, Safety & Risk Management implemented Company Nurse, an employee injury triage service. The implementation of Company Nurse is the second phase of our three-part implementation of an improved Return-to-Work program. In 2023-24, we began this initiative by partnering with a new medical clinic, Concentra, to provide high-quality occupational health services as the first step. Building on that foundation, we have now successfully implemented Company Nurse for all community college employees. This key initiative offers a centralized, immediate, and professional response to workplace injuries through 24/7 access to registered nurses. Employees receive timely medical guidance at the moment of injury, which helps reduce unnecessary emergency visits, ensures appropriate care, and promotes faster, safer returns to work. This streamlined triage process not only improves outcomes for our faculty and staff but also supports compliance, reduces administrative burden, and enhances our overall risk management practices. The launch of Company Nurse demonstrates our ongoing investment in a healthier workforce and reinforces our dedication to employee well-being across the entire community college system. We look forward to introducing the third and final phase of our enhanced Return-to-Work program in the near future.

Board Goal #1 The Future of the College: Develop new programs and partnerships that support the strategic vision and plan for the future of the college. Board Goal #6 Fiscal Stewardship: Reduce the budget by \$5,000,000.

BUSINESS AND ADMINISTRATION

Audits. The 2023-24 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 2023-24 financial statements, and for the eighteenth 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 2023-24 with an unrestricted general fund balance of \$27,153,961 or 11.99 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 2026-27 resulting in no increase in State Apportionment funding in 2025-26. As of the 2025-26 tentative budget, the projected ending balance for 2024-25 is \$23,265,823 or 9.94 percent of total expenditures and transfers and the ending balance for 2025-26 is projected to be \$12,693,450 or 5.42 percent of total expenditures and transfers. As a result of increased expenditures and the loss of FTES related to COVID, the District has experienced a structural deficit for several years. The District is currently developing budget solutions 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.

Education Enterprise

The bookstore is adopting a new model for students to get their course materials before day one of class, with the ability to use book vouchers easily, partnering with the outside vendor Slingshot. Slingshot was selected with input from all SMC constituencies. It is anticipated that this new system will break even annually by year four and will substantially improve the financial health of the store. This is piloted for summer session 2025 with Chemistry courses and will be in full effect Fall 2025.

Closely aligns to Board Goals 3, 6 and 7, and Board Priorities 4, 6, 8

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 took over the duties of maintaining and cleaning all District vans and vehicles. All tires were replaced as part of monthly safety inspections on these vehicles. In addition, the vacant

shuttle driver position was filled which will result in substantial budget savings from reduced use of charter buses for athletics.

Closely aligns to Board Goals 6 and 7, and Board Priority 8

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

FACILITIES PLANNING

2024-25 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 Bidding Phase

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 Bidding Phase. Construction is anticipated to start in August 2025.

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 **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 started construction in May 2025.

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 building has been occupied and the contractor is currently addressing punch list and warranty items.

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 2024-25 the Maintenance and Operations Department faced many obstacles as we transitioned to the new reorganization of the Department. The tragic events involving our Operations Team and the Los Angeles Wildfires were a couple of the biggest obstacles to overcome. The Team continues to heal from these unexpected events and work together to provide support to the college. Team Building has started with coordination from The EpiCenter and will continue through the 2025-26 school year.

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 participated in the design and now construction of the Gender-Neutral Restroom Facility on the Main Campus.

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.

Implementation of New Standards, Procedures and Guidelines. Maintenance and Operations continues to improve responsiveness to campus facilities issues, Maintenance and Operations continue to refine the implemented service delivery standards, response protocols, and maintenance guidelines for buildings and facilities. M and O staff and end users have embraced the workorder system, TDX; the processes have resulted in an improvement in response time to reported issues and allows for better communication 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 future of the college.

Support of District Events. The number of major on-campus events increased substantially in 2024-25. Each one of these events required an immense amount of Maintenance and Operation support and planning. Some of the major events supported by the Department 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
- KCRW Summer Concert Series
- Professional Development Day & Flex Day
- California Community Colleges Board of Governors 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

Library Flooring	Complete
HVAC Repairs/Replacement	Complete
Bundy Glass Replacement	Architect Review
Bundy HVAC Replacement	Architect Plans and Specs

Bond Funded Projects

Stadium Concrete Restoration	Complete
Parking Lot 3 Structural Repairs	In Construction
Stadium Painting	In Construction
Track/Field/Scoreboard Replacement	DSA Review

Other Projects

Bodega Conversion	Scheduled for Bid
HSS and Library Fountains	Complete
Fire Alarm System Upgrade at 919 SM Blvd	Complete

In House Projects

CMD Monitor Walls	Complete
Emeritus Interior and Exterior Painting	Complete
M and O Breakroom at ESL	Complete
Traffic Bollard Installation	Complete
Wood Siding Refurbish at Broad Stage	Complete

Emergency Projects

Central Plant Chiller Leak	Complete
Wildfire Response Clean Up Malibu Fire	Complete
Wildfire Response Clean Up LA Wildfire	Complete

Fireworks Server Replacement
Generator Repairs

Complete
In Repair

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.

Sustainability. Regular meetings with Sustainability Director Ferris Kavar to initiate and integrate sustainable practices in M and O function and projects.

Risk Management. Remediation and protective measure to remove mercury found in waste from science building sewer; regular meetings with Daniel Phillips to insure safe and proper use and disposal of Hazardous materials used by M and O staff; regular safety trainings and inspections; and regular meetings to discuss Workers Comp Claims to increase staff safety and reduce the number of claims.

HUMAN RESOURCES

The Office of Human Resources (HR) plays a vital role in supporting the Santa Monica College community. We are committed to delivering exceptional, people-centered service while striving to attract top talent to the College and fostering an inclusive, supportive work environment.

Creating a welcoming atmosphere for all employees, starting from their first day at Santa Monica College, is essential to shaping a positive workplace culture. A strong foundation of inclusion and support not only enhances the employee experience but also strengthens their ability to serve our students effectively.

In the 2024-25 academic year, HR has continued to expand its team's expertise in essential people-focused processes, including academic recruitment and selection, health and welfare benefits, employee and labor relations, training and professional development, performance management, unlawful discrimination and sexual harassment prevention, and investigations, and various employee services.

We believe that supporting and empowering individuals is fundamental to organizational success. Our role remains critical in doing what we can to cultivate a culture that prioritizes students, employees, and promotes positive relationships across the college.

Lastly, Vice President Sherri Lee-Lewis has decided to enter a new phase of her life, and after over 35 years of service has retired. We celebrate her and the amazing career she had at SMC!

Human Resources Operations

The HR team collaborates effectively and continuously seeks ways to enhance cohesiveness while serving the college community. With a strong commitment to improvement, we remain intentional in refining our services and ensuring excellence in everything we do.

During the 2024-25 academic year, we have operated with a lean staff, yet we remain dedicated to maintaining uninterrupted service for the community. The District is making significant strides and anticipates the April 2026 launch of the much-awaited BEST Project–Human Capital Management (HCM) system in partnership with the Los Angeles County Office of Education (LACOE).

In preparation, the HR Operations team has identified key cross-training opportunities, leading to strategic reassignments that strengthen internal competencies and support. Additionally, all operations team members are actively working toward enhancing their Diversity, Equity, Inclusion, Accessibility, and Anti-Racism (DEIAA) knowledge and thought processes to identify new ways to serve.

To achieve these goals, our team has engaged in professional development through conferences, webinars, and affinity group activities across the college, ensuring that we continue fostering a dynamic, inclusive, and forward-thinking workplace culture.

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

Supporting our diverse college community and creating a culture of inclusion is reflected in the service we provide to the college community. Our Diversity, Equity, Inclusion, and Accessibility (DEIA) goals are closely aligned with the California Community Colleges' Vision 2030, ensuring when we look at process reflection and improvement, it is with a DEIA mindset.

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

Attracting and retaining an exceptional faculty, staff, and management team is essential to Santa Monica College's success. Our **Equal Employment Opportunity (EEO)** activities were developed to ensure a student-centered, inclusive, and high-quality educational and workplace environment.

Throughout the 2024-25 academic year, EEO has remained imperative. The **HR team**, in collaboration with the **Personnel Policies Committee**, worked to refine **equivalency standards**, making them more inclusive and accessible. Additionally, we partnered with **multiple affinity groups** to support activities that foster a strong sense of belonging among employees.

Furthering our commitment to mentorship and professional growth, HR has worked closely with the **Academic Senate** to strengthen their mentorship program. This year, we also launched an **internship program** designed for individuals interested in gaining firsthand experience as an instructor at Santa Monica College, providing a pathway for future educators to explore and develop their teaching careers.

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 2024-25 academic year, eight full-time and 127 part-time teaching and counseling faculty were hired and processed successfully. Additionally, Human Resources engaged in the recruitment of four 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.

Onboarding

The Department of Human Resources has continued to collaborate closely with managers across all departments to implement our revised and enhanced onboarding and orientation process. As part of this initiative, we introduced a comprehensive toolkit on the Manager's Corner website. This resource is designed to guide managers through each step of the onboarding journey, ensuring that every new hire's experience is welcoming, engaging, and impactful.

In addition to the toolkit, we are developing a dynamic video series aligned with each stage of our 10-step Onboarding Roadmap. These videos provide clear, actionable guidance and real-world examples, further empowering our managers to create an inclusive, supportive, and memorable onboarding experience for every new hire.

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 providers platforms to learn about the different plans. Benefits orientations were facilitated, and health enrollment paperwork was processed for 112 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 act as resources 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)

Over the 2024-25 academic year, the EpiCenter collaborated with the Academic Senate Professional Development Committee (PDC); Classified Professional Development Committee (CPDC); 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 while also cultivating community and joy in our daily work.

2024-25 Highlights for the EpiCenter

The EpiCenter staff assisted with the Fall 2024 and Spring 2025 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 EpiCenter held bi-weekly meetings with leads representing each employee group—Faculty, Classified Professionals, and Managers/Administrators—to uphold a shared leadership model. These leads served as liaisons to key governance bodies, including the Academic Senate Professional Development Committee, Classified Professional Development Committee, Management Association, and Equity, Pathways, and Inclusion. This collaboration helped facilitate existing professional development opportunities, such as biannual Professional Development Days, and fostered the creation of new content to address emerging needs.

Board Priorities: 3, 4. This initiative supports the college's goals by ensuring a supportive, inclusive, and collegial environment for students and staff (priority 3) and by supporting participatory governance in college decision-making through active collaboration across employee groups (priority 4).

The EpiCenter maintained a master calendar of Professional Development opportunities, serving as a centralized “one-stop-shop” for all employee groups to access information about upcoming events across campus. To increase awareness and participation, a weekly Monday email was distributed district-wide, highlighting the professional development activities scheduled for that week.

Board Priorities: 3, 4. This effort aligns with the college's priorities by fostering a supportive, inclusive, and collegial environment for students and staff (priority 3) and by enhancing participatory governance through transparent communication and access to opportunities for all employees (priority 4).

The Professional Development Coordinator continues to send a monthly Learning Roadmap 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 District successfully hired an Administrative Assistant 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 EpiCenter is going through the first round of Leads transitions as one classified lead has transitioned out of their position, and the EpiCenter has brought in two new classified leads to make a total of three classified leads (two new, one who is ongoing). In line with the Professional Development Strategic Plan

for the EpiCenter, leads from all employee groups are represented and people will rotate through those positions, to give multiple employees the opportunity to serve as a voice for their employee group.

Board Priorities: 3, 4. This transition reflects a commitment to fostering a supportive and inclusive environment (priority 3) by ensuring equitable representation from all employee groups. It also upholds participatory governance (priority 4) by offering rotating leadership opportunities, encouraging shared responsibility and engagement in professional development planning.

In partnership with Allied Path Consulting and their Train-the-Trainer program, the EpiCenter launched the second cohort of the Classified Professional Equity Certification with a group of seven internal SMC staff. Out of nine initial participants, eight classified professionals graduated and completed the course.

Board Priority: 1, 3, 4, 5. The Classified Professional Equity Certification aligns with the college's priorities by developing new programs and partnerships that support the strategic vision for the future of the college (priority 1), ensuring a supportive, inclusive, and collegial environment for students and staff (priority 3), supporting participatory governance in college decision-making (priority 4), and infusing anti-racist, equity-minded practices across the institution (priority 5).

The EpiCenter hosted and supported multiple workshops—both in-person and online—by providing funding and logistical coordination. These included:

- Funding and supporting three Beyond Safe Zone workshops, developed and facilitated by two SMC faculty members (two held in fall, one in spring).
- Hosting two Open Houses to promote the EpiCenter and increase campus engagement with the space, one of which included free professional headshots for attendees.
- Providing funding for two classified professionals to participate in the Caring Campus Academy, which shows the importance of fostering a sense of belonging for students and helps colleagues learn how to engage with the behavioral commitments of Caring Campus.
- Funding Dr. Nina Flores to facilitate a Faculty Forum workshop, open to all SMC employees, titled: Ready versus Reacting to Targeted Harassment: The Importance of Individual and Department Level Safety & Support Plans which supported faculty and staff during incidents of public harassment.
- Funding the Management Association lunch at the January 2025 retreat.
- Providing funding and hosting space for two “Fuel for Faculty and Staff” events (parallel to the Fuel for Finals events for students) in spring 2025.

Board Priority: 3, 5. These efforts align with the college's priorities by ensuring a supportive, inclusive, and collegial environment for students and staff (priority 3), and by infusing anti-racist, equity-minded academic and non-academic support throughout the college (priority 5).

Faculty Forums are designed to engage faculty in key issues and challenges facing our college and create a place to learn and share equity and pedagogical practices and a place to build community with fellow faculty. While Faculty Forums are within the purview of the PDC, the EpiCenter has supported the PDC in hosting and funding some of the workshops this year. The following Faculty Forum workshops took place in the 2024-25 academic year:

- Ready versus Reacting to Targeted Harassment: The Importance of Individual and Department Level Safety & Support Plans
- Advancing Equity in STEM: Insights from Santa Monica College's NSF Grant Faculty Professional Development Initiatives
- Understanding Administrative Regulations and their impact in the Classroom
- The Equity-Minded Syllabus
- Academic Senate & You

Board Priorities: 2, 3, 5. The Faculty Forum series supports the college's goals by enhancing academic excellence and professional growth (priority 2), fostering a supportive and inclusive environment for faculty engagement and collaboration (priority 3), and infusing equity-minded practices into teaching and learning (priority 5).

The EpiCenter Leads and staff hosted the following monthly themed "Learning Lounge" events, designed to bring together all employee groups- classified professionals, faculty, and managers- to connect, network, and engage in themed learning experiences. Most sessions were facilitated by EpiCenter staff and internal SMC colleagues. The exception was an aromatherapy workshop, which was funded by CPDC and led by an external consultant. These themes included:

- Conferences 101: How to Attend a Conference
- Managing Election Stress
- Embracing Our Body's Sacred Love Language (aromatherapy workshop)
- Cards and Cocoa – a casual event with card-making, puzzles, cocoa, and colleague connection
- Vision Board and Goal Setting workshop
- Basics of Retirement: CalPERS and CalSTRS at a Glance

Board Priority: 2, 3, 5. These monthly events support a diverse and innovative faculty and staff (priority 2), foster a supportive, inclusive, and collegial environment for employees (priority 3), and contribute to equity-minded non-academic support that builds community and helps address wellness and professional development needs across campus (priority 5).

In partnership with The Joy Cooperative and funded by the EpiCenter, the Management Association hosted a retreat for managers in July 2024. The retreat focused on strengthening leadership skills, enhancing communication, and fostering a culture of collaboration and support among SMC managers. Additionally, an additional retreat was held in January 2025 to focus on healing and self-care for managers. Ruben Canedo was brought in to lead this retreat.

Board Priorities: 3, 4. This initiative supports Priority 3 by fostering a supportive, inclusive, and collegial environment for staff through intentional community-building and leadership development. It also aligns with Priority 4 by strengthening collaboration and participatory governance within the Management Association.

In line with Article 11.12 of the CSEA contract, which allows classified employees to receive a five percent pay differential when assigned to provide cross-departmental training for a specified term, the EpiCenter funded Classified Trainer Differentials for 59 workshops led by 17 different classified professionals. This

investment resulted in over \$11,000 in differential pay awarded to classified staff, recognizing and elevating their contributions to peer learning and internal capacity building.

Board Priorities: 1, 2, 3, 4. This initiative aligns with the college's commitment to developing new internal programs that support the strategic vision (priority 1), hiring and supporting a diverse and innovative staff (priority 2), ensuring a supportive, inclusive, and collegial environment (priority 3), and promoting participatory governance through employee-led training and leadership opportunities (priority 4).

The EpiCenter provided logistical and financial support for the New Faculty Institute, a yearlong program facilitated by the Academic Senate New Faculty Committee to support the successful transition of new full-time and part-time faculty. The Institute functions as a faculty learning community, offering professional development, mentorship, community-building activities, and academic support to engage new faculty in a collaborative and inclusive environment.

Board Priorities: 2, 3, 4. This initiative supports the hiring and development of a diverse and innovative faculty (priority 2), fosters a supportive, inclusive, and collegial environment for new employees (priority 3), and reinforces the role of participatory governance in shaping faculty development and institutional culture (priority 4).

The EpiCenter supported New Faculty Institute participants with up to \$2,500 per person to attend the NCORE (National Conference on Race and Ethnicity). A total of seven new faculty members attended, equaling \$17,500 in funding support to advance equity and inclusion in teaching and student support.

Board Priorities: 2, 3, 5. This initiative supports the recruitment and development of a diverse and innovative faculty (priority 2), fosters a supportive and inclusive environment for both students and employees (priority 3), and reinforces the college's commitment to infusing anti-racist, equity-minded practices in academic and non-academic areas (priority 5).

The EpiCenter provided up to \$750 in funding per participant for 33 employees to attend a range of equity-focused conferences, totaling \$25,500 in professional development support. Conferences attended included:

- ACCCA – Association of California Community College Administrators
- ACCCA's Great Deans Program
- ACCCA Admin 001: So You Want to Be an Administrator
- Puente's Third Annual Equity Summit
- COLEGAS 2024 Annual Conference: Collective Resistance: Justicia y Liberación
- DET/CHE 2024: Drivers of Education Technology, California Higher Education
- CACCRAO 2025 Conference: California Association of Community College Registrars and Admissions Officers
- NCORE – National Conference on Race and Ethnicity

Board Priorities: 1, 2, 3, 5. This investment supports the development of new programs and partnerships aligned with the strategic vision of the college (priority 1), fosters a diverse and innovative workforce (priority 2), promotes a supportive and inclusive environment for employees (priority 3), and contributes to the infusion of anti-racist, equity-minded practices throughout the college (priority 5).

The EpiCenter partnered with Firefly Events, a teambuilding consultancy, to host six departmental workshops designed to strengthen collaboration, communication, and team cohesion within various departments.

Board Priorities: 3, 4. This initiative supports the college's commitment to fostering a supportive, inclusive, and collegial environment for students and staff (priority 3) and promotes participatory governance and collaborative culture within the college community (priority 4).

The EpiCenter partnered with Pollack Peacebuilding to host four workshops titled "The Essentials of Peaceful Conflict Resolution." One was held on Zoom and one was held in person for the entire district, and two additional in-person sessions were tailored to the Maintenance and Operations Department (day and night shifts). Pollack Peacebuilding also held eight small group coaching sessions tailored to the different employee groups. These sessions aimed to improve communication, address workplace tensions, and foster healthier team dynamics.

Board Priorities: 3, 5, 7. This effort aligns with the college's priorities by fostering a supportive, inclusive, and collegial environment (priority 3), infusing equity-minded non-academic support across the college (priority 5), and devoting resources to assist employees with interpersonal and workplace challenges that can negatively impact success (priority 7).

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. Professional development opportunities 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, 2. Continue to support and hire diverse and innovative faculty and staff, while seeking to increase the percentage of full-time faculty over time. Professional development opportunities are developed and offered to ensure they align with DEIA concepts and principles.

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 has increased the focus on professional development in direct response to the expressed wants and needs of employees.

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—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.

Employee and Labor Relations

Under the leadership and direction of the Vice-President, the Employee and Labor Relations ("ERLR") team continued to provide centralized support and guidance for the District's employees on ERLR matters, including but not limited to, performance management, evaluations, counseling and disciplinary actions, policies and processes, collective bargaining contract provisions, complaints and grievances, internal policies and protocols, and other work-related areas. The ERLR team focused on a progressive intervention approach to performance management and assisted District managers with conflict

resolution and contract interpretation. The team also fielded email inquiries from various parties and provided referrals to the appropriate college policies, processes, and resources.

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, developed and provided mandatory trainings, offered workshops, and identified Professional Development opportunities for managers to increase their overall knowledge and skill sets as well as to 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 served on and provided input to the District's Negotiations team, and are responsible for the implementation of all 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 and grievances 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 resumed with CSEA in the Summer of 2024. Tentative agreements have been reached on most articles within the CSEA contract. Negotiations with the Santa Monica College Police Officers Association will commence during the Summer 2025 intercession. The Faculty Association submitted their proposal in June 2025 for negotiable items for a successor agreement for the contract period beginning August 26, 2025.

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 leadership of the Vice-President, Human Resources, and the direction of 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 laws and matters. The HR Compliance team also supports the professional development

of all employee groups and students by offering targeted training covering unlawful discrimination, sexual harassment, Title IX regulations, and employment-related issues as needed.

The HR Compliance team continues to receive inquiries and complaints (informal and formal) from employees, students, and the general public on a variety of topics. In response, the HR Compliance team provides a triaged response to direct individuals to the proper college and supportive resources as well as engaging in informal resolution processes to address the issues and avoid escalation.

The 7th 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, student graduates were awarded certificates of completion as Title IX Leaders who will continue to raise awareness of these issues with their peers and in their communities.

Throughout the 2024-25 academic year, the HR Compliance team was responsible for the following:

- Overseeing compliance with mandated Sexual Harassment Prevention training for the 2024-25 cycle.
- Implementing the mandated 2024-25 Sexual Harassment Prevention training cycle.
- Triaging over 150 inquiries and complaints.
- Responded to and/or investigated approximately 10 formal complaints.
- Updated relevant District Board Policies and/or Administrative Regulations in compliance with 2024 Title IX Regulations.

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 Santa Monica College Campus Police Department remains committed to delivering the highest level of service to our campus community. This year, our department was profoundly impacted by a tragic incident of workplace violence that shook the core of our institution. In the aftermath, our officers responded swiftly and worked in close coordination with the Santa Monica Police Department, which

served as the lead investigative agency. Through this difficult time, we reaffirmed our unwavering commitment to ensuring the safety and well-being of our campus community.

In addition to local challenges, Los Angeles County faced devastating wildfires, including those in the Pacific Palisades and the Eaton Fire in Altadena. SMC PD worked hand-in-hand with community partners to support recovery initiatives led by the SMC Foundation, demonstrating our dedication to community resilience and mutual aid.

As in-person activities continued to increase in the post-COVID environment, our department successfully supported numerous campus events, including job fairs, college fairs, wellness initiatives, and multiple graduation ceremonies. All events were handled with professionalism and without incident.

We are actively working to fill current vacancies, including two police officer positions and one campus safety officer position. We are eager to welcome new team members who will support our mission of proactive, community-based policing and contribute to the safety and inclusivity of our campus.

This year, we also collaborated closely with student groups to ensure the respectful and safe exercise of their First Amendment rights. We remain steadfast in our commitment to supporting free expression while maintaining a secure learning environment.

Looking ahead, we will continue to strengthen our partnerships and work collaboratively across campus and with community stakeholders to enhance safety and trust.

Aligned Board Goals: 3, 4, 13, 14. Board Priorities: 1, 2, 3, 7, 10, 11.

EMERGENCY PREPAREDNESS

The 2024-25 academic year presented significant challenges, underscoring the importance of our commitment to campus safety and preparedness. In collaboration with our campus and community partners, the SMC Police Department delivered vital training in active shooter response and personal safety skills. These efforts were part of our ongoing mission to strengthen emergency readiness and resilience across the institution.

Throughout the year, we conducted audits to maintain emergency preparedness and provided targeted training for our personnel on emergency protocols. A major accomplishment was the completion of our updated **All-Hazards Mitigation Plan**. As this is a joint initiative with the Santa Monica-Malibu Unified School District, we have submitted our completed portion and are now awaiting their finalization to proceed with full publication of the plan.

We also completed updates to the **Emergency Preparedness Booklet**, which is currently in print and scheduled for distribution to the campus community in Fall 2025. In tandem, our **Emergency Operations Plan** has been revised to reflect current best practices and operational standards.

On the technology front, we continue to enhance our emergency infrastructure. This includes upgrading campus-wide surveillance systems and working closely with our IT department to improve the reliability and efficiency of electronic door locking mechanisms.

A key initiative underway is our transition to the **RAVE Emergency Notification System**, currently in the development phase. Funded by the California Office of Emergency Services, this system will replace our existing alert platform and is projected to save the District thousands of dollars annually while providing enhanced communication capabilities during critical incidents.

Aligned Board Goals: 1, 3, 4, 13, 14. Board Priorities: 1, 2, 7, 8, 11.

ENVIRONMENT AND SUSTAINABILITY

Transportation

- Earned a 60 percent discount on fees paid to the City due to achieving our AVR seven years in a row. *Fiscal & Facilities Priority #8– Saved over \$20,000 on city transportation fee. Fiscal & Facilities Priority #9 By achieving the City’s AVR requirements address carbon emissions.*
- The college was recognized with its second Platinum Achievement Award for its successful efforts to encourage employees and students to use alternative modes to get to campus. *Fiscal & Facilities Priority #9 By achieving the City’s AVR requirements address carbon emissions.*
- Maintained reliability of EV charging units at the CMD campus and main campus. *Fiscal & Facilities Priority #8 EV charging infrastructure allows the college to replace fleet with EV, which saves the college in gas and maintenance costs. Fiscal & Facilities Priority #9 supports EV adoption for all to reduce carbon emissions.*
- Worked with AS and SMC Bike Club to fund materials to refurbish two DIY Bike Repair stations with new paint, pumps, and tools. *Fiscal & Facilities Priority #9 a model of sustainable transportation and safety for students.*
- 4th year of being #1 community college utilizing the student GoPass program. *Fiscal & Facilities Priority #9 By encouraging students to use the bus the neighbors don’t experience as much congestion and parking competition.*
- Continued meeting bi-annually with BBB to better coordinate efforts in providing services to SMC. *Fiscal & Facilities Priority #8 By coordinating with BBB, SMC has saved tens of thousands 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. *Fiscal & Facilities Priority #8 By using Lyft instead of SMC shuttles, the college has seen significant savings.*
- Successfully convinced LA Metro to restart the #134 bus line from Downtown Santa Monica to Malibu after the LA Fires, providing an essential option for non-residents to access the Malibu campus to attend and teach classes. *Fiscal & Facilities Priority #9 a model of sustainable transportation.*
- Worked with the Big Blue Bus to return operation of the #44 bus line, which runs to Bundy campus. *Fiscal & Facilities Priority #8 By using BBB instead of Lyft, the college has seen significant savings.*
- Managed Bike Locker program for employees. *Fiscal & Facilities Priority #9 a model of sustainable transportation.*
- AS has continued to support expert repair assistance to students through Bikerowave.org by paying for the time hundreds of students spend learning to repair their bikes at this nonprofit coop each year. *Fiscal & Facilities Priority #9 a model of sustainable transportation.*

Recycling

- Installed nine new zero waste stations for the opening of the Math Science Building. *Fiscal & Facilities Priority #9 a model of zero waste practices.*
- Supplied zero waste stations at seven campus events. *Fiscal & Facilities Priority #9 a model of zero waste practices.*
- Diverted hundreds of pounds of unusable clothing from the landfill, which were among the Foundation's LA Fire donation drive. Clothes were diverted to an organization that could still use them. *Fiscal & Facilities Priority #9 A model of zero waste practices.*
- Continuously tracked volume of dumpster waste to verify correct waste hauling service levels. *Fiscal & Facilities 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. *Fiscal & Facilities Priority #9 A model of zero waste practices.*
- Recycled 200+ ink toner cartridges. *Fiscal & Facilities Priority #9 A model of zero waste practices.*
- Organic waste (on-site): processed ≈10,000 pounds of food waste from the Bodega on-site through worm (vermi) composting and hot (thermophilic) composting. *Fiscal & Facilities 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. *Fiscal & Facilities Priority #8 A model of zero waste practices. Priority #9 Reducing unneeded pickups reduces the cost of waste hauling to the college.*
- Harvested 300 pounds of worm castings to be used as fertilizer for campus landscapes and garden. *Fiscal & Facilities Priority #8 A model of zero waste practices. Fiscal & Facilities Priority #9 Generating our own fertilizer reduces the need to purchase fertilizer, saving the college budget.*
- Paper: recycled approximately 20,000 pounds. *Fiscal & Facilities Priority #9 A model of zero waste practices.*
- Cardboard: recycled approximately 40,000 pounds. *Fiscal & Facilities Priority #9 A model of zero waste practices. Fiscal & Facilities Priority #8 Recycling costs less than waste to landfill, saving the college money.*
- Batteries: recycled approximately 1,250 pounds. *Fiscal & Facilities Priority #9 A model of zero waste practices.*
- Continued to service SMC's 30+ organic waste collection bins. *Fiscal & Facilities Priority #9 A model of zero waste practices. Fiscal & Facilities Priority #8 Composting costs less than waste to landfill, saving the college money.*
- Worked with students from Club Grow to expand composting in the garden. *Fiscal & Facilities Priority #9 A model of sustainability.*
- Presented to 5 classes to demonstrate the importance of resource management. *Fiscal & Facilities Priority #9 A model of sustainability.*
- Composted coffee grounds from both TCBY locations. *Fiscal & Facilities Priority #9 Helps to meet state waste requirements.*

- Provided 12+ tours of the Sustainability Center and worm composting machine. *Fiscal & Facilities Priority #9 A model of sustainability.*
- Hired and trained a student worker to assist with waste diversion efforts. *Fiscal & Facilities Priority #9 A model of sustainability.*
- Developed a one-sheet flyer for all Departments to follow to ensure all events, no matter the size, are zero waste. *Fiscal & Facilities Priority #9 A model of sustainability.*

Sustainability

- Faculty in Earth Science launched a new GEOG 9 Climate Change course. *Fiscal & Facilities Priority #9 A model of sustainability.*
- Worked with Facilities Director to enroll SMC in a Direct Response program to lower energy use when called upon by our utility, helping to avoid black outs and brown outs during heat events, reducing peak demand pricing, and saving money. *Fiscal & Facilities Priority # 8 Saving money on utility expenses. Priority #9 A model of sustainability.*
- Worked with SMC's Fashion Department, SeaWorld, and the Salvation Army to produce a large-format art piece, made from discarded textiles, that will be displayed at the entrance to the SeaWorld Otter exhibit. *Fiscal & Facilities Priority #9 A model of sustainability.*
- Advocated for Sustainability to remain part of SMC's new Mission and Vision. *Fiscal & Facilities Priority #9 A model of sustainability.*
- Began developing a Climate Action Plan, as requested by DPAC. *Fiscal & Facilities Priority #9 A model of sustainability.*
- Worked with the IxD class on a second project to improve Sustainability outreach efforts. *Fiscal & Facilities Priority #9 A model of sustainability.*
- Worked with AS Student Director of Sustainability to fund the purchase of four interpretive signs which point out eco-features on campus, such as the grafted fruit trees, Microforest, and features of the Sustainability Center. *Fiscal & Facilities Priority #9 A model of sustainability.*
- Continued to support, promote, and secure funding for the free Student Greening Workshop, which is its 24th year at SMC. *Fiscal & Facilities Priority #9 A model of sustainability.*
- Continued to advise three student clubs, Eco Action, Bike Club and Club Grow. *Fiscal & Facilities 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. *Fiscal & Facilities Priority #9 A model of sustainability.*
- The Organic Learning Garden continued to produce food for students and the Bodega. *Fiscal & Facilities Priority #6 Producing fresh, nutritious food for students addresses basic needs.*
- Provided multiple tours of the Sustainability Center and campus. *Fiscal & Facilities Priority #9 A model of sustainability.*
- Picked two student scholarships that will be awarded \$2,500 each. *Fiscal & Facilities Priority #6 Scholarships provide needed income which addresses basic needs.*

- Hosted Coastal Cleanup Day with hundreds of volunteers cleaning up SMC's adopted beach. *Fiscal & Facilities 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 broader 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, Community Relations provided a continued effort to create more life and programming on campus and coordinated and participated in 94 events during the past academic year, impacting approximately 25,500 individuals.

Annual Board Goals 2024-25- Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff.

20th Annual VIP Welcome Day—Online, On-Ground, and Earlier. The 20th annual VIP Day had both an online event and an in-person event. The online event was offered the week before school started and featured 14 online workshops to help students get connected to resources and support. More than 1,000 students were served in the online format.

Approximately 3,000 students participated in the on-ground event (double the numbers from the prior year, and more like 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 150 faculty, staff, and administrators worked together to make these events happen. New additions to the event this year included a Lifelong Learning Zone, featuring Emeritus, Noncredit, and High School Concurrent enrollment as well as the creation of special guest printed programs that were tailored to the workshops and information that were targeted to families.

New SMC Campus Preview Days: In honor of the 20th anniversary of this important onboarding event, the VIP Day planning committee wanted to pause and reflect on how to improve the event and better meet the needs of our changing student demographic. The VIP Day planning team met for four to five months to discuss how to intentionally reimagine these events to meet the needs of First Time in College, Black and Latinx students, to help close our equity and achievement gaps. Preview Days will help new students with the following: Connect with other students, connect with special programs, connect with a counselor in an enrollment lab to confirm that they are in the right courses, experience a campus tour, and learn about VIP Welcome day. Preview Days took place on August 20 and August 23 and the students who participated will be tracked to see the possible impact from this type of event.

Annual Board Goal 2024-25: #2 Increase enrollment. Annual Board Goals 2024-25- #5: Infuse anti-racist, equity-minded academic and non-academic support in all areas of the college. Annual Board Goal: #3: Continue to decrease equity gaps, using appropriate data and controls including on measuring the effects of interventions, and increase successful enrollments for first time applicants, persistence from first term of enrollment to subsequent term. Ongoing Board of Trustees Priorities. Educational Advancement, Quality, and Equity. #3 Ensure a supportive, inclusive, and collegial environment for students and staff. #10. Improve special programs that serve local students by increasing college readiness and success.

95th Graduation Ceremony. Second largest number of graduates and their families! Record numbers of students and their families attended the event in person this year. With 1,450 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. SMC awarded 13,394 degrees and certificates to 7,248 students.

Annual Board Goals 2024-25: Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff. #3 Increase enrollment.

Campus Shooting Response (October 2024). Community and Academic Relations was part of the immediate response to support the campus and victim's family at the hospital, planned funeral arrangements, planned candlelight vigil, campus memorial at the Broad Stage, printed program, and coordinated event video production for family. Organized campus healing sessions for classified staff and managers (specific retreat in January 2025).

Annual Board Goals 2024-25: Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff.

Fire/Disaster Response (January 2025). Community and Academic Relations was part of the core planning team to ideate, implement and execute the collection days at the Bundy campus as well as the distribution dates at the Pavilion. Over 4,000 people were served and close to 4,000 volunteers were coordinated to execute these events.

Annual Board Goals 2024-25: Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff.

Campus Healing/Annual Holiday Lunch in Person—Holiday Happiness Week-Long Event. The campus was still struggling with the incidents that happened in October 2024, so an extra effort was put into planning healing and stress-reducing events and activities for students, faculty, and staff. A full week of community building and restorative events was planned for right before Fall finals week: Reindeer Games, Holiday Lunch (in the Pavilion), Door Decorating Contest, Cards and Cocoa, and Grateful Goats (sponsored by the SMC Associates).

Annual Board Goals 2024-25: Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff. #3 Increase enrollment.

2024 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 2024-25: Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff.

Public Policy Institute. In recognition of voter education week, PPI co-sponsored with Associated Students, “What Is Government For?... [And How the Heck Is It Supposed To Do All That?]”. Distinguished featured panelists include former California State Senator and Assemblymember **Martha Escutia**; former Los Angeles City Attorney, California Assemblymember and Los Angeles City Councilmember **Mike Feuer**; and **Jacquelyn Dupont-Walker**, Metro Board of Directors (2nd Vice Chair) and Executive Director, Ward Economic Development Corporation.

Annual Board Goals 2024-25- Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff. #3 Increase enrollment.

Public Policy Institute 2025 Spring Symposium. “Courting Danger: Will America’s Judicial System Uphold the Constitution?” Symposium activities included a featured conversation between pre-eminent Constitutional expert **Erwin Chemerinsky** and PPI founder **Sheila Kuehl**; discussions on the current conflicts and challenges in government; an overview of the **SMC Law Pathway** program with a panel of current students and alumni in law school and legal careers; and a **Town Hall** for the community.

Annual Board Goals 2024-25- Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff. #3 Increase enrollment.

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 reinforces 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, other digital platforms, and station opt-in email campaigns to extend SMC’s radio messaging into a wide-ranging multimedia program reaching local audiences on multiple levels and allowing for even more targeted messaging.

The Marketing Department plans various marketing campaigns and develops communications materials to support SMC’s Vision, Mission, and Goals, but mostly correlates with the Board Goals and Priorities under the Community and Government Relationships and supports student success and the college initiatives to meet the Visions for Success (VFS) goals. As well as the following annual Board Goals: Annual Board Goals 2024-25 – The Future of the College. Annual Board Goal #2: Increase Enrollment. Educational Advancement, Quality, and Equity. Ensure a supportive, inclusive, and collegial environment for students and staff. Annual Board Goal #3: 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 34th 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 983 students to UC campuses, 2,054 students to UC and CSU systems combined, and 129 students to USC.

While enrollment overall has continued to grow over the course of the 2024-25 academic year, the level of growth has slowed and trends below both Strategic Enrollment Management 2022-27 targets as well as adopted institutional 2024-25 targets. Additionally, nonresident enrollment has been declining this year. In the face of these challenges, we strategically utilized our remaining SB 85 funding to conduct

extensive marketing focus groups during the Fall 2024 semester. These focus groups featured the perspectives of SMC concurrent enrollment students, SMC general enrollment students, and prospective (non-SMC) general enrollment students.

Findings validated the brand strength of SMC with its #1 in transfer heritage and continued effectiveness of other marketing campaign messaging points around affordability, flexibility, and student support. Additionally, it signaled an opportunity to reinforce in messaging—where possible—student goals outside of transfer, such as gaining job skills and exploring different career paths.

Highlights for traditional marketing include the continuation of our Metro Rail outdoor full wraps on both the Expo Line 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 the Men of Color Action Network (MOCAN) Conference, as well as celebratory events like SMC Commencement.

We have continued featuring SMC stakeholders in our advertising campaigns with our radio partners, who can authentically speak to prospective students and parents about the value of an SMC education and the SMC community. In our Fall 2024 and Spring 2025 digital campaigns with radio partner Univision, we ran a social media segment featuring the Department Chair of Counseling, focused on the student support at SMC for developing an academic plan for transferring and beyond. This segment was a top performer in our advertising campaign in terms of social media engagement and reach. We plan to continue this successful approach next fiscal year, with a segment featuring the Career Services Center up next for Fall 2025. Highlights for digital marketing efforts include ongoing work with talent influencers and launching new paid search and display advertising campaigns.

Continuing our efforts to bridge the equity gap, our iHeart partnership continues to include 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, and over 35K followers across various social channels. 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 continued 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 advertising campaigns included continuing with program-specific ones for Aquaculture, Biotechnology, and Interaction Design, as well as adding one for Sustainability—programs that are part of Career Education. This is in addition to our ongoing institutional enrollment paid search and display campaigns supporting the Fall, Spring, and Summer terms. A new addition to our institutional digital campaigns has been one geared toward domestic nonresident prospective students, connecting them to a dedicated landing page for out-of-state students that has

been developed in collaboration with Outreach and Admissions. The first one is currently running for the Summer 2025 enrollment push.

Also, we once 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. The campaign outperformed education sector benchmarks for click-through rate, a key measure of audience engagement and campaign performance. And through collaboration with Admissions, Outreach, and Community & Academic Relations, we were able to send a targeted mailing to SMMUSD high school seniors with similar Smart Choice messaging, to remind them that the SMC community is here for them.

The Marketing team contributed and designed promotional materials for major college campaigns and initiatives and here are some highlights:

- As we celebrate the **50th Anniversary of the Emeritus Program**, we published a special issue for the Spring 2025 Emeritus schedule of classes, celebrating 50 years of free lifelong learning. It included a historical timeline of important achievements and events from 1974 to 2025 and featured images of Emeritus faculty and students from the **Fifty-Over-50** campaign.
- In the Fall of 2024, we designed a panel sign, stamp card, promotional flyers, and social media and campus TV ads for the **CMD Open House**, an event to generate awareness about programs offered at CMD and the opportunity to meet current students and view student projects.
- As part of SMC’s commitment to “SMC Cares,” the SMC Foundation established the **Santa Monica College Disaster Support Fund** to support SMC students, faculty, and staff who have been affected by the wildfire across Los Angeles County, which raised over 1.6 million dollars. They organized donation drives and distribution events to aid members of the community with support from local community partners and the SMC community. Marketing compiled community supporter logos and created graphics thanking our supporters to be used for email distribution, website, and large banner displays. We also published an ad in the Summer 2025 academic schedule for current SMC students and employees to apply for a fire relief grant for financial assistance.
- SMC hosted several on-campus events for student success and campus resources—**Summer Preview Day** welcoming new students, **VIP Welcome** student orientation, **SMC Start Up**, **Midterm Motivation**, and **Fuels for Finals** during the Fall and Spring semesters. We also collaborated with SMMUSD to target graduating seniors for our **Smart Choice campaign** to come to SMC to further their education. We worked closely with SMC Reprographics and the SMC mailroom and mailed 840 personalized letters to high school seniors at Santa Monica High, Malibu High, and Olympic High.
- A photoshoot took place, and signage was created for the **SMC Library** to promote the new renovations, which included Zoom booths, silent study, and food-friendly zones for students. We also designed a new Pearl graphic for the **Library Ahoy!** E-newsletter and prepared digital graphics for the **Library Author Talks** throughout the year.

- In conjunction with the opening of the **Math and Science Building** in the Spring of 2025, we conducted a professional photoshoot to capture images of the new building on the main campus, including exterior architectural structures and surroundings, interior classrooms and labs, and the planetarium and observatory, for the featured article **A Hub for Discovery** in the Fall 2025 schedule of classes.
- With the new **CollegeApp** system, SMC has access to marketing data to target adult learners seeking educational opportunities through social media and other channels. We developed digital assets to support the rollout of the Noncredit Program and Emeritus Program campaigns.
- We prepared printed and digital materials for the annual celebration of **SMC's 95th Commencement Ceremony** held at Corsair Field on June 17—graduation program, live webcast slides, photo booth designs, animated stickers, and Zoom backgrounds—to celebrate the achievements of 7,248 graduating students and awards of 13,394 degrees and certificates. As SMC continues our institutional commitment to diversity, equity, and inclusion, we supported affinity graduating students' celebrations that honor and celebrate the academic goals and accomplishments of our Black, LGBTQ+, APIDA (Asian Pacific Islander Desi American), Latinx/e, undocumented, and veteran students.

We continue to work closely with the Reprographics team and manage many color print orders on the **Xerox Versant digital color press** for the internal SMC community. We designed and printed more than 250 color printing jobs on campus to support special campus events, student programs, and recruitment materials and processed over 150 SMC business card orders.

Furthermore, the marketing team collaborated with other departments to prepare a wide range of marketing and communications materials. During 2024-25, the marketing team produced 10 schedules of classes, the annual SMC college catalog, and **over 500 materials** of publications, postcards, brochures, booklets, flyers, signage, email bulletins, and digital materials for social media and campus TV monitors. We continue to design award-winning materials, receiving a gold for the banner/outdoor **Making Higher Education Affordable** campaign (in addition to the gold won by the Public Information Office for the news release about **SMC to Columbia University Transfer Student Hunter Doradea**, who was chosen to be a **Future Nobel Laureate Scholar**) and a silver for the **2024 SMC Commencement Program** from the **Community College Public Relations Organization (CCPRO) California**.

Annual Board Goals 2024-25. Ongoing Board Priorities: Educational Advancement, Quality, and Equity 2-3; Student Life 5-7; Community and Government Relationships 10-12 (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")** plans, develops, and implements executive communication for Santa Monica College; and provides highly complex professional assistance to the Superintendent/President's Office, Senior Staff, and the college overall. 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 platforms and modalities including a national award-winning e-newsletter to highlight Santa Monica College's mission at work. In crises, the Director has key responsibility to develop communications strategy, oversee media engagement, and advise college administration on all communications-related matters; she interfaces closely with Marketing, Web &

Social Media, Enrollment Development, the SMC Police Department and also serves on the Emergency Operation Team and the Federal Action Impact Analysis Team.

In 2024-25, the Director of Public Information/SMC **won a Gold award** from the **Community College Public Relations Organization (CCPRO)**, for a news release on **SMC to Columbia Transfer student Hunter Doradea** who was selected for a Future Nobel Laureate Fellowship.

A few highlights of PIO activities from 2024-25 are as follows:

Media/Press Engagement & SMC in Focus:

- 2024-25 continued to be a difficult year for public relations departments at higher education institutions across the nation, with federal policy changes that deeply impacted students/the college community overall, and the continued fallout from fraught moments in the nation's history. Regardless, the Public Information Office kept up the momentum of showcasing the good work and transformative opportunities at SMC. **In total, the PIO generated more than 129 press releases and media alerts** which has led to widespread local, regional, and national coverage of events, new college initiatives, milestones, and more. For a detailed listing of media coverage please see: <https://www.smc.edu/news/in-the-news.php>. The PIO also wrote or pitched exclusives to various regional outlets, featuring SMC faculty, staff, programs, students/alum (a win-win, as many media outlets are understaffed, and SMC gets to shape the narrative for ourselves) including **Santa Monica Daily Press, The Argonaut, Community College Daily, NBC, and LAist**.
- Nearly all stories featured in **SMC in Focus**—SMC's national award-winning bi-monthly newsletter (smc.edu/smcinfocus)—that have the potential to have widespread resonance were pitched to media outlets. This strategy resulted in stories showcasing SMC's commitment to inclusivity, innovation, and workforce engagement being highlighted through feature stories in **Community College Daily, LAist, Santa Monica Daily Press, The Argonaut**, and more. In the last academic year, six themed issues of *SMC in Focus* were produced by the PIO, focusing on equity, student/alumni success, sustainability, and more.

Crisis Communications:

- The 2024-25 academic year was deeply challenging in terms of crisis communication, with the college undergoing some of the most difficult crises that could possibly beset an organization—from a workplace violence incident that led to two employees losing their lives to devastating wildfires that decimated communities in the college's immediate service areas to concerted efforts by the federal administration to dismantle the college's efforts to stand as a beacon of equity, inclusivity, and access. The PIO interfaced with media outlets local, national, and international—from **NPR, Reuters, NY Times, LA Times, NBC, CBS**, and dozens of others.
- The Director of Public Information serves on **SMC's Federal Action Impact Analysis Team**, whose charge is to stay abreast of federal policy changes, to keep the college community informed of major changes, and to participate in college-wide conversations and initiatives to ensure that the college's commitment to inclusivity, equity, and diversity continues to shine steady and bright.
- With a shoestring budget and limited resources, the Director of Public Information continues to play a leading role in advising the Superintendent/President and senior leadership, spearheading

the creation of institutional responses and strategy in response to dynamic situations that led to widespread national and regional media interest in the college, utilizing the college's updated crisis communications plan (updated last year) wherever applicable, and working with partners locally and statewide, such as SMMUSD, City of Santa Monica, Santa Monica Police Department, and the California Community Colleges Chancellor's Office.

- A few *sample* statements from the list mentioned above:

General College Statements:

- [SMC Student Apprehended by ICE](#)
- [SMC Condemns Executive Order Banning Trans Athlete](#)
- [International Student F-1 Visas Impact Update](#)

President's Messages/Video:

- [Update on January 27 White House Budget Memo](#)
- [Response to Federal Immigration Enforcement](#)
- [After the Elections](#)
- [SMC President Kathryn Jeffery Address \(Post Oct.14\)](#)
- [Felicia Hudson](#)

The PIO also produced a video for the Santa Monica College Police Department ("[How to Live Safe](#)"), to ensure that students and employees are aware of LiveSafe and ways to contact police personnel in the event of an emergency or simply for helpful resources.

Internal Communications. The Director of Public Information continues to lead the development of institutional messaging and implements multi-pronged communications strategies to keep the college community and the external community (plus the media/immediate community) informed. A few highlights include:

- Around 22 presidential memos for Dr. Kathryn E. Jeffery including most monthly college-wide communications summarizing need-to-know items, first-day-of-semester messages to students, news, emergency updates, budget updates, and more.
- Fall 2024 Opening Day "State of the College" Remarks and Spring 2025 Professional Day Remarks which provided the college community updates on crucial matters including fiscal challenges, workplace emergency/crises including an unprecedented and tragic workplace violence incident, set imperatives for the coming year, and more.
- Spearheaded communications/media responses for Senior Staff, designated spokespersons, SMC Federal Action Impact Analysis Team, Emergency Operations Team, and more on a range of crises/emergencies. For a complete repository, see [SMC Announcements](#) and [SMC In the News](#).
- Spearheaded creating editorial and scripts for large college events such as commencement, contribute to / provide editorial-level feedback for videos, schedule of classes, programs to highlight events, and much more.
- Disseminated summaries of board meetings, to keep colleagues informed on key Board of Trustees actions, and more.

- Wrote eight obituaries that paid tribute to the legacy and accomplishments of late SMC colleagues, current or retired.
- Provided media training / communications overview to SMC Board of Trustees in May 2025.

Board Annual Goals 2,3. By placing SMC stories in media outlets that reach thousands—and in some cases, millions—the PIO supports efforts to grow enrollment, reaching prospective students and decision-makers. Through the continued work of producing equity-themed content and placing these in regional media outlets, the PIO helps to move the needle towards closing equity gaps by creating urgency, inspiring students through the journey/success of their peers and bringing attention to stakeholders and widespread awareness within the college community.

Board Priorities: 1, 2, 3, 4, 5, 6, 7, 11, 12. 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, industry-specific publications, and more.

Through collateral and communications materials produced and widely disseminated by the Public Information Office, Santa Monica College’s capacity/image to attract diverse faculty & staff, a supportive/inclusive environment for all who work here, participation in governance, basic needs awareness, and more, are highlighted and brought to the fore. The PIO continues to support Emeritus, Malibu, and all satellite campuses as necessary, to ensure local community/outlets remain in touch with happenings and success stories.

WEB AND SOCIAL MEDIA

The Web and Social Media Office is part of the collaborative communication hub for Santa Monica College, facilitating 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 on 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 help 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

Podcast Template. A new template was created to show the new *Doing What Works* SMC Podcast. The new template is expandable, and we will be able to use it in future SMC Podcast ventures.

“Visionaries” Online Magazine. An online version of the Art Department’s student run magazine was added to expand the Barrett Gallery website.

Update Searchable Class Schedule. Working with MIS, the special programs were moved from a manually maintained website to the searchable class schedule.

New or Redesigned Content. The following pages were redesigned or are scheduled for publication:

- Human Resources
- Out-of-State Students – a sub-page of the Welcome Center
- New Students – awaiting approval for publication
- Community Education – awaiting approval for publication
- Counseling and Transfer Center – ongoing project
- SMC Police

Academic Pages. Working with the SMC Marketing Department, the following pages were created to promote new or upcoming academic programs:

- Biotechnology
- Aquaculture
- Strategic Management for New Managers

Database Search Pages. Created for the Areas of Interest sections of the website. Academic Programs can now be filtered by category and searched for content on the page. By editing a spreadsheet, content is automatically added to the page. (Upcoming searchable pages include the Transfer Center Articulation Agreements, Student Spotlights, and Foundation Scholarship winners.)

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. Percentage change reflects change from last year.

Statistics

- 92,310 LinkedIn followers (7 percent increase)
- 36,000 Facebook followers (1 percent increase)
- 20,700 Instagram followers (24 percent increase)
- 12,200 X (formerly Twitter) followers (1 percent increase)
- 825 TikTok followers (238 percent increase)
- 3,034 Threads followers (31.5 percent increase)
- 126 Bluesky followers (new social media channel)
- 975 Snapchat followers (1.2 percent decrease)
- Website: 27,951,528 page views.
- About 48 percent of users access the website on a mobile device and 52 percent access the website from the desktop or tablet. At any given time, there are about 1,000 real-time users on the website.
- Besides the homepage, the top five most visited pages are Canvas Login, Corsair Connect Instructions, the Schedule of Classes, How to Apply, and the Search 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

UCLA Withdraws from Proposed Joint Student Housing Project. UCLA withdrew in February 2025 due to changes in their leadership and changes in their financial capacity.

Private Partnership Selection. With an intent to restart a process to select a development partner for a Public/Private Partnership (P3), Government Relations has worked with Volz Company to update a Request for Proposals (RFP) to incorporate site planning studies conducted during the UCLA investigations and to update the proforma financial documents.

Vision Plan for Bundy Campus. With the intent to update the 2007 Bundy Campus Master Plan to reflect the campus's three-acre expansion and changes to circulation and building uses, Government Relations is overseeing work with Mithun Architect to prepare a Vision Framework Plan as the basis of the update.

Bundy Campus Underground Hazmat Removal Project. In preparation for the construction of student housing on the Bundy Campus, the Board of Trustees approved an award of bid to remediate contaminated soil vapor at its June 2025 meeting.

AB 648 and Local Zoning. In February 2025, Assemblymember Rick Chavez Zbur agreed to author SMC's bill to resolve zoning issues related to constructing student housing on the Bundy Campus. AB 648, if adopted, would exempt community colleges from local zoning regulations for student and staff housing on or within one-half mile of a district's main or satellite campuses. AB 648 is cosponsored by the Los Angeles Community College District and two student housing nonprofits, Abundant Housing LA and Student Homes Coalition; has been endorsed by over 50 organizations including the Chancellor's Office, the Los Angeles Board of Supervisors, and the City of Santa Monica; has cleared the Assembly floor on a 63-5 vote; and has cleared one of two Senate committees.

AB 130, SB 131, and CEQA. AB 130 and SB 131 both took effect June 30, 2025. The legislation is intended to accelerate housing production by reducing barriers and costs related to the California Environmental Quality Act (CEQA).

AB 130 includes significant housing reforms, particularly streamlining CEQA for infill housing projects. It essentially exempts qualifying infill development from CEQA review, aiming to accelerate housing production and reduce costs. To qualify for the exemption, projects must meet specific criteria, including being in urban areas on previously developed sites, being less than 20 acres, and being consistent with general plan and zoning standards.

SB 131 significantly reforms CEQA specifically for housing and other qualifying projects. It streamlines CEQA reviews by focusing review on the specific elements that prevent a project from qualifying for an existing exemption. This means that if a project narrowly misses an exemption due to one factor, the environmental review is limited to that factor.

The enacted legislation of AB 130, SB 131 and the hoped-for passage of AB 648 are expected to resolve zoning issues and to eliminate the need for CEQA review, reducing barriers and costs for the proposed Bundy Campus Student Housing project.

SMC Student Housing Advisory Committee. The committee has met throughout the P3 selection process and in conjunction with the discussions on design considerations for student housing on the Bundy Campus.

Board of Trustees Annual Goals—Student Life: (5) Continue working on the student housing initiative. Facilities: (9) Update and complete the Facilities Master Plan to support the vision for SMC’s future.

Main Campus Master Plan

CEQA Review. The SMC Board of Trustees reviewed a proposed 2024 Update to the Main Campus Master Plan and provided direction to conduct a CEQA review of the plan for subsequent adoption by the Board. Work on the Draft Environmental Impact Report (DEIR) is nearly complete, with the document expected in July and available for public review.

Board of Trustees Annual Goals—Facilities: (9) Update and complete the Facilities Master Plan to support the vision for SMC’s future.

Transit

Big Blue Bus. SMC continues to enjoy a two-year contract with Big Blue Bus for SMC’s Any Line Any Time student transit pass program, saving \$700,000 annually over the prior contract. The two-year contract includes an optional third year.

Los Angeles County Metro. SMC’s annual contract with Big Blue Bus allows SMC to participate in the GoPass program at no additional cost to SMC. Government Relations has worked over the past several years with like-minded advocates to achieve this outcome.

Board Goals—Fiscal Stewardship: (6) Reduce the structural budget deficit by \$5,000,000. Board On-Going Priorities: (9) Recommit to environmental sustainability in light of the continuing climate crisis.

State Advocacy

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 2024-25 State Budget Priorities. Oversaw follow-up legislative visits.

SMC advocated for adoption of the Governor’s proposal for CCC apportionment and COLA, and submitted our request for several augmentations, including an unrestricted block grant, extension of part-time office hours reimbursements at 2024-25 levels, and certain technical adjustments to the Student Centered Funding Formula. Among these items, CCCs were protected in the final budget and a restricted block grant was included in the adopted budget.

State Advocacy, Hold Harmless. SMC had identified the extension of Hold Harmless systemwide as our primary legislative goal. Members of SMC’s Board of Trustees and senior staff made their case to state officials at the Community College League of California conference this past January. Additional efforts have included working with Faculty Association lobbyist, SMC’s lobbyist, LACCD’s government relations office, the Chancellor’s Office, and local state representatives.

Unfortunately for our request, the state has experienced significant new costs since our first request in January, shifting from a projected surplus in the Governor's January budget to a projected \$12 billion deficit in the May Revise. The state budget does not include a systemwide extension of Hold Harmless.

State Advocacy, Palisades Wildfire Relief. Parallel to our request for statewide extension of Hold Harmless, SMC also worked with Assemblymember Zbur's office to submit a request for an extension of Hold Harmless for SMC due to the effects of the Palisades Wildfire. Nearly 7,000 homes were lost in SMC's district and service area and SMC is experiencing significant decline in new student enrollments. We received responses that indicated that our request was reasonable. Assemblymember Rick Chavez Zbur recommended relief for SMC to the chair of the Assembly Committee on Higher Education. Additionally, SMC Superintendent/President Kathryn Jeffery testified in person to the committee as to our need. Again, unfortunately for our request, the state's projected \$12 billion deficit worked against our request. Neither the state budget nor the education trailer bill includes apportionment relief for Santa Monica College.

Wildfire Recovery Assistance for Los Angeles Consortium Colleges. The state Higher Education trailer bill includes a \$5 million one-time appropriation from the General Fund for allocation to community colleges that are members of the Los Angeles Regional Consortium to assist with workforce recovery efforts associated with the Los Angeles regions' recovery from the Palisades and Eaton fires. SMC is slated to receive **\$500,000** of these one-time funds in 2025-26. The college is greatly appreciative of the efforts of SMC's Office of Workforce and Economic Development for their work in securing these funds.

Additional Acknowledgements. Great thanks are also due to Ms. Dagmar Gorman, whose work in researching documents, coordinating task flow, maintaining a steady flow of communications, and providing key insights were invaluable in moving student housing and state advocacy ahead. Great thanks are also due to Ms. Shari Davis, whose work history, community engagement, leadership, and initiative were exceptionally beneficial in moving student housing and state advocacy ahead.

Board Goals—Fiscal Stewardship: (7) Stabilize the fiscal structure of SMC and meet the requirement for a five percent fund balance; (8) 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 Santa Monica College Foundation (SMCF) operates with a dedicated team of seven professionals and a part-time student worker, all working under the leadership of the Foundation President and Dean of Institutional Advancement to advance the organization's mission and strategic objectives. The team is responsible for managing fundraising initiatives, scholarships, program and grant administration, event production, and marketing efforts. SMCF is also governed by its own Board of Directors. Currently, the Foundation oversees 344 scholarship accounts, which include 236 endowed and 98 annual scholarships. In addition, it manages 210 program funds, comprising 25 endowed and 185 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. In 2024-25, we hired two positions: A development director and grants program manager. SMCF's Board of Directors changed its membership, with one member resigning midyear and adding a new board member, for 13 members.

SMCF is committed to treating all donors with the highest standards of professionalism, responsiveness, and gratitude. To ensure transparency, annual balance statements are provided to donors of endowed scholarships and program fund account holders. For the second consecutive year, the Foundation found it necessary to proactively communicate with a select group of scholarship donors whose endowed accounts were affected by financial market volatility, resulting in reduced or suspended distributions. These communications were met with understanding and appreciation, as donors valued the Foundation's transparent and service-oriented approach. Fund balance reports are prepared and distributed early in the Fall semester, with senior staff receiving copies relevant to their areas of oversight. *Board Priority: Fiscal and Facilities #15; Community and Government Relationships #10.*

Board of Directors Engagement (*partial list*). Board Chair Margaret Sohagi provided Summer internship opportunities at her law firm for students enrolled in the pre-law pathways program. Board Member Mark Verge (SMC Alumnus) continues to support the Art Verge Study Abroad Scholarship program. Board Member Colleen O'Brien and SMCF helped expand the partnership with 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. Colleen and her husband also donated to support the fire relief fund. Board Member Mark Ivener continues to provide major gift support to the Art and Law Departments for their various initiatives, as well as GIVING THANKS(giving) and the Basic Needs Program at SMC. Board Member 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 and support GIVING THANKS(giving) as a sponsor. 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. SMCF continues to secure strong financial support from an array of individual and corporate donors, grants, and foundations. In total, SMCF secured funding for its students, and programs totaling \$3.3M fundraising between July 1, 2024 and June 1, 2025. *Board Priority: Fiscal and Facilities #9.*

Student Scholarships. For the third consecutive year, global market conditions affected the Foundation's scholarship program, resulting in a freeze or reduction in distributions for some endowed scholarship funds. Despite these challenges, SMCF awarded more than \$1.1 million in scholarships to 387 students. This year also saw the introduction of several major new scholarships, made possible through the generosity of Recharge, including awards of \$25,000, \$35,000, and \$50,000 for transfer students. Additionally, the Carol H. and Kevin W. Sharer Education Foundation awarded 17 student scholarships of \$16,000 each, supporting their transfer to Cal State or University of California campuses. Since the inception of the Sharer Scholars program in 2020, 79 SMC students have received scholarships, with total contributions now exceeding \$2 million. This year, SMCF made a concerted effort to raise student application rates by expanding awareness, successfully increasing scholarship applications by 54 percent over the previous year. *Board Priority: Educational Advancement, Quality and Equity #1; Student Life #6, #7.*

Scholarship Growth. The SMCF Board of Directors adopted a higher minimum requirement for all new endowed scholarships of \$25,000, compared to the previous \$10,000 minimum. SMCF added 16 new scholarships, including John Baldessari Family Foundation Art Scholarship, Stu Blumkin Memorial Scholarship, Brown-Driscoll Family Scholarship, Cosmetology Department's Scholarships; Dragon Hearts Foundation Scholarship; Nancy Greenstein Scholarship for Homeless Services Work; Kent Hodson Award for Study in the Biological Sciences, Audrey M. Pino Art Scholarship, Plotkin Family Foundation Scholarship, Rails Education Scholarship, Recharge Annual Scholarships, Captain Matthew B. Scherrer

(Ret.) Scholarship for Military Veterans, Kathleen Stegman-Wise Memorial Scholarship, Toshiro Tokunaga Memorial Scholarship, Veas Family Scholarship, and the Trueno Andrew Vellos Scholarship. *Board Priority: Educational Advancement, Quality and Equity #1; Student Life #6, #7.*

Student Access & Opportunity. SMCF continues to cultivate and expand comprehensive partnerships with donors who provide not only critical financial support but also contribute to curriculum development, classroom engagement, mentorship, internship opportunities, and student access to industry leaders. Recent collaborations include Rails with the Fashion Department, a private donor supporting the Law Pathways program, Recharge partnering with the Interaction Design program, and Century Housing supporting the Homeless Work Certificate Program. These partnerships exemplify SMCF's commitment to aligning donor engagement with meaningful academic and career-building opportunities for students. *Board Priority: Educational Advancement, Quality and Equity #1; Student Life #6, #7.*

GIVING THANKS(giving) SMCF hosted the 8th annual three-day holiday grocery giveaway for students. The goal: To address students' basic needs including food insecurity by raising awareness, funds, and providing students with food for the Thanksgiving holiday. SMCF surpassed its fundraising goal, securing \$257,229 from 245 donors, which was a 74 percent revenue increase over the previous year. Holiday groceries, including a \$25 Albertsons gift card, were distributed to 2,397 students utilizing 179 SMC and KCRW employees and community volunteers—an 18.4 percent increase in the number of students served from the previous year. Funds raised from the event support SMC's Basic Needs Program and covered 100 percent of the costs associated with the distribution. Additionally, SMCF secured 11 corporate sponsors, including Recharge, Layla Bagels & Coffee, Smart & Final Charitable Foundation, KCRW, Albertsons Companies, Hello Monday, Payden & Rygel, Dance for a Difference, and three in-kind donors: Melissa's Produce, Westside Food Bank, and Jacmar Foodservice Distribution. *Board Priority: Community and Government Relations #10; Educational Advancement, Quality and Equity #3; Student Life #6, #7.*

Emeritus Program. SMCF partnered closely with the Emeritus Program administration to support its 50th Anniversary celebration, contributing to a comprehensive slate of activities designed to foster ongoing philanthropy and deepen community engagement. Efforts included in-person events, a targeted fundraising campaign, and the development of marketing and messaging materials. A full-day back-to-school reception was held at the Emeritus Campus Art Gallery on Second Street, setting the tone for a year of meaningful connection. As part of the anniversary programming, SMCF curated a series of "Let's See SMC" events aimed at showcasing the breadth of SMC's campuses, academic programs, and student experiences, helping Emeritus students feel more connected to the broader college community. The Foundation provided chartered bus transportation, faculty and student speakers, guided tours, and catered boxed lunches to support these visits. Campus highlights included: Malibu Campus: Birdwatching and environmental education; Main Campus: Photography, Cosmetology, and the Giving Thanks(giving) programs; Performing Arts Campus: Music programs and performances; Bundy Campus: Nursing, Respiratory Therapy, and Noncredit Programs. Additionally, SMCF launched *Fifty Over 50*, a digital and print campaign celebrating current and former Emeritus students, faculty, and staff—honoring the legacy and continued impact of the program. *Board Priority: Community and Government Relationships #11.*

Emergency Wildfire Response and Community Mobilization. In immediate response to the Palisades Wildfires that ignited on January 7, the Santa Monica College Foundation launched an extensive emergency relief initiative aimed at supporting all affected members of the community. Within 24 hours, a coordinated response team—comprised of 35 individuals representing faculty, CSEA, administration, and external partners—convened to assess needs and implement a comprehensive action plan. Multiple

departments across the college played integral roles in both the strategic development and execution of this effort. Units such as Athletics, Auxiliary Services, Basic Needs, Community & Academic Relations, Enrollment Development, Facilities Programming, Information Technology, Maintenance & Operations, Marketing, Reprographics, and the Santa Monica College Police Department contributed resources, personnel, and expertise to ensure a swift and effective response.

To maintain public safety and manage operations at a distance from the fire zone, the Bundy Campus was designated as the initial hub. Over the course of two days, community members donated critical items, including blankets, clothing, shelf-stable food, bottled water, and baby essentials. The full 21-day response effort engaged an extraordinary 3,825 volunteers—ranging from local residents to corporate teams from IKEA, Amazon, Google, and UCLA’s Chi Omega fraternity. Volunteers traveled from across the country and even internationally—from Brooklyn, Chicago, and Mexico City—to offer their support.

The Main Campus subsequently served as the command center for a four-day resource fair, providing thousands of individuals with access to new and gently used clothing, groceries, hygiene products, and other essential supplies—all at no cost. No individual seeking assistance was turned away.

This wide-reaching initiative was made possible through the collective commitment of the SMC Board of Trustees, senior administrators, and a coalition of civic partners. Key contributors included California State Senator Ben Allen (24th District), Assemblymember Rick Chavez Zbur (51st District), the City of Santa Monica, the Santa Monica Chamber of Commerce, the Palisades-Malibu Chamber of Commerce, and Dolphin Event Services.

Dignity & Care: A Human-Centered Framework for Emergency Relief. At the heart of the Santa Monica College Foundation’s wildfire response was a guiding commitment to **dignity and care**, ensuring that every individual affected by the disaster was met with compassion, agency, and respect. The relief model was intentionally designed to reflect a trauma-informed, equity-centered approach—underscoring the belief that access to essential goods and services should preserve the self-worth and autonomy of every recipient.

The SMC Pavilion was transformed into a dignified distribution environment modeled after a retail department store. Through this thoughtfully curated experience, 4,076 individuals—spanning all ages and demographics—were welcomed into a space where new and gently used clothing for infants, children, women, and men was carefully arranged across 175 tables and 90 clothing racks. A team of volunteer personal “shoppers” offered one-on-one assistance, reinforcing the environment’s welcoming and inclusive tone. Each guest was also provided a reusable IKEA bag to support equitable access to a range of clothing and essentials.

The college cafeteria was reimagined as a community grocery market in collaboration with long-standing partners at Westside Food Bank and the Los Angeles Regional Food Bank. Over the course of the initiative, 63,500 pounds (31.25 tons) of resources were distributed—including fresh produce, shelf-stable foods, hygiene items, diapers, formula, and baby food—serving 3,516 individuals. Community-based food vendors contributed additional support for the event’s volunteer teams in its early phases, with generous in-kind donations from Round Table Pizza, Vicente Foods, El Cholo, The Butter End, Alfalfa, Rae’s Restaurant, and Lulu Cocina Mexicana.

Serving as the connective space between the Pavilion and Cafeteria, the Core Performance Center courtyard hosted **the Resource Fair**—a multi-agency engagement zone where displaced individuals and families could receive direct support from critical service providers. Among the participating organizations were the American Red Cross, Baby2Baby, Connections for Children, the Los Angeles Department of Mental Health, Providence Saint John’s Mobile Health Center, and the Santa Monica Black Empowerment Association. Several Santa Monica College departments—including Basic Needs, Counseling, and Enrollment Services—were also present, reinforcing the institution’s wraparound support approach. The Foundation’s newest partner, **World Central Kitchen**, enhanced the experience by providing complimentary hot meals via food trucks to all guests, volunteers, and staff on site.

The media coverage received over the three-week period amplified our efforts. From print (The Corsair, SMPD, Billboard), to online (LAist, SMDP, Canyon News, LA Weekly, Yahoo!, Allure, Español News, Santa Monica Lookout, Community College Daily), to network news (CNN, KTLA, Televisa Univision, Good Day LA, Fox 11 Los Angeles, Fox News, Telemundo), SMCF’s support was plentiful in the wake of the disaster.

Event Media Analytics

Local	National	Online
Total TV Audience: 766,844	Total TV Audience: 2,595,095	Total News Audience: 318,848,810
Total TV Publicity: \$342,159	Total TV Publicity: \$589,412	Total News Publicity: \$546,291

Concurrently with its relief operations, the Santa Monica College Foundation raised \$1,627,566 to provide direct emergency funding to students and employees affected by the Palisades Wildfires. An application-based system was established to assess individual needs, categorized by the severity of impact:

- **Level 1 – Total Loss:** Complete destruction of residence
- **Level 2 – Displacement or Loss of Employment:** Ongoing displacement or job loss due to wildfire damage
- **Level 3 – Short-Term Displacement or Income Loss:** Temporary housing displacement or wage loss due to business closures

Award amounts were distributed as follows:

- **Level 1 recipients** received a \$10,000 emergency grant, a \$500 grocery gift card, and a \$100 restaurant gift card.
- **Level 2 recipients** received a \$5,000 emergency grant, a \$500 grocery gift card, and a \$100 restaurant gift card.
- **Level 3 recipients** received an emergency grant ranging from \$500 to \$2,500, based on demonstrated need, along with a \$500 grocery gift card and a \$100 restaurant gift card.

This tiered funding model ensured that assistance was aligned with the scale of loss, allowing SMCF to deliver meaningful, needs-based support with efficiency and equity. More rounds of student distributions are scheduled for Summer and Fall with available funding. In total 380 donors contributed to support our efforts including: Ballmer Group, FireAid, Albertsons Companies, Foundation for California Community Colleges, and private donor Joan Payden.

Key Relief Metrics and Strategic Partnerships. The scale and reach of the Santa Monica College Foundation's emergency response were amplified through coordinated logistics, resource contributions, and strong community partnerships. The following key metrics highlight the breadth of impact delivered throughout the wildfire relief initiative:

- **400 firefighters** from Oregon and Utah received new bath towels and soap, ensuring basic hygiene and comfort during active deployment.
- **8,000 pairs of new socks** were donated by DoubleSoul, and **6,200 reusable bags** were contributed by IKEA to aid in the efficient distribution and transport of relief supplies.
- A significant collection of **blankets, sheets, and clothing** was delivered to **First African Methodist Episcopal Church** to further extend relief to a community where over 100 families lost everything.
- **World Central Kitchen** provided **14,563 fresh, hot meals** to volunteers, community members, and employees throughout the duration of the resource fair.
- Clothing partners including **BlackCrows, DoubleSoul, and SWAT Fame** donated thousands of new garments to support individuals and families in need.
- **20 pallets of surplus clothing** were redirected to **Fort MacArthur and Camp Pendleton** for military family support, courtesy of Amazon Local Good.
- **Univision's RecuerdoLA** enhanced community outreach by broadcasting live from the Main Campus during the height of the relief activities.
- SMCF extended its impact beyond the college community by awarding a **\$250,000 subgrant to Santa Monica–Malibu Unified School District**, providing emergency relief grants to their affected students and staff.

This integrated effort reflects SMCF's strategic commitment to both direct aid and broader systemic support, reinforcing the Foundation's capacity to serve as a regional hub for disaster response.

Board Priority: The Future of the College #1; Community and Government Relationships #11; Pandemic Management and Recovery; Educational Advancement, Quality and Equity #2; Student Life #6, #7.

EMERGENCY GRANTS (Non-Fire Relief). In collaboration with the Basic Needs program, SMCF provided \$106,737 one-time basic needs emergency grants and student parenting emergency grants to 54 SMC students in need of help with items including medical bills, rent arrears, car repairs, and internet access. In total, SMCF raised \$25,285 for the Emergency Grants Fund. *Board Priority: Student Life #6, #7.*

THE BROAD STAGE

Overview. With the 2024-25 season, BroadStage was able to make progress, meeting or exceeding most of the goals set forth for the year, amid all the interruptions, distractions, setbacks, and tragedies that occurred between September 2024 and April 2025. The strategy that sustained us through the most challenging passages was one of rescaling our work and revising our budgeted expectations to meet the moment.

Some highlights: We were able announce the launch of the Santa Monica International Jazz Festival for May of 2026 with the largest range of engaged civic partnerships we have ever cultivated; we were able

to close a \$1M legacy gift to our theater genre of presenting to help sustain our projects over the next ten years; we were able to balance our budget and present a prospective budget for 2025-26 that is also balanced without relying on a line of credit; and we were able to expand our board of directors, successfully recruiting new members and establishing a pipeline for more to join in 2026; lastly, we were able to host the highest-grossing gala in our history. Above all, the artistic integrity of the organization remained high (discussed in detail in the artistic planning chapter of this report) and the community engagement strategies were hugely successful, particularly the pay-what-you-can events for those displaced by the fires, and the pre-concert events featuring performances by talented youth from our community. As we enter the third and final year of the Stanley Clarke Jazz residency, the impacts for SMC students have deepened considerably (captured in the Residency Activities portion of this report). The promise of receiving professional opportunity for young players through the International Jazz Festival stages has proven quite motivating, as has Stanley Clarke's sustained presence as a mentor for SMC and SMMUSD students. The ongoing documentary project with Center for Media and Design film students also hit a new high.

That said, the current climate continues to deteriorate due to extraordinary cuts from the new administration of the federal government to both arts and education, accompanied by aggressive mobilization to seize the leading arts institutions in the country for politically partisan purposes. Our twin values of arts and education are under great pressure and the coming year will prove complicated. The deeper implications of the loss of the Palisades, and much of the surrounding area, are just beginning to fully reveal themselves. The fallout from the local populations affected by the fires, and the impact on our industry's economy and arts ecology will hit us quite a bit harder over the coming year than they did initially in January. We are working hard to navigate all of this while sticking to our path, our goals, and our plans for progress. Never have the performing arts been more important to public health and to keeping our values safeguarded from exogenous forces. We are focusing on bringing joy, compassion, and inspiration in every gesture we make.

Board of Directors. BroadStage's future success is underpinned by the strength and engagement of our Board. Through their governance, they are supporting diversification, rebranding, financial investment, recruitment, and increased engagement for the organization. They are the foundation of our efforts to bring the transformational work of artists, educators and thought leaders into our community to profoundly enhance and celebrate our way of life, and to enrich student life and learning for SMC.

In our 2022-23 report, we shared that we had added three new members, representing BIPOC and LGBTQ+ communities. These new members have done significant work to reinvigorate our Board and introduce fresh perspectives. In 2023-24, we added one more, which was what we had anticipated. In 2024-25 we added one more, deepening the Latino presence on our board, and we have three more candidates in the pipeline to bring on in 2025-26. We are looking to expand to the full 25 director membership allowed by our bylaws from the current corpus of 18 members. Four members of the Board, including SMC Board of Trustees Chair Nancy Greenstein, comprise the IDEA committee, and are leading diversification goals for the BroadStage Board of Directors, as well as overseeing ongoing Board orientation, training, and participation in IDEA platforms at the Board level. The Board's recruitment activities have been exceptional this year, supported by an excellent Governance committee, headed by Philip Rotner, keeping everyone on target to reach our membership and diversification goals.

Finance. 2024-25 projection shows a small operating surplus due to better performance at Gala, an added Celebrity Opera program, Employee Retention Tax Credit refund, Hadestown royalties as well as a four

percent savings in overall expense. The 2023-24 audit was clean. The endowment continues to perform well even in these volatile times. As of mid-June, the endowment is up \$3.6 million over its permanently restricted amount.

Compliance. BroadStage is a campus citizen and an auxiliary of Santa Monica College, serving as a front porch to our local community, our students and faculty, and world travelers alike. We are an international destination for the world's most accomplished and innovative artists, particularly those whose work is best served by our unique venues and our community's cultural, artistic, social, and aesthetic values. We are a nexus for collaboration among local, national, and international artists and arts institutions, allowing us to uplift and enrich student life and learning at SMC, while illuminating SMC as a leadership institution in the performing arts and in cultural practices nationally. Our program areas support the following goals set forth by the campus and the SMC Trustees.

- **Increase Enrollment and Educational Advancement Persistence.** We hope by offering unique and ongoing access to world class artists who join us for long term residencies that we will both help to recruit and retain students in areas of practice where we can enhance the already excellent faculty and curriculum of SMC – the three- year Stanley Clarke residency, which includes monthly ongoing coaching of SMC ensembles is a strong example of that. Similar work goes on in the dance and fine arts departments.
- **Community Relations.** BroadStage drives thousands of Santa Monica locals, Angelinos, and traveling tourists to SMC's Performing Arts Center campus each year. We are involved with numerous local entities and represent the college in the professional performing arts space with partners like Santa Monica Travel and Tourism, Downtown Santa Monica, the Department of Cultural Affairs, as well as community partners like Virginia Avenue Park. We maintain partnerships with numerous businesses that support our Santa Monica economy, including hotels and restaurants, and we serve SMMUSD, particularly Samohi, with program enhancement and support. We also maintain professional affiliations and working partnerships with arts presenters, producers, and service organizations nationally and internationally.
- **Student Life.** We enrich, engage, and enhance student life and learning through high levels of engagement with faculty and curriculum in the arts and affordable access for students to all of our events. We also offer employment and career advancement opportunities to SMC students. One prime example—we have a senior staff member who began his educational career at SMC, then started his professional career at SMC, and has since come all the way to senior leadership on the BroadStage staff.
- **Future of the College.** Our way-forward vision, one that includes harnessing the destination driven power of Santa Monica, while tapping the financial resources of the creative economy in Los Angeles, stands to advance the educational and operational goals of SMC. We hope to be a beacon for public engagement for SMC as whole.

Season Review 2024-25. The 2024-25 season marked a significant expansion of BroadStage's artistic vision. It opened with the inaugural **Future Sounds of Jazz** festival—a keystone event of year two in our three-year jazz residency curated by bass legend **Stanley Clarke**. This proof-of-concept festival featured a multi-artist celebration including **Judith Hill**, **Gretchen Parlato**, a tribute to **Keith Jarrett**, and breakout stars like **Jahari Stampley** and **Isaiah Collier**. The vibrant launch set the tone for a season defined by genre-crossing collaborations and deeper community engagement, including performances by student ensembles from Samohi and SMC. In the months that followed, the jazz series continued with standout

performances from **Marlon Martinez & The Marlonius Orchestra**, **Julius Rodriguez**, **Teri Lyne Carrington & Social Science Project**, **Cyro Baptista**, **Emmet Cohen Trio**, and the **Harlem Quartet with Aldo Lopez**, affirming BroadStage's role as a major West Coast hub for contemporary jazz innovation.

The **Classical series** featured world-class ensembles **Imani Winds** and **Chanticleer**, alongside bold, adventurous programs from pianist **Chad Lawson** and the dynamic violin duo of **Simone Porter** and **Blake Pouliot**, both alumni of the Colburn School. Bridging jazz and classical, BroadStage favorite **Lucia Micarelli** dazzled with seamless transitions between American roots and classical repertoire. Continuing in music, the **Blackbox** series—now in its sixth season and curated by **The Reverend Shawn Amos**—returned to the 200-seat Music Hall with its signature roots sound. Highlights included the Beaucoup Brass Band joined by circus artists from Wildfire Collective who enlivened the plaza, and Ellis Hall, the soulful pianist who achieved prominence with the R&B collective Tower of Power. Holiday offerings featured the joyful, occasionally rowdy, and always inimitable **Storm Large** as well as local bolero trio **Tres Souls**, performing their farewell show.

Our **Sunday Morning Music** chamber series welcomed acclaimed local ensembles **Delirium Musicum**, **Salastina**, and **Wild Up** for intimate, casually staged programs showcasing some of LA's finest chamber musicians.

Perhaps most notably, each Jazz and Classical program this season was paired with **pre-show plaza activations** featuring student and youth ensembles—deepening engagement with younger audiences and reinforcing BroadStage's transformation into a dynamic, campus-integrated cultural hub.

The season also featured the return of opera legend **Angela Gheorghiu**, in recital with rising tenor **Freddie De Tomasso**, making his BroadStage debut, as well as the return of superstar **Lise Davidsen**. These marquee events elevated our **Celebrity Opera** series, reinforcing BroadStage's reputation as an intimate, world-class destination for vocal performance. In dance, the season brought the emotionally resonant **Is It Thursday Yet?** and the explosive, athletic storytelling of **Rubberband Dance**—both infusing the stage with personal narratives, power, and movement. In theater, the planned centerpiece was the **West Coast premiere of *All the Devils Are Here***, a one-man Shakespeare tour-de-force. Although the production was postponed due to artist injury, it has been rescheduled for the upcoming season. Meanwhile, comic **Maria Bamford** launched a new comedy series at BroadStage, drawing devoted fans and new audiences alike with her brilliantly offbeat performance.

The ever-popular **Nat Geo Live** series returned for its 15th season, continuing to offer mind-expanding presentations on the natural world and global issues. Looking ahead, the newly launched theater and dance residencies—each set to culminate in landmark commissions or the creation of signature festivals—signal BroadStage's evolution from a presenting venue to a creative engine for new, cross-disciplinary work. The 2024-25 season was a bold and joyful step into that future.

Artist Residency with Stanley Clarke. BroadStage's three-year Artist Residency with four-time Grammy winner Stanley Clarke is forging a deep and impactful connection with Santa Monica College, providing unparalleled opportunities for its students and enriching the college's arts programs. A cornerstone of the BroadStage residency is the extensive mentorship offered to Santa Monica College's Applied Music Program students. Throughout the 2023-24 academic year, Stanley Clarke has been deeply involved, conducting six workshops and five rehearsals specifically for SMC musicians. This direct engagement

provides aspiring young artists with personalized feedback, demonstrations of key jazz techniques, and invaluable insights from a world-renowned artist.

The current year of the residency culminated in two inspiring student performances. These concerts showcased the significant growth and musical development fostered through Clarke's mentorship, as SMC students diligently prepared and performed a program featuring Clarke's compositions. Both student and faculty surveys indicated strong improvement and engagement through this program. Beyond these dedicated performances, SMC Applied Music students have been given significant exposure through BroadStage's programming. The "Future Sounds of Jazz" full-day festival, curated by Clarke, prominently featured jazz combo performances by these talented SMC students. Furthermore, SMC student groups have actively participated in BroadStage's "Pre-Show on the Plaza" program, performing for BroadStage ticket buyers. This initiative has been so successful that the number of opportunities for SMC students to participate is planned to increase in the 2025-26 season, underscoring BroadStage's commitment to their professional development. BroadStage further supports these emerging artists by providing a modest stipend for their performances.

SMC Media Arts Program: Documenting the Residency's Impact. The collaboration extends beyond musical performance into the realm of media production. The SMC Media Arts Program has played a crucial role in documenting the residency's profound impact. Media Arts students and faculty have created two documentary shorts chronicling Stanley Clarke's Artist Residency. The second film, completed this year, was screened at the campus auditorium in December 2024. These documentaries feature a compelling collection of interviews with SMC students and Clarke's band members, testimonials, and performance footage, offering an insider's perspective on the residency and showcasing the transformative power of direct interaction with a world-renowned musician. This partnership provides invaluable real-world production experience for SMC Media Arts students while creating a lasting record of this significant collaboration.

[Rhythm of The Future - Residency documentary YEAR TWO \(2024-25\)](#)

[Rhythm & Harmony - Residency documentary YEAR ONE \(2023-24\)](#)

SMC Student Nights & Dance Department Workshops. BroadStage deepened its connection with SMC dance students through specialized Student Night performances and enriching workshops. Over 60 dance majors experienced two compelling dance presentations, actively participating in post-show discussions and artist interactions. Further practical learning opportunities were extended to all SMC Dance Majors, including five workshops with RUBBERBAND Artistic Director Victor Quijada exploring his innovative "RUBBERBAND Method," and a separate workshop led by Jenn Freeman, a dancer and creative collaborator from "Is It Thursday Yet?".

BroadStage partnered with the Debbie Allen Dance Academy to present a free dance class for approximately 75 individuals impacted by recent fires. Held in the Music Hall, this event focused on joy, healing, and community, offering respite through movement. The event garnered media attention, including an NBC Nightly News segment. "Dancing in the Light" at BroadStage was a beautiful gathering for our friends and neighbors to express themselves through movement and release some of the intense strain of fire recovery for a few hours.

BroadStage also had its annual booth at Santa Monica's Juneteenth Celebration. This is the fifth year we participated and have been a local sponsor. Artist Pascal Bokar and his AfroBlueGrazz Band were featured. In July, Broadstage joined SMC in walking and waving to onlookers on the parade path on Main Street.

Inclusion, Diversity, Equity, and Accessibility (IDEA) Update. BroadStage continues to prioritize Inclusion, Diversity, Equity, and Accessibility (IDEA) as core organizational values, evident in ongoing initiatives and strategic developments at both the staff and Board levels. Key actions at the staff level include committee work to recommend policy and procedures, interview questions for new hires, welcoming processes for new hires, and maintaining up-to-date resources available through the web. Additionally, staff provides support for the Board IDEA Committee on issues, policies, and governance.

All full-time staff must complete artEquity’s “Everyday Justice Workshop”, and IDEA topics pertinent to BroadStage are discussed at staff meetings at least every six weeks.

BroadStage’s Board unanimously approved a new, comprehensive IDEA policy, solidifying organizational commitment. Employment practices have been revised, with job descriptions inclusive of diverse experiences, use of external recruitment firms with demonstrated IDEA expertise, and an ongoing review of outreach, hiring, and onboarding processes.

Among key focus areas for 2025-26 are employee development, continuously exploring and implementing opportunities for equitable professional growth and development for all staff members; and actively encouraging the inclusion of colleagues from various departments on interview panels to broaden perspectives and reduce bias.

The Way Forward: 2025-26 Programming. BroadStage’s 2025-26 season continues to push boundaries, deepen partnerships, and expand access as we enter our 17th year with our most ambitious and inclusive programming to date. At the heart of the season is the inaugural Santa Monica International Jazz Festival: Route 66 Edition, curated by Stanley Clarke—a culmination of our multi-year Jazz Residency. This weeklong citywide celebration will also include a one-of-a-kind dance platform under the direction of legendary choreographer and director Debbie Allen. The entire festival will showcase emerging talent on promenade stages, present iconic artists like Hiromi at venues across Los Angeles, and feature major events at BroadStage and the Santa Monica Pier—positioning BroadStage as a central force in LA’s cultural landscape in the lead-up to the 2028 Olympics.

The season’s music programming spans generations and genres—from the legendary South African ensemble Ladysmith Black Mambazo to boundary-breaking artists like Camila Fernández, Julia Keefe and the Indigenous Jazz Ensemble, and viral jazz-pop sensation Stella Cole. In classical music, highlights include the returns of Delirium Musicum and the Takács Quartet; a recital by piano great Garrick Ohlsson and violist Richard O’Neill; and a full orchestral concert with opera superstars Lise Davidsen and Freddie De Tommaso, presented as part of our Celebrity Opera series. Also, part of that series is Avi Avital with Philharmonia Baroque. Lastly, the LA Master Chorale makes its long-awaited BroadStage debut with their English Cathedral Christmas holiday program, and Jane Lynch offers another exciting debut with her own holiday show, *Jane Lynch’s Swinging Christmas*.

Our theater and comedy programming features Patrick Page’s acclaimed *All the Devils Are Here*, a new concert from Broadway star Mandy Gonzalez, and comedy sets from Dominique Witten and Kevin Nealon. We are also working in partnership with UCLA to bring Geoff Sobelle’s multisensory, immersive piece *FOOD* to Santa Monica—a production that exemplifies our commitment to experiential and thought-provoking performance. Dance programming includes the 40th anniversary season of Parsons Dance, an emotionally resonant triptych of world premieres from Santa Monica’s own Jacob Jonas The Company,

and Ragamala Dance's *Ananta*. Ongoing series like Sunday Morning Music, Blackbox, and Nat Geo Live continue to bring world-class artists, scientists, and storytellers to Santa Monica.

Administratively and financially, we are starting the 2025-26 season with our very established and long-standing senior leadership team, plus a new Development Director to spearhead the fundraising efforts, and some enhancements to the marketing team. While this does not represent increased headcount, the new team members bring along with them greater expertise and the opportunity to perform significantly better in both revenue centers (contributed and earned) than we achieved in 2024-25. We also anticipate significant growth through the launch of the Santa Monica International Jazz Festival, produced through our partnership with SM Festivals. We are running the festival like a campaign, in that it is not drawing significantly on our annual budget, rather it is expected to raise funds and receive sponsorships that are non-compete with existing BroadStage revenue sources. The festival will only go forward on the scale that it can afford through its own revenue projections. That said, it will nonetheless position BroadStage for the largest community footprint it has ever had, and it will bring the potential for far greater visibility for the institution nationally and internationally, as only a destination festival in iconic locations around town can do. We are in a solid position to meet or exceed our goals for 2025-26 and are planning for growth.

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. Demand continues to exceed supply of available dates as desirable weekend dates in Spring and Fall are regularly scheduled by SMC Dance and Music programs as well as Madison Project DBA BroadStage. Even with limited inventory, the PAC rental program generated \$835,000 in 2024-25 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 2024-25 Board of Trustees Annual Goal #8 by showing "continued efforts in revenue generation and cost control... to achieve a sustainable budget."*

Highlights from 2024-25 include:

- Rachmaninoff and the Tsar—multi-week theatrical production in August 2025 featuring Hershey Felder and Jonathan Silvestri, the longest-running and most remunerative rental engagement since the creation of The Eli and Edythe Broad Stage
- Ethnographic Praxis in Industry Conference (EPIC)
- AEG Presents Matteo Lane stand-up comedy special for Hulu
- Bath and Body Works commercial
- Westside Ballet's annual Nutcracker and Spring Showcase
- Archer School for Girls annual Night of Dance performances

Additionally, the PAC supported disaster relief efforts in response to the January 2025 wildfires including:

- CA Dept. of Insurance Workshop that included representatives from 13 insurance providers; 408 impacted families were served during the 2-day event
- Two town hall events featuring local and state-wide legislators including state senators, assemblymembers, LA County supervisors, and others

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 is 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:

Hosted 17 events at cultural institutions across Southern California, engaging over 100,000 people. 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.

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.

Our weekly political roundtable show brings voices from all political points of view. *Left, Right & Center* is now airing on 60 stations nationwide which increases the brand imprint of KCRW.

In 2024-25, 30 live studio performances were hosted on site at the CMD campus in the KCRW Annenberg Performance Studio, many in front of invited guests from the community.

Introduced four new shows: *Question Everything* with Brian Reed. This is a deep look at journalism from and by journalists. Some of the issues include ethics about reporting on the Gaza war; arresting newspaper reporters for publishing Grand Jury testimony; a summit with student journalists after the arrest of a fellow-student at Tufts University; and censorship of the press by the government.

The Sam Sanders Show is a fresh look at all the entertainment we consume on a screen and how we really feel about what we're watching.

Lost Notes: Groupies with Dylan Tupper Rupert. This popular 8-part series looks at the 70's era rock n'roll scene in Los Angeles from the woman's point of view. This uplifting and empowering series was downloaded over 150,000 times.

Important Things of Great Importance with Katherine Ellis. A funny take on the news via Instagram is attempting to grab people who normally don't consume news by putting it in a funny format.

LA Fires Coverage. Delivered hundreds of hours of fire-related reporting on air and via social media, reaching over 4 million accounts. Hosted two virtual events with 6,000+ attendees on topics such as soil and water safety and air quality.

Report LA Fellowship. KCRW invests in budding journalists. Two fellows completed 18-month terms, producing high-engagement content across platforms.

In the community: Attended 46 events to build KCRW awareness throughout Southern California. Spoke at California Non-Profit Day to legislators on public media's importance and nonprofit resilience.

Honored with Gracie Awards, Edward R. Murrow regional awards, and nominated for the James Beard Awards.

Successfully hosted Presidential and Vice-Presidential Debate watch events at local bars to engage the community with politics and each other.

Community and Government Relationships. KCRW improves special programs that serve local students by increasing college readiness and success. KCRW serves as an ambassador for SMC, providing lifelong learning and a positive association with the community. All our programs are external, covering many of the areas where SMC students reside.

CONCLUSION

No institutional report—even one as comprehensive, and full of accomplishments to celebrate, such as this one—can end without a clear-eyed acknowledgment of the difficulties that lie ahead, difficulties that are not unique to Santa Monica College: a budgetary crisis; enrollment declines; external challenges to upholding our commitment to equity, diversity, and inclusion; shifting student demographics and changing expectations for higher education and its value. It behooves us to remember that this College was founded during the Great Depression—in 2029, SMC will celebrate its centenary—and has weathered numerous crises in its long life. Out of these crises, the College emerged changed, out of necessity, but also ready to adapt to whatever lay ahead. And, most importantly, as evident in this report, ever more dedicated to serving the students who need SMC the most.



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