



# ANNUAL REPORT

2018-2019

SANTA  
MONICA  
COLLEGE

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*SANTA MONICA COMMUNITY COLLEGE BOARD OF TRUSTEES*

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BOARD OF TRUSTEES GOALS AND PRIORITIES, 2018-2020

Access. Excellence. Equity.

**I. Educational Advancement and Quality**

1. Use data, inquiry, and evidence for improving services at all levels.
2. Implement multiple measures, guided pathways, and models of support that increase student success. Monitor retention and completion rates, especially for groups of students identified in the student equity plan including African-American, Latino/a, and low-income students.
3. Increase the number of SMC students annually who acquire associates degrees, credentials, certificates, or specific skill sets that prepare them for an in-demand job. (VFS Goal 1)
4. Increase the number of SMC students transferring annually to a UC or CSU or other four-year university. (VFS Goal 2)
5. Decrease the average number of units accumulated by SMC students earning associate's degrees. (VFS Goal 3)
6. Increase the percent of exiting SMC CTE students who report being employed in their field of study. (VFS Goal 4).
7. Reduce equity gaps across all of the above measures through faster improvements among traditionally underrepresented student groups. (VFS Goal 5).
8. Develop and launch an SMC Promise program for all eligible first time in college, full-time students.
9. Continue to support and hire a diverse, outstanding, and innovative faculty and staff that demonstrate a commitment to student success, engagement and equity. Seek to increase the percentage of full-time faculty over time.
10. Enhance and develop programs and pathways that meet the current and future needs of local and regional industry and business. Strengthen, promote and expand enrollment in existing workforce and career technical programs.
11. Assess and focus on solutions to barriers related to students' financial resources. For example, but not limited to:
  - Increase financial literacy; support faculty adoption of open educational resources and other efforts to reduce the high cost of textbooks; work with partner agencies to address food and housing insecurity; increase the percentage of eligible students who receive financial aid; and strive to provide more jobs for students on campus.
12. Assess and focus on solutions to barriers related to students' personal circumstances that may negatively impact student success. For example, but not limited to:
  - Develop and identify resources, referrals, and protocols for better assisting undocumented students, students with mental health challenges, LGBTQIA students, foster youth, veterans, and other special student populations with common challenges.

- Train faculty and staff on protocols for serving these students and students in distress.
13. Complete and open the new student services building. Leverage the new facility to maximize meeting students' needs interests, and goals; and to increase equity. Ensure a welcoming experience for students and the public.
  14. Explore developing an SMC University Center to provide students with more access to BA programs.

## II. Fiscal Health and Internal Operations

15. Develop a strategic vision for the future of the college.
16. Ensure among board members and the college community at large an understanding of the implications, opportunities, and risks inherent in the new funding formula.
17. Assure an effective and dynamic college by ensuring long-term fiscal stability.
  - Ensure the financial health of the College through enrollment management and development, appropriate student-serving adjustments to maximize revenues from the funding formula, revenue-generation, cost control, and restructuring, as necessary.
  - Pursue and obtain appropriate external funding.
18. Build and maintain a reserve sufficient to protect against anticipated and unforeseen circumstances.
19. Revisit the plan to safeguard post-retirement employee benefits and develop and implement a plan to fund increasing PERS, STRS, and other benefit obligations.
20. Ensure a supportive, inclusive, and collegial environment for students and staff.
21. Provide reports for the Board that align with Board Goals, funding formula metrics, and the Vision for Success.

## III. Community and Government Relationships

22. Lead the work of partnering across systems (cities/school district/ government/community/ education). Strengthen community and government relationships and partnerships in fulfillment of SMC's vision and mission.
23. Support Emeritus through consistent maintenance, continue to promote academic programs, and remain vigilant against state funding reductions.
24. Monitor and maintain access for the community to SMC classes.
25. Continue to work with the Cities of Santa Monica and Malibu and the SMMUSD. For example, but not limited to:
  - Strengthen and expand programs, pathways, concurrent dual enrollment, Young Collegians, SMC Promise and other partnerships or special programs that serve local students and increase college-readiness and success.
  - Hold an annual joint meeting with the Board of Education
26. Work with allies in Sacramento and Washington, D.C. to improve policies, and funding as needed. Advance legislative solutions to issues challenging the college.

**IV. Facilities and Sustainability**

27. Enhance facilities and technology infrastructure, integration and staffing. Improve the condition of current facilities, including air conditioning.
28. Maintain progress on all SMC security, technology infrastructure, and facilities construction projects as described in the SMC construction plan.
29. Continue as a model of sustainability for all areas of the college. Continue to promote and support the use of more sustainable modes of transportation for students and staff.
30. Update the Facilities Master Plan.

*Approved by the Board of Trustees: August 7, 2018*





## Annual Report | 2018-2019

### INTRODUCTION

As Santa Monica College enters the 90th year of its existence, a moment of reflection on the evolution and growth of this institution gives ample opportunity to appreciate the breadth of accomplishments including a continued and growing dedication to student success with an emphasis on helping the most marginalized, and a reputation that mirrors the highest ideals of what makes community colleges in general a cornerstone of American democracy. From the “Santa Monica Junior College” that opened its doors to 153 students at the onset of the Great Depression in 1929 to the “Santa Monica College” that serves over 32,000 students in 2019, history bears proof of SMC’s spirit of innovation.

This 2018-2019 Annual Report provides an overview of noteworthy activities of SMC’s programs and areas of operations—I hope you will take the time to peruse the entire document; this introduction provides just a few highlights:

- For the 28th consecutive year, SMC sent more students to the University of California than any other California Community College. The total number of SMC transfers to the UC was a record 1,289—up 90 students from the year prior. SMC also led in transfers for Latinx and African American students to the UC system. The college continues to be the largest feeder to UCLA as well as the number one Southern California transfer college to UC Berkeley, the two flagship UC campuses. In addition, SMC maintained its number one position for transfers to the University of Southern California and Loyola Marymount University, and continues to transfer more students to the Ivy League Columbia University than any other college west of the Mississippi.

SMC also launched a partnership with RaiseMe, a micro-scholarship program for transfer students that incentivizes students to engage in positive college-going behavior while earning merit scholarship money from select transfer destinations.

- For the third year in a row, Santa Monica College broke records in the number of graduating students. This past year, 9,110 degrees and certificates were awarded to 5,905 students. This represents 1,079 more students in 2018-19 who collectively earned 2,937 more degrees and certificates than the prior year. Plus, 24 Bachelor of Science in Interaction Design degrees were awarded. The June 11, 2019 commencement ceremony featured California Secretary of State Alex Padilla as commencement speaker; the two youngest graduates were 17, the oldest was 85.
- SMC’s new Promise Program—which provides free enrollment and textbook vouchers up to \$1,200 to new, full-time graduates from California high schools who meet the program’s requirements—was unveiled. It now encompasses the services and features of what was known as the First Year Experience. SMC Promise participants receive counseling support from the Welcome Center, educational planning, career services, and more. Plus, students get to take advantage of the new “College Hacks”—a one-day orientation that aligns career industries and SMC academic pathways.

- The Guided Pathways effort—which seeks to redesign the SMC student experience so that the college might “move the needle” in a meaningful way on both student success and equity—made significant strides in 2018-19. A “Sorting Day” was held in May 2018, during which the groupings of instructional programs were finalized. These groupings—previously known as “Meta-Majors”—were labeled as “Areas of Interest.” These areas of interest consist of various academic and career paths, which will help clarify the educational journey at SMC for students, and hopefully lead them to successful completion.
- And, on a related note, the 2018-19 academic year was characterized by evidence of Santa Monica College’s growing commitment to student equity. This was reflected in programming for all-campus Flex Days, the DACA renewal assistance efforts, Undocumented Ally training programs, the monthly “Equity Speaks” and “Equity brown bag” discussions, and the development and associated activities of the Student Equity Plan 2019. In May 2019, the SMC Board voted unanimously to set the target goal for the elimination of equity gaps—for African American and Latinx students, where the gap is greatest—to a timeline of 2021-22 (the institutional goals are required to be set against the five “institutional equity metrics” identified in the 2019 Student Equity Plan: access, retention, transfer-level English/Math completion, degree and certificate completion, and transfer).
- The brand-new, spacious SMC Student Services Center was completed and occupied in June 2019. This is the first time in the history of Santa Monica College that almost all student services offices and programs are under one roof. In addition to new offices and workspaces, the new building includes an orientation hall/auditorium and areas where students can mingle and study.
- In 2018-19, 66 new courses and 33 new programs were approved—up from 49 and nine respectively last year. Also, 12 courses added the Global Citizenship requirement, and 35 courses were approved for distance education delivery. Plus, 10 new noncredit academic programs awarding Certificates of Completion in short-term vocational and workforce preparation were approved. In addition, changes in Math and English curriculum resulting from the passage of AB 705—which requires community colleges to maximize the probability that a student will enter and complete transfer-level coursework in English and math within a one year timeframe and to use multiple measures to place students into English and math courses—were implemented. Six new co-requisite support courses in Math were approved, and a new placement process was launched.
- The number of SMC distance education offerings increased from 1,295 sections last year to an all-time high of 1,448 sections. While the SMC Distance Education program ranked number four among the California Community Colleges for FTES last year, the College has now moved into the number two position. SMC was awarded a \$500,000 one-year grant from the Chancellor’s Office via the California Virtual Campus Online Education Initiative to improve the quality of our online courses, expand the number of Career Education courses and programs available via online delivery, and make SMC Associate Degrees available online by putting math and lab science general education courses online.
- The Young Collegians program—a collaboration between SMC and the Santa Monica-Malibu Unified School District (SMMUSD)—celebrated its 12th summer. Over 70 students are participating in the program, which was designed to provide a supportive introduction to postsecondary education and a head start to completing degrees. In 2018-19, a total of 41 dual enrollment classes were offered at six local high schools, with 12 of those classes at SMMUSD. With the passage of AB 288 and the implementation of the College and Career Access Pathways agreement, the program developed additional Dual Enrollment courses.

- SMC's Title III-funded STEM Learning and Leadership Innovation Center (SLLIC), which, in partnership with UCLA and other university and industry partners, seeks to increase the number of Hispanic and other low-income students who successfully pursue and obtain STEM degrees and careers, had several achievements in 2018-19: a new Engineering degree and certificate were unveiled, Division of the State Architect approval was received to begin construction on a new Makerspace, and new workshops were offered to help students prepare for summer research experiences and transfer.
- In 2018-19—as of June 10, 2019—Santa Monica College disbursed \$38,372,937 in financial aid. This amount includes \$27,708,679 paid in Pell Grants to 7,541 students, and \$1,049,163 paid to 1,699 SMC Promise recipients.
- SMC's Grants office submitted 29 grant requests of which 17 were awarded, totaling nearly \$1.2 million in new monies for the college. Significant grants received in 2018-19 include the first-ever \$100,000 National Endowment for the Humanities grant for an art history project to be led by Briana Simmons and Walter Meyer; two new grants from the Chancellor's Office for mental health services, and for veterans; and three grants from the Hollywood Foreign Press Association for SMC's award-winning Film Program.
- To promote mental health education and awareness, the SMC Center for Wellness and Wellbeing was able to hire a therapist for SMC's Center for Media and Design campus, the Performing Arts Center campus, the Bundy campus, and the STEM and DREAM programs with new one-time monies from the Chancellor's Office. In addition, SMC Health Services partnered with over 40 community agencies to host a successful fair in March.
- The SMC Career Services Center also held two very successful Job and Internship Fairs in 2018-19; each fair had well over 70 employers offering SMC students job and internship opportunities.
- The college's Information Technology department migrated SMC's on-premise email to Microsoft Office 365 cloud, and among many other such activities, deployed 350 lab computers and 170 faculty and staff computers as part of a "Technology Equipment Refresh Plan."
- The annual audit conducted by SMC's independent auditors resulted in the 12th consecutive year without financial findings—the best possible outcome. SMC also received an unmodified opinion on its Federal Single Audit, a separate audit required to be performed on federal grants. Additionally, both the financial and performance audits for the Proposition 39 construction bond program received unmodified opinions from the auditors.
- The Education Enterprise department introduced a successful Lyft rideshare service between campuses in the evenings, which replaces a former shuttle service and created more than \$100,000 in savings.
- SMC's Human Resources department held the 1st Annual Santa Monica College Job Fair to showcase SMC's commitment to diversity, inclusion, and student success to prospective applicants; 400 participants attended.
- SMC and KCRW received an award from the Westside Urban Forum for LEED buildings and Transportation initiatives; Expo Line ridership has grown by 33 percent from the first year; SMC met the City of Santa Monica's new employee Average Vehicle Ridership (AVR) goal of 1.75 (the Office of Sustainability, in order to reach this goal, worked to transition 190 employees from driving alone to an

alternative form of transportation in three years). And, of great note, Santa Monica College earned a Silver-level rating as a Bicycle Friendly University from the League of American Cyclists. The higher-level award follows SMC's designation as a Bronze-level Bike Friendly University in 2014, making it the first California community college to earn a bike-friendly certification. The designation is good for four years—and SMC remains the only California community college to have a bike-friendly university certification.

- The SMC Malibu Campus and Los Angeles County Sheriff Substation project reached a long-awaited milestone, with a well-attended groundbreaking ceremony on Sept. 21, 2018. The event featured speakers from the County of Los Angeles, the Los Angeles County Sheriff, City of Malibu, and Santa Monica College. Phase one of construction is complete, with phase two to begin in late fall 2019.
- The Santa Monica College Foundation distributed \$755,000 to 555 students, totaling 786 scholarships in 2018-19, a monetary increase of 40 percent compared to funds distributed over 2017-18. In addition, the Foundation also raised funds for SMC students affected by the devastating Woolsey Fire. Relief awards ranging from \$5,700 to \$20,000 were awarded to a handful of SMC students.
- The 2018-19 season at the Broad Stage at the SMC Performing Arts Center—which has become a leading cultural institution and community hub on the Westside of Los Angeles—featured more than 50 unique events. The season was launched with the popular community festival Broad Fest—over 1,200 local residents enjoyed free entertainment. Season highlights included the premiere of legendary Isabella Rossellini's Link Link Circus, the return of acclaimed cirque ensemble 7 Fingers in RÉVERSIBLE, and a thrilling recital from Plácido Domingo (20 SMC opera students attended this sold-out concert through a special student ticket program). The Broad Stage continued to present local, emerging talent including Kybele Dance Theater, which was founded by SMC Dance Professor Seda Aybay.

Furthermore, The Broad Stage facilitated over 85 educational and community programs, including master classes and open rehearsals; spotlight talks featuring SMC professors before and after performances; community outreach; and family performances. The K-12 program brought 11,142 teachers and students to 24 student matinee performances.

The Broad Stage enters its 12th season with the appointment of veteran Bay Area performing arts leader Rob Bailis as Artistic and Executive Director of The Broad Stage. Bailis most recently held posts of Interim Artistic Director and Associate Director of Cal Performances at the University of California, Berkeley, one of North America's largest and most prestigious performing arts presenters. The Broad Stage organization recently completed a five-year strategic plan, the culmination of an extensive year-long study to help chart a course forward that capitalizes on its many successes.

- SMC's NPR radio station KCRW partnered with community-based organizations such as the City of Long Beach, the Hammer Museum, and the Hollywood Bowl to produce new seasons of Summer Nights and World Festival concerts and events attended by over 250,000 people across Southern California, Santa Barbara, and the Central Coast. SMC interns—two cohorts of 20 students annually—continue to be exposed to KCRW operations in areas ranging from marketing to studio engineering. The station began its full 24-hour broadcasting service from KCRW Media Center on the new Santa Monica College Center for Media and Design Campus on March 8, 2019. The 24 studios and live event space have allowed KCRW to be a true force in the community. KCRW has already hosted seven live broadcast music performances from the space as well as more than a dozen events open to invited members of the public. These events included a discussion on the expanding fire season due to climate change and an interview with Oscar nominated Glenn Close.

In 2018-19, SMC students and academic programs continued to earn accolades—proving to be the best among their fellow students across the state and the nation, and giving the institution as a whole many accomplishments to celebrate. Here are just a few:

- The Computer Science and Information Systems department created several new programs this year including a Cybersecurity program and a Salesforce Admin/Developer program. Excitement continues to be generated around the groundbreaking Amazon Web Services (AWS)/Cloud-Computing program as well. SMC professors Howard Stahl and Vicky Seno were selected to join the AWS Educate Cloud Ambassador program, alongside faculty from MIT, Harvard, Carnegie Mellon, and Cornell University.
- The Cosmetology Program has expanded to include Barbering—a newly unveiled program offering SMC students the option to acquire skills in a field rapidly acquiring interest.
- The SMC student-run Chemistry Club was again recognized with an “Outstanding” award from the American Chemical Society (ACS)—the world’s largest scientific society—for the club’s local youth outreach activities. This marks the second consecutive year that SMC is the only California community college to receive the highest honor bestowed on student chapters by the world’s largest scientific society. The ACS also gave the SMC Chemistry Club the Green Chemistry Award for its promotion of “green chemistry.”

Spearheaded by the Chemistry Club, the 2nd Annual SMC STEM Festival was held on May 4, 2019. This event brought out families to celebrate Earth Week by engaging in hands-on STEM learning activities for all ages—more than 100 schoolchildren participated in this fun day of learning.

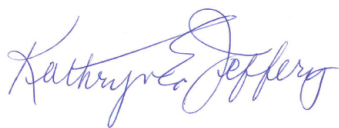
- Two more Early Childhood Education Associate degrees at SMC were accredited by the National Association for the Education of Young Children (NAEYC), bringing the total of NAEYC accredited programs to four. SMC is one of only 195 two- and four-year institutions nationwide that are accredited by the NAEYC, the foremost professional association in the field.
- SMC student and Economics major Hesham Jarmakan won the prestigious Jack Kent Cooke Foundation (JKCF) Undergraduate Transfer Scholarship. The highly competitive scholarship will provide him with up to \$40,000 annually for a maximum of three years to complete his bachelor’s degree. A native of Syria, Jarmakani’s goal is to become a lawyer and work for the United Nations Human Rights Commission.
- The award-winning Film Program continued to rack up accolades—SMC films were official selections at 38 international, national, and regional film festivals including FilmSchoolFest Munich, LA Shorts International Film Festival, and the Vienna Independent Film Festival. SMC student films won a total of 19 awards including Best Student Short and Golden State Film Fest (*Shape Shifter*), Best Western Film at 4th Annual Silicon Beach Film Festival (*Once Upon a Woman*), and Winner, Best Emerging Filmmaker for director Lisa Mayo at Santa Monica International Film Fest.
- Student-run newspaper *The Corsair* had another award-winning year. One SMC student won and another was runner up for the Press Photographers’ Association of Greater Los Angeles (PPAGLA) 2018 Student Photojournalist of the Year Award. In addition, SMC students won 12 awards and one scholarship from the Journalism Association of Community Colleges, three students won feature photo awards from the California News Publishers Association (CNPA) Journalism Awards, and the CNPA also selected *The Corsair* for a General Excellence Award.

- The SMC Speech & Debate Team also maintained a winning streak: SMC students won three 1st place awards (including one at the Phi Rho Pi national championship tournament in Reno, NV), six 2nd place awards, and seven 3rd place awards. In the NPDA (National Parliamentary Debate Association) debate format, SMC students won two 1st place awards and five 3rd place awards. And, in Impromptu speaking, an SMC student won a 2nd place award.
- The Santa Monica College Scholars Program—a Transfer Alliance Program (TAP) developed in 1985 to be a premier transfer program specifically with UCLA’s College of Letters—continues to be a leader among TAP programs. In fall 2018, SMC Scholars applications numbered 1,973 while the next closest community college submitted 1,050 applications. And, 240 SMC Scholars students were UCLA Transfer Alliance Program certified (214 of those students were admitted, for a 90 percent admit rate).
- Last but not the least—SMC’s student athletes and coaches also celebrated several wins and awards: Men’s Swim & Dive won the Western State Conference Championship (Matt Holt was named Swimmer of the Year and Head Coach Brian Eskridge was named Coach of the Year; Colin Casey won the 200 meter Butterfly State Championship). Men’s Soccer won the Western State Conference Championship (Head Coach Tim Pierce was named Coach of the Year). Men’s Basketball advanced to the State Championship Final Eight, earning a number four seeding. Women’s Soccer won its second Western State Conference Championship, while going undefeated in conference play and ended the season ranked 19th in the country nationally for Division III (Head Coach Aaron Benditson was named Western State Conference Coach of the Year and Filippa Struxsjoe was named Player of the Year). Women’s Volleyball won the Western State Conference Championship. Head Coach Turhan Douglas was named Coach of the Year and Angelina Burton was named Player of the Year.

I extend my congratulations and deepest gratitude to the SMC students and colleagues who continue to give us so much to celebrate here at Santa Monica College.

In an increasingly complex world—one that is fraught with challenges and also abounds in opportunities—I have no doubt that those who make up the SMC community (faculty, classified staff, managers, administrators) will shepherd the college’s longstanding legacy of innovation towards greater heights of excellence. I thank the SMC Board of Trustees for their visionary leadership and guidance as we strive to keep Santa Monica College among the best of community colleges in California and in the nation.

Sincerely,



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

## ACCREDITATION

Following the Accrediting Commission for Community and Junior Colleges accreditation evaluation team's findings of their visit conducted in October 2016, on June 13, 2018 SMC Superintendent/President Dr. Kathryn E. Jeffery received notification from the Commission that Santa Monica College's accreditation has been reaffirmed for the remainder of the accreditation cycle (i.e., through fall 2023).

The next report will be the Midterm Report due in October 2020. The report will focus on the college's progress in implementing the two action projects proposed by SMC in its Quality Focused Essay. These two action projects include the **Integrated Student Equity and Success Plan** and a **Transformative Technology Plan**.

- **Integrated Student Equity and Success Plan:** The redesign of the student experience using a guided pathways framework and the College Equity Plan are being integrated into the ongoing work of the Student Equity and Achievement Program (SEAP). These redesign and integration efforts will improve student success and close equity gaps in student outcomes.
- **Transformative Technology Plan:** In 2018, an Institutional Effectiveness Partnership Initiative Partner Resource Team visited the college to assist in our transformative technology efforts. As a result of the IEPI visit, a grant was awarded to the college to evaluate options for replacing the college's aging student information system. Grant funds were used to hire Campus Works, a consulting firm, which conducted a thorough fit-gap analysis of the College's current human resources, financial, and student information systems vs. its needs and commercially available solutions. The College received the report in April 2019.

*Board Priorities: 1, 27, 28.*

## ACADEMIC AFFAIRS

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

Under the leadership of appointed faculty leaders, Guido Davis Del Piccolo and Maria Muñoz, as well as the Project Manager for Pathways, Irena Zugic, several milestones were reached in this important work during the 2018-19 academic year. In spring 2019, Sherri Bradford, Counseling Faculty and Program Leader for Black Collegians Program, also joined Guido and Maria as one of the faculty leaders of the Redesign effort.

In summer 2018, a two-day working Redesign Retreat was held. Based on the research and reports from various inquiry teams, 30 participants discussed and collectively defined the overarching goals of the SMC Redesign for the next three years and beyond. The goals include the following nine areas (with accompanying strategies and deliverables for each area):

1. Program Maps
2. Areas of Interest
3. Student Support
4. Critical and Gateway Courses
5. Scheduling/Enrollment
6. Student-Facing Technology

7. Communication & Outreach
8. Professional Development
9. Campus Community

In collaboration with the **Professional Development Committee (PDC)**, the **fall 2018 Opening Day** was centered on Redesigning the Student Experience at SMC. On this day the case was made to over 600 attendees present as to why SMC is “Redesigning the Student Experience using a Guided Pathways framework”, including the presentation of the nine overarching redesign goals established over the summer. Keynote addresses were made by Dr. Frederick Corey, Vice Provost for Undergraduate Education at Arizona State University, (*Innovations in Higher Education: Using a Guided Pathways Framework to Increase Success and Decrease Equity Gaps*) and Dr. Irene Malmgren, Vice President of Instruction from Mt. San Antonio College (retired), (*Mt. San Antonio College: Why Guided Pathways and Lessons Learned*).

In fall 2018, aligning with the Redesign goals and Guided Pathways framework several **work teams** were created:

- **Student Care Team** (goal 3, pillar 3)
- **Student Connections Survey** (goal 3, pillar 3)
- **Guided Career Exploration** (goal 2, pillar 2)
- **Embedded Support in English and Math** (goal 4, pillars 3 and 4)
- **Community Building** (goal 9, pillar 3)

These work teams met throughout the fall 2018 and spring 2019 semesters and were showcased during two sessions of the **Spring 2019 Professional Development Day**.

The results of “Sorting Day” (May 2018) were analyzed and after consultation with Curriculum Committee members, Department Chairs and discipline designee(s), Redesign Steering Committee, Counselors, various focus groups of students, and the Student Advisory Squad, the program groupings were finalized. In collaboration with Marketing and Institutional Research, a survey was created for students with an embedded video where students from our Student Advisory Squad explain the idea behind “meta-majors”. This survey was distributed to the student population and the final decision was to label what was previously referred to “meta-majors” as “**Areas of Interest**” consisting of various **Academic and Career Paths**. The preliminary unveiling of SMC’s Areas of Interest took place during the two sessions of Spring 2019 Professional Development Day.

In 2018-19, five **Program Mapping Days** were held. These 6-hour days consisted of sequencing the required courses for a program, including the appropriate math course(s), English 1, Counseling 12 or 20 courses, and creating placeholders for electives and general education requirements. Each mapping day contained a training, program mapping pre-work, and the actual mapping. The mapping days were highly successful due to the invaluable collaboration and knowledge transfer that organically occurred having discipline faculty, counselors, curriculum committee representatives, and students working together. Each mapping day had between 70 to 100 attendees present and over 75 programs (degrees, certificates of achievement, and transfer prep) completed phase 1 maps.

As part of the **AACC Pathways 2.0** project, SMC sent teams to AACC Institutes in summer 2018, fall 2018, and spring 2019. Each institute covered a different aspect of the Guided Pathways model, such as developmental education redesign (which SMC already started working on as a result of AB 705),



student intake and support systems redesign, and developing connections with external stakeholders. In addition, combining with the fall 2018 AACC institute, the total of 16 SMC attendees visited ASU for an entire day (in order to solidify our partnership with ASU per the Award for Innovation) and also visited South Mountain Community College (Maricopa Community College District) for an entire day to learn from a sister institution who is a step or two ahead of us. Also in fall 2018, AACC Pathways 2.0 coaches Dr. Jo-Carol Fabianke and Michael Poindexter visited SMC for two days, meeting with various representatives of the college.

In winter 2019, as part of the SMC Redesign Effort, two sessions were offered for a two-day Design Thinking introductory training with 30 different participants invited to each of the sessions. This was an opportunity (facilitated by Lime Design, faculty from the Stanford “D School”) to learn and apply the Design Thinking process—an empathy-based, prototype-driven approach to defining and solving complex problems. Following these trainings, 20 attendees were invited to a two-day Co-Creation Workshop focused on one of our redesign goals: “How might we foster a sense of engagement and belonging for SMC students?”

A hallmark of the SMC Redesign Effort (recognized statewide) is the **Student Advisory Squad** led by career counselor, Jenna Gausman. This squad has grown to nearly 30 members and has been instrumental in providing feedback to each of the work teams, as well as sessions related to the college’s technology. Several Student Advisory Squad members participated in different conferences and were also asked to present at the LACCD Summit and the Chancellor’s Office Regional Guided Pathways conference. As a result of this last conference, the Chancellor’s Office is set to publish an article where SMC is shown as a model of engaging and integrating students into the Guided Pathways/Redesign process. Another noteworthy mention is that SMC Student Advisory Squad member, Joshua Elizondo, has been selected to serve on the Chancellor’s Office Guided Pathways Advisory Committee.

*Board Priorities: 1, 2, 3, 4, 5, 6, 7, 10, 11, 12.*

### ***Student Equity Plan and the Student Equity and Achievement Program***

The 2018-19 academic year was characterized by evidence of Santa Monica College’s growing commitment to student equity. This has been reflected in all-campus Flex Days, the **DACA renewal assistance efforts, Undocumented Ally** training programs, the monthly “**Equity Speaks**” and “**Equity brown bag**” discussions, and the development and associated activities of the **Student Equity Plan 2019**.

In 2018, SMC submitted **the Integrated Plan 2017-19** to the Chancellor’s Office, which called for the integration of the **Student Equity, SSSP (credit and noncredit), and Basic Skills Initiative** activities. In May 2018, California Community Colleges were notified that the funds for each of these three initiatives would be combined into one allocation known as the **Student Equity and Achievement Program**. Community college districts must continue to maintain an equity plan, and the trailer bill language adds another category to those previously mentioned in the Equity Plan legislation—**first generation students**.

In 2018, the Student Equity Team engaged with consultant Dr. Veronica Neal to develop an equity vision and mission statement to guide the work:

**Equity Vision statement:** SMC is a dynamic and culturally responsive educational community that upholds the values of equity, inclusion, and social justice as a pathway to personal and academic excellence.

**Equity Mission statement:** SMC is an educational institution dedicated to providing an equitable learning and working environment. We intend to make clear, through our lived values and praxis, our commitment to inclusive excellence, which is reflected in our student outcomes and employee satisfaction.

The 2019 Student Equity Plan requires SMC to set goals for five institutional equity metrics:

- 1) Access: application to enrollment
- 2) Retention: fall to spring
- 3) Transfer level English/Math completion
- 4) Degree and certificate completion
- 5) Transfer to any four year institution

For each of these five metrics, disaggregated data show that Latinx and African American students are consistently underserved at SMC. In response, the college has engaged in important work in streamlining the goal-setting process by engaging more SMC planning bodies on campus in the work of equity. The Student Equity Committee worked closely with the **Institutional Effectiveness Committee** and **DPAC** to develop annual objectives for the Master Plan for Education, Local Vision Goals, and Student Equity goals in support of the number one strategic initiative, “Close the gaps in educational outcomes among student groups” and, specifically, eliminate racial equity gaps experienced at SMC by Latinx and African American students.

In May 2019, the SMC Board voted unanimously to set the target goal for the elimination of equity gaps—for African American and Latinx students, where the gap is greatest—to a timeline of 2021-22.

The Equity Steering Committee continues to develop and support practices, activities, and policies that seek to close the racial equity gaps that exist at SMC. Specifically, the committee activities have included the following:

- Continued to provide ongoing training and discussions with various SMC departments and during **Flex Day** about the praxis of student equity, including educating employees about the new Student-Centered Funding Formula and its direct relationship to racialized student equity. The movement from the use of the term *student equity* to *racialized student equity* is in order to emphasize the focus on African American and Latinx students. [Board Priority #12](#)
- Shifted from providing **Equity Brown Bags** that focus on topics for college employees to offering **Student Brown Bags** targeting African American and Latinx students to get feedback about their experience in accessing services, experience within the classroom with faculty, and their overall thoughts about the level of support at SMC. [Board Priority #12](#)
- Continued to engage in professional development including sessions with consultant **Dr. Veronica Neal**; UCLA Professor **Dr. Tyrone Howard** at a campus-wide workshop and a specific **Equity Speaks** that allowed faculty, staff and administrators the opportunity to engage in Q&A to gain feedback from this leading equity practitioner and researcher; a special equity workshop with **Dr. Shaun Harper** for the college president and senior staff to discuss how racialized student equity can be executed at the senior leadership level; **Annual Equity Summit** on racialized campus incidents which was attended by 86 members of the college community; and continued engagement with **USC Center for Urban Education** to receive training for key SMC

leadership to develop the racialized student equity plan as a blueprint for executing the activities for equity. *Board Priority #7*

- Defined and implemented a racial equity-centered goal setting process for institutional effectiveness and related plans (student equity, Student Equity & Achievement Program). *Board Priorities 1, 3, 4, 5, 6, 7, 21*

## Curriculum

Over the course of the 2018-19 academic year, the SMC Curriculum Committee held 15 full committee meetings. The outcome of the committee's work includes:

- 66 new courses
- 56 substantive changes to courses, including the following: changes in the essence of the course, hours or units; major title changes; addition or deletion of elective options in programs; removal or addition of prerequisites, co-requisites, or advisories; addition, removal or revision of GE areas; discipline changes; major changes to objectives and outcomes, content/presentation/evaluation
- 35 courses for distance education delivery
- 12 courses adding Global Citizenship
- 81 courses with updated Student Learning Outcomes
- Four courses deactivated
- 146 updates/non-substantial changes to courses, including changes in objectives, outcomes, content, presentation, evaluation, title, texts, etc.
- 33 new programs
- 35 changes to programs, including additions or deletions of courses and changes in units in degrees and certificates, changes in GE lists, updating terminology, content, disciplines and titles
- 32 certificates and degrees deactivated, primarily for compliance with new Chancellor's office regulations on low-unit certificates
- Six courses approved for Intersegmental General Education Transfer Curriculum (IGETC); 9 for California State University General Education (CSUGE)

Other ongoing areas of focus for the committee include:

- **Guided Pathways** as a framework for program and course improvement, including college-wide program mapping days and the approval of SMC's Areas of Interest and Academic and Career Paths
- Changes to curriculum resulting from **AB 705**, specifically in Math and English:
  - The Curriculum Committee approved six new co-requisite support courses in Math, a development coinciding with the debut of a new placement framework and process for students enrolling in Math or English under AB705. The new framework places all

students into transfer-level English (English 1 or English 1 with English 28) and most students into transfer-level Math. Correspondingly, the SMC GE Language and Rationality policy was refined to comply with AB705 placement guidelines.

- The committee held substantive discussion of curricular changes to improve access and equitable outcomes for racially minoritized students at SMC; such topics included opportunities for noncredit course and degree development under streamlined Chancellor's office approval timelines, the value of faculty engagement with Open Education Resources (OER) and Zero Textbook Cost (ZTC) degrees for students, as well as a draft rubric for aligning the SMC Distance Education Application with a set of best practices from the Online Education Initiative (OEI).
- The committee celebrated data showing that from the summer 2015 term to the spring 2018 term, 63 percent more ADT's were awarded than in the previous similar time period, and the number of ADTs offered at SMC grew from 15 to 20 in the same roughly three-year timeframe.

*Board Priorities: 2, 3, 10, 11, 17.*

### **Online Education**

The number of SMC distance education offerings **increased from 1,295 sections to an all-time high of 1,448 sections** this year. Online classes continue to be in high demand. Also, 35 courses were approved for future online delivery by the Curriculum Committee, and nine new online classes made their debut this past year. The Distance Education program continues to expand each year with new online faculty, course offerings, and online support services for students and faculty. Online tutoring usage has increased by 17 percent from the previous year. SMC is also in a better place to leverage resources among the California Community Colleges and benefit from being part of a broader community of Canvas users. While the SMC Distance Education program ranked number four among the California Community Colleges for FTES last year, the College has now moved into the **number two** position. These efforts are closely aligned with the Board Goals & Priorities of implementing multiple measures, guided pathways, and models of support that increase student success.

In June of this year, the College was awarded a **\$500,000 one-year grant from the Chancellor's Office** via the CVC-OEI (California Virtual Campus Online Education Initiative) to improve the quality of our online courses, expand the number of CTE courses and programs available via online delivery, and make SMC Associate Degree's available online by putting math and lab science general education courses online.

*Board Priority: 3, 10.*

### **Learning Resources**

Learning Resources includes tutoring in the **Learning Resource Centers (LRC)** around campus as well as Supplemental Instruction. The administrators and staff are engaged in continuous improvement efforts prioritizing consistency in the student experience, evaluation, and innovative practices. The Dean, Learning Resources and Director, Supplemental Instruction/Tutoring both serve on the Academic Senate Joint Committee on Student Instructional Support Services and work collaboratively with the departments offering these services.

- **Guided Pathways & AB705:** Supplemental Instruction and Tutoring have been working closely with English and Math departments to provide embedded tutoring and SI. This is one of the areas that Guided Pathways and AB705 have honed in on to help support students on their path.
- **Increased professional development:** The Director of Supplemental Instruction and Tutoring has attended many conferences and workshops and brought back some best practices for the area. The SI coordinator also attended the 3CSN Tutoring Expo and was able to gain valuable knowledge about current best practices.
- **Increase in consistency of practices in the various tutoring centers.** In collaboration with the Senate's Student Instructional Support Committee, the tutoring coordinators implemented a satisfaction survey to identify best practices for adoption by all centers. The Writing and Humanities Tutoring center is closely monitoring the increased use of services that has occurred to support courses created in response to AB705.

*Board Priority: 1, 2, 20.*

### **Education Collaborative**

The collaborative continues to support the Young Collegians program. This will be the 12th summer the program is being offered to SMMUSD students. The program is designed to help first-generation underrepresented students earn college credits while in high school. **Over 70 students** are participating in the program. At the end of three summers, each student will earn 14 college credits. Participating in the program has provided students with a supportive introduction to postsecondary education and a head start to completing their degrees.

This past year, the Dual Enrollment program has continued to work with six local high schools. In the fall, the program offered 19 Dual Enrollment classes with six of them being offered at SMMUSD. In the spring, the program offered 22 classes with six of them at SMMUSD. With the passage of AB 288 and the implementation of the College and Career Access Pathways (CCAP) agreement, the program was able to develop additional Dual Enrollment courses. These new opportunities will allow the Dual Enrollment program to play an even greater role in helping high school students achieve college and career readiness and to assist students with the transition to postsecondary education. For the coming year, the program is working on advertising and expanding the pathways, which will lead to career technical education or preparation to transfer.

*Board Priority 3: The Young Collegians and Dual Enrollment programs support the third board goal—Community and Government Relationships—by working with SMMUSD and local schools to provide access to college classes for their students.*

### **SMC Noncredit Initiatives**

The **SMC Noncredit Initiatives Team**, in partnership with the **SMMUSD Adult Education Center**, takes pride in serving as the Santa Monica-Malibu academic and career pathway for adult learners seeking to increase basic skills, earn a high school diploma, prepare for the GED examination, complete noncredit courses to earn a certificate, transition to college-level courses/programs, and obtain gainful employment in an entry-level or high position. The Noncredit Initiatives Team's primary focus is to assess the academic and career needs of regional, underserved adult learners by eliminating barriers in

an effort to provide more accessible, equitable, and quality academic and career pathways. Significant progress has been made as a result of collaborating with SMC faculty, SMMUSD Adult Education Center teachers, classified staff, and administrators, alongside community and industry partners, such as but not limited to the following: America's Job Center of California/JVS West Los Angeles WorkSource Center, Chrysalis, City of Santa Monica Cradle to Career, Los Angeles Hospitality Training Academy, OneWest Bank, Pacific Park, Santa Monica Public Library, and Virginia Avenue Park.

The California Adult Education Program (CAEP), formerly the Adult Education Block Grant, in addition to other SMC Noncredit funding sources, such as the Noncredit Student Success and Support Program (now: Student Equity and Achievement Program), Strong Workforce Program-Noncredit, and Workforce Innovation Opportunity Act Title II (WIOA Title II), funded **the development of ten new noncredit academic programs awarding Certificates of Completion** in short-term vocational and workforce preparation noncredit categories.

As funded by CAEP and WIOA Title II, noncredit English as a Second Language (ESL) faculty participated in professional development opportunities to assist with the alignment of ESL and Immigrant Education (Citizenship) curriculum in addition to best teaching and learning practices in the classroom. Noncredit ESL faculty continued the process of aligning its curriculum to the College and Career Readiness Standards and the English Language Proficiency Standards for Adult Education. In accordance with WIOA Title II, the curriculum was further revised to feature academic and workforce readiness skills, and technology. Noncredit ESL faculty also worked to align noncredit ESL courses with the credit ESL course sequence so that students who successfully complete a noncredit ESL course may have the skills and proficiencies necessary to enter the credit sequence. Noncredit ESL faculty and SMMUSD Adult Education Center teachers have partnered to cultivate evidence-based teaching practices based on shared goals. Accessing and using technology was identified as a shared instructional goal that is consistent with developing ESL college and career readiness skills. As a result, in spring 2018, the **Santa Monica Regional Consortium for Adult Education** hosted its first shared professional development event, **Tech Share Day**.

### ***Emeritus***

Under the leadership of Associate Dean Dr. Scott Silverman, the Emeritus Program is not only stable, but thriving. The **SMC Emeritus Art Gallery** held six art shows and opening receptions this past year. The SMC Emeritus Concert Band had three scheduled performances at the Broad Stage, was a crowd favorite in the City of Santa Monica's Fourth of July Parade, and performed on the Third Street Promenade during the winter holidays. The SMC Emeritus Acting Troupe held two performances at the Edye Second Space. 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). Receptions were held for both journals where students read some of their work.

**The Emeritus Voice** student newsletter was published in the fall and spring terms. Several open forums and one special meeting about the Governor's Budget Proposal were held at Emeritus. To date, the total amount of funds raised for SMC Emeritus during the fiscal year is \$134,526. In addition, SMC Emeritus received several estate gifts, including a **notable \$465,000+ gift from a generous former student, Hope Copeland**, to support the Emeritus program as a whole, with a partial focus on the Emeritus music program.

SMC Emeritus has been represented at the **Santa Monica Regional Consortium for Adult Education**. The Emeritus Student Advisory Council (ESAC) completed the conversations begun last year regarding the

efficacy of the organization. Additionally, a consultant was brought in to review financial controls and processes related to the fundraising program at Emeritus. This resulted in more effective record keeping and improved efficiency regarding fundraising, by eliminating unnecessary steps and instituting protections for fiduciary responsibility. ESAC also held several productive conversations with an unofficial group of Emeritus students about how the two groups might work more collaboratively.

SMC Emeritus continues to partner with many off-site locations to hold classes, and to explore new opportunities when they arrive. The Associate Dean 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 were two highly notable facility challenges this year: a fire in Emeritus 205, and a persistent shutdown of the Emeritus elevator. Fire abatement and cleanup, plus a semi-permanent relocation of the sewing class resolved several issues in room 205. Facilities and the Associate Dean of Emeritus are working on a timeline for an elevator repair that may warrant temporary relocation of many Emeritus classes for the duration of the project. The Associate Dean also scheduled an ADA walk-through to respond to student inquiries and identify opportunities to improve access within the building. Emeritus continues to work with faculty to minimize class cancellations, and make optimal use of substitutes. This includes identifying additional substitutes and leveraging existing faculty who meet the appropriate minimum qualifications, and looking at the scheduled assignments to see if there are opportunities to not have, for example, every Yoga teacher teaching at the exact same time, to increase availability for substituting.

*Board Priorities: 20, 23, 27.*

### ***Career & Technical Education; Workforce & Economic Development***

**Year in Review.** The Office of Workforce & Economic Development managers and staff continue to administer state and federal grants and contracts that focus on growing enrollments, Career Education (CE) programming, retention, persistence, completions, and improving post-college outcomes (transfer, job placement, employment in field of study, and increased wage gains). In addition to projects funded via the Strong Workforce Program described below, the Office of Workforce & Economic Development works closely with the Academic Senate Joint Career Technical Education Committee to allocate the College's Perkins funding, supports CTE programs at SMC by providing labor market data and assisting with industry contacts and advisory boards.

**Strong Workforce Program.** The Strong Workforce Program (SWP) provides two forms of funding. Local level funding is available annually to improve the quantity and quality of local college programming. These funds are being used for continued investments in business engagement and job placement, innovation and technology, program development and maintenance, CTE data tracking, marketing, professional development, work-based/experiential learning, and regional alignment of the workforce development ecosystem to build student services capacities and enhance the brand of SMC.

The regional funds support CE programs and initiatives in the areas of Advanced Transportation, Career Pathway Specialist, Energy, Construction and Utilities, Entrepreneurial Mindset, Global Trade and Logistics, Business Engagement/Job Placement, Noncredit College and Career Readiness, and Teacher Preparation–STEM/ECE, and Nursing & Respiratory Therapy. We receive funding to participate in regional projects that are led by other LA community colleges in the regional consortium. SMC also leads projects in which all 19 community colleges participate. These include Strategy, Innovation and Marketing (LA-19 SIM), Cloud Computing, and the Center for a Competitive Workforce. This year will focus on increased support for faculty across the region for mission critical needs to address workforce skills gaps and jobs of the future including:

- Faculty professional development, up-skilling, training and externships;
- Enhanced industry engagement and regional alignment of curriculum;
- Curriculum enhancement to align with industry standards; and
- Upgrading course content and delivery, technology applications, equipment, materials and supplies to enhance learning.

*Board Goals: 9, 10, 17, 22.*

### **STEM Learning and Leadership Innovation Center**

SMC is currently implementing the **STEM Learning and Leadership Innovation Center (SLLIC)**, a Title III-funded program. The overarching goal of the program is to improve the academic attainment of Hispanic students and low-income students at SMC. In partnership with the **University of California, Los Angeles (UCLA)** and other university and industry partners, SMC will work cooperatively to increase the number of Hispanic and other low-income students who successfully pursue and obtain STEM degrees and careers. The three major goals of the program are to: (1) Increase the enrollment of Hispanic and low-income students in STEM programming; (2) Improve student success by strengthening instructional and student support services in STEM (e.g. peer mentoring), targeting psychosocial development and the teaching and learning environment; and (3) Strengthen student transfer and program articulation through the development of university and industry partnerships.

- **Improve enrollment.** As part of SLLIC, SMC will continue to grow the Engineering program by offering an Engineering degree and certificate, which will include three new course offerings through the Physical Sciences department. Currently, ten engineering prerequisite classes include embedded tutoring. The SLLIC program also received DSA approval to begin construction on a **new Makerspace lab** in Drescher Hall 109.
- **Improve student success.** In fall 2018 a second cohort began a social belonging intervention, based on the randomized control trial of Walton and Cohen (2011). A second intervention, targeting identity as a scientist, was administered spring 2019. Over 200 students who participated in the STEM Skills Academy were randomly assigned to either the treatment or control condition for the research study. Preliminary data suggest that from pre-test to post-test, treatment students reported increases in their identification as a scientist, research skills, and research self-efficacy. In the summer of 2019, STEM/SLLIC will examine treatment vs. control GPAs, course success, retention, graduation, and transfer rates. SLLIC is also providing STEM faculty members with on-campus training on effective teaching and learning strategies as well as promoting and providing reimbursement funds for faculty to attend off-campus workshops. In addition, a peer-coaching program was successfully established and over 134 STEM students participated in one-on-one sessions and group workshops.
- **Strengthen student transfer through partnerships.** SLLIC has offered two workshops to help prepare students for summer research experiences and transfer including **“Transfer Coachella”** in October 2018 and **“Cool Careers”** in November 2018. The program also held two transfer workshops, two financial aid workshops, and two Undergraduate Research Center (URC) UCLA application workshops to help with internship applications. In addition to these workshops, the STEM specific Counseling 15 class focuses directly on preparing students for research and transfer opportunities. SMC has established partnerships with NASA's Jet Propulsion Laboratory



(JPL), Los Angeles County Incubator, Station 1 and Base 11. In addition to externships with industry partners, SLLIC has successfully connected with UC Irvine (California Alliance for Minority Participation), USC (Engineering Outreach), and Cal Poly Pomona Engineering to offer SMC transfers opportunities and mentorship to SMC alumni.

### **The Center for Teaching Excellence**

**The Center for Teaching Excellence (“The Center”)** has institutionalized faculty professional development practices at SMC. The Center provided **35 unique opportunities for professional development** over the course of the last academic year. Trainings for faculty included Data Coaching, Online Educational Resources (OER), Assessment, UndocuAlly Trainings, and utilizing technology in the classroom. The Center was originally founded by a five-year **Title V Building Foundation for Academic and Career Success** grant. This was the second year without the direct support of grant funding. However, The Center has partnered with Student Equity, Guided Pathways, Institutional Research, Workforce & Economic Development, and BSI/BSSOT (Basic Skills Initiative/Basic Skills Student Outcomes and Transformation) to provide needed professional development opportunities to faculty. Many of these professional development events invited greater participation by classified staff and administrators. Highlights of this year included:

- Supporting the **Undocumented Ally Program** which trained over 200 members of the campus community on how to be allies to our undocumented students and community;
- Holding an **Equity and Social Justice series**, which brought local scholars to share about their research, including: **Dr. Tyrone Howard** from UCLA on *Implementing equity as practice and policy*; **Dr. Lindsay Perez Huber**, from Cal State Long Beach to discuss *Using Racial Microaggressions to Understand Everyday Racism*; **Dr. Kyndall Brown** from UCLA providing examples on *Teaching Mathematics for Social Justice*; and **Dr. Antonia Darder** from Loyola Marymount University to talk about the 50th anniversary of *Pedagogy of the Oppressed*. These events were opened to the entire SMC community including students. The mathematics department then invited **Dr. Kyndall Brown** to provide an all day workshop on his scholarship of teaching mathematics from a social justice standpoint;
- Creating a 28 member cross-campus team to be research practitioners representing BSI/BSSOT, Redesigning the Student Experience, and Equity to attend the **National Conference on Race and Ethnicity (NCORE)**; and
- The second training of the **Data Coach Program**, which aims to build the research and data capacity of the College by providing faculty intensive training to become certified data coaches. Coaches received approximately 12 hours of training on how to access, analyze, and utilize data for program review, departmental planning, grants, and other college processes. They then provided showcase presentations to various academic departments and provided support to some departments going through Program Review.

The Center’s annual **Faculty Summer Institute (FSI)** has become a landmark event and highlight for the college’s faculty. Currently, FSI 2019 is being planned and at the time this report was made, 50+ applications had been received.

*Board Goals Directly Addressed: 1, 5, 7, 9, 10, 11, 12, 20.*

### *Academic Program Accolades*

**Art.** Art History Professors **Briana Simmons** and **Walter Meyer** received a **\$100,000 grant from the National Endowment for the Humanities (NEH)** for an art history project entitled **“Mapping and Preserving the Hidden Histories of Santa Monica”** which was the largest NEH award granted in **Southern California**. SMC will use the \$100,000 NEH grant to fund a three-year curriculum development project that will create a digital database of art history narratives of a region including **Santa Monica, Venice, and Malibu**—but with a special emphasis on telling stories not often told, or heard.

**Computer Science and Information Systems.** The CSIS department created several new programs this year including a Cybersecurity program and a Salesforce Admin/Developer program, both of which will launch in fall 2019. Excitement continues around the Amazon Web Services program as well. **Howard Stahl** and **Vicky Seno** were selected to join the AWS Educate Cloud Ambassador program. The AWS Educate Cloud Ambassador Program provides leading educators recognition, professional development, and exclusive access to guide AWS Educate on a global scale. A very select group of faculty were invited into the AWS Educate Cloud Ambassador program. They will each work closely with AWS Educate’s leadership to increase the program’s impact on cloud education. Other faculty from MIT, Harvard, Carnegie Mellon and Cornell were also invited. **Howard Stahl, Vicky Seno and Koda Kol** were invited to participate in the first AWS Educate Curriculum Institute in Washington DC in early spring, and Howard Stahl and two students were interviewed on KTTV Fox 11 about the AWS program. CSIS sponsored Cloud Day events with regional employers this December and June. Working together with three major AWS cloud computing consulting firms in Los Angeles, we offered AWS solution architect speakers, AWS career building workshops, hands on coding labs, an introduction to cloud computing workshop and an AWS Capture the Flag tournament. Over 500 people registered for these events, helping to market the program to new prospective students and parents.

**Cosmetology—or, now more accurately, Cosmetology and Barbering!** The Cosmetology program expanded its course offering this year to add a program in Barbering. SMC students may now earn an AS degree or a Certificate of Achievement in Barbering, and currently licensed cosmetologists may earn a crossover certificate to add Barbering to their skill set. Barbering, which includes shaving and facial hair styling, is a currently booming segment of the local cosmetology industry.

**Dance.** Eighteen SMC students traveled to New York City over spring break where they took master classes, attended performances, and visited potential transfer sites. This is the second successful tour led by Vanessa Van Wormer, Mark Tomasic, and Seda Aybay, and will be continue to be offered regularly by the Dance Department. Associate Professor Mark Tomasic recently created a new work for the Dancing Wheels Company (Cleveland, OH). Dancing Wheels is one of the nation’s leading arts and disability organizations. During summer 2019, Mark will direct the Dancing Wheels Summer Intensive and work with the Company’s Artistic Core to develop curriculum for a first-of-its-kind teacher training in physically integrated dance (disabled and non-disabled concurrent dance practice).

Members of **Ballet Hispánico**—the premier Latino dance organization in the U.S. for nearly half a century—gave master classes to roughly 80 SMC dance students. The master classes are part of an ongoing collaboration with The Broad Stage at the SMC Performing Arts Center Education and Community Programs. SMC students also had access to discounted tickets to see the company perform at The Broad Stage.

In October, SMC was one of ten US institutions to host a Florence Summer Dance scholarship audition. The program is highly selective and admits fewer than 100 students internationally. 17 SMC students

were accepted, and 11 students were offered partial scholarships to attend the three-week training program in Florence Italy. Florence Summer Dance is a summer dance intensive bringing world-renowned faculty and dance students from around the world, with the goal to develop well-rounded dancers through exposure to a variety of disciplines, with emphasis on modern and contemporary dance.

Finally, the **State University of New York awarded two \$1,500 scholarships to SMC students to attend The College at Brockport.**

**Early Childhood Education.** Santa Monica College received accreditation of two more Associate Degrees via the National Association for the Education of Young Children (NAEYC), bringing our total to four NAEYC accredited programs:

- AS in Infant and Toddler Teaching
- AS in Early Intervention
- AS in Early Childhood Studies
- AS-T in Early Childhood Education

SMC is one of only 195 two- and four-year institutions nationwide that are accredited by the **National Association for the Education of Young Children (NAEYC)**—the foremost professional association for the early childhood education field.

Construction of the **Santa Monica Early Childhood Lab School** continues on schedule, with an expected opening in fall 2020. This innovative facility will serve as an infant, toddler, and preschool center for up to 110 children, operated by Santa Monica-based nonprofit the **Growing Place**, and be a setting for SMC Early Childhood Education students to gain experiential knowledge and fulfill their practicum requirements, enabling them to meet the need for high quality early childhood educators throughout Southern California. Located at the corner of 4th Street and Civic Center Drive in Santa Monica's Civic Center, the project is a partnership between SMC, the City of Santa Monica, and Growing Place, with support from the RAND Corporation, and will give priority enrollment consideration for Santa Monica residents and employees, low-income families, SMC and RAND employees, and children with special needs.

**English.** Professor **Dana Del George** has written a chapter entitled "Streaming from the Past: Magical Realism as Postmodern Fairy Tale" for a book called "Magical Realisms in the Twenty-First Century: Being, Race, and Conjuring the Future" to be published by Palgrave Macmillan soon. Professor **Carol Davis** was a Visiting Professor in January 2018 at Buryatia State Univ., Ulan-Ude, Buryatia Republic, Siberia, Russian Federation. She published a book called "Because I Cannot Leave This Body" in 2017. The 2018 anthology called "Fire and Rain: Eco-poetry of California" contains some of her poetry. Professor **Mario Padilla's** most recent publication is "Confrontation and Cojones," published in the Tulip Tree anthology contest, Stories That Need To Be Told 2018. He won an honorable mention and publication in the 2018 edition. In the 2017 edition, his story, "Le Chateau Possonniere" won the contest. Professor **Angie Misaghi** is officially the "ZTC Degree Equity Champion" for SMC, working to increase ZTC Degrees as well as OER usage in general on campus. This is a program under the CCCOER (Community College Consortium for OER). Professor **Joelle Adams** made a presentation on Equitable Assessment and Feedback at the California Acceleration Project's annual conference in Sacramento in February 2019. She also won an SMC Fellowship for fall 2019 focusing on investigating writing across the curriculum at SMC. She has also been working on a pedagogical research project into the effects of mindfulness practices on students' experiences of academic writing. She has shared her findings internally at SMC. From Professor Mario Padilla: "My English 1 and 2 student **Hesham Jarmakani**, a refugee from the war

in Syria, applied and won the prestigious Jack Kent Cooke scholarship of \$40,000. Only 11 awards are made nationally. This is the fifth time that an SMC student has won.

**Film Production.** The Film production program continues to draw students as its reputation grows. To meet the increased demand, the department expanded its curriculum and hired a second full time instructor. The new course will debut in fall of 2019. Films produced by SMC students over the past few semesters continue to be selected for film festivals and to win awards:

#### 2019

- Winner Best Western Film – 4th Annual Silicon Beach Film Festival (Once Upon a Woman)
- Winner Best Student Short Film - 4th Annual Silicon Beach Film Festival (Ritornare)
- Winner Best International Short Film - IV Festival Internacional de Cine sin Cines; Michoacán, Mexico (Once Upon A Woman)
- Official Selection - QueerBee LGBT Film Festival; United Kingdom (Hinge)
- Finalist - Women Deliver Film Festival (Hinge)
- Winner - Gold Remi Award at the 52nd Annual WorldFest-Houston (Once Upon A Woman)
- Winner Best Student Short - Golden State Film Festival (Shape Shifter)
- Official Selections - Golden State Film Festival (Shape Shifter, Hinge, Once Upon A Woman)
- Official Selection - Feedback International Short Film Festival (Undocumented)
- Official Selection - California Women's Film Festival (Hinge)
- Official Selection - QueerBee Film Festival in London and nine other cities in the UK (Spaghetti Romance)

#### 2018

- Winner Best Emerging Filmmaker - Santa Monica International Film Festival (Hinge, Dir. Lisa Mayo)
- Winner Award of Merit - Best Shorts Competition (Life in Color)
- Official Selection - Culver City Film Festival (Once Upon A Woman)
- Official Selection - Film School Fest Munich; Germany (Undocumented)
- Official Selection - Marina del Rey Film Festival (Once Upon A Woman)
- Official Selection - Blow-up International Arthouse Film Festival; Chicago (Once Upon A Woman)
- Official Selection - Santa Monica International Film Festival/SMIFF (Hinge)
- Official Selection - Santa Monica International Film Festival/SMIFF (Once Upon A Woman)
- Official Selection - Santa Monica International Film Festival/SMIFF (Undocumented)
- Official Selection - Top Shorts Online Film Festival (Undocumented)
- Official Selection - Highland Park Independent Film Festival (Undocumented)
- Official Selection - Seattle Latino Film Festival (Muñecas)
- Official Selection - LA SHORTS International Film Festival (Once Upon A Woman)
- Official Selection - Moving Parts Film Festival (Life in Color)
- Best Production Design - CinemadaMare Italy, Maratea edition ("The Last Cue")
- Best Screenplay - CinemadaMare Italy, Maratea edition ("The Last Cue")
- Official Selection - CINE SIN CINES International Film Festival; Michoacán, Mexico (Undocumented)
- Official Selection - CINE SIN CINES International Film Festival; Michoacán, Mexico (Muñecas)
- Official Selection - Moving Parts Film Festival; Los Angeles, CA (Life in Color)
- Official Selection - Prague Independent Film Festival (PIFF) in Czech Republic (Once Upon A Woman)

- Official Selection - Prague Independent Film Festival (PIFF) in Czech Republic (Life in Color)
- Winner - Best Actress (Joelle Brianne Graham), CinemadaMare Italy/Foligno edition (Unspoken)
- Official Selection - Seattle Transmedia & Independent Film Festival (Love Again music video)
- Official Selection - The Independent Cinema Showcase, Los Angeles (Life in Color)
- Official Selection - Vienna Independent Film Festival (VIFF) in Austria (Once Upon A Woman)
- Official Selection - Vienna Independent Film Festival (VIFF) in Austria (Love Again music video)
- Official Selection - Vienna Independent Film Festival (VIFF) in Austria (Life in Color)
- Official Selection - Queerbee LGBT Film Festival in London, United Kingdom (Spaghetti Romance)
- Winner - Winner of the American Tracks Music Awards (Love Again music video)
- Winner - Silver Palm Award, Mexico International Film Festival (Muñecas)
- Official Selection - Best Shorts International Competition (Love Again music video)
- Winner - Bronze Remi Award, World-Fest Houston Film Festival (Muñecas)
- Official Selection - Festival dei Tulipani di Seta Nera, selected by RAI Cinema --the main Italian TV channel-- (Spaghetti Romance)
- Official Selection - Silicon Beach Film Festival (Undocumented)
- Official Selection - Silicon Beach Film Festival (Life in Color)
- Winner - Award of Merit LGBT category, Best Shorts Competition (Life in Color)
- Official Selection - Redline International Film Festival (Life in Color)
- Official Selection - qFlix Philadelphia LGBTQ+ Film Festival (Life in Color)
- Official Selection - 25 Under 25 Film Fest (Life in Color)
- Official Selection - OUTshine Film Festival; Miami, Florida (Life In Color)
- Semifinalist - NewFilmmakers Los Angeles Film Festival (Spaghetti Romance)
- Winner - Best Audio-Visual Film, Los Angeles CineFest (Undocumented)
- 1st place/Diamond Award/Best Student Film - Mindfield Film Festival, Los Angeles (Muñecas)
- Official Selection (Top 10, worldwide) - Universe Multicultural Film Festival (Muñecas)
- Official Selection - BFF Borgarnes Film Freaks Film Festival; Iceland (Exposé)
- Award of Excellence - Accolade Global Film Competition (Spaghetti Romance)

**The Corsair.** Student-run newspaper *The Corsair* had another award-winning year. One SMC student won and another was runner up for the Press Photographers' Association of Greater Los Angeles (PPAGLA) 2018 Student Photojournalist of the Year Award. In addition, SMC students won twelve awards and one scholarship from the Journalism Association of Community Colleges, three students won feature photo awards from the California News Publishers Association (CNPA) Journalism Awards, and the CNPA also selected *The Corsair* for a General Excellence Award.

The **Communication & Media Studies** speaker series attracted more than 1,100 students and community members to eight events over the fall and spring semesters, featuring a spoken-word activist, filmmakers, a screenwriter, an animator, an actor, journalists, radio personalities and Hollywood development executives. The series, which represents the efforts of a dozen professors across the department's disciplines, will be expanded next year into the Communication, Media & Design series to enhance collaboration with the Design Technology Department.

**Mathematics.** The mathematics faculty established six new co-requisite support courses, one for each of our six entry-level transferable math courses, representing the first transfer level math step for each academic and career path available at SMC. These co-requisite courses provide extra support for students enrolling directly into transfer level courses based on high school GPA or Guided Self Placement processes—students who likely would have placed into remedial math courses via previous

placement processes. Course materials for each co-requisite course were also developed by teams of math faculty. Some of the co-requisite courses have already been piloted, and the rest are in place for Fall 2019. Additional student support services included embedded tutoring and embedded counselors were also piloted this year and are in place for next year as well. With these efforts, SMC is fully compliant with AB 705 and positioned to maximize student success.

**Physical Science.** This year, SMC established its first **Engineering Associate's Degree and Certificates of Achievement. Chemistry Club** was again recognized with an "Outstanding" award from the American Chemical Society (ACS) for the club's local youth outreach activities. Several students and the club faculty advisors **Jennifer Hsieh and Travis Peccorelli** attended the ACS annual meeting in Orlando, Florida to accept their award. The second annual STEM Festival was held on May 4. This event brought out families to celebrate Earth Week by engaging in hands-on STEM learning activities for all ages.

**Speech and Debate Team.** The SMC Speech and Debate Team continued its tradition of excellence. In the International Public Debate Association (IPDA) format, in which each competitor engages in four rounds of one-on-one debate, SMC students won three 1st place awards (including one at the Phi Rho Pi national championship tournament in Reno, NV), six 2nd place awards, and seven third place awards. In the NPDA (National Parliamentary Debate Association) debate format, SMC students won two 1st place awards and five 3rd place awards. And, in Impromptu speaking, an SMC student won a 2nd place award.

**Scholars.** The Santa Monica College Scholars Program was developed in 1985 to be a premier transfer program specifically with UCLA's College of Letters. The Transfer Alliance Program (TAP) is the priority admissions contract that the Scholars Program oversees for this partnership. Today, there are currently 51 California Community Colleges that are active members of the UCLA TAP consortium. The SMC Scholars Program has been a leader amongst the TAP members throughout its 34 years of existence. In fall 2018, once again, no other CCC came close to supplying the amount of applicants that SMC did to UCLA. While SMC students submitted a total of 1,973 applications, the next closest CCC posted an applicant number of 1,050 while the rest of the colleges posted applicant numbers of several hundred or less. Likewise, the Scholars Program continues to deliver and make major contributions to SMC's strong transfer record with a high acceptance rate to UCLA and other universities. In fall 2018, 240 SMC Scholars students were UCLA Transfer Alliance Program (TAP) certified. 214 of those students were admitted, for a **90 percent admit rate**.

The SMC Scholars Program certified and submitted 15 percent of all TAP applications to UCLA for fall 2018 admissions. It is interesting to note that the total number of SMC students admitted was 618 (including the 214 Scholars admits) and that the Scholars Program supplied one third of the SMC acceptances to UCLA. This is particularly remarkable when considering the fact that the entire program enrollment was 1,167 while the total enrollment of credit students at SMC was 29,140.

### ***Athletics***

The Corsair athletics program had a very successful 2018-19 season winning four Western State Conference Championships and one individual swimming State Championship.

**Men's Swim & Dive.** The program won the Western State Conference Championship, **Matt Holt** was named Swimmer of the Year and Head Coach **Brian Eskridge** was named Coach of the Year. Colin Casey won the 200 meter Butterfly State Championship.

**Men's Soccer.** The program won the Western State Conference Championship. Head Coach **Tim Pierce** was named Coach of the Year.

**Men's Basketball.** The program advanced to the State Championship Final Eight, earning a number four seeding.

**Women's Soccer.** The program won its second Western State Conference Championship, while going undefeated in conference play and ended the season ranked 19th in the country nationally for Division III. Head Coach **Aaron Benditson** was named Western State Conference Coach of the Year and **Filippa Struxsjoe** was named Player of the Year.

**Women's Volleyball.** The program won the Western State Conference Championship. Head Coach **Turhan Douglas** was named Coach of the Year and **Angelina Burton** was named Player of the Year.

**Women's Beach Volleyball.** In only two years competing as an intercollegiate team, the Women's Beach Volleyball program sent two pairs to the Southern California Regional Championships.

**Track & Field.** The program had seventeen outstanding athletes represent SMC at the State Championship meet.

## **STUDENT SERVICES**

### **Transfer**

For the **28th straight year, SMC sent more students to the University of California than any other California Community College in 2017-18.** The total number of SMC transfers to the UC was 1,289—up 90 students compared to the year before. SMC also retained its **number one status in transferring the most African American and Hispanic students to the UC system.** SMC continues to be the largest feeder to UCLA, and the number one Southern California transfer college to UC Berkeley, the two flagship campuses of the UC system. In 2017-18, SMC was the eighth largest feeder to the CSU system, sending 1,172 students.

SMC continues to **transfer more students to Columbia University** than any other college west of the Mississippi.

The **LMU Transfer Pathway Program** continues to grow and flourish with seven participants in year one, 15 participants in year 2, and 25 participants in year 3, and 27 participants in year 4.

Under the leadership of Transfer Center faculty leader, Janet Robinson, SMC launched **RaiseMe**, a micro-scholarship program for transfer students that incentivizes students to engage in positive college going behavior while earning merit scholarship money.

The Counseling Dept launched **video counseling and educational planning appointments**, and worked with the IT Dept to **enable students to schedule appointments online** thus removing barriers to scheduling counseling appointments.

In Fall 2018, SMC began assigning a college counselor for Samohi. **SMC/Samohi counselor Aimee Lem** continues to be held in high regard and actively counsels a caseload of approximately 250 Samohi seniors who have been identified as likely to transition to SMC. She provides support with the entire

matriculation process including the creation of an educational plan and connecting students to special programs at SMC. She also assists the SMC Dual Enrollment program and concurrent enrollment students and works summers in the SMC Welcome Center to further student transition to SMC.

The **4C Counselor Internship program**, which received commendations during SMC's last accreditation period in 2016, now has far more applicants each semester than we can accommodate. For spring 2019, we had over 80 Counseling graduate program applicants from a wide range of graduate programs and were only able to accept 15. The interns are often offered employment within the department at the conclusion of the internship.

**Ongoing training** is regularly provided for existing counselors, and this year included topics such as student equity, gender inclusivity, working with foster youth, educational planning, working with academically at-risk students, transcript evaluation, and MyCap training. **A new equity framework for counselors was also unveiled this past year.**

**Counseling 20**, including both the on-ground and online versions, continues to be in the top three offerings of the fall term and enrolls approximately 3500 students per year. In response to the Pathways Redesign, we are now incorporating a **mandatory career counseling session** as part of the Couns 20 curriculum.

### **Counseling**

- After receiving intensive equity training with an expert facilitator, the Counseling Department launched its first ever "Counselor-Student Equity Framework", a series of equity-centered recommendations for standard counseling practices to be included in each counseling session.
- In response to the SMC Pathways Redesign and the desire to front-load career planning, Counseling launched the first-ever video counseling career and educational planning appointments in both the Career Services Center and the Transfer Counseling Center as of summer 2018, for students enrolled in online Counseling 20 or those who are taking online courses exclusively.
- In 2016, the Counseling Department initiated annual "Counselor to Counselor" meetings with the Counseling Dept. at Santa Monica High School (SAMOHI). Meetings are attended by SMC Special Counseling Program Faculty Leads and the 13 house and college counselors at Samohi. The meetings have led to a strengthened partnership between the institutions as well as new initiatives to support students who will eventually enroll at SMC.
- Subsequently, in fall 2018, Counseling began a "SAMOHI SMC-Bound student" program, which includes the regular weekly presence of an SMC counselor at the SAMOHI site 18 hours per week. This counselor actively counsels a caseload of approximately 250 SAMOHI seniors who have been identified as likely to transition to SMC. She provides support with the entire matriculation process including the creation of an educational plan and connecting students to special programs at SMC. She also assists the SMC Dual Enrollment program and concurrent enrollment students and works summers in the SMC Welcome Center to further student transition to SMC.
- The highly-successful 4C Counselor Internship program, which received commendations during SMC's last accreditation period in 2016, now has far more applicants each semester than can be



accommodated. For spring 2019, there were over 80 Counseling graduate program applicants from a wide range of graduate programs and the department was only able to accept 15. The interns are often offered employment within the department at the conclusion of the internship.

- Counseling received a \$5,000 Margin of Excellence grant to purchase laptop computers for the 4C Counselor Internship program, to enhance teaching and training capabilities for our three 4C internship faculty leaders.
- The Counseling Department launched its first ever "Counselor-Student Equity Framework", a series of equity-centered recommendations for counseling practices to be included in each counseling session.
- Ongoing training is regularly provided for existing counselors, including topics such as student equity, gender inclusivity, working with foster youth, educational planning, working with academically at-risk students and transcript evaluation and MyCap training.
- SMC's outstanding transfer record, including sending more students to the University of California than any other college or university in the country for the past 28 years, is a direct result of the timely and accurate counsel provided to students in ALL counseling areas and locations.
- Counseling 20, including both the on-ground and online versions, continues to be in the top three offerings of the fall term and enrolls about 3500 students per year.
- In response to the Pathways Redesign, Counseling is now incorporating a mandatory career counseling session as part of the Counseling 20 curriculum.
- The popularity of the newly minted online alternative for probationary students who cannot come to campus and attend a "back to success" intervention session continues to grow, 314 probationary students have completed the online format of the BTS session since winter 2017.
- For over ten years, the Counseling Department has operated a "Counselor Visitation" program, presenting counseling services to students enroll in ESL and developmental English and Math courses. Each academic year, approximately 3,500 students are reached through this program.
- Our Welcome Center counselors have recently joined a new "embedded support" pilot program with our Math department, which is currently being expanded to English 1/28 courses. Counselors are regularly visiting Math classes such as Math 1, 50 and 54 with 54C and providing students with timely information and guidance throughout the first part of the term.
- The Counseling Department continues to spearhead the wildly successful V.I.P. event, which continues to grow in popularity by leaps and bounds each year. Well over 5000 students and their family members attend this Welcome event for new students each August. Institutional Research confirms that the V.I.P Day event is positively associated with student persistence and student success in future terms.

### ***Care and Prevention Team (CPT)***

With strong leadership provided by the former Case Management Coordinator, Lina Ladyzhenskaya, the Crisis Prevention Team re-branded itself as the **Care and Prevention Team** and **created new and award winning marketing materials including a new website** ([www.smc.edu/care](http://www.smc.edu/care)).

The number of cases referred to the team continues to increase. In 2018, over 400 cases were reviewed by the CPT compared to 300 in 2017.

### ***New Student Orientation***

An Online Orientation Work Group was formed in fall 2016 and (finally) **launched a new online orientation program in fall 2018**. The new online orientation is a huge improvement over the former online orientation in terms of design, content and length.

**VIP Welcome Day** – VIP Welcome Day 2018 was another successful event with an estimated 4,000 new students and their families in attendance. VIP Welcome Day 2019 is currently in the planning stages and will get a “facelift” to reflect a new theme: “Who Are You Becoming?” and the seven Areas of Interest.

### ***Pico Promise***

The **City of Santa Monica continues to be extremely pleased with the management of the Pico Promise program** led by Project Manager Audrey Sandoval (50 percent grant-funded). Program highlights include:

- Successful completion of a **six-year Program Review** with many commendations noted by the committee
- Successful **program and fiscal audit** conducted by the City of Santa Monica
- The **launch of a new MOU with Family Services of Santa Monica** for 2018-19 for mental health workshops and individual therapy. This partnership has proven very successful with many Pico students taking advantage of this service.

### ***Veterans Resource Center***

The Veterans Resource Center is **under new leadership** with the hiring of Kevin Benitez as the new faculty leader, and Daniella Washington as the new 50 percent Grant Project Manager.

The VRC applied for and received **another \$57,000 from the Chancellor’s Office** in an effort to support the expansion of community college Veterans Resource Centers across the state.

The VRC is in full swing **implementing its new \$200,000 grant from the Chancellor’s Office**. The staff has **already conducted a veterans’ student survey and is planning a veterans’ student orientation program in August 2019**. There are also plans in place to create a Veterans Advisory Board and a Peer Mentor program in fall 2019.

### ***Black Collegians/Latino Center***

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

The Adelante Club held their first-ever formal banquet. Students were highlighted and acknowledged for completing degrees and certificates, for transferring and for their commitment to the club. Faculty and classified professionals were acknowledged for their guidance with students.

The Center continues to provide a resource for the Latino community by providing Noche de Familiar. This monthly event is hosted to provide an opportunity for SMC parents and JAMS parents to hear information about the college process and how they can best support their students. Information is provided in Spanish as well. The Adelante Club also participated in the bone marrow drive called “Be the Match”, which does specific outreach to communities of color to help find bone marrow matches for those patients of color in need.

### **Black Collegians**

Black Collegians developed a deeper partnership with the Santa Monica Chapter of Alpha Kappa Alpha Incorporated, Tau Tau Omega Chapter. The chapter hosted an HBCU workshop with professionals who are graduates of HBCUs; Black Collegians co-hosted a **Walk-A-Thon** on Corsair Field to raise awareness for Breast Cancer Awareness Month; and they are continuing their commitment this year to provide scholarships for transferring students. Their partnership over the years has yielded nearly \$100,000 in scholarship funds to Black Collegians students.

Also accomplished: two site visits with the Statewide Umoja Community (of which Black Collegians is a member). The program continues to receive rave reviews for all aspects of the program and it is looked at as a statewide model for other Umoja programs.

### **Joint Black Collegians and Adelante Initiatives and Events**

To help students in selecting and learning more about areas of interest, Black Collegians/Latino Center counselor Chris Baccus hosted career-based field trips to expose students to careers in a variety of fields including the entertainment industry (a collaboration with Lionsgate, which is located here in Santa Monica); careers within telecommunications; and a variety of positions within Los Angeles County.

The programs collaborated with Associated Students to host the **first ever Afro-Latino Festival** on the campus quad. Information was shared with students about the cultures within Latin America that have African ancestry. Speakers and food were available to all students.

Latino Center/Black Collegians counselor Paul Jimenez developed and hosted the **first Men of Color Conference** at SMC. The event was in collaboration with other local community colleges and provided a series of workshops. SMC Superintendent/President Dr. Kathryn E. Jeffery provided the welcoming message and Los Angeles Community College District Chancellor Francisco Rodriguez gave the keynote address.

Also continued this year was the Math Therapy program developed by Black Collegians Counselor Tyffany Dowd for both Adelante and Black Collegians students. This is a unique program that provides an opportunity to deal with the anxiety and mental blocks surrounding math, plus tutoring in a safe, community-building setting each week during the fall and spring semesters.

### **Career Services Center**

The Career Services Center (CSC) sponsored **two very successful Job and Internship Fairs**, one in the fall and another in the spring. Each fair had well over 70 employers offering SMC students job and internship opportunities.

**Cool Careers 2018** occurred the first two weeks of November and featured 21 industry panels

representing a variety of career fields. Approximately 1,200 students attended these speakers' forums that were held on the main campus, CMD and at Bundy.

Vicki Rothman, Faculty Leader of the CSC, participated in the **Education Committee meetings for the SM Chamber of Commerce**, and assisted with the organization of the **Samohi Career Day** including a workshop led by her career counselors.

Staff in the Career Services Center worked with **Nike** on a program called the **Diversity x Design Apprenticeship program**. Two SMC students were selected to relocate to Beaverton, Oregon for a once in a lifetime opportunity to become designers at Nike. The apprentices began their experience with a one-month accelerated design curriculum at world-renowned design school, PENSOLE Academy, founded by D'Wayne Edwards. D'Wayne is an innovative educator, legendary Nike footwear designer, Los Angeles native, and SMC Alum. After training at Pensole, the students received five months on-the-job training and mentorship.

The Career Services Center also continued to **expand their offerings of Counseling 12**, both online and on ground. Nearly 50 sections are now being offered annually.

**Guided Pathways and front-loading career planning** was a large focus of the Career Services Center this past year. Outcomes from the extensive work done through the Career and Student Care Team Work Groups are highlighted below:

- Career Planning is high touch, not a quick conversation (this came from the student group)
- Each Area of Interest (AI) will have one-two part-time adjunct Career Counselors and one Career Advisor to work with students and faculty in the AI by providing individual career counseling; teaching Counseling 12 classes with contextualized assignments; providing career counseling presentations in Counseling 20, including resume writing and interview preparation; providing club and classroom presentations, as requested; organizing professional Career Panels tailored for the Area of Interest; providing customized workshops; and guiding students through the Roadmap to Career portal to ensure success in attaining a job after SMC, or successfully transferring to a four-year college.
- Additionally, the CSC will continue to have career counselors dedicated to the Black Collegians and Latino Center, and will work with all new undecided students in order to get them into an area of interest after one semester

The **Applied and Service Learning Program** connected over 260 students to experiential opportunities in the greater Southern California area, which represented over 3700 hours of service.

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

The Center for Wellness and Wellbeing (CWW) collaborated with other departments on campus (including Health Services, the Crisis Prevention Team, STEM, Black Collegians, Guardian Scholars, and Satellite campus sites) to increase mental health awareness activities in the form of education and outreach, as well as increase direct services to students. Some of these new initiatives include:

- **Community Partnerships.** CWW has partnered with many agencies locally to expand our network of providers. One of these agencies is co-located in CWW and Student Health and the

Center is in discussions to begin a telehealth partnership located in Student Health. The Center aims to expand on this model to increase our capacity for mental health services as demand increases each year.

- **A New Two-Year Mental Health Grant through the Chancellor's Office** with the goal of increasing community partnerships, as well as increasing early identification of mental health issues, and promoting education and awareness. The Center also continued to utilize funds from its existing 3-year **Suicide Prevention Grant through SAMSHA**, which wrapped up in September 2018.
- **New one-time Mental Health funds through the Chancellor's Office.** This funding stream allowed the Center to hire a therapist for Center for Media and Design, Performing Arts Campus, and Bundy as well as STEM and the DREAM program starting this fall 2019.
- **Mindkare.** A new kiosk that anonymously assesses for mental health, substance abuse, and eating disorders was placed in Student Health. A second will be set up in Student Life. These kiosks are mobile and can be set up all over campus. They collect data on student wellness and can be used to help inform the college.
- **24/7 Emotional Support Line.** The Center for Wellness and Wellbeing has been using its 24/7 emotional support line for several semesters now. The hotline acts as an extension of the center. Clinicians answering the phones provide thorough risk assessments, and can connect students to community resources. Wellness staff receive daily reports about each contact, which then allows them the ability to provide follow up services.
- **Workshops.** In order to reach the broader campus community, provide prevention and early intervention services, Wellness staff provided **over 40 psychosocial education workshops** annually with the assistance of community-based partnerships.
- **Active Minds Student Club.** A nation-wide campus student-led group whose goal is to reduce mental health stigma and bring awareness to suicide risk through peer psychosocial education, and provide risk reduction tools and resources.
- **Mental Health and Suicide Awareness Activities for Mental Health Month throughout the year.** Activities that destigmatize mental health were hosted throughout the year including a community resource fair, partnering with public health on suicide prevention, and partnering with the nursing department on a peer-to-peer led model to promote mental health awareness
- **Social Work Intern Program.** CWW, Health and the Care and Prevention Team have partnered to create a social work internship program. Students from three separate graduate schools will come to volunteer their time at SMC for a full year, providing confidential counseling and case management. These services are essential for many of our students and we have had huge success in piloting the model this year.

### ***The Health Services Center***

The Health Services Center continues to provide SMC students with a wide array of health services including enhanced medical services for students with acute illnesses, and health education workshops and fairs. The Health Center partners with a number of community agencies to bring specialized services

to campus such as gynecological exams, HIV testing, and STI testing. The Center records **over 15,000 student contacts** annually and engages in a variety of activities to meet student's needs:

- **Community Partnerships.** The Health Center works closely with a variety of partners to meet students' healthcare needs. These partners include: Westside Family Health Center, the UCLA Venice Family Clinic, Common Ground, Aids Project Los Angeles, the American Red Cross, to name a few.
- **Mental Health Screening.** In an effort to reach more students in a preventative way, the Health Center started screening students for depression and suicidal ideation using brief screening tools. Students who score positive on these screening tools will be linked with on-campus and community based resources to get the help they need.
- **Workshops.** Health Services has worked to increase student workshops and now partners with community agencies to cover issues around MediCal enrollment and new trends in substance abuse. These are in addition to the regularly scheduled workshops on a variety of sexual health related topics.
- **Health and Wellness Fair in March.** Health Services partnered with over 40 community agencies to host a successful fair in March with a holistic focus this year on physical and mental health.
- **Outreach.** Healthcare staff continue to present in various classroom settings including Counseling 20 classes and biology to give students an overview of important health-related topics.
- **International Student Insurance.** The director is working closely with representatives from Relation insurance to increase needed culturally appropriate services as well as to streamline care for international students. We are working on identifying a telephonic language line for emergencies, as well as streamlining the complex insurance process for F1 students. Students have reported high levels of satisfaction with the insurance process as a result of us using technology to simplify the referral process.
- **Basic Needs.** Beginning summer 2019, Student Health will start a one-stop shop model where students can access housing information and applications. We have partnered with local community organization to co-locate and help our most vulnerable students who are homeless, or at-risk for being homeless.

*Board Priority 12: Assess and focus on solutions to barriers related to students' personal circumstances that may negatively impact student success and identify resources, referrals, and protocols for better assisting special student populations with common challenges.*

### **Disabled Student Program and Services (DSPS)**

Disabled Student Program and Services **served over 1,800 students in 2018-19**. DSPS is divided into seven different program areas: Counseling, High Tech Training Center, Alt Media, Learning Disability (LD) Program, Acquired Brain Injury Program/Pathfinders, Deaf and Hard of Hearing Program, and ADA/504 Compliance.

DSPS proctors over 2,000 tests per semester and utilizes overflow space during mid-terms and finals to accommodate students. The HTC and LD Program also proctor and assist students taking their exams. The HTC proctored almost 300 exams for each spring 19 and fall 18 semesters. Additional services that DSPS provides include note takers, adaptive furniture, priority registration, real-time captioning, sign language interpreters, and alternative media.

In the **High Tech Center**, over 107 students requested alternate media during 2018-19. Students utilized all 20 of the Echo Pens available as well as the 25 digital recorders on a loan basis throughout the year. The HTC loans iPads and Surface Pro Tablets, which helps DSPS students learn assistive technology and facilitates greater independence. The HTC also offers computer classes to help students prepare for their academic classes and learn more about assistive technology.

DSPS continues to provide training and consultation regarding accommodations, universal design, 504/508 compliance, and disability awareness to academic departments. During the fall 2018 Flex Day, HTTC provided three workshops on Section 508 standards (Web Content Accessibility Guidelines 2.0 AA Standards). At the Spring 2019 Flex Day, DSPS had a table set up to engage with faculty and answer any questions plus handout accessible document resources. DSPS counselors provided educational education plans, accommodations, academic, career, and personal counseling. DSPS counselors and Coordinator actively participated in the discussions of Guided Pathways, AB 705, and Equity by joining various committees and attending workshops.

The **Learning Disability Program** currently has **641 active students**. In 2018-19, 90 psychoeducational evaluations were completed accessing students to support services. The LD Program offers individual tutoring and seven sections of Education Assistance Classes which provides students with study, reading, math, writing, memory and note taking strategies.

The **Acquired Brain Injury (ABI)** program provides individual support and specialized classes to those students who have identified a history of traumatic injury, stroke or brain tumor. During the 2018-19, ABI staff conducted two short non-credit courses, designed to provide students with feedback on academic readiness. This course assists students with planning their academic pathway and improves success in returning to the college setting following an injury.

ABI staff also completed several community outreach visits in 2018-19, in order to increase enrollment for the Emeritus/Pathfinders program. These maintenance classes continue to provide much needed support for older students who require a safe, supportive environment to practice skills post-stroke or ABI. In addition, a large mailing campaign was completed to inform professionals within the health care community of these unique classes.

The **Deaf and Hard of Hearing Program (DHH)** provides accommodations such as sign language interpreting, real time captioning, and assistive listening devices to DHH students to ensure access to communication in academic activities and campus events. DHH served 16 students during the 2018-2019 academic year.

*As related to Board Priority 12, effective communication is critical to student success and by providing services such as sign language interpreters, real-time captioning and assistive listening devices, we provide our DHH students with full access to their learning environment and campus activities.*

The DHH Supervisor and DSPS Director met with members of the ESL faculty to discuss specific language challenges among the DHH students they serve and ways they can better serve this population. The DHH Supervisor presented a workshop entitled “A Deaf Student in Your Class: A Hands-On Approach” at the Spring 2019 Faculty Flex Day to train faculty on ways to better serve this unique population of students.

### ***EOPS/CARE***

- EOPS/CARE served 1,000 students.
- Approximately 100 AB540 students were served by the program.
- 92 percent of participants were in good academic standing, with 100 percent of participants having an educational plan completed by a counselor.
- EOPS/CARE disbursed approximately \$242,300 in financial assistance in textbook vouchers.
- 160 EOPS/CARE participants graduated or transferred in spring 2019.
- CARE served 33 participants, providing approximately \$20,000 in student aid to participants for transportation, meals, childcare and other educational expenses.
- EOPS/CARE started offering mental health counseling through support from Student Equity.

### ***CalWORKs***

- CalWORKs served 155 participants in 2018-19.
- The program provided \$10,000 in childcare financial assistance.
- The program provided on-campus work-study placements for nine participants, providing \$40,000 in subsidized employment.
- 18 participants are graduating with a certificate or degree in spring 2019.

### ***Guardian Scholars Program***

- Provided counseling, advising and community referrals to 63 participants.
- Provided mental health counseling through funding from Student Equity.
- Hosted co-curricular activities, such as workshops, college field trips, Thanksgiving and Holiday events, and coaching program.
- Hosted Foster Youth Awareness Month activities in May 2019.
- 7 Guardian Scholars are graduating and transferring in spring 2019.

### ***DREAM Program***

- Provided counseling and referrals to 163 participants, including some prospective students planning to attend SMC.
- Implemented the inaugural UndocuOrientation in August 2018.
- Organized Undocumented Student Week of Action in fall 2018.
- Offered workshops throughout the year, including topics on Financial Aid, career exploration, college readiness, mental health, to name a few.
- Provide visits to four-year universities and their respective DREAM Centers.
- Facilitated UndocuAlly trainings in the fall and spring semesters, which increased the Ally network to over 200 faculty, staff and students.
- Hosted the inaugural DREAM Graduation/Transfer Celebration, recognizing 38 undocumented students.



### *Campus and Alumni Relations*

The Office of Campus and Alumni Relations placed Dale Ride Scholarship award recipients in internships that include the offices of: Senators Dianne Feinstein, Senator Kamala Harris, Congressman Ted Lieu, The U.S. Department of Education, and CGAP (The Consultative Group to Assist the Poor) which is part of the World Bank in Washington D.C. Additionally, the office developed a new funding structure using an equity lens.

The President's Ambassadors program continues to thrive, with 29 Ambassadors this year. The ambassadors' role in supporting our retention and completion goals began again at VIP Welcome Day greeting and congratulating new students on their choice to attend SMC and by impressing upon them that they are all Future Alumni and therefore on a trajectory to succeed. The President's Ambassadors then called 315 of our newest future alumni two weeks into the semester to follow up on meeting them at VIP Welcome Day in the Future Alumni Lounge and to invite them to the Future Alumni Kickback & Student Life Resource FAIR (Fall Activities, Information, and Resources) which had over 500 students and alumni in attendance. Throughout the year President's Ambassadors together completed over 1,993 hours of service in the community.

With the success of the President's Ambassador program, the office collaborated with Guided Pathways, Counseling, Special Programs, Equity and the Student Care Team Committee to identify ways the Ambassador program can expand to best support the College equity, retention and completion goals. Specifically, together the group designed a Peer Navigator Program that will launch this fall 2019. The office also collaborated with Outreach to provide a mini Ambassador training to student workers in their area and for the Greeters in the new Student Services Center. By expanding student services leadership training the Office continues to foster a culture of peer-to-peer support.

Alumni were present at a variety of events including SMC's seventh annual "**SMC Everywhere**" transfer celebration—although it rained out on the quad, the event was relocated to the Cayton Center; alumni handed out transfer buttons and introduced future alumni to current alums that came back for the event. At this year's Homecoming the Office collaborated with the Office of Student Life to produce a newsworthy Halftime Show with celebrity guest, **Weezer frontman** and alum **Rivers Cuomo** performing his #1 Billboard hit single "Africa." Community members were invited to participate in the festivities and attendance more than doubled from the previous year. Campus departments collaborated to welcome community members, alumni, and current faculty, staff and future alumni. The department is now gearing up for an innovative Future alumni presence at VIP Welcome Day 2019 to launch the Peer Navigators program in support of the college's efforts to foster a Peer-to-Peer culture of support that advances the equity goals at SMC.

### **ENROLLMENT DEVELOPMENT**

#### *Outreach and Recruitment*

The Office of Outreach and Recruitment focuses on recruitment and counseling as well as introducing SMC programs, services and resources to prospective students. While the Outreach and Recruitment strategy is trifold to local high schools, community and out-of-state, a "hub spoke" approach is used to interface with these entities. We serve as a bridge between SMC and local high schools, middle schools, community agencies, and out-of-state students to ensure a smooth transition process to Santa Monica College. The office plays a significant role in contributing to the strategic enrollment management plan

in conjunction with other campus constituents, such as Admissions, Assessment, and Financial Aid. At times, we are the **1st point** of contact for the institution: where we direct students to special programs, student services, and campus resources. Outreach events and programs include effective core matriculation services and are delivered through various modalities, such as phone, internet, social media, email, and in-person.

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

*Board Priority: 1, 2, 3, 4, 5, 8, 11. 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 toward their educational pursuits.*

**Out-of-State Reception.** The out-of-state reception is combined with VIP Welcome Day. Light snacks and drinks are served and welcome gifts given. Participating students have the opportunity to engage with other out-of-state students and intermingle with Outreach and Recruitment counselors to gain information specific to their transition and relocation needs. More than 60 students attended the fall 2018 out-of-state reception.

**High School Scholarships.** Each year SMC awards scholarships to high school students who have committed to attend the college. Originally, the process for identifying, recommending and selection of awardees had relied heavily on high school counselors. The high school scholarship process was automated in 2016-17 to parallel that of the overall SMC scholarship process. Using technology to expedite the scholarship application and awarding process has proven quite effective. In spring 2019, a total of **61** scholarships, totaling \$52,400 were awarded to incoming students.

**High School Counselor Appreciation Day.** The program is designed to bridge relationships between high school counselors and SMC. The program is offered each year and the structure allows for the showcasing of SMC academic departments, student services programs and provides a forum to address issues or concerns that may impede student equity, access or success to their higher education pursuits. During fall 2018, over 60 counselors representing Los Angeles area feeder schools participated.

**Parent Engagement.** “Parent presence” is a visible part of the prospective student’s profile and is paramount to the decision process related to their achieving a post-secondary education. Establishing an ongoing system of communication with parents is ever important as we interface with prospective and new students. The Outreach and Recruitment staff is fully aware of the parents’ role and has established a parent engagement committee. Staff presented at 15 high school parent nights throughout the year.

**Community Outreach.** During 2017, adult centers, continuation schools, community centers and low income homeless centers were added to each Outreach and Recruitment Counselor’s portfolio:

- **Adult School:** a public education program that offers free to low-cost classes for adults 18 and

older. Adult schools most commonly offer courses and programs covering ESL, U.S. citizenship, career education, high school, and GED exam preparation. Olympic Adult School and Culver City Adult School have actively guided students to SMC. A workshop series was presented to Olympic Adult School for the second year during 2018-19.

- **Continuation School:** an alternative high school diploma program for students 16 years of age or older, have not graduated from high school, are still required to attend school, and are at risk of not graduating. Students also receive guidance and career counseling. Continuation schools have been integrated into the outreach and recruitment strategy with each counselor has been assigned three schools.
- **Community Centers:** public locations where members of a community can gather for group activities, social support, public information, and other purposes. Partnerships have been forged with Pico Promise, Boys & Girls Club, SMC Library, and Ocean Park Community Center. The partnership with The Boys and Girls Club continues to strengthen as well as the conversation of developing a formal partnership with the Boys and Girls Club of Santa Monica. Specifically, we continue to collaborate toward offering a series of courses to BGC members that build on a skill set or subject matter.
- **Low Income Homeless Centers:** These programs are for people who are homeless or who have low or no income and need assistance with living expenses. Realizing the needs of this population, outreach was limited to centers located fairly close to the college such as; Chrysalis, OPCC Safe Haven Cloverfield Services Center, Family Services of Santa Monica, Harvest Home, Salvation Army Westwood Transitional Village, Family Services of Santa Monica, St Joseph Center Homeless Services and Meals and Good Seed Shelter-Transition Age Youth, Samoshel OPCC, Jenesse Center. While the department continues to nurture these relationships, counselor visits are made on request as it is understood that satisfying basic survival needs is first and foremost for this population. *Board Priorities: 1, 2, 3, 4, 5, 8, 11. These programs support 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 toward their educational pursuits.*

### **On-Boarding**

**Welcome Center.** The Welcome Center counselors assist first-time SMC students as they transition to college. The Center supports students in a nurturing and welcoming environment. Students may sign up for a group counseling session, during which the new student packet is thoroughly reviewed. Topics include enrollment, navigating and understanding Corsair Connect, time management, and information connecting students to special counseling programs and tutoring services. The Center offers assistance with:

- Applying to SMC
- Choosing and enrolling in classes
- Educational and career planning
- Navigating corsair connect
- Completing orientation
- Understanding financial aid
- Referrals to campus resources
- Embedded Counselor support in the following math courses spring 2019, Math 1, Math 50 and Math 54C

According to Tableau, total unduplicated visits from spring 2018 to fall 2018 equaled 9,412. This includes spring 2018, with 2,464 students making 3,783 visits (average visit 1.5 per student); summer 2018, with 2,981 students making 2,919 visits (average visit 1.3 per student); and fall 2018, with 3,967 students making 6,772 visits (average visit 1.7 per student).

*Board Priorities: 1, 2, 3, 4, 5, 8, 11. 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 toward their educational pursuits.*

**SMC Promise (formally First Year Experience).** Students who participate in the SMC Promise receive onboarding and follow-up counseling support from the Welcome Center. The SMC Promise provides financial assistance to first-year students who meet program requirements, during their first year of college. In addition, participants receive priority enrollment, educational planning, career services, and the opportunity to connect with special counseling programs. They are invited to the **College Hacks**—a newly designed one-day orientation that aligns career industries and academic pathways.

*Board Priority: 1, 2, 3, 4, 5, 8, 11. 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 toward their educational pursuits.*

**College Hacks.** This is a one-day orientation for first-time college students to meet other new students, build community, learn about campus resources, and explore educational and career options. Students identified as SMC Promise students are invited to attend this summer transition event. This program aligns with the Guided Pathways Initiative in that it introduces students to the areas of interests and possible careers that are directly linked to respective educational outcomes. Students who take part in College Hacks engage with faculty from the various disciplines, participate in educational games to learn about SMC and lunch together to make connections with members of their cohort. In addition, they receive knowledge about the SMC Promise, how to remain in positive status, and how to obtain support if their award is in jeopardy.

*Board Priority: 1, 2, 3, 4, 5, 8, 11. 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 toward their educational pursuits.*

**SMC Senior Experience (formally Admitted Students’ Day ).** This program was initially designed to host high school admitted students at SMC to complete Math and English/ESL assessments, take a guided campus tour, and have an education planning session. The Admitted Students Day program has been successful in bringing many students to campus and getting them assessed, however the assessment took up most of the visit. With the advent of AB705 (not requiring assessments) and the Guided Pathways Initiative purporting relational versus transactional student interaction, the Admitted Students day program was overhauled and re-branded as *SMC Senior Experience*. This change connotes “engagement” which aligns with the Guided Pathways Initiative. Specially, students have a full tour of the college, participate in a career exploration exercise that ties to the Areas of Interest, followed by an education planning session. In this “field trip” type setting students are given food vouchers to purchase a cafeteria lunch, eat alongside current SMC students and hear from an SMC student panel about their transition and journey. The goal is to provide a program that is engaging and promotes a relational versus a transactional experience. **857 students participated in the SMC Senior Experience, an increase of 87 students from 2018.**

**Senior Experience 2019 Participation Data**

<i>Date</i>	<i>Schools</i>	<i>Number of Participants</i>
2/19/2019	Da Vinci Science	40
2/22/2019	Culver/SAMO/Foshay	142

2/26/2019	Hawthorne/Palisades	67
3/05/2019	LA High/LAHSVAH	59
3/08/2019	Venice/Animo V./Bravo/Laces	106
3/12/2019	Animo Inglewood/Hollywood	72
3/15/2019	UNI/Hamilton/Lawndale/Inglewood	147
3/19/2019	RFK/Westchester/UCLA	70
3/22/2019	Fairfax/John Marshall/Bright Star/Nava Prep	109
3/26/2019	Malibu/El Segundo	29
3/29/2019	Phoenix Continuation	16
<b>TOTAL</b>		<b>857</b>

*Board Priority: 1, 2, 3, 4, 5, 8, 11. 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 toward their educational pursuits.*

**Super Saturday.** This one-day “catch-all” event allows high school seniors who intend to enroll at SMC for the summer or fall 2019 terms but have not yet completed their matriculation steps to do so outside of traditional campus service hours. While the program activities vary depending on when it is offered—during the enrollment cycle, the goal remains constant—to increase the number of students who enroll for summer and fall terms and provide students access to support programs in hopes of improving retention and persistence. Connecting seniors to these support programs earlier—prior to high school graduation—is likely to reduce summer melt and attrition due to lack of connectedness to the SMC campus community. In spring 2019 Super Saturday was offered in mid-May near the end of the enrollment cycle for new students. This timing afforded the opportunity to assist students with finding classes and enrolling at the same time. Also offered was a financial aid workshop along with one-to-one assistance for students to reconcile financial aid issues.

The Bursar’s office played a pivotal role this year by hosting an ID station and many students took advantage. Admissions representatives were present to troubleshoot application problems that prevented students from moving forward in the matriculation process. Students were able to complete necessary steps to start their academic journey at SMC. The RSVPs were overwhelmingly high, 544 reserved a space and while 250 checked-in to the event, many of the students made appointments with counselors after the event. To-date, 435 of these students have enrolled. The chart below shows program impact on enrollment according to date.

**Super Saturday Student Participation and Enrollment Rates | Spring 2016 – Spring 2019**

Date	# of Students	
	Checking In	Enrolling
April 30, 2016	399	263
April 1, 2017	338	277
May 20, 2017	276	233
March 31, 2018	304	231
May 5, 2018	293	221
May 18, 2019	250	435

*Board Priority: 1, 2, 3, 4, 5, 8, 11. 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 toward their educational pursuits.*

**Enrollment Sprints.** In collaboration with the Assessment Center, Outreach and Recruitment, the Welcome Center, and Financial Aid. “Enrollment Sprints” were delivered in July and August, 2018, in preparation for fall 2018. The main goal of the events was to provide “just in time” admissions, enrollment, counseling, and financial aid services to students attending. Education planning and enrollment assistance workshops were presented to guide students in course selection and enrollment. More than three hundred students participated throughout summer 2018. Given the success of this program, it is desired to expand the number of Enrollment Sprints available to prospective and current SMC students as well as to track their impact on actual enrollment and student success indicators. This will require campus-wide support and possibly a culture shift regarding student service delivery.

*Board Priority: 1, 2, 3, 4, 5, 8, 11. 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 toward their educational pursuits.*

**Online Orientation.** In keeping with the tenets of the Student Equity and Achievement Program, we recognize that orientation is a necessary student experience that in many ways, delivers sources to student success. The orientation process provides students with the essential information to make a smooth transition to their college experience at SMC. Orientation, albeit delivered as an online service, informs students about the wide range of services and support the College offers, including academic counseling to help sort out educational and career goals, health and psychological services, financial aid and scholarships, tutoring services, as well as support programs for students with special needs. Each year, more than 20,000 students and prospective students complete the Online Orientation. Counseling and Outreach and Recruitment combined to complete a redesign of the online orientation with its launch in December 2018. To ensure student equity, access and ease of use, the new product combines video, audio, graphics, and written text to engage our new students in orientation content. SMC students are featured in videos and photos for each of five content segments. Upon completion of Orientation, the orientation enrollment hold is automatically removed and students receive information needed to complete the enrollment process.

*Board Priority: 1, 2, 3, 4, 5, 8, 11. 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 toward their educational pursuits.*

### **Assessment Center**

**Full Implementation of AB 705.** The Assessment Center, in collaboration with Enrollment Services, MIS, and the English and Mathematics departments, implemented Assembly Bill 705 to maximize the potential for students to complete transfer level courses within a one-year timeframe. A Corsair Connect “Placement” module was created using state-imposed placement rules and faculty-developed guided self-placement tools for SMC students to place into math and English courses.

Since fall 2018, over 16,000 students have completed the AB 705-compliant placement process via the Assessment Center and/or Corsair Connect, including 52 percent first-time in college, 29 percent reverse-transfers, 11 percent returning, six percent continuing, and three percent concurrent enrollment students. Among these students:

- With respect to math, 93 percent placed in math via multiple measures and seven percent via guided self-placement. If students qualify for multiple measures placement, they get two placements: (1) Liberal Arts math and (2) Business, Science, Technology, and Math (math). Records

show that **87 percent placed in college-level math via the Liberal Arts math path, and 96 percent placed in college-level math via the BSTEM path.**

- In the Liberal Arts math path, 59 percent placed in college-level (Math 21 and 54), 26 percent in college-level with required support course (Math 21 + 21C and Math 54 + 54C), and 12 percent placed below transfer-level (Math 18 or 50).
  - In the BSTEM math path, 38 percent placed in college-level (Math 2, 3, or 4), 32 percent in college-level with required support course (Math 2 + 2C, Math 3 + Math 3C and Math 4 + 4C), and 25 percent placed below transfer-level (Math 1 or 20).
  - Thus, **nearly all students are eligible to enroll in college math in their first semester.**
- With respect to English, 76 percent placed directly in college-level (English 1) and 22 percent in college-level with required corequisite (English 1 + 28).

Plans are under way to develop a guided self-placement process for English as a Second Language by spring 2020.

Given the curricular changes implemented by the English and Mathematics departments, and the new AB 705-compliant placement processes we expect to see increases in completion rates for English and math. The implementation aligns with BOT Goals and Priorities 2, 3, and 5. Specifically, the placement process implemented not only multiple measures placement, but guided self-placement, and has led to nearly every student placing at college-level. This will likely lead students to accumulate fewer units, and to completing degrees, certificates, and transfer in a shorter timeframe. It also reduces equity gaps in access to college-level courses.

*The implementation aligns with BOT Goals and Priorities 2, 3, and 5.*

### **Enrollment Services**

**Largest Graduating Class in SMC History.** For the third year in a row, Santa Monica College broke records in the number of students graduating. Nearly 10,000 evaluations were conducted by Admissions & Records personnel. While a final evaluation will be conducted for spring graduates once final grades are available, 9,110 degrees and certificates are expected to be awarded to 5,905 students. This represents 1,079 more students this year who are collectively earning 2,937 more degrees and certificates than last year. It's expected that 3,978 Associate Degrees will be awarded, including 1,104 Associate Degrees for Transfer; 5,108 Certificates of Achievement (primarily IGETC and CSUGE) will be awarded. 24 Bachelor of Science in Interaction Design degrees will be awarded.

Notably, the number of degrees and certificates has continued to grow thanks to the Admissions & Records initiative on awarding degrees and certificates without petition (for the fifth year in a row). This initiative entails the identification of potentially eligible students by MIS, whose academic records are then reviewed by evaluators who perform graduation eligibility checks. A total of 4,730 degrees/certificates were awarded without petition, representing 52 percent of all awards in 2018-19. It is possible that without this effort, our graduating class would be significantly smaller.

Among our 2018-19 graduates, 1,955 students graduated with honors, 626 with high honors, and 141 with highest honors. The two youngest graduates are 17 years old and graduate with Associate degrees for Transfer. The oldest graduate is 85 and graduates with an Associate degree in Liberal Arts. The

average age for all graduates is 26. The graduating class includes 851 international students, 461 students with disabilities, 160 EOPS students, and 139 Undocumented students.

*Board Goal and Priority: 1, 3. The work conducted by Admissions & Records personnel in evaluating academic records has directly resulted in another record-breaking year, especially given our awards without petition initiative, five years in the making.*

**Implementation of SMC Promise—Technology and Communication.** In collaboration with MIS, Enrollment Services designed a Corsair Connect module so eligible students can learn of their eligibility for the SMC Promise and opt-in to participate. Several workflows were created to enter students into a communication plan outlining how enrollment fees and book vouchers are awarded to students. Admissions and Records personnel serve as the points of contact with students and other SMC staff to resolve issues concerning eligibility.

*BOT Goals and Priorities: 8. Enrollment Services developed the mechanisms by which potentially eligible students are informed of their eligibility for the SMCP. Communications are sent throughout the year to assist eligible students with the opt-in process. Several thousand students have now benefitted from SMCP.*

**Recovery of Delinquent Nonresident Fees.** Admissions and Records undertook a campaign in fall 2018 to recover fees owed by former nonresident students. The effort resulted in over \$500,000 in recovered fees.

*BOT Goals and Priorities: 17. The recovery of owed fees helped the College cover operational and staff costs associated with instruction and student support services.*

### **Financial Aid and Scholarships**

- **Total number of 2018-19 Federal Aid Applications: 36,469 (as of June 10, 2019)**  
*Total number of 2017-18 Federal Aid Applicants: 39,592 (as of June 1, 2018)*  
*Total number of 2016-17 Federal Aid Applications: 40,064 (as of May 31, 2017)*
- **Total number of 2018-19 California Promise Fee Waiver Recipients: 26,090 (as of June 10, 2019)**  
*Total number of 2017-18 California Promise Fee Waiver Recipients: 29,970 (as of June 1, 2018)*  
*Total number of 2016-17 BOG Fee Waiver Recipients: 22,282 (as of May 25, 2017)*
- **Total number of 2018-19 Pell Grant Recipients: 7,541 (\$27,708,679 as of June 10, 2019)**  
*Total number of 2017-18 Pell Grant Recipients: 7,733 (\$27,318,895 as of June 1, 2018)*  
*Total number of 2016-17 Pell Grant Recipients: 7,829 (\$26, 225,495 as of May 25, 2017)*
- **Total number of 2018-19 Santa Monica College Promise Recipients: 1,699 (\$1,049,163.32 as of June 4, 2019)\***
- **Total Financial Aid “Paid” for 2018-19: \$38,372,937 (as of June 10, 2019\*)**  
*Total Financial Aid “Paid” for 2017-18: \$35,839,738 (as of June 1, 2018)*  
*Total Financial Aid “Paid” for 2016-17: \$49,423,889 (as of May 31, 2017)*
- **Total amount of Santa Monica College Foundation Scholarships awarded for 2018-19: \$605,798 to over 550 students totaling 725 scholarships**  
*Total amount of Santa Monica College Foundation Scholarships awarded for 2017-18: \$606,484 to over 500 students.*



The SMC Promise was rolled out in 2018-19. The implementation of the program contributed to an increase in the overall aid awarded.

### ***International Education***

The International Admissions program at Santa Monica College strives to provide prospective students with clear and simple information about special admissions requirements for F-1 status students. The admissions team supports F-1 students throughout the admissions process, serving as the first official contact point for new students, and also provides basic information about college programs and services that students may access once they are admitted. By providing a straightforward admissions process and easy access to the college for qualified students, the admissions team supports the college mission of “supporting students in achieving their educational goals.”

While SMC still holds the number two spot among community colleges nationally for F-1 students, International Admissions has seen a steady decline in both applications and number of students admitted since 2016. This can be attributed to current federal policies, which make it more difficult for students to obtain visas and which also causes visas to be revoked after they have been granted. Declining applications are also attributed to policies such as the travel ban that make prospective students feel that the U.S. is not friendly to foreigners. Tension between the U.S. and China, resulting in China warning their students to take extra care if they study in the U.S., is expected to negatively impact our largest F-1 student population in the coming year. International students are choosing other countries for their study abroad, such as Australia, Canada, the UK, New Zealand and China (for students from Japan, Korea, Indonesia, Malaysia and other Asian countries.)

The strong dollar makes education in the U.S. much more expensive for students coming from countries with weaker currencies and negatively impacts F-1 enrollment at SMC and throughout the U.S. In an effort to improve admission numbers, the department has aggressively incentivized overseas partners for marketing SMC and referring students to the college. This resulted in a 32 percent increase in students admitted through agencies in 2018-19. Additionally, the department doubled recruitment travel in 2018-19, and plans to double recruitment travel again with the help of administrators from other departments in 2019-20.

The International Education Center has participated in several virtual fairs in the past year to extend our reach, and plans to continue this practice. We also plan to offer virtual workshops to our existing partners throughout the year to better support their recruitment efforts on behalf of SMC.

We have started visiting local language schools to more actively recruit these students, and we are developing a calendar of regular visits to these partner schools.

The International Education Center continues to promote a package program of specific classes in which students can enroll before they arrive on campus. This appeals in particular to students from Scandinavian countries where they are assigned to classes based on their major field of study, rather than selecting classes themselves.

*Supports Board Priority II: Fiscal Health and Internal Operations, 17: Assure an effective and dynamic college by ensuring long-term fiscal stability. The International Education Program brings unrestricted revenue to the College to support a variety of operations.*

## Global Citizenship

### Study Abroad

The International Education Center works with a variety of departments at the College to ensure successful Study Abroad programs for the winter and summer sessions, and two Field Studies Abroad programs over spring break. The Global Citizenship Committee (GCC) and Academic Affairs select study abroad leaders to ensure qualified faculty are leading each trip. Faculty offer existing SMC courses abroad during the six-week winter and summer programs, and offer a one unit “Global Field Studies” course during the seven- to ten-day spring break programs.

The goal is to make study abroad accessible to a diverse population of students. To that end, we have offered scholarships to Financial Aid recipients who participate in the programs. This year, we also worked to develop a study “inbroad” program with a destination within the U.S. This will provide an even more affordable option, as well as an option that may be more comfortable for students who may never have traveled outside of the Los Angeles area. The first inbroad program will be offered to Catalina Island during the 2020 Spring Break period.

This year, because few applications were received for the spring 2019 and summer 2019 study abroad programs, the GCC extended the application deadline to the end of the summer term. Unfortunately, this strategy hurt the program. No additional applications were received, and the time available to us for marketing, as well as the time available to students to secure funding was severely limited. Few students signed up for any of the programs on offer, and all study abroad programs had to be cancelled in 2019. The GCC learned an important lesson from this experience and will stick with its previous strategy of calling for proposals early and deciding on trips for the following year no later than June.

### Global Citizenship Grants for Faculty

Global Citizenship Grants bring innovative faculty-led programming across a variety of disciplines related to Global Citizenship to the SMC community. These programs enrich classroom study and campus life. The following events were funded by Global Citizenship Grants in the 2018-19 academic year:

**Ferris Kawar (Sustainability)** designed and installed six signs throughout the campus to highlight some of the sustainability projects that enhance the main campus, such as the Organic Learning Garden and solar water heaters.

**Sheila Laffey (Film Studies)** hosted a “Green Screen” film series of six films centered on environmental and sustainability issues.

**Jihyeon Cha (Modern Languages)** brought the Korean American Calligraphers Association on campus to provide a workshop for students on Korean calligraphy.

**Hari Vishwanadha (English)** hosted a Literary Series that brought four authors to campus to discuss their recent publications.

**Elizabeth Dastin (Art History)** hosted a live presentation of the art and history themed podcast, *Art Attack*, about the intersection of public art and activism around the world.

**Sri Susilowati (Dance)** received funds to purchase costumes for SMC’s Global Motion Dance Company.

**Ferris Kawar (Sustainability)** hosted Professor Jon Rynn who lectured students about the “Green New Deal”, a proposal to revive the economy while simultaneously promoting sustainability.

*The activities of the Global Citizenship Committee, including Study Abroad trips and Global Grants, support **Board Priority 1: Educational Advancement and Quality, Priority 3: Increase the number of SMC students annually who acquire associates degrees, credentials, certificates, or specific skill sets that prepare them for an in-demand job by helping to engage students more deeply in their academic work. Students who are inquisitive and engaged are more likely to achieve their goals of earning a degree, certificate, credential or developing a skill set to help them advance towards a degree goal. In addition, the classes that are offered on the Study Abroad trips meet G.E. requirements.***

*The GCC activities also support **Priority 10: Enhance and develop programs and pathways that meet the current and future needs of local and regional industry and business. Strengthen, promote and expand enrollment in existing workforce and career technical programs. Study Abroad experiences help students learn to overcome challenges, to appreciate differences, and to learn that there are often many ways to solve a problem or to achieve a goal. These skills make stronger candidates for local industries and businesses. With such a diverse population in Southern California, learning to work with and seek out diverse perspectives is an important skill for our Santa Monica College students to develop.***

## **EXECUTIVE VICE PRESIDENT**

### **GRANTS**

Santa Monica College’s Grants Office worked with the college community and its partners, including the Santa Monica College Foundation, to submit 29 grant requests valued at more than \$3.8 million to support the 2018-2019 academic year. Of these awards, 17 (58.6 percent) were funded, totaling **nearly \$1.2 million in new money for the college.** *These submissions support Board priority 17.*

Significant grant awards in support of the 2018-19 academic year include:

- SMC received its first **\$100,000** grant from the **National Endowment for the Humanities**. This project will explore the diverse stories of west Los Angeles, using its visual art to move beyond the dominant narrative and incorporate the lesser known stories of color that have helped to shape the region. Working collaboratively with students and community organizations, faculty from the Art History program (under the leadership of Briana Simmons and Walter Meyer) will integrate these stories into their courses as a means for engaging the college’s diverse student population and building community connection. Faculty will house these stories in a digital database that provides faculty and students with access to non-linear knowledge that can move through time and establishes a foundation that fosters deeper context with the material. Once established, the digital database will serve as a resource for other humanities programs interested in using visual studies as a means for strengthening learning and promoting engagement. *This grant addresses Board priority 7.*
- The California Community Colleges Chancellor’s Office awarded two new state grants to SMC to support student success to targeted populations. The **\$250,000 Mental Health Services** grant will strengthen institutional capacity to provide mental health services to vulnerable and underserved student populations through partnerships with community-based organizations, including Los Angeles County Mental Health Services. Likewise, SMC’s **\$200,000 Veterans Resource Center** grant will increase the capacity of the VRC to improve and enhance the

educational outcomes of student veterans, targeting female veterans and veterans struggling in math. *These grants address Board priority 12.*

- SMC's Film Program received three distinct grants totaling **\$75,000** from the **Hollywood Foreign Press Association** including the Fellowship grant to support the Film 33, Directing the Short Film class, as well as a grant to establish an endowed scholarship and an equipment grant to purchase camera equipment for SMC's new Film 34 class. *These grants address Board priority 10.*
- **Edison International** increased its support of SMC's students, faculty, and programs by awarding two grants to the college. The first **\$25,000** grant will once again provide scholarships to STEM students – this is Edison's sixth year providing support to the STEM Program. The second **\$50,000** grant will help expand the relevance of SMC's Sustainable Technologies Program through the development of new materials and lesson plans in energy and battery storage. *These grants address Board priorities 7, 10, and 12.*
- Lastly, SMC's **Community College to Law School Pathway** received a small **\$2,500** grant from the **Sidney Stern Memorial Trust** to support student participation in extracurricular activities, including visits to four-year college and university programs. This is the first grant awarded to the program since its inception in 2016. *This grant addresses Board priorities 7, 10, and 12.*

## **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 2018-19 achievements of the office include:

- The Office developed and published a set of interactive and dynamic data dashboards depicting college- and department-level information about students, courses, and performance on outcomes. The data dashboards are available on the IR website ([www.smc.edu/ir](http://www.smc.edu/ir)).  
*Aligns with Board priority 1: The democratization of data will expand the capacity of the college to access and analyze data to improve programs and services for students.*
- With input from end users, the Office developed a service level agreement (SLA) document to clarify scope of service and establish service expectations for the campus community and set a college-wide research agenda that explicitly align with the strategic priorities and initiatives of the college.  
*Board priority 1: The improvement in the research process and identification of research priorities will ensure that the college is equipped to use data, inquiry, and evidence to support planning and evaluation for programs and services for students.*
- For the first time, the Office offered a three-part survey clinic for program leaders on how to write effective survey questions, create an online survey, and analyze survey results.  
*Board priority 1: The professional development training series has improved the skills of many program leaders in assessing their programs for planning and improvement.*
- In collaboration with the Center for Teaching Excellence, the Office trained 14 faculty in the second year of the data coaching program. The faculty were trained on data and inquiry

skillsets, including data compilation and analyses and data interpretation in the context of programs. The Office was invited to present at several statewide workshops and conferences about the SMC data coaching program and served as a key resource for statewide organizations (The RP Group, the Chancellor's Office Vision Resource Center, and the Career Ladders Project) as they developed tools for other colleges interested in implementing data coaching programs.

*Board priority 1, 2, 10: The data coaching training was focused on the compilation and analysis of data related to student populations, progress and success, and labor market supply/demand for the purpose of program review, program mapping (pathways), grant application/evaluation, primarily for CTE programs.*

- The Office administered a focus group with over 100 students and surveyed nearly 1,000 students to inform key decisions about academic and career programs and meta-majors (called "areas of interest" at SMC) in the redesign or guided pathways work.

*Board priority 1, 2: The data was used to inform the implementation of meta-majors and programs for guided pathways/redesign.*

- The Office was actively involved in facilitating key planning processes on campus, including:
  - Revising and beta-testing new questions for the annual program review
  - Setting the Vision for Success and related student equity goals for the college
  - Identifying the priorities of and co-authoring the Student Equity Plan
  - Securing \$200,000 in seed money for technology planning through the statewide Institutional Effectiveness Partnership Initiative

*Board priority 1, 2, 3, 4, 5, 6, 7, 21: The Office produced data and reports that supported the primary planning processes on campus that address the college priorities and strategic initiatives.*

## **INFORMATION TECHNOLOGY**

Information Technology continued to adapt to the changing technology landscape, make progress on several initiatives, and maintained technology currency.

Highlights for 2018-19 follow.

- Dan Rojas accepted the new Information Systems Security Officer position that was established to address the growing concerns of information security. *Board Priority 27,28: Enhancing staffing and ensuring progress is made with security of information technology.*
- Wendy Liu accepted the new Management Information Systems, Manager position. *Board Priority 27: Enhancing information technology staffing.*
- Information Technology was awarded a \$200,000.00 Institutional Effectiveness Seed Grant to address areas of focus noted in the Accreditation Quality Focus Essay. *Board Priority 17: Pursue and obtain appropriate external funding.*
- A campus-wide "ERP Readiness" assessment was conducted. The report includes a roadmap to move forward with the selection and implementation of a new Student Information System.

Funding for the assessment was provided by the Institutional Effectiveness Seed Grant. *Board Priority 15: This plan will be part of the strategic vision for the future of the college.*

- An RFP to conduct a comprehensive technology assessment and draft a five-year Technology Master Plan was successfully conducted. Funding was provided by the Institutional Effectiveness Seed Grant. *Board Priority 15: This plan will be part of the strategic vision for the future of the college.*
- The Center for Media and Design IT staff became part of the centralized SMC IT department. This restructuring of staff will reduce duplication and strengthen support for the CMD campus. *Board Priority 27: Enhancing information technology staffing.*
- Information Technology adopted a project management methodology to effectively plan and manage project requests. *Board Priority 1: Maintaining progress on technology infrastructure projects.*
- Over the past year, Information Technology successfully completed 15,198 help desk requests with an average first response time of 2 hours. *Board Priority 1: This data, inquiry and evidence will be used as benchmarks for improving information technology services.*
- An SLA (Service Level Agreement) was created between Information Technology and the campus community to help establish priorities, standards and guidelines for the effective use of SMC technology resources. *Board Priority 1: This data, inquiry and evidence will be used as benchmarks for improving information technology services.*
- The new Student Services Center network was brought online. *Board Priority 13: Contributed to the completion and opening of new Student Services Center.*
- SMC on-premise email was migrated to Microsoft Office 365 cloud. *Board Priority 27, 28: This technology migration modernizes SMC technology delivery.*
- As part of the Technology Equipment Refresh Plan, deployed 350 lab computers and 170 faculty/ staff computers. *Board Priority 27, 28: Maintaining and enhancing technology infrastructure.*
- Completed several upgrades including Banner Financial Aid, Banner hardware, Document Imaging database, WebExtender, Institutional Research/Tableau, and Citrix. *Board Priority 1, 2, 27, 28: Supporting data collection, and maintaining models of support to help increase student success. Maintaining and enhancing technology infrastructure.*
- Multiple Measure and Guided Self Placement for AB705 was implemented to replace traditional placement. *Board Priority 2: Provided a technology solution to help increase student success.*
- MIS has implemented SMC Promise for first year students with book vouchers and fee waivers. *Board Priority 8, 25: Provided a technology solution to strengthen and expand the SMC Promise Program.*
- Many functional enhancements were made to WebISIS including Bridge to College Math for Math 1-1B-1C, AB705 Co-requisite, Excused Grade W, 1098T online opt-in, GE Certificate and funding formula changes, Online Employment Application, Black Collegian Online Application and Student Online Counseling Appointment System. *Board Priority 2, 25: Provided a technology solution to strengthen and expand programs to help increase student success.*
- A modern VDI and Virtual Server Environment at Center for Media Design was brought online. *Board Priority 27, 28: This technology implementation modernizes SMC technology delivery.*

## **RISK MANAGEMENT**

At the end of 2018, Safety & Risk Management Department added a new position, Assistant Director of Safety & Risk Management, with the appointment of Daniel Phillips. This new role was tasked with preventing losses to people, property, and the environment within our campus community, through a proactive approach to safety.

This proactive approach to safety will be accomplished through the creation of a safety culture at SMC. In order to move towards this goal, participation of all college employees is necessary, and it will be achieved by formalizing the daily management of safety processes. The guiding document that reflects the direction of the SMC Safety Program is the **Injury and Illness Prevention Program (IIPP)**, which describes the safety responsibilities of all levels in the organization. In 2019, Safety & Risk Management revised the IIPP to reflect the upcoming changes to the safety program and describes the safety expectations of the campus community.

The first steps towards a safety culture require laying a foundation in the form of safety training and safety inspections. Inspections and training will provide a mechanism for daily safety management, given that they will be periodic, ongoing, and specific to each department.

In 2019, Safety & Risk Management has targeted campus departments that have the highest degree of risk. Within these departments we have created an annual calendar of safety training, and implemented a monthly safety-training program, which specifically targets these risks. Over the course of 2019, the safety-training program will envelop all campus departments. In addition to the monthly safety training, regulation mandates that anyone who drives a forklift must be certified every three years. The certification process includes classroom learning and a hands-on demonstration by each student performing various functions while driving the forklift. In May, Safety & Risk Management forklift certified 20 employees from Receiving, Facilities, Auxiliary Services, and Information Technology.

Safety & Risk Management has begun to implement monthly safety inspections, weekly hazardous waste inspections, and daily forklift inspections. These inspections are conducted independently by the targeted department staff. This will make our campus a safer place for all, and will also increase safety awareness, increase safety accountability, and lead to a stronger safety culture.

Safety & Risk Management has implemented processes that will lead to a significant increase in the safe handling of the chemicals on the campus. All safety data sheets, which provide detailed chemical safety information, can now be accessed from an online database directly through our SMC Health & Safety webpage. Departments that handle chemicals have been given access and training to create proper, regulatory compliant chemical container labels, providing critical hazard information associated with the use of these chemicals.

There are also several new safety programs that have been or soon will be implemented in 2019: the Utility Cart Program and the Safety Shoe Program. Safety worked closely with Purchasing and Facilities in writing the new Utility Cart Safety Policy. Safety also managed the training of all individuals who will be driving the new carts, and helped implement a new Utility Cart Program making sure they are received, managed, and driven in a safe manner. In addition, Safety & Risk Management has evaluated the personal protective equipment needs of the campus and determined that certain employees must wear safety shoes while performing their job duties. We have been evaluating which shoes will work

best to keep our campus employees safe and we plan to implement a new safety shoe programs in July 2019.

Leading the work of partnering across systems (cities, school districts, government, community, and education), the Safety & Risk Management Department is always reaching out to our partners in the City, County, State, and Federal levels in hopes of forging better relationships with these groups and help each other understand and solve our Environmental Health and Safety problems together. Leadership regularly meets with regulators from all levels of government to address regulatory compliance strategies and create better working relationships with these agencies. Leadership also sits as a Director on the Board for the State Wide Association of Community Colleges and periodically communicates with our sibling community colleges regarding the safety of our campus and shares ideas with other campuses.

Safety and Risk Management has targeted the job tasks with the highest rates of injury, and implemented a team-based job hazard analysis process to evaluate how to control the hazards causing these injuries. This team approach includes input from managers and classified employees working together to evaluate hazards and improve the safety of a task. The job hazard analysis includes perspectives from several levels in the organization, creates deeper problem solving discussions, and leads to a stronger safety culture.

*Aligns with Board of Trustees Goals and Priorities III–Community and Government Relationships, 22.*

## **BUSINESS AND ADMINISTRATION**

**Audits.** The 2017-2018 audit was performed by the District’s external independent auditors Vavrinek, Trine Day & Co. LLP (VTD). VTD issued an unmodified opinion on the District’s 2017-18 financial statements, and for the **twelfth 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 Section 2 Fiscal Health and Internal Operations.*

**Budget.** The District closed 2017-18 with a **general fund balance of \$27,648,342 or 15.32 percent**. 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 outcome achieved*). The new formula stipulates that for the fiscal years of 2018-19 through 2021-22, the District will be funded at the greater of the amount calculated under the SCFF or at a “Hold Harmless” amount, which is equal to the 2017-18 funding level adjusted for COLA. The District forecasts that for 2018-19 the District will be funded at the “Hold Harmless” amount which is projected to be approximately \$4.8 million greater than the funding calculated under the SCFF. The District, like most community colleges throughout the state, continues to experience a softening in enrollment and is expected to end the 2018-19 year having served 19,636.32 resident credit FTES, a reduction of <300.27> credit FTES from the prior year. Since 2016-17 the District has seen a reduction of resident credit FTES of <6.27 percent> or <1,314.26> FTES. Non-resident FTES is also projected to continue to decline and is projected to end the year at 4,269.08 FTES served, a decline of <170.76> from the prior year. Since 2016-17 the District has seen a reduction of non-resident FTES of <11.01 percent> or <528.39> FTES. As of the 2019-20 tentative budget, adopted June 4, 2019, the projected ending balance for 2018-19 is \$27,079,736 or 14.69



percent and the ending balance for 2019-20 is projected to be \$25,411,298 or 13.50 percent of expenditures and transfers.

*This item closely relates to Board of Trustees Goals and Priorities Section 2 Fiscal Health and Internal Operations.*

**Student-Centered Funding Formula.** In 2018-19 the Business Services Department made numerous presentations to individual departments, committees, and large groups explaining the complexities, risks, and opportunities of the new Student-Centered Funding Formula. The most well-attended presentation occurred during the Spring Flex Day where the Business Services Department partnered with the Black Collegians Program to present two workshop sessions entitled “Humanizing the New Funding Formula” which was attended by over one hundred faculty, staff and managers.

*This item closely relates to Board of Trustees Goals and Priorities Section 2 Fiscal Health and Internal Operations Subsection 15.*

**Education Enterprise.** The emphasis in 2018-19 was on implementing **iParq**, the License Plate Recognition, Parking Permit Sales, and Citations Management system (LPR). The LPR will enable SMC Police to scan license plates, which will automatically determine whether a parked car has paid the proper fees. Parking permits will be virtual, and multiple license plates can be registered. All of this will be done online, thereby reducing duplicative manual processes. It will give the District much better control over parking, as well as opening up new pricing and management options. This system is planned for implementation by fall 2019.

Along with the new LPR, Enterprise has developed a plan to reallocate parking on main campus, especially with the addition of the Student Services Center. The department is also writing District-wide parking policies, and is updating parking signs around the college.

In addition, Education Enterprise was able to get things in place to launch the new BankMobile card. The BankMobile card for students and staff functions as a photo ID, and will enable the quick and efficient distribution of financial aid, refunds and loans to students. The card will incorporate the TAP function, which will give SMC students and staff easy access to the Big Blue Bus and Metro. SMC will be the first institution in Los Angeles County to implement this type of product. We are also working with LA Metro, exploring ways to provide better service for SMC students. The card is expected to go live spring 2020.

We successfully introduced Lyft share ride service between campuses in the evenings, to replace shuttle service that had been outsourced. The Lyft service is so successful, that we have gradually introduced enhanced service, including service from campus to the 17th Street Expo station. We have saved more than \$100,000 this year alone.

We have continued to increase SMC food programs, as evidenced by the amount of food distributed this past year: more than 40,000 pounds, through the Corsair Farmer’s Market and the Food Galleys.

Another focus of Education Enterprise has been cultivating SMC’s relationship with the Big Blue Bus. As a result, Big Blue Bus has agreed to provide new service to the campus, between PAC and Main Campus. This has enabled the redeployment of shuttles to improve service to other areas of the College, especially Athletics, Outreach and student events.

The Campus Store worked with the Nursing program, and Apple to provide course materials in iPads. We will continue to tweak the program to lower the price of these materials, and build a model for

other programs; in addition, a relationship was initiated with the Sheila Kar Health Foundation to provide financial and other support for SMC nursing students.

Reprographics successfully managed the move and installation of equipment to the new Student Services Center, and has regrouped after the retirement of a key employee.

Enterprise has worked closely with the Associated Students to revamp and improve their fiscal policies, approved by the AS Board in May, and to go into effect starting in fall 2019.

## **FACILITIES PLANNING**

*Board Priorities 27, 28, 29, and 30: Meets all of the board goals for Section IV, Facilities and Sustainability.*

2018-19 was another busy year for the SMC's facilities planning department, with many major projects now in construction phase. Here are some highlights:

### **Projects Completed This Year**

The construction for the last building of the **Center for Media & Design, KCRW studio**, was completed in summer 2018. KCRW completed moving out of the basement studio at Cayton Center and is now operating at the new facility.

*Board Priority 10: Enhance programs that meet the current and future needs of local and regional industry.*

The **Malibu Center sewer line realignment** project, which includes connecting the existing buildings onsite to the City of Malibu sewage system, was completed in June 2019.

*Board Priority 22: Strengthen community and government relationships and partnerships.*

The 111,000 square foot **Student Services Center** was substantially completed and occupied in June 2019. The contractor will continue finishing the site work and the project is anticipated for completion by July. The new facility will support all of the student services functions on campus.

*Board Priority 1: Use data, inquiry, and evidence for improving services at all levels. Board Priority 13: Complete and open the new student services building. Ensure a welcoming experience for students and the public.*

### **Projects in Construction**

The **Santa Monica Early Childhood Lab School** started construction in June 2018 and is on schedule to be completed by May 2019. The Steel structural framing of all three buildings were completed and the contractor is currently working on the building wall framing and other utilities work.

*Board Priority 25: Continue to work with the Cities of Santa Monica and Malibu and the SMMUSD.*

The **Malibu Campus** project is finishing up the Phase 1 of construction, which includes the ground stabilization and site improvement works. The construction document is also being reviewed by DSA for changes at the Sheriff station. Phase 2 of the construction, which includes the main building and the Sheriff station, is scheduled to commence by the end of 2019.

*Board Priority 22: Strengthen community and government relationships and partnerships. Board Priority 25: Continue to work with the Cities of Santa Monica and Malibu and the SMMUSD.*

**Master Planning.** The full comprehensive master plan was started in spring 2019. The Architect has hosted workshops with various interest groups on campus. The planning process will continue throughout the year and is scheduled for completion by the first quarter of 2020.

*Board Priority 15: Develop a strategic vision for the future of the college. Board Priority 30: Update the Facilities Master Plan.*

**Measure V Joint Use and Partnership Projects.** The Santa Monica-Malibu Unified School District recently started the construction of the **John Adams Middle School Auditorium** project and related music program facilities. Santa Monica College has been a full participant in the architect's study meetings as to program specifications, uses, and site plans. Construction started in Spring 2019.

*Board Priority 25: Continue to work with the Cities of Santa Monica and Malibu and the SMMUSD.*

### **Projects Approved for State Funding**

Included in the adopted State budget for 2017-18 is funding for the **Mathematics and Science Building Addition**. The first phase of the project is funded at \$2.6 million, total State funding is a little over \$40 million. The District will contribute an additional \$80 million for the project from Measure V funds (the total budget of the project is an estimated \$125 million). Preliminary plans estimate the project to include 110,991 gross square feet of classrooms, laboratories, and offices. The design process started in summer 2017, and the project received DSA approval in March 2019.

*Board Priority 26: Work with allies in Sacramento and Washington, D.C. to improve policies, and funding as needed.*

### **Projects in the Approval Process**

This past March, the state approved the Final Project Proposal (FPP) for the **Art Complex Replacement**, and it is anticipated that the college will receive funding and start the design phase in 2019-20.

*Board Priority 26: Work with allies in Sacramento and Washington, D.C. to improve policies, and funding as needed.*

## **MAINTENANCE**

The **Facilities Maintenance and Operations (M&O) Department** in the course of 2018-19 has gone through a rebuilding and retooling of its operations and maintenance activities. The M&O Department is beginning to pivot its focus toward greater customer service, an organizational alignment, as well as an emphasis on team development.

An independent consultant who reviewed both custodial and maintenance operations for the District completed organizational assessments. Recommendations from the assessments are currently being implemented in both areas.

Within custodial operations, the department has implemented a shift change for more detail and project cleaning, quality control mechanisms for greater accountability, and training for first line supervisors and staff. Within maintenance operations priorities have been realigned toward staff development,

filling important management vacancies, and retooling resources to better organize the workload and maintenance related projects.

The Department also has realized significant energy savings from the investment of the Central Plant system. As the primary cooling system for the main campus, the Central Plant is producing and delivering favorable efficiencies for the District.

The M&O Department's objective is to ensure continuous improvement of the condition of District facilities through sustainable best practices and technologies as well as standards set by APPA, which is the industry leading facility management consortium dedicated to supporting the professions that maintain educational facilities.

*Board Goal: IV. Facilities and Sustainability. Board Priority: 27.*

## **HUMAN RESOURCES**

In the 2018-19 academic year, the Human Resources (HR) team found it important to intentionally focus on developing innovative equity processes. Being purposeful about equity required the team to review existing processes and procedures, solicit feedback, and implement new ideas. The greatest accomplishment for the 2018-19 academic year related to equity was the 1st Annual Santa Monica College Job Fair. The purpose of the job fair was to create a welcoming environment that showcased SMC's commitment to diversity, inclusion, and student success for prospective applicants. The 400 participants that attended the job fair were given exclusive access to members from many of the SMC academic and counseling departments, an orientation to the application and hiring process, and the SMC experience from the full-time faculty perspective.

**Benefits.** The Office of Human Resources held the District's annual benefits-related events such as the benefits fair, open enrollment, new hire processing, and monthly projects and reports. The Benefits team coordinated with Schools First FCU to offer retirement workshops to increase employee's knowledge and participation in our voluntary 403b and 457b plans. The Benefits team hosted and scheduled CalPERS and CalSTRS retirement planning workshops to help prepare our employees for the retirement process. For the open enrollment period, the benefits team published and mailed out a newsletter to all benefits-eligible full-time faculty and staff. Benefits orientations were facilitated and health enrollment paperwork was processed for more than 81 full-time faculty and probationary staff members. The District continues to partner with our third-party vendor, Navigate HCR to provide 1095-c statements annually as mandated by 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 a resource for the District-wide Benefits committee and provide support as needed to the committee.

**Employee and Labor Relations.** Employee and labor relations efforts were focused on building relations. This year we assisted District departments in employee performance management by providing guidance in coaching and progressive intervention for approximately 60 employees. There was also assistance provided to three Departments in conducting mediated meetings with employees to improve positive employee interaction and performance. Conflict resolution processes were effective through HR providing informal advice to a variety of employees and managers relating to various work-related disputes. Other employee and labor relations efforts included:

- Participation in various management training sessions to assist managers in improving their communication skills;
- Facilitation of trainings in sexual harassment and bullying prevention for employees;

- Facilitation of two Customer Service trainings to improve employee skills in providing service to students, other staff members, and the public;
- Facilitation of two Business Communications trainings to assist employees in interacting with others;
- Assisting managers in interpreting Collective Bargaining Agreements, policies, and procedures;
- Assisting managers in preparing performance evaluation forms for their employees;
- Assisting managers in the progressive discipline intervention process and providing guidance for documenting unsatisfactory employee performance.

**Human Resources Operations.** The Office of Human Resources welcomed new members to our team as the result of multiple employment separations. New team members introduced innovative ideas on processing efficiencies and the path towards the establishment of a paperless system. Our team values diversity of thought and spends time in traditional and “pop-up” staff meetings to evaluate what is working and to determine what change is needed to improve our service model.

A part of our servicing model resulted in the HR staff processing a total of 92 new classified, management, and faculty members, and 156 adjunct faculty rehires and new hires. HR processed hundreds of new and rehired temporary and non-merit employees, and built and managed 1,281 assignments in the HR data system (HRS) for student workers.

In 2018-19, specific HR staff members were chosen to continue to work with the **Business Enhancement System Transformation (BEST)** Project. Our team members played a significant part in the development, fine-tuning, and design of the system that is scheduled to be rolled out to many other educational institutions throughout the greater Los Angeles County of Education service area. Santa Monica College Human Resources is scheduled to fully transition to the new system in January 2020. This new system will replace the current HRS (LACOE) system that pays employees.

**Leaves.** The Office of Human Resources has continued to work with our staff and faculty on the leaves, accommodations, and the paid time off process with the District, provide an understanding of the leave provisions in the contracts and any applicable state and federal laws. Additionally, the Office of Human Resources continues to provide support to supervisors on questions regarding the approval of time off work, the accommodations process, and interpreting the language in the contract related to leaves. The Office of Human Resources continues to work with our Unions and answer any questions related to the District’s interpretation and application of the leave sections in the contracts, and resolve any issues that occurs. Group trainings held: Faculty New Hire Orientation (August 21, 2018), Administrative Assistant Support Group Workshop (January 30, 2019) and Department Chairs Training (May 17, 2019).

**Policies and Procedures Updates.** HR strives to ensure that internal District-wide policies and procedures that affect personnel are current. All board policies related to HR were reviewed, updated and subsequently approved by the Board of Trustees in November 2018. During this academic year, HR, in conjunction with the Management Association Executive Board, has begun the process of reviewing and updating all management related administrative regulations as well.

**Professional Development/Training.** HR was fortunate in this academic year to receive approval to recruit for and hire a Professional Development Coordinator. This position will allow the team to enhance the facilitation of training and development offered to the SMC community. The Professional Development Coordinator will also be charged with coordinating and facilitating trainings, and professional development opportunities for all SMC stakeholders.

HR facilitated trainings and/or workshops for employees represented in the various District departments. HR takes great pride in improving the skills, knowledge, and awareness of District employees and to educate them about the California Community College system.

In an effort to provide more robust training to management employees, the New Management Orientation was reinstated and a “boot camp” for existing managers was implemented. Presentations included:

- The Nuts and Bolts of Classified Hiring
- Safety Responsibilities of the Manager
- Recognizing Discriminatory and Bullying Behaviors
- An Overview of CESA/Faculty Contracts
- What Managers Should Know from Day One: Effective Evaluations, Understanding Progressive Intervention/Discipline
- Understanding Leaves of Absence
- Avoiding Legal Problems

HR also introduced three EEO/Diversity focused training sessions during the spring 2019 Professional Development Day. The presenter discussed diversity, equity and unconscious bias in the hiring process. These workshops were well received, with more than 150 faculty staff and administrators in attendance.

**Recruitment.** HR transitioned to a new applicant tracking system, NeoGov, in September 2018. This tracking system has proven to be user-friendly and effective. HR initiated recruitments and conducted hiring orientations for a total of 23 full-time faculty recruitments, resulting in 26 newly hired tenure-track full-time faculty and counselors. The successful recruitment efforts required HR to use multiple recruitment sources. We advertised the various positions in 82 publications, totaling 199 published postings. The advertisements were mostly geared towards the specialty of the discipline, with others specifically focused on achieving diversity in the hiring pools. Some of the diversity-centered advertisements were published at Diversejobs.net, The Japan Foundation, The Armenian Bar Association, The Hispanic Outlook in Higher Ed, and The Historically Black Colleges and Universities.

**Staffing.** In this academic year, HR has continued to replace important positions in the department that have been vacant. We were able to replace two Human Resources Specialist and hire one additional HR Specialist. We were approved to replace an Administrative Assistant II and to hire a Professional Development Coordinator. We continue to be without two HR Analysts- Employee and Labor Relations, and one Director of Human Resources. The District, with the assistance of HR, successfully recruited for the Vice-President of Human Resources vacancy that had been filled on an interim basis since January 2018. The Vice-President of Human Resources—Sherri Lee-Lewis—was selected and approved by the Board of Trustees in June 2019.

**Unlawful Discrimination and Title IX.** With perpetual changes to State and Federal laws, SMC continued to engage in proactive change and update processes to stay in compliance, and to maintain a safe educational environment. This year HR received a total of 37 Title 5—Unlawful Discrimination, Title IX—Sexual Misconduct, and Workplace Violence and Bullying cases.

In an effort to prevent and protect against unlawful discrimination, sexual harassment, and sexual misconduct, the following are some of the significant changes implemented, and current practices reviewed and updated by HR:

- Reviewed communication and revised complaint forms for Title 5/Title IX and workplace violence and bullying complaints;
- Facilitated expanded professional development and awareness opportunities for all stakeholders of SMC through comprehensive training and updated literature;
- Implemented mandated sexual harassment training for supervisors and non-supervisors in compliance with SB1343;
- In compliance with AB 620, designated employees have been identified as points of contact to address the needs of LGBT faculty, staff, and students;
- Continued the “Beyond Sex Toolbox Series”, which addresses diversity, equity, and sexual violence in focused training for students; this series focuses on issues identified by students in workshop evaluations, as well as analyzing the types of unlawful discrimination, and sexually related complaints received by HR;
- Under the Beyond Sex Toolbox Series, a Title IX leadership program for students has been developed and is to be piloted during the fall 2019 semester;
- Participated in creating a resolution highlighting sexual assault awareness; resolution was presented and supported by the Board of Trustees;
- Continued to offer online Title IX training for students and employees;
- HR representation on the President’s Task Force; presented a report to the Superintendent/President supporting the creation of a designated space related to gender and social justice issues;
- Ensured new Title IX Deputies were trained to provide information on Title IX for the campus community;
- Continued to utilize the onetime funding from the California State Chancellor’s Office in the amount of \$41,981; this grant supports the college’s efforts of addressing sexual violence and harassment issues within the college student community. The money allocated must be spent by 2020.

SMC’s Office of Human Resources is a leader in the prevention and awareness of unlawful discrimination, sexual misconduct, and sexual harassment. The department’s top priority is to provide professional development, awareness to students, faculty, and staff, and provide timely responses to unlawful discrimination, sexual harassment, and sexual misconduct. It is very important that HR continues to focus on effective protective measures to help ensure the safety of our students, faculty, and staff. SMC HR is also engaged with other California community colleges around the State of California to explore and engage best practices.

### **CAMPUS POLICE**

The Campus Police Department works to serve the public in a variety of ways. “Safety for the College Community” is our motto and we have taken many steps to provide a level of service that is consistent with our message. The police department recently completed the Emergency Operations Plan for the District, outlining strategies for college personnel to follow in the event of a major emergency. In an effort to improve our readiness and take it to the next level we continued to provide relevant training to the staff. This year we incorporated our building monitors in small scenario-based training during the “California Great Shake-Out drill” and held the first ever staff/faculty active shooter drill at the new CMD campus. The training included lecture as well as “hands on training” and coaching during the event. This year we have started incorporating a threat assessment training piece to proactively help troubled students. In addition, a new captain, Vincent Carter, was hired in 2018-2019.

We continue to focus on engagement and training as a key resource in order to leverage these partnerships to keep the District safe. SMCPD continues to support the **National Pink Patch Project** raising money for cancer research. This year we expanded our philanthropy by holding a community event at the OP Café to raise money for the California Special Olympics. Additionally, we held our first annual Halloween Haunted house at the station; these events foster the collaborative relationships essential in community policing.

The police department has worked with the SMC Associated Students government to bring the **“Not on our Campus”** campaign to SMC. Improving the campus climate promotes the mission of the college and we have hosted two events in association with the Associated Students Board. Additionally, we have hosted various events throughout the year to “Stop the Hate,” educating and sharing ideas to rid our campus of bias, bigotry, and bullying.

### **EMERGENCY PREPAREDNESS**

In the area of Emergency Preparedness the college has increased and updated training by taking the core elements and expanding on them in a modular platform. A central component of emergency preparedness is involving college staff and utilizing building monitors. Staff members are trained in simple emergency evacuation and searching techniques; this year we have added Evacuation Chair and Fire Extinguisher training for phase two. For phase three our building monitors will receive CPR/AED certification. Finally, in phase four they will be offered Basic First Aid and CERT classes (Community Emergency Response Team) as an option.

The campus has added an ambulance cart, working with the Health Center to equip the vehicle with necessary supplies. The Incident Command System (ICS) has been stressed and the campus held its first Emergency Operations Center training utilizing the ICS model. Additional training has centered around active shooter, suspicious devices, fire, medical, and earthquake events.

The District recently opened the new Student Services Center and we worked to provide training to staff and will be doing a full building security assessment in the coming weeks. The police department is working with the National Crime Prevention through Environmental Design to host a training class on campus and then utilize these tools to improve safety and preparedness on campus.

### **ENVIRONMENT AND SUSTAINABILITY**

#### **Transportation**

- SMC was able to meet the City’s new employee Average Vehicle Ridership (AVR) goal of 1.75. To reach this goal, we worked to transition 190 employees from driving alone to an alternative form of transportation in three years.
- The college earned a Silver level rating as a Bicycle Friendly University from the League of American Cyclists.
- Eight new transportation related messages were designed as TV bulletins that now rotate on all of the TV monitors at each campus. Additionally, transportation options are promoted using print brochures, a Transportation website, Target X messaging, presentations to students through Counseling 20 classes, Transportation Fairs, and announcements at VIP Welcome Day.



- A campaign to encourage the use of Bundy as an overflow lot continued to gain traction.
- Continued meeting with BBB on a quarterly basis to better coordinate transportation efforts.
- Shuttles to satellite campuses in the evenings were replaced with Lyft Shared codes so students have a way to get to and from campus after the BBB ends service each day.
- **Expo Line** ridership grew by 33 percent from the first year.
- Breeze Bike Share program continues to be a convenient option for students and staff.
- Promotion of Waze Carpool helped connect over 100 drivers and riders who logged 1,000 carpool trips. This accounted for 28,500 vehicle miles and avoided 1,600 pounds of CO<sub>2</sub>.
- Promoted Lyft \$5 per month discounted pass for unlimited 30 minute rides to students receiving financial aid.
- Promoted new TAP cards for \$0.50 transfers from bookstore (handed out flyers at Expo and bus stops, TV Bulletins, social media).
- Convinced three out of four e-scooter companies to restrict scooters from operating on campus.
- Invited Lyft to distribute over 300 helmets to students and talk safety and etiquette.
- Developed a Transportation page for the Emeritus website focused only on its population and location.

### **Sustainability**

- The **Center for Environmental and Urban Studies (CEUS)** won Global Citizen grant to print six **interpretive signs** promoting eco-features on campus.
- **Eco Clubs hosted Earth Week** in the spring and **Sustainability Week** in the fall. Each week is filled with four days of events which include a free farmer's market, film screening, guest speaker, DIY workshops, and resource fair.
- Coordination of six **guest lecturers at the Organic Learning Garden** between spring and fall.
- SMC Bike Club hosted Bike Swap and Bike Repair station at Climate Fest, Santa Monica 2018.
- Hosted six events for Bike Month, which included film screenings, Pit Stop for Bike-to-Work day, maintenance workshops, bike registrations, group rides, and safety talk.
- Provided 60+ **campus and green building tours** to classes and groups, introducing over 1,400 visitors to the Sustainability Center, organic learning garden, and worm compost machine.
- SMC and KCRW received an award from Westside Urban Forum for LEED buildings and Transportation initiatives.

## Recycling

- **Rearranged campus trash and recycle bins** to match each trash with a recycle bin.
- **Increased number of outdoor recycle bins by 33. Painted old trash bins as recycling.**
- Added new **recycling signs** to outdoor metal recycle bins.
- Developed “What Can Be Recycled” **TV bulletin** and tip sheet to Student Service Bldg.
- Began providing Recycling at **Celebrate America** and **graduation** for the first time.
- **Increased the number of Zero Waste** events by 30 percent.
- Posted **THINK BEFORE YOU SHRED signs** to reduce shredding of documents that are not sensitive.
- Provided **Recycling tip sheet** to departments moving into the **new Student Services Building**.
- Increased **food diversion** from the cafeteria by 100 percent.
- **Trained two cafeteria vendors** on recycling, composting, and new local food service ware ordinances.
- Set up **Recycling at PAC** (Social Media Group) **and CMD** (Summer Nights – KCRW).

## COMMUNITY AND ACADEMIC RELATIONS

Community and Academic Relations encompasses marketing, community relations, web and social media, and other institutional advancement functions, and works closely with SMC’s Public Information Office. Externally, the department works to achieve public awareness of the college and its programs, to promote community engagement, and to increase community support.

**Community Relations.** This area coordinates the programs and activities of the **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. This department sponsors a significant number of special events, programs and lectures each semester. Approximately 100 lectures and campus activities have taken place so far this academic year.

*Board Goals: 20 (Fiscal Health) and 22 (Community and Government Relationships).*

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

- Supports Enrollment Development in the promotion of enrollment campaigns and enrollment generating outreach activities in the community. *Board Goals: 24 (Community Relationships), 25 (Local Agency relationships).*

- Supports the Public Policy Institute with fall and spring symposiums as well as community events in Malibu and the new Early Childhood Center project. *Board Goals: 24 (Community and Government Relationships).*
- Coordinates multiple campus events, including the Retirement and Recognition event, the annual Holiday Gratitude Lunch, and Celebrate America. *Board Goals: 9 (Educational Advancement), 20 (Fiscal Health), 20 (Collegial Environment).*
- Coordinates multiple events with Associated Students, such as the Fuel For Finals events in the fall and spring semesters. *Board Goals: 11 (Solutions to Enrollment Barriers), 20 (Fiscal Health).*
- Coordinated the promotion of and transition into the new Student Services Center; arranged for greeters, new t-shirts, training for all building employees, and soft opening tours of the new space. *Board Goals: 9 (Educational Advancement), 13 (Open and leverage new Student Services Building).*
- Coordination of the Campus wide 90th Anniversary events which will happen in the fall of 2019. *Board Goals: 20 (Fiscal Health—Supportive collegial environment).*
- Coordinated the promotion of the Areas of Interest/Pathways communication plan which involved web, print and video promotions along with meetings with key campus stakeholders (faculty, staff and students) to promote an important campus change. *Board Goals: 2 (Educational Advancement—Implementations to increase student success).*

Ongoing this year has been enhanced engagement with career education, specifically the marketing and promotion of programs such as the Interaction Design (IxD) Bachelor's degree program. By collaborating with these stakeholders the marketing department remains the central conduit for executing the brand messaging for the college. Funding resources can be shared for the common benefit of improving messaging to prospective students to reach shared enrollment and retention targets.

*Board Goals: 24 (Community and Government Relationships—Access to SMC classes).*

This year also saw the expansion of the **Media and Tech Summer Experience** into a more broadly themed selection of courses in alignment with SMC's Areas of Interest. Renamed the **Summer Springboard at SMC**, this campaign targeted rising 9th through 12th graders. By showcasing all of the summer options that would be a good fit for this population, the intent has been to make the course variety and enrollment process more accessible and to encourage more students to participate. Print and video promotions of this program were created and shared widely.

*Board Goals: 2 (Educational Advancement—Meet current and future needs of industry and business; strengthen existing workforce and career technical programs).*

## **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 maintains to press its brand advantage as the number one transfer college in the state using the messaging mediums of broadcast radio and their associated digital properties, outdoor transit posters, and select local publications. Working with the broadcast stations expanded digital opportunities, station radio promotions now coordinate their varying social media platforms, website, text, mobile and

station opt-in email campaigns to extend SMC’s radio messaging into a full comprehensive multimedia program reaching local audiences on multiple planes and allowing for even more targeted messaging. 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 Educational Advancement and Quality and the Community and Government Relations.

The advertising and marketing has led to SMC’s 28th consecutive year as number one in transfers to the UC system as well as continuing as the number one in transfers to UCLA, USC, and LMU—a remarkable accomplishment. Strong and frequent advertising continues to keep SMC top of mind with local residents as a preferred choice for higher education. A study conducted by the **California Community Colleges Chancellor’s Office** showed SMC leading the state in “local participation”, a measure of how well a community college serves its local residents. Marketing’s consistent strategies of using broadcast, outdoor, print, and digital advertising support Board Goals and Priorities.

*Board Goals and Priorities: 4, 23, 24, and 25 (promoting student success and lifelong learning to local students and our community).*

The 2018-2019 academic year was focused on improving student success along with maintaining and building student enrollment. SMC launched the SMC Promise Program in fall 2018 to provide enrollment opportunities for eligible California resident students to receive free enrollment and up to \$1,200 in textbook vouchers. The Marketing design team actively prepared materials to promote the SMC Promise Program and continues to promote through various channels—radio, print and digital advertising, email bulletins, web, and social media. The Marketing and Web & Social Media teams collaborated with SMC IT along with the Dean of Enrollment Services and Vice President of Academic Affairs to redesign the online schedule of classes by consolidating information and giving students a more positive browsing experience. We also reorganized the content in the print version of the schedule of classes by simplifying information to better inform students about classes, programs, and services offered at SMC while complying with accessibility standards. Ongoing efforts to support the new Bachelor’s Degree program in Interaction Design (IxD) included the design of the graduation invitation, student posters, backdrop, stoles, and program for the IxD 2018 graduation event with the first graduating class of 18 students (in June 2019, 24 students graduated). We contributed to other College campaigns—the production of the invite, banner, and program materials for the groundbreaking events of the new Malibu Campus and Early Childhood Lab School and signage and banners to inform students of the opening of the new Student Services Center and the programs and services provided by the new building to support student success.

*Board Goals and Priorities: 1, 3, 4, and 8 (educational advancement and student success by creating visual content and promotional materials).*

Increasingly, marketing, public information, and the web and social media departments work as a team in preparing internal and external communications. In 2018-19, the department produced 14 schedules of classes, the college catalog, and **over 1,000** other publications, brochures, booklets, flyers, signage, and online materials. We continue to design award-winning materials, receiving first place for the folder, direct mailer/postcard/flyer, and commencement program from the **Community College Public Relations Organization (CCPRO)** and first place for the Care and Prevention Team Reference brochure from the **National Council for Marketing & Public Relations (NCMPR)**.

### Public Information Office

The **Santa Monica College (SMC) Public Information Office (“PIO”)** oversees the college’s media relations efforts and is the primary facilitator and “institutional voice” of internal and external communications for the Superintendent/President and for Santa Monica College as a whole. The Public Information Officer’s role now also encompasses editorial and strategic creative oversight as well as content production for marketing communications, including print, video, and digital/email marketing campaigns tied to enrollment, community and donor engagement, and brand-building outcomes. Some highlights of PIO activities from 2018-19 follow:

**Media and Press Engagement.** The PIO actively promotes engagement and monitors mention of SMC in print, TV, and radio.

- In 2018-19 academic year, **more than 200 SMC news releases** were distributed to local, national, and regional media outlets and specialty/trade publications. News and feature stories relating to SMC students/alumni and faculty, academic programs, events, and major institutional accomplishments were reproduced or featured in one or more of the following print & online outlets: ***Los Angeles Times, Santa Monica Daily Press, Santa Monica Mirror, Santa Monica Lookout, Santa Monica Observer, The Argonaut, Santa Monica Patch, Los Angeles Sentinel, Community College Daily, Christian Science Monitor, Los Angeles Daily News, Malibu Times, Forbes,*** and many more. (For a comprehensive listing of media coverage, visit the [“SMC in the News”](#) webpage or, [“smc.edu/in-the-news”](#)).
- **TV Coverage:** In 2018-19, the PIO expanded coverage of SMC stories to TV programs and channels inclusive of the following:
  - A **CBS Sunday Morning** segment on housing and food insecurity among college students (aired Jan. 20, 2019; to be rerun at date TBD), featuring SMC Superintendent/President Kathryn E. Jeffery and SMC food security programs including the Corsair Market (collaboration with **Food Forward**) and Students Feeding Students and the Galley (food pantries; a collaboration with **Westside Food Bank**). This segment also featured SMC alum and UCLA transfer Maritza Lopez. SMC’s food security programs were also featured on a **Cronkite News, Arizona PBS** segment in January 2019.
  - **Woolsey Fire Photo Project** (Jan. 2019) organized by the SMC Photography department in collaboration with Cosmetology, Fashion, and the SMC Foundation received news coverage on the following TV channels, in addition to extensive print and radio coverage: **NBC, Telemundo, Spectrum News,** and **CBS**. The highly successful event was the brainchild of Photography instructor Blue Fier.
  - In partnership with the LA Economic Development Corporation, arranged for SMC Computer Science Professor Howard Stahl & students to appear on **KTTV’s “In Depth”** (March 2019) to talk about the **groundbreaking cloud computing certificate** piloted at SMC as part of the California Cloud Project led by SMC’s Workforce & Economic Development department and the Center for a Competitive Workforce.
  - **NBC’s The Today Show** featured SMC’s food security programs, then Associate Dean of Student Life **Dr. Nancy Grass** and Guardian Scholars coordinator **Debra Locke** in late March 2019 in a nationwide story on food and housing insecurity among college students.

- **Radio:** The PIO serves as the college's point-of-contact for most enrollment and events-related ads that are aired on **KCRW 89.9 FM**. Provides copy-writing assistance and editing for radio ads as needed. **SMC Promise** and the planned **SMC Early Childhood Lab School** were both featured on **KPCC 89.3 FM** in 2018.

**SMC in Focus.** Santa Monica College's newsletter *SMC in Focus* has established itself as a primary email-marketing tool in its newsletter form while its bi-monthly microsite ([www.smc.edu/smcinfocus](http://www.smc.edu/smcinfocus)) serves as a story-telling repository for marketing communications and enrollment campaigns. SMC in Focus is integrated across various media (**print:** class schedules; **social media;** **digital:** enrollment campaigns; print media outlets) and is utilized to help the college achieve enrollment outcomes (for e.g. a **Sept. 2018 SMC in Focus** send to students **generated 944 clicks on the SMC Promise** blurb); **donor engagement** (PIO coordinates sends to donors with the SMC Foundation; in 2018-2019 following SMC in Focus sends, **3 substantial donations were received** by the foundation in support of the programs featured by the newsletter); **community engagement** (the **SMC DREAM Program** was nominated for—and won—a prestigious **Community Light Award** from the MLK Westside Coalition as a direct result of the **Undocumented Ally Program** being featured in the August 2018 issue).

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

*SMC in Focus* generally meets open/view rates, as per *education-industry* newsletter standards (a "successful open rate" is 23 percent to 26 percent per a 2012 Washington University study). For instance, the latest March-April 2019 issue received a **50 percent open rate** for the internal **SMC audience**; **43.6 percent open rate** for SMC Associates & GAB; and **28.4 percent open rate** for SMC Foundation donors.

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

Last, but not the least, the PIO created and executed an '**editorial content calendar**' for *SMC in Focus* in 2018-19 to allow for more thoughtful, cohesive issues designed around an often time-sensitive them, for example: "graduation" for June; "global campus culture" in October-November; and so on.

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

- Came up with **concept for fall 2018 cover of Schedule of Classes**; co-art directed execution of concept with senior graphic designer Jonathan Ng.
- Produced **commercial** for 2019 integrated digital marketing campaign "You Can, at SMC" featuring **SMC alum Rivers Cuomo**, the front man for popular band **Weezer**.
- Authored **editorial style guide**—a resource for the SMC community housed on the Marketing webpage ([smc.edu/marketing](http://smc.edu/marketing)).
- Secured interview with **Maroon 5's Jesse Carmichael** ahead of the band's **Super Bowl halftime performance** for media, print, and for social media. Also reproduced in Schedule of Classes.

- The PIO provides editorial oversight and/or input for feature articles reproduced in **Schedule of Classes** and other print/digital collateral produced by SMC’s Marketing Department.
- Actively helped promote **SMC Promise** (via print articles, **SMC in Focus**, writing radio ads for **89.9 KCRW** and segment on 89.3 **KPCC**, “grassroots” collaboration with **Los Angeles Public Library, Santa Monica Public Library and the Santa Monica Malibu Unified School District** to help spread the word via electronic and print flyers).

*Board Priorities: 8, 15, 20, and 25.*

### **Web and Social Media**

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

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

*The Web and Social Media Office correlates mostly with board goals under Educational Advancement and Quality and Community and Government Relationships, particularly in its communication and outreach components.*

### **Highlights**

**Website.** In the past year, the website saw 2,548,446 users (11 percent increase) and 20,685,045 page views (three percent increase). About 56 percent of users access the website on a desktop while 44 percent access the website from a mobile device. At any given time, there are about 150 to 400 real-time users on the website.

Following a basic student-focused redesign of the SMC website in 2016, the Office identified collaborators and resources for a new, flexible platform that allows for greater student-focused engagement and easier accessibility compliance. Currently, a full redesign of the website is underway to move from SharePoint to a new website content management system, OmniUpdate. In partnership with digital agency iFactory, SMC began the redesign process in November 2018 and anticipates a launch in spring 2020. We have completed the first phase, Discovery, which focuses on research to gather data about prospective and current student needs. We have conducted a variety of surveys throughout the process, as well as stakeholder interviews with students and student-centered experts.

Currently, we are in the midst of the next three phases (Information Architecture/User Experience, Content, and Visual Design) with the final phase, Development, still in front of us. This spring semester, the two-person web team (web coordinator and web content and social media manager) has two Interaction Design interns and two web assistants.

*This web redesign project specifically aligns with the Santa Monica College Vision for Success Goal #1 to use data, inquiry, and evidence through the first phase of discovery to provide improved services at all levels.*

**Social Media.** SMC received **3rd place for social media marketing with the California Community College Public Relations Organization.** The college's social media presence continues to grow and expand, as efforts are focused primarily on Instagram to engage students and promote classes, programs, and campus events. Statistics at a glance: 63,734 LinkedIn followers (9.3 percent increase), 31,069 Facebook followers (6 percent increase), 10,421 Twitter followers (4.2 percent increase), and 7,372 Instagram followers (43 percent increase). Social media collaborations continue with the marketing and graphics team and the CTE marketing committee to promote enrollment, the promise program, and career education programs. Promotions are on Facebook/Instagram, Snapchat, Google, and Spotify. In addition to promoting enrollment, the SMC Promise program was promoted on Facebook/Instagram, Google, and Snapchat.

*Aligns with Success Goal #8 to launch the program for all eligible first time in college, full-time students.*

## **GOVERNMENT RELATIONS**

Government Relations has been active in advancing community partnerships, furthering strategies for additional resources, and securing transportation improvements, among other activities.

### **Community Partnerships**

**Malibu Public Facilities Authority and the SMC Malibu Campus and LA County Sheriff Substation.** The joint powers authority between the City of Malibu and the District was established in 2004, with the city's goal to construct Civic Center storm water and wastewater treatment facilities and the college's goal to construct an educational facility. In 2011, the District entered into a Memorandum of Understanding with the County of Los Angeles to lease property from the county and to include in the project a County Sheriff substation.

In 2018-19 the project reached its most important and long-awaited milestone, with a very well attended **Groundbreaking Ceremony** September 21, 2018, that included distinguished speakers representing the County of Los Angeles, the Los Angeles County Sheriff, the City of Malibu, and Santa Monica College. Phase one of construction is complete, with phase two likely to begin in late fall 2019.

*Board Priority 22: Strengthen community and government relationships and partnerships in fulfillment of SMC's vision and mission. Board Priority 24: Monitor and maintain access for the community to SMC classes.*

**Santa Monica Early Childhood Lab School.** Funding for this project was first secured in 2004, along with direction by the City Council of the City of Santa Monica to explore a partnership with the college and a site opportunity in the City's Civic Center. An MOU was adopted in 2012 and a lease signed in 2016. 2017-18 saw the final land use hearing with **California Coastal Commission approval** of the project.

In 2018-19, this project also reached its most important and long-awaited milestone, with a very well attended **Groundbreaking Ceremony** March 13, 2019 that included distinguished speakers representing the City of Santa Monica, Santa Monica College, Rand Corporation, Growing Place, and the Early Childhood Task Force.

In April 2019, **Growing Place**, a nonprofit early childhood development organization accredited by the



National Association for the Education of Young Children, **entered into an agreement with Santa Monica College to operate the Early Childhood Lab School** for a term of eight years, with three renewal options of eight years each. SMC's Board of Trustees ratified the agreement in May 2019. In addition, in June 2019, the **Santa Monica City Council appropriated an additional \$450,000** from the City of Santa Monica's General Fund to supplement the project budget to support furniture, fixtures, and equipment start-up costs for the Center.

*Board Priority 22: Strengthen community and government relationships and partnerships in fulfillment of SMC's vision and mission. Board Priority 17: Pursue and obtain appropriate external funding.*

**John Adams Middle School (JAMS) Auditorium and SMMUSD.** This 750-seat auditorium is a project of the Santa Monica-Malibu Unified School District and will be a resource for SMC. SMC is providing major funding from its 2016 bond measure and has been a full participant in the planning and public outreach. In 2018-19, SMMUSD and SMC entered into two agreements between the districts. The **Fiscal and Use Agreement for the John Adams Middle School Auditorium Project** authorizes the payment of \$20 million of Measure V funds for construction and provides for SMC use of the facility as long as it remains under SMMUSD ownership. The **Master Facilities Use Agreement** is for ten years and may be extended by mutual agreement.

*Board Priority 22: Strengthen community and government relationships and partnerships in fulfillment of SMC's vision and mission.*

**Main Campus Outdoor Amphitheater and Shakespeare Center Los Angeles.** This is a project that will restore an outdoor instructional facility to SMC's main campus. In July 2017, the Board awarded an architectural contract with Frank Gehry to provide the design concept for the amphitheater, to accommodate SMC instructional use, and to serve as a summer performance venue by Shakespeare Center Los Angeles, a local nonprofit that provides educational programs for youth and students who attend Title One schools and for chronically unemployed veterans. In 2018-19, **Gehry Partners completed most of the conceptual design work**, with additional refinements underway. The project will be presented to the Board of Trustees in fall 2019.

*Board Priority 22: Strengthen community and government relationships and partnerships in fulfillment of SMC's vision and mission.*

**City of Santa Monica and Memorial Park Expansion.** In June of 2019, representatives of Santa Monica College, including both administration and Kinesiology and Physical Education department faculty, began the consultation process with the intent of reaching an agreement on a joint use and fiscal agreement for **sports fields at the City of Santa Monica's Memorial Park**. This project is included in the Measure V list of facility projects.

*Board Priority 22: Strengthen community and government relationships in fulfillment of SMC's vision and mission.*

### **Transportation Initiatives**

**17th Street Corridor Lighting, Pedestrian Safety, and Bikeway Project.** In May 2018, the City of Santa Monica Planning Commission unanimously approved a recommendation to proceed with the final design of a set of **major improvements to 17th Street** between Wilshire and Pico to be funded primarily with federal transportation grants and sales tax from County of Los Angeles transportation measures.

The June 2019 budget adopted by the City Council of the City of Santa Monica dedicates **\$5.5 Million** of funds to the project, primarily from Metro 2013 grant funds and Measure M local return funds. As other light rail lines come on line and connect to the Expo Light Rail, **this corridor improvement will greatly benefit access to SMC**. SMC has actively participated in support of City of Santa Monica grant applications and its public outreach.

*Board Priority 22: Lead the work of partnering across systems (cities/school district/ government/community/ education). Strengthen community and government relationships and partnerships in fulfillment of SMC's vision and mission.*

### **Student Centered Funding Formula Analysis and Lobbying**

In January of 2019, the Office of Government Relations conducted a state-wide analysis of the new Student Centered Funding Formula (SCFF), with a focus on the impact on “held harmless” districts.

The analysis used a July 2018 SCFF simulation report from the Chancellor’s Office, transfer data from UC and CSU, and Student Success Scorecards. The analysis combined source data for individual colleges into a single matrix of data at a district level.

The Chancellor Office simulation calculates that 50 districts are provided with additional funding compared to the previous funding model, **however 22 other districts (including SMC) would receive reduced funding compared to the previous funding model**. As a temporary measure, AB 1809 provides three years of “hold harmless” funding to the districts that would otherwise lose funding (for FY19, FY20, and FY21).

The SMC analysis has provided useful talking points that have made their way into statewide discussions.

- **Funding uncertainty compromises future initiatives at SMC.**
  - SMC is the premier transfer institution for UC-bound African American students and for UC-bound Hispanic students.
  - SMC provides THREE TIMES the state average of African American students to UC.
  - SMC provides TWO TIMES the state average of Hispanic students to UC.
- **Losses disproportionately fall on many of the high transfer districts.**
  - The 22 districts facing future revenue losses under the SCFF produce nearly half (48%) of the state’s transfers to UC.
  - 23 districts produce over half of all the state’s transfers to UC and CSU. 11 of these districts face future revenue losses under the SCFF.
  - Seven of the state’s top 14 districts in terms of transfer of African American students to UC face future revenue losses under the SCFF.
  - Nine of the state’s top 22 districts in terms of transfer of Hispanic students to UC face future revenue losses under the SCFF.
- **Making “hold harmless” permanent for districts does not affect the current or subsequent two years of state budgeting.**

*Board Priority 1: Use data, inquiry, and evidence for improving services at all levels. Board Priority 16: Ensure among board members and the college community at large an understanding of the implications, opportunities,*

*and risks inherent in the new funding formula. Board Priority 17: Assure an effective and dynamic college by ensuring long-term fiscal stability.*

### **Public Opinion Survey**

In May of 2019, the Office of Government Relations oversaw a poll of 749 Santa Monica Community College District registered voters conducted by Goodwin Simon Strategic Research. Among other things, the poll determined that:

- **94 percent** of registered voters with an opinion about SMC believe that **SMC is “one of the best community colleges in California”**. This is a result consistent with polling in 2008 and 2016.
- **65 percent would definitely or probably vote yes to support a \$300 million bond measure** on a 2020 ballot. Past surveys have correlated positively with actual voting outcomes. In 2008, 56 percent would definitely or probably vote yes, and Measure AA passed with 61 percent yes. In 2016, 58 percent would definitely or probably vote yes and Measure V passed with 64 percent yes.

*Board Priority 1: Use data, inquiry, and evidence for improving services at all levels. Board Priority 17: Assure an effective and dynamic college by ensuring long-term fiscal stability. Board Priority 17: Pursue and obtain appropriate external funding.*

### **SANTA MONICA COLLEGE FOUNDATION**

**Organizational Improvements.** The Foundation has a thoughtful team of professionals to better serve and fulfill the goals, objectives and mission of the institution. SMC Foundation manages 258 scholarship accounts and 179 program funds including 32 endowed program funds and 147 annual program funds. The Foundation instituted a new practice, providing bi-annual statements to program fund account holders, while maintaining transparency and service with the department vice presidents, the President’s office and Business Affairs leadership. Further, the SMCF team made their services available to all department chairs, providing assistance with department fundraising efforts. Additionally, the SMCF Board of Directors conducted a full-day, offsite retreat in April. The goal: improving advancement strategies and increasing fundraising efforts. *Board Priority: Fiscal Health and Internal Operations 9, 20.*

**Revenues.** Projected operating budget net surplus for 2018-19 is over \$120,000 with unrestricted operating revenues totaling \$1.4 million. *Board Priority: Fiscal Health and Internal Operations 17.*

**Student Scholarships.** \$755,000 was distributed to 555 students, totaling 786 scholarships in 2018-19, a monetary increase of 40 percent in funds distributed over 2017-18. Scholarships ranged in size from \$250 to \$60,000. To meet students where their needs are, we presented all scholarship options online for students beginning one week prior to the fall semester. In collaboration with counseling and the financial aid office, we developed a *scholarship deadline and processes calendar* that provides the same due dates annually, eliminating confusion for students and faculty who are involved in the screening process. Further, we provided all scholarship recipients with the offer to collect their scholarship awards at the awards ceremony, as long as they completed the necessary requirements by the May 15 due date. Finally, we edited all scholarship descriptions removing language that could appear insensitive to our diverse population. *Board Priority: Educational Advancement and Quality 11, 12; Fiscal Health and Internal Operations 20.*

**New Annual Scholarships and Endowed Scholarship Growth.** In addition to several new scholarships that were established in memoriam and in celebration, we successfully increased the giving capacity of existing donors, who increased their award amounts. Nearly \$450,000 in new scholarship funds were raised in 2018-19. These included the Carol H. and Kevin W. Sharer Education Foundation Scholarship for Students in the SMC Scholars Program; Kelley Brayton Global Citizen Leadership Award; SMC Foundation Art Scholarship; Ronn Davis Art Scholarship; Daniel L. Stewart Pre-Law Pathways Scholarship; Eva and Tom Ivener Sustainability Scholarship; Nancy Greenstein Public Policy Fellow(s); Michael and Alice Kuhn Foundation Public Policy Scholarship; Georgia Lorenz Guardian Scholars Award; Freya and Mark Ivener High School Award; William D. Lippman High School Scholarship Award; Barry Kustner Endowed Scholarship; Samuel Kolko Memorial Scholarship; Archie Morrison Scholarship; Iris Miano Award. *Board Priority: Educational Advancement and Quality 1, 11, 12.*

**Chairs of Excellence.** The following Chairs of Excellence have been selected for the 2019-22 academic period. Each Chair is awarded \$15,000 paid out over a three-year period per academic year. Results will be publicly shared on Opening Day 2019. Grant recipients include: Jose Luiz Nazar COE in Business awarded to **Vanessa Vanwormer**; The Avaya Inc. & Anixter Inc. COE in Life Sciences awarded to **Alexandra Tower**. *Board Priority: Educational Advancement and Quality 9.*

**Supporting City of Santa Monica, City of Malibu, & SMMUSD.** There are three distinct ways in which SMCF supports our district and cities. Since its inception, SMCF supports our SMMUSD community by providing scholarships to all students who complete the Young Collegians program. Second, SMCF quickly responded to the Malibu/Woolsey Fires, establishing a fund for students, faculty and staff affected by the disaster. A handful of SMC students were identified requiring support and were issued relief awards ranging in size from \$5,700 to \$20,000 based on the individual needs assessment and interview conducted and lead by the SMC Malibu/Woolsey Fire Relief Fund Committee. Finally, SMCF continues to serve as the fundraising facilitator, supporting the joint efforts for the highly anticipated Early Childhood Lab School, a partnership between the City of Santa Monica and Growing Place. *Board Priority: Community and Government Relationships 22, 23, 25.*

**Emeritus Program.** The advancement team works closely with the Emeritus program on the annual appeals, fundraising initiatives, donor relations and estate planning to ensure an ongoing stream of philanthropy and stewardship. New this year, the SMCF business administration team worked closely with the Emeritus program associate dean and its student leadership to establish new protocols for receiving gifts and reporting out to their peers. A thorough review by an outside firm contracted by the Emeritus program identified areas of potential gift volatility and worked with the aforementioned team to establish best accounting practices. The Foundation continues to nurture relationships with SMC Emeritus students, particularly fundraising committee volunteers and opinion leaders within the SMC Emeritus student community. Further, the Emeritus program and SMCF are working to identify more ways of integrating life-long learners with SMC's traditional programs, including establishing a revenue source to support the current food security issue facing our student population. *Board Priority: Community and Government Relationships 23.*

**Business Engagement Stewardship.** SMCF brokered meaningful partnerships with a variety of companies, with authentic engagement opportunities for SMC students. Eat Club—a San Francisco-based start-up and virtual cafeteria, provides gratis meals three times per week for Guardian Scholar students; CMD neighbor **Lantana Media Group** provided scholarships for IxD cohort two totaling \$10,000; **T-Mobile** has signed a sponsorship agreement with the Foundation offering support to the Veteran's Resource Center, Celebrate America and VIP Welcome Day totaling \$11,500. **Halton Pardee**

**Properties** is returning for the sixth year as Celebrate America silver sponsor \$5,000. *Board Priority: Fiscal Health and Internal Operations 15.*

**Year-End Appeals.** November and December donation appeals raised a total of **\$131,188**, with the *Promise Holiday Giving Campaign* (formerly “Gift of Books”), raising **\$89,482** for textbook aid, scholarships, and emergency student relief. The Woolsey/ Malibu Fire Campaign raised **\$51,670** for SMC students, faculty and staff impacted by the fires. 138 new donors were acquired. SMC staff members were the top peer-to-peer fundraisers in the Holiday Promise online giving “event”—a new strategy for the Foundation. *Board Priority: Fiscal Health and Internal Operations 17.*

**Scholarship Awards Ceremony.** For the past three years, the athletic department, the General Advisory Board and SMCF joined forces to integrate the annual athletic awards to the scholarship awards ceremony. The outcome was a vibrant platform and profile to tout the accomplishments of SMC’s star athletes and coaching staff. The June 8th ceremony attracted 1,200+ students, family members, faculty and staff. The donor lounge serves as pre-reception, inviting scholarship donors and representatives to meet with each of their student recipients. *Board Priority: Educational Advancement and Quality 12.*

**5th Annual New Faculty Welcome Reception.** Shore Hotel sponsored the fifth annual new faculty reception. 45 guests including mentor faculty, senior staff, Board of Trustee members and Foundation board members welcomed the new full time faculty. In addition to complimentary refreshments, the hotel’s general manager announced the hotel’s commitment to providing a sustainability scholarship exclusively for SMC students. *Board Priority: Community and Government Relations 22.*

**Student Services Center:** The first day of summer semester was a big day with the Student Services Center opening and operational for most departments. SMCF distributed a ‘welcome home’ note and token of appreciation to 300 employees including classified, faculty, administration, and support members. *Board Priority: Fiscal Health and Internal Operations 20.*

**Monthly Advancement Reports.** Starting January 2019, SMCF provides a comprehensive report on the activity received for the prior month to senior administration and the Board of Trustees. The report is intended to illuminate the ongoing effort to raise funds to support student scholarships for incoming, continuing, and transfer students and to provide an awareness of donors contributing to the health and wealth of the SMC Foundation. *Board Priority: 21.*

**SMCF, KCRW, and The Broad Stage.** SMCF continues to work closely with its sister nonprofit organizations on several platforms including serving the institution’s workforce in thoughtful ways; strategizing on advancement opportunities; developing fluidity between the brands; identifying points of interest and activation; and leveraging shared assets to advance objectives.

## **THE BROAD STAGE**

**Public Presentations.** The Broad Stage at the SMC Performance Arts Center has become a leading cultural institution and community hub on the west side of Los Angeles. As a venue that presents artists at the top of their game, The Broad Stage brings the very best the arts have to offer from around the world.

The 2018-19 season featured **more than 50 unique events**. The season launched with the return of Broad Fest, with over 1,200 local residents enjoying free entertainment all across the performing arts campus. Among the many standout performances, highlights included the successful launch of the Jazz & Blues series *blackbox@the edge*, a sold-out concert from rising star violinist/vocalist Lucia Micarelli, the Los Angeles premiere of legendary Isabella Rossellini's *Link Link Circus*, the return of acclaimed cirque ensemble 7 Fingers in *RÉVERSIBLE* and a thrilling recital from Plácido Domingo. Twenty SMC opera students attended this sold-out concert through a special student ticket program.

Artist-in-Residence Richard Yongjae O'Neill performed three concerts over the course of the season. The acclaimed violist also offered a master class for SMC students. A special collaboration with the SMC Music Department presented a free screening of *Hello?! Orchestra*, O'Neill's documentary film about the youth orchestra he created in 2012.

The Broad Stage continued to present local, emerging talent including Kybele Dance Theater, founded by SMC Dance Professor Seda Aybay. Nat Geo Live returned once again with four programs dedicated to conservation efforts and inspiring positive change. The Broad Stage helped to take part in these efforts by going fully marine degradable with its concession items in the theater, including the strict use of paper cups and utensils.

Furthermore, this season saw the implementation of a new mission statement to carry the organization into its second decade: The Broad Stage gathers artists, thinkers and audiences to celebrate our shared humanity and expand the role the arts play in the vitality of our diverse community.

**New Artistic and Executive Director.** Veteran Bay Area performing arts leader Rob Bailis has been appointed Artistic and Executive Director of The Broad Stage starting June 1, 2019. Bailis most recently held posts of Interim Artistic Director and Associate Director of Cal Performances at the University of California, Berkeley, one of North America's largest and most prestigious performing arts presenters. The Broad Stage Board and Staff recently completed a five-year strategic plan, the culmination of an extensive year-long study to help chart a course forward that capitalizes on its many successes, defines a clear path for the coming years, and helps ensure that the future of The Broad Stage will be as exciting and bold as its past and present.

**Education & Community Programs at The Broad Stage facilitated over 85 programs**, including Master Classes and Open Rehearsals at SMC, Spotlight Talks before and after performances, Festivals & Community Outreach, K-12 Programs and Family Performances.

The Spotlight Talks provided audiences with unique insights from Santa Monica College Faculty helping to enrich their experiences. Master Classes at SMC provided over 252 talented college students the opportunity to learn from violist Richard O'Neill, Kybele Dance Theater, Ballet Hispanico, Story Pirates educational improv troupe, Pacifico Dance Company and guitarist Guy Davis. Our K-12 Program welcomed 11,142 teachers and students to 24 Student Matinee performances throughout the season. Our Professional Development Workshops taught educators how to better integrate the arts in their classrooms, with 61 percent seeing growth for their students in core subjects.

*Board Priority 22: Lead the work of partnering across systems (cities/school district/government/community/education). Strengthen community and government relationships and partnerships in fulfillment of SMC's vision and mission.*

**Rentals.** The rental program at the Performing Arts Center (PAC) continues to flourish. The rental program generated its highest-ever revenues from outside users. Continuing its tradition of supporting local technology, media, and arts businesses, the PAC hosted company conferences for television and video game producers, star-studded movie and television premieres, local dance companies, and several high-profile fundraisers. The rental season started with an extended run of *Miss America's Ugly Daughter* in the Edye, a one-woman show written and performed by Barra Grant, the daughter of Bess Myerson, the first and only Jewish Miss America, and concluded with performances by Barak Ballet, a nationally renowned Santa Monica-based dance company.

The PAC is geographically and functionally positioned to partner with local government organizations and businesses. The Santa Monica Fire Department hosts their annual cadet graduation in the East Wing Music Hall and the Mid-City Neighbors host their annual meeting in the Edye Second Space every year. This year, the East Wing also hosted a State Assembly panel with State Assemblymember Richard Bloom and the SMC Public Policy Institute's Spring Symposium in the Broad Stage featured State Senators Ben Allen and Scott Wiener as well as Santa Monica Mayor Gleam Davis.

The Emeritus Concert Band performs on the Broad Stage three times per year and is supported by the professional technical staff of the PAC. The Emeritus Acting Troupe present a series of scenes in the Edye twice each year.

Other highlights from 2018-19 were:

- *Dr. Keeling's Curve* – Fundraiser performance starring Mike Farrell for the Sierra Club
- Activision Inc.'s 2018 "All Hands" – Company meeting simulcast across the globe
- 2018 Carney Awards (awards show for character actors featuring Harrison Ford and others)
- HBO Films Premiere of *Momentum Generation*
- Westside Ballet *The Nutcracker* with SMC Symphony Orchestra
- FOX Premiere of *The Passage*
- *AJ & The Queen* Filming – Season finale of a Netflix show shot in and around the Broad Stage
- FX Premiere of *Better Things – Season 3*
- Phase One Foundation *The Road to Curing Cancer* 2019 Fundraiser (3<sup>rd</sup> year in a row at SMC)
- Independent School Alliance for Minority Affairs Gala Fundraiser (2<sup>nd</sup> year in a row at SMC)
- Social Media Week Los Angeles 2019
- Lionsgate "All Hands" 2019

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## **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 they seek to receive it.

KCRW supports the Institutional Learning Outcomes of Santa Monica College. 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 in order to solve problems. KCRW's programming reflects the diverse voices of Los Angeles and the community and allows listeners to demonstrate a level of engagement in their world.

KCRW's commitment to these goals has made the station a cultural touchstone for generations of listeners across Southern California 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. Programming highlights in 2018-19 include:

Partnerships with community-based organizations—such as the **City of Long Beach**, the **Hammer Museum**, and the **Hollywood Bowl**—to produce new seasons of Summer Nights and World Festival concerts and events attended by over 250,000 people across Southern California, Santa Barbara, and the Central Coast.

KCRW's Intern program continues to expose students to KCRW and KCRW to excellent students. Each year KCRW has two classes of Santa Monica College students (20 students) who work in all areas of KCRW—from marketing to membership to sales to programming and studio engineering.

Continued educational opportunities, including the KCRW Summer Marketing Internship Program that engages 100 interns from colleges around the country.

Expanded field-building and professional development opportunities for media producers, including Independent Producer Project workshops and the 5th Annual 24-Hour Radio Race, engaging 250 teams from eight countries and 32 US states.

Live public forums in Los Angeles and Santa Barbara about homelessness, gentrification, politics, and immigration.

KCRW won the **2019 Nonprofit of the Year Award** for the California Assembly District 50.

New original podcasts, documentaries, and special reporting series, including:

**All the President's Lawyers**, a chart-topping podcast hosted by a noted defense attorney that dissects and explains the legal issues surrounding the 45th President of the United States.

**Bodies**, an intimate series on women's health that launched a community of women looking for answers to their medical issues.

**Greater LA**, a new daily show driven by the actual voices of LA. This series contains local reporting in the many communities of greater LA.

**The 805**, a weekly local Santa Barbara show exploring and examining the issues concerning the community. KCRW's first locally produced and aired program in the Central Coast.

**Nocturne**, a podcast featuring the jobs, feelings and real life stories that happen when it's dark out.



KCRW began its full 24 hour broadcasting service from KCRW Media Center on the new Santa Monica College Center for Media and Design Campus on March 8, 2019. The 24 studios and live event space allows KCRW to be a true force in the community. KCRW has already hosted seven live broadcast music performances from the space as well as more than a dozen events open to invited members of the public. These events include a discussion on the expanding fire season due to climate change and an interview with Oscar nominated Glenn Close.

KCRW's Summer Nights concert series continues in summer of 2019 and expresses the goal of building community through ideas, music and culture. The station will reach 250,000 people in person with more than 30 free music concerts for all ages in Los Angeles, Orange County, and Santa Barbara. For the second year in a row, KCRW's Summer Nights will come to SMC's courtyard of the Center for Media and Design Campus for three Saturday nights in August 2019. KCRW's Summer Nights will also return to the California African American Museum, Chinatown, the Hammer Museum, the Santa Monica Pier as well as locations throughout Long Beach, Pasadena, Santa Barbara and Los Angeles.

KCRW has received 20 nominations from The LA Press Club for their work in 2018. Nominations include the categories for Best News, Documentary and Host.

*Board Priority 22: Lead the work of partnering across systems (cities/school district/government/community/education). Strengthen community and government relationships and partnerships in fulfillment of SMC's vision and mission.*

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## **CONCLUSION**

As the volume of activities, accomplishments, and initiatives described in the preceding pages suggest, Santa Monica College strives for the highest standards of excellence in every facet, from maintaining a decades-long transfers record to forging new career education partnerships, in serving our communities through arts, news and cultural programming and lifelong learning, and so much more. A renewed commitment and emphasis on closing the achievement gap for our most marginalized students demonstrate this institution's commitment to truly making a difference. The history of Santa Monica College has been illustrious, and more likely than not, it will remain so.



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