



# Annual Report 2016-2017

SANTA  
MONICA  
COLLEGE

**CONTENTS**

**Introduction** ..... 3

**Accreditation** ..... 7

**Bachelor Degree in Interaction Design** ..... 7

**Strategic Plan and Strategic Initiatives** ..... 8

**Academic Affairs**

    Curriculum..... 10

    Online Education..... 10

    Learning Resources ..... 10

    Educational Collaborative with SMMUSD..... 11

    Adult Education and Noncredit Programs ..... 11

    Career & Technical Education, Workforce & Economic Development..... 12

    SMC/UCLA Science and Research Initiative ..... 13

    The Center for Teaching Excellence..... 15

    Emeritus College ..... 15

    Academic Program Accolades..... 16

**Student Services**

    Transfer ..... 18

    VIP Welcome Day..... 19

    Veterans Resource Center ..... 19

    African-American Collegian Center/Latino Center ..... 19

    Career Services Center..... 19

    Applied and Service Learning Program ..... 20

    Center for Wellness and Wellbeing ..... 21

    The Health Services Center ..... 21

    Online Orientation ..... 21

    Counseling..... 21

    EOPS/CARE ..... 22

    CalWORKs..... 22

    Disabled Student Program & Services (DSPS)..... 22

    Athletics ..... 23

**Enrollment Development**

Outreach and Recruitment .....	25
Student Support and Success Program .....	27
Assessment Center.....	28
Enrollment Services & SSSP .....	28
Financial Aid and Scholarships .....	30
Institutional Research.....	30
International Education.....	31
Global Citizenship.....	32
<b>Grants .....</b>	<b>33</b>
<b>Business and Administration .....</b>	<b>34</b>
<b>Facilities .....</b>	<b>36</b>
<b>Environment and Sustainability.....</b>	<b>38</b>
<b>Campus Police .....</b>	<b>40</b>
<b>Emergency Preparedness.....</b>	<b>40</b>
<b>Human Resources.....</b>	<b>41</b>
<b>Information Technology.....</b>	<b>47</b>
<b>Community and Academic Relations</b>	
Marketing.....	49
Public Information Office .....	49
Web and Social Media .....	50
Community Relations & Academic Relations.....	51
<b>Government Relations .....</b>	<b>51</b>
<b>SMC Foundation .....</b>	<b>52</b>
<b>Campus and Alumni Relations .....</b>	<b>55</b>
<b>The Broad Stage .....</b>	<b>56</b>
<b>KCRW .....</b>	<b>57</b>
<b>Conclusion .....</b>	<b>59</b>



## ANNUAL REPORT FOR 2016-2017

### INTRODUCTION

2016-17 was an eventful year for Santa Monica College. This list of accomplishments is notable, but is not comprehensive—the college’s employees have achieved so much more in the year that has gone by. I hope you will take the time to read the annual report: it represents the indefatigable SMC spirit and the dedication of SMC’s faculty, classified employees, managers and administrators to student success.

Here are 2016-17’s key highlights:

- Santa Monica College submitted its self-evaluation report to the Accrediting Commission for Community and Junior Colleges (ACCJC) in August 2016, and the accreditation site visit took place in October 2016. The Superintendent/President in February 2017 was informed that the ACCJC had reaffirmed Santa Monica College’s accreditation for 18 months; a follow-up report is due in August 2018. It was heartening to note the long list of commendations—including praise for SMC’s online education plans; student transportation; campus safety; and more—in the visiting team’s final report. The college has already begun addressing the recommendations made for improvement.
- Santa Monica and Malibu voters passed Measure V, a \$345 million bond for Santa Monica College—with 64 percent approval—in the November 2016 election. Measure V will make it possible to update aging facilities including the Math and ESL trailers, and two classroom buildings constructed in the 1950s, among others. It will also enable joint-use projects: with the Santa Monica-Malibu Unified School District to replace the defunct auditorium at John Adams Middle School, and with the City of Santa Monica to expand Memorial Park for more athletic field space.
- Santa Monica College retained its No. 1 position in transfers to the University of California—for the 26th straight year. SMC transferred a total of 1,120 students—an all-time record high—to UCLA, UC Berkeley, and other UCs. SMC was also No. 1 for transfers to the UC and the California State University systems combined and remains the top feeder west of the Mississippi to the Ivy League Columbia University. SMC remains No.1 in transfers to USC and Loyola Marymount University. A new “LMU Transfer Pathway Program” was launched, which guarantees admission for students who meet certain requirements.
- Two modern buildings were inaugurated, featuring state-of-the-art classrooms, studios, a fitness center, and more: the Core Performance Center for the Kinesiology, Dance, and Athletic programs; and the East Wing at the SMC Performing Arts Center. Much progress was made on the Center for Media and Design and the KCRW Media Center on Stewart Street, which is slated for a fall 2017 opening.
- The hugely successful SMC/UCLA Science and Research Initiative—funded by a \$5.8 million federal Science, Technology, Engineering, Math (STEM) U.S. Department of Education grant in 2011—got

another boost in the form of a nearly \$6 million grant—also from the Department of Education—in fall 2016 to increase the number of Hispanic, and other low-income community college students interested in transferring to a four-year program or pursuing a career in STEM.

- The college also embarked on a “strategic planning” process in 2016-17, something that has historically been carried out every five to six years. The consultancy group the Collaborative Brain Trust facilitated this effort, and it was spearheaded institutionally by a Strategic Planning Task Force and three workgroups. The process involved all constituent groups (both internal and external), and resulted in new draft strategic initiatives, a set of priorities for the next five years. Also included was an update of the college’s mission statement, a review of student success and equity programs, institutional planning processes, and the organizational structure.
- 43 new credit courses and 13 new noncredit courses were approved in the 2016-17 academic year. 28 courses were approved to be offered via distance education. Three new Associate Degrees and Associate Degrees for Transfer, three Department Certificates, and six Certificates of Completion in Noncredit Programs were also approved.
- SMC unveiled priority enrollment for Santa Monica and Malibu residents and local graduates, effective winter 2017, as the first phase of the Santa Monica College Promise Program.
- It was a particularly successful year for the college’s online education program. Roughly 1,000 courses were migrated into Canvas, the college’s new online course management system. In 2016-17, online course offerings reached an all-time high—11,191 sections—and included the debut of eight new online classes. SMC also moved up to the No. 5 slot among California Community Colleges for full-time distance education students.
- The SMC/SMMUSD Young Collegians Program celebrated its tenth summer. The college’s Dual Enrollment Program continued to grow. A total of 42 dual enrollment classes were offered, 15 of them in SMMUSD high schools. Remedial math was also offered for the first time to high school students, brought about by the passage of AB 288 and the implementation of the College and Career Access Pathways (CCAP) agreement.
- Big strides were made in Career and Technical Education. SMC secured over \$2.2 million in Strong Workforce Program funds at the regional level, to support the creation of career pathways in several high-demand areas, and also as a project lead for the Los Angeles Region’s collective marketing investment. The LA HI-TECH grant closed its third year having served 1,000 students and having offered a total of 53 class sections in the Information and Communication Technology (ICT) Pathways in six local high schools.
- Santa Monica College received more than \$9 million in grants in 2016-17. These included the five-year \$6 million STEM grant from the U.S. Department of Education; more than \$400,000 from the National Science Foundation to provide scholarships for low-income STEM students; funding from the Mark Hughes Foundation and from the Sidney Stern Memorial Trust for the SMC Guardian Scholars Program, and more.
- The college also won—in partnership with Arizona State University—a \$2 million Award for Innovation in Higher Education from the California Department of Finance to develop innovative technology that increases completion rates and ultimately makes college more affordable.

- The SMC Foundation distributed more than \$670,000 in 780 scholarships to 548 students in 2016-17. The Foundation's projected revenue for 2016-17 is \$2.9 million—an increase of 55 percent over the previous year.
- It was another record-setting year for SMC Athletics: the Santa Monica College women's basketball team won the Western State Conference (WSC) South Division Championship; the men's volleyball team made the "State Final Four" for the fourth straight year; the women's tennis team finished as WSC co-champions, and capped the year as the 3rd ranked team. Plus, the women's soccer team finished 2nd in the WSC.
- The college won two prestigious national awards for the Global Citizenship Initiative: the Institute for International Education (IIE) Andrew Heiskell Award for Innovation in International Education, and the NAFSA Senator Paul Simon Award for Comprehensive Internationalization. SMC is one of a handful of institutions that have received both awards in the same year.
- In 2016-17—as of May 31, 2017—Santa Monica College disbursed \$49,423,889 in financial aid. Additionally, \$26, 225,495—also as of late May—was paid in Pell Grants to 7,829 recipients.
- The annual independent audit marked the tenth consecutive year without any financial findings. The college also received an "unmodified opinion" on both the 2015-16 financial statements as well as on its Federal Single Audit—a separate audit and review of federal grants.
- The college closed 2015-16 with a general fund balance of \$23,925,591 million or 14.42 percent. In order to maximize revenue, the college "borrowed" 313 credit FTES from summer 2016, which generated additional revenue. Like most community colleges across the state and nation, SMC is experiencing a softening in enrollment. Efforts are underway to attract new markets, as well as to focus on how best to address these challenges while continuing to serve as many students as possible.
- In collaboration with Associated Students, Santa Monica College established a relationship with the Westside Food Bank, and opened four food closets. A partnership with Food Forward and CEUS set up a popular free farmer's market, giving away thousands of pounds of fresh produce to students.
- In 2016-17, Santa Monica College students' use of alternative transportation modes reached an all-time high of 69 percent. And, within weeks of opening the Expo Line, the Big Blue Bus estimated that over 1,000 students and employees were using the new train to get to campus.
- A new personal safety mobile app "LiveSafe" was launched, providing students and employees a convenient and discreet way to communicate directly with college police personnel.
- SMC employees benefitted from well over 60 Human Resources trainings and workshops focused on ensuring that the college remains a safe, productive, and diverse workplace.
- The Broad Stage at the SMC Performing Arts Center celebrated its ninth season. It was an exceptional year—the first-ever Ovation Award garnered in the "Best Presented Production" category for Headlong Theater's *1984*, which moved on to Broadway. Other standout performances during the season included those by opera superstars Angela Gheorghiu, Piotr

Beczala, Vittorio Grigolo, Diana Damrau, Michael Fabiano and Joseph Calleja; plus performances by Madeleine Peyroux, Diavolo, Matthew Morrison, and Chita Rivera, to name a few. The Student Matinee Program served over 15,000 students and 581 teachers from 141 Los Angeles area schools.

- KCRW ended its first-ever major capital campaign in December 2016 with a total of \$22.4 million from private sources, exceeding its goal by \$2.2 million. The station’s audience rose dramatically both digitally and on the radio during the post-election season. Fundraising also rose by 20 percent during this time. The LA Press Club awarded KCRW with numerous recognitions including Journalist of the Year for Madeleine Brand, plus an Investigative Award for Karen Foshay’s “Burned: Tales of Abuse in the Restaurant Industry” and documentary work for producers David Weinberg and Nick White’s “We Are Not Alone”. Planning is underway for a grand opening in December 2017—along with Santa Monica College—of the new KCRW Media Center at the SMC Center for Media and Design. KCRW’s new home will highlight the connection between SMC and KCRW—students will have opportunities to experience the professional radio environment in addition to classroom learning.

Last, but certainly not the least, here are just a few of the distinguished accolades earned by Santa Monica College programs and students: in the CPA exams (according to a National Association of State Boards of Accountancy report), SMC had, on average, a higher CPA exam pass rate than that of all California community colleges, CSU campuses, and private universities, even outperforming three University of California campuses.

Carrie Finklea became the third SMC student to have a short film (“Spaghetti Romance”) accepted into The 20th American Pavilion Emerging Filmmaker Showcase during the 2017 Cannes Film Festival. The student newspaper *The Corsair* won six awards from the Journalism Association of Community Colleges and ten national Pinnacle Awards from the College Media Association, among others. The Speech and Debate Team won several regional awards, and eight awards at the Phi Rho Pi National Speech and Debate Tournament.

The SMC Law Pathway Program celebrated its first graduates—they’ve earned priority admission review at six prestigious California law schools. And, for the sixth year in a row, SMC’s Theatre Arts program was invited to compete in the regional 2017 Kennedy Center American College Theater Festival where they gave sold-out performances of “Quartet: 4 Short Plays by Samuel Beckett;” and our students won prestigious awards and scholarships.

These accomplishments represent the dedication of Santa Monica College employees to student success and to a high level of innovation. I am deeply grateful to the SMC Board of Trustees for their visionary leadership, and I am confident that Santa Monica College will transcend system-wide obstacles, reimagine how to best serve students in a changing world, and continue to retain its place of distinction as one of the best community colleges in America.

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

## ACCREDITATION

The college submitted its **Accreditation Self Evaluation Report** to the Accrediting Commission for Community and Junior Colleges (ACCJC) in August 2016. The Accreditation Site Visit took place in October 2016. The visiting team—composed of 15 faculty members and administrators from other colleges and universities—spent several days with various college entities to confirm the evidence documented in the college’s Accreditation Self Evaluation Report. This in-depth examination of the college’s effectiveness in accomplishing its mission in the context of student learning and student achievement involved interviews and observations of faculty, administrators, and classified employees. Team members also observed various meetings including those conducted by the Board of Trustees, the District Planning and Advisory Council (DPAC), and several Academic Senate Joint committees.

The team’s findings were compiled in the final report, issued in February 2017. The Commission **reaffirmed Santa Monica College’s accredited status for 18 months**, with a follow-up report due at that the end of that period (August 2018).

The ACCJC Visiting Team commended Santa Monica College in eight areas, noting how the college addressed areas such as transportation and safety, student engagement, student educational plans, technology needs assessment, and accessibility for individuals with disabilities. The commendations also highlighted how the college addressed future obligations through the establishment of an irrevocable trust. The Visiting Team made several recommendations for improvement and the college has already taken steps to address several of these recommendations, including the revision of its mission statement. Other areas of recommendation included: development of SLOs for all courses and ensuring that syllabi for every class section include the official course SLOs; implementation of a comprehensive cycle of continuous quality improvement; regular review and implementation of Board policies; resolution of discrepancies regarding the IxD baccalaureate degree; increasing the college community’s ability to use data for decision making; and assessment of the effectiveness of governance structures and processes.

The college will also continue to address self-identified plans for improvement within the four Accreditation Standards and has identified two primary areas of focused efforts in the Quality Focus Essay, a new requirement from the ACCJC that requires the college to identify “action projects” for further study and actions that have potential for improving student outcomes. The two action projects proposed are an **Integrated Student Equity and Success Plan** and a **Transformative Technology Plan**.

## BACHELOR DEGREE PROGRAM IN INTERACTION DESIGN

SMC’s first cohort of upper division students is completing their junior year of study in Interaction Design this June. Of the 21 students who entered the program last fall, 19 remain (one moved out of state and the other left for full time employment). We anticipate our first baccalaureate graduating class to walk the SMC stage in June 2018. A second cohort of 25 students will follow, beginning their upper division course work in fall 2017. While we are pleased to have a full cohort admitted for fall 2017, we are working to expand the applicant pool for fall 2018 admissions. To this end, a new 50 percent project manager position—funded via the College’s Strong Workforce regional allocation—was created to focus on marketing and recruitment. Nicola Vruwink, an adjunct faculty member in our Graphic Design program and former full time Admissions Counselor for the Art Center in Pasadena, took on this role in mid-March. Nicola is producing marketing materials, reaching out to local industry and high schools,



working with others on campus (Outreach, Workforce Development, Foundation, LA High Tech, Academic Affairs, Marketing, Community Relations) to raise awareness about both the discipline and the program, redesigning the website to emphasize that students may transfer in at the junior level from other institutions, and reaching out to other community colleges to invite and facilitate the development of articulation agreements.

Other program efforts this year include modifications to the program curriculum made in the fall 2017 semester in keeping with revised requirements from ACCJC. With the addition of a third upper division general education course (Communication Studies 310, Organizational and Small Group Communication has replaced the lower division course Communication Studies 16, Fundamentals of Small Group Discussion), the degree is now fully compliant with ACCJC standards. The college continues to provide IxD students with support services including two academic counselors (1.5 FTE) who work with all students in the Design Tech programs, but also provide focused support for IxD students and for those lower division students preparing to apply to the program, as well as a designated contact in our Financial Aid office, library support, and now, a new Scholarship that will provide IxD students who qualify for the BOG fee waiver with assistance in paying the upper division course fees to which the BOG waiver does not apply. This Scholarship is supported by a generous donation made through the SMC Foundation. Finally, the college remains actively involved in the statewide Bachelor's Degree Pilot (BDP) community, participating in monthly conference calls as well as all summits and symposia. New on the statewide front is pending legislation SB 769 which would extend the program end date from 2023 to 2028 and allow duplication of degrees offered at CSU and UC campuses more than 100 miles from the community college offering the degree.

### ***STRATEGIC PLAN AND STRATEGIC INITIATIVES***

Every five to six years Santa Monica College reviews its strategic plan and identifies new strategic initiatives on which the institution will focus to improve and support student success and strengthen the institution. The two previous strategic planning cycles had primarily focused on identifying new strategic initiatives.

In 2016 the college hired a new Superintendent/President, Dr. Kathryn E. Jeffery, and submitted a self-evaluation for re-accreditation. Thus, the timing was appropriate to not only identify new strategic initiatives but also review and revise the institutional strategic plan. A consultant group, the **Collaborative Brain Trust (CBT)**, was selected from a pool of qualified consultant groups to lead the process and provide feedback to the college.

The process and structure for strategic planning followed past practice at the college, with District Planning and Advisory Committee (DPAC) constituent groups appointing representatives to a Strategic Planning Task Force (SPTF). Work with the CBT team began in December 2016.

The scope included a review of the college mission, identification of strategic initiatives for the next five years, and a review of SMC's student success and equity programs and planning, institutional planning processes, and the institution's organizational structure.

- **Mission.** Review mission statement and revise as appropriate to institutional changes and to respond to an accreditation recommendation.
- **Strategic initiatives.** Develop a limited number of five-year strategic initiatives, reflecting SMC's

quality focus essay, with enough detail so that actionable objectives and measurable outcomes can be developed, and review and update the college's vision, mission, and goals.

- **Student success and equity plan.** Develop an integrated institutional student success and equity structure and plan that strengthens assessment of best practices and strategies that can be replicated for student success and equity throughout the college; and develop a structure and plan to reduce silos, increase efficiencies, and maximize resource allocations.
- **Integration of planning processes.** Identify college planning processes, connections among planning processes including connection with resource allocation, gaps, and opportunities for improvement of processes and connections, and strategies for ensuring and strengthening processes and connections, where needed.
- **Review organizational structure.** Review the current organizational structure and method of staffing to determine if it effectively and efficiently meets the needs of the organization and its stakeholders. Make recommendations, if warranted, to more effectively meet student and support needs of the college within internal and external constraints.

Workgroups appointed by the constituent groups and facilitated by the CBT team reviewed data and other information relative to each of the above areas. All of the input received by the CBT team and the SPTF was carefully considered at each step and informed the output of the workgroups, the SPTF, and the final report and recommendations from the CBT team to the Superintendent/President.

In December 2016 the CBT team visited Santa Monica College and conducted interviews of various constituent groups, functions, and individuals as part of the discovery phase of the strategic planning process. The collaboration phase began with a survey sent to all members of the SMC community and culminated in March 2016 when the CBT team was on site at SMC for three days. During the CBT visit the team met with the SPTF and the workgroups, conducted listening sessions with a broad representation of both internal and external groups, including community leaders and elected officials in the cities of Santa Monica and Malibu, and conducted open forums and drop in sessions to which all college constituents were invited. The collaboration phase wrapped up with a Flex Day presentation on the strategic planning process.

The planning phase occurred from late March to mid-May including final work group meetings and an all-day SPTF meeting during which the draft strategic initiatives for the next five years were crafted. The draft strategic initiatives were shared with the college community, including the Board of Trustees in a special study session, and feedback solicited. In May the SPTF reviewed all feedback to the draft initiatives and finalized them.

Concurrently the SPTF reviewed and revised the institutional mission to address the recommendations from the accreditation visit. Both the strategic initiatives and the revised mission statement were approved by DPAC in June. The CBT team submitted a report and recommendations to the Superintendent/President by the end of June. DPAC will meet to finalize the annual Master Plan for Education objectives for 2017-18 and will incorporate the objectives identified in the strategic initiatives.

Strategic planning briefing newsletters were distributed at key points throughout the process and information posted on the Strategic Planning website, in addition to memos from the Superintendent/President at key moments in the process.

## ACADEMIC AFFAIRS

**Curriculum.** The Curriculum Committee approved **43 new credit courses** and **13 new noncredit courses** in the 2016-17 academic year. In addition, 28 courses were approved to be offered via distance education. New programs developed include **three new Associate Degrees** (Business Information Worker I from the “Doing What Matters” initiative, and Associate Degrees for Transfer in both Psychology and Sociology), **five Certificates of Achievement** (Business Information Worker I, Transitional Kindergarten, Legal Office Clerk, Medical Office Clerk, and Social Media Assistant), **three Department Certificates** (Cloud Computing, Electronic Medical Records Clerk, and Hospital Inpatient Coder), and **six Certificates of Completion** (noncredit programs—see below for more detail). In addition, 29 programs and 164 courses underwent revisions, and three additional courses were approved to satisfy the Global Citizenship graduation requirement.

This year, the Curriculum Committee moved into some exciting new areas. Noncredit education, formerly focused nearly exclusively on the Emeritus and Noncredit ESL programs, expanded into the Workforce Preparation and Short Term Vocational areas as evidenced by the approval of six new Certificates of Completion: Basic Computer Operations, Bicycle Maintenance, Business Essentials Level 1, Customer Service, Introduction to Early Care and Education, and Rehabilitation Therapy Aide, and the courses that comprise them. A second area now emerging is that of Guided Pathways, for which the committee has provided input and guidance regarding how this initiative might best be structured and implemented at the college. Finally, the Global Citizenship graduation requirement was modified to include a new area entitled Genders and Sexualities.

**Online Education.** The majority of this past year has been primarily focused on the migration to and implementation of Canvas as the online course management system after 15 years on eCollege/eCompanion. This included coordinating the exporting of approximately 1,000 courses to move out of eCollege and loading them into **Canvas**. Online, hybrid and moderate use eCompanion classes were included in this four-step, year-long process. In spite of trying to defer new classes and faculty coming online during this critical transition period, new online faculty increased by approximately ten percent and course offerings increased from 11,119 sections to an all-time high of 11,191 sections. This growth included the debut of eight new online classes. As of mid-May, 28 new online courses have been approved by the Curriculum Committee this academic year compared with nine the previous year. This could indicate, post migration, a significant expansion in the distance education program moving into the new year and beyond. 100 of the 113 California Community Colleges are now on Canvas or are in the process of moving to Canvas. This means SMC is in a better place to leverage resources among the other colleges and benefit from being part of a broader community of users. While the SMC Distance Education program ranked number six among the California Community Colleges for FTES last year, the College has now moved into the number five position.

**Learning Resources.** The staff in Learning Resources in collaboration with the Academic Senate’s Student Instructional Support Committee focused its activity on improvements in the following areas during the 2016-17 academic year:

- **Increase in consistency of practices in the various tutoring centers.** Learning Resources Centers are decentralized at SMC and have developed independently. For the first time, Tutoring Coordinators have been guided to work as a team. A common tutor training manual was produced, a centralized learning resource management system that allows students to schedule

appointments remotely and suppresses wait lists was implemented, and a series of three training modules that address pedagogical as well as customer and student service aspects of the Coordinator role was developed.

- **Increase in access.** To offer more learning resources to students in the Library and take advantage of the captive audience of students there, Learning Resources has created the **Academy of Learning Innovation and Success (ALIS)**. The ALIS library center benefits from extended hours and makes tutoring more accessible to students. Distinct from the other centers, it is interdisciplinary and multi-purpose. In addition to providing tutoring in many disciplines, the benefits of such a location are multiple. The center is creating a sense of community among learners and is empowering student tutors by the sense of their impact on student success. The Tutoring Coordinators are rotating into the center, which creates a consistent culture and supportive team spirit as well as an organic improvement of the quality of services. ALIS attracts students who are waiting in the library and transforms what might have been passive time to be an opportunity to receive academic support.

**Educational Collaborative with the Santa Monica-Malibu Unified School District.** The collaborative continues to support the **Young Collegians** program. This will be the tenth summer the program is being offered. Over 65 students are participating in the program, which was developed to help high school students' transition to postsecondary education.

This past year, the **Dual Enrollment** program has continued to grow. The collaboration through the LA HI-TECH grant—as well as a greater partnership with SMMUSD—resulted in the growth of the program. In the fall, the program offered 21 Dual Enrollment classes with eight of them being offered at SMMUSD. In the spring, the program offered 21 classes with seven 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 offer remedial math to the high school students through Dual Enrollment for the first time. 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.

**Adult Education and Noncredit Programs.** In 2016-17, SMC Adult Education (Noncredit) Programs focused on the (1) Adult Education Block Grant (AEBG), (2) Workforce Innovation and Opportunity Act (WIOA)-Adult Education and Family Literacy Act (AEFLA), and (3) Student Success and Support (SSSP) for continuing, returning, new, and future noncredit students. All three initiatives aim to increase literacy, high school or GED completion, workforce preparation, and employment. Through funding in the AEBG, SMC CTE faculty developed workforce preparation and short-term vocational programs (noncredit certificates) in: Business, Computer Science and Information Systems, Early Childhood Education, Health Sciences, and Kinesiology. These noncredit courses and certificates will be submitted to the California Community Colleges Chancellor's Office for review in summer 2017. SMC Adult Education (Noncredit) administrators collaborated with the SMMUSD-Adult Education Center (AEC) to plan for the implementation of these new noncredit pathways. The courses will be offered to adult learners referred by the AEC in addition to adult learners in the Santa Monica-Malibu region. The AEBG funded SMC faculty leadership, administrators, and classified staff participation at conferences, summits, seminars, and trainings focused on noncredit course development and student support services.

SMC Adult Education (Noncredit) administrators participated in all Los Angeles County Workforce Development Board MOU for Adult Education related trainings and workshops. These sessions provided an overview on the intent (Phase I) and partners (Phase II) of the MOU, which aims to engender collaboration across sectors to benefit adult education students in the region. In 2017-18, sessions will focus on the infrastructure (Phase III), including shared costs and facilities, related to the MOU. The WIOA-AEFLA initiative provided professional development for noncredit ESL faculty, classified staff, and administrators. In addition, the WIOA-AEFLA initiative funded instructional technology, classified staff, and a noncredit ESL counselor. The Noncredit SSSP initiative provided a more efficient and streamlined process for new noncredit ESL student assessments, orientations, counseling, education plans, and follow-up counseling services such as study skills and career preparation workshops.

### ***Career and Technical Education, Workforce and Economic Development (W&ED)***

**Year in Review:** The Office of Workforce & Economic Development has dedicated activities this year to working with CTE chairs, faculty leaders and administrators to determine investments needed to improve the quantity and quality of CTE programs and improve post-college outcomes, particularly in relationship to jobs and wage gains. Below are highlights of the Office's efforts.

**Strong Workforce Program:** The Strong Workforce Program (SWP) was implemented in 2016-17 and provides funding for local college level program improvements and regional funds to be used in partnership with other Los Angeles Region colleges and districts. The SWP Local allocation was \$871,000 in 2016-17. Funds will be used for CTE marketing, a pilot website, professional development, new program development, industry forums, a video conferencing system, and funds to improve industry engagement and job placement. These funds were competitive. Colleges were required to submit proposals that filled unmet labor needs in the Los Angeles region. At the regional level, SMC secured over \$2.2 million, including \$1 million to support Entrepreneurship, ECE/Teacher Preparation Pipeline, Energy, Construction and Utilities, Global Trade and Logistics, Respiratory Therapy–Advanced Practice Neonatal Pediatric Respiratory Care, Radiation Technology, Cloud Computing, Graphic Design–User Experience (UX) 2+2+2, (Social) Media Marketing, and Career Pathways. SMC was also selected as project lead for the Region's collective marketing investment, for which \$1,050,000 was earmarked out of the previously mentioned \$2.2 million.

**High School, Community and Business Engagement: LA HI-TECH.** SMC continues its collaborative work with the development of K-14/16 career pathways, which include Dual Enrollment and community outreach opportunities with the LA HI-TECH consortia grant. The grant is nearing the completion of year three and the program has served 1,000 students. It has offered a total of 53 dual enrollment class sections in the Information and Communication Technology (ICT) Pathways since the grant began. Through these collaborations, SMC works very closely with our high school partners to take steps to align our career pathways and ensure the students we are serving are career- and college-ready. Dual enrollment courses have been offered at six area high schools—Santa Monica, Malibu, Beverly Hills, Crenshaw, Palisades Charter, and Venice. Through our partnership with the LA Chamber and Snapchat, two SMC students were selected for a coveted internship at Snap Inc. this past fall semester.

SMC continues to partner with high tech giants and small business to create the workforce needed to sustain these companies and grow the economy in Los Angeles. One of these giants is Amazon Web Services (AWS). Last year, SMC and AWS worked together to develop new curriculum. A new certificate in Cloud Computing has been approved and SMC will be offering courses in Cloud Computing for the first time in the fall 2017 semester. Tech Business giant SAP based in Silicon Valley invited SMC faculty

and staff to its d.school at Stanford University for a seminar in “Design Thinking” to support the interdisciplinary nature of preparing the digital workforce. SAP has also committed to facilitating Design Thinking professional development workshops at SMC.

**Professional Development for CTE Faculty and Career Pathway Development.** The W&ED Office facilitated professional development for hundreds of instructors this past year, collaborating with the Center for Teaching Excellence, Institutional Research, Outreach and Recruitment, and Counseling. These collaborations provided support to our CTE department chairs as well as CTE, English, Math, Counseling faculty, and high school partners with the goal of improving the quality of certificates and degrees that prepare students for employment.

**Employment Training Panel (ETP) and Industry-based Contract Education.** SMC’s last ETP contract of \$749,128 was successfully executed and, as a result, SMC was awarded a \$949,611 contract for the period of July 25, 2016 through July 24, 2018. Using these funds, SMC administers customized training programs that offset the high cost of employee-based training that employers would otherwise be obliged to finance and develop in order to maintain a high-performance workforce. SMC has trained more than 2,200 employees at over 35 area companies. Employer client surveys have shown increases in employee productivity, process efficiencies, and overall revenue. The ETP employer training program has also provided the opportunity for SMC faculty to provide their expertise within the context of the corporate training platform, simultaneously building the SMC brand as a premier provider of industry-based educational programming. In one of those efforts, W&ED partnered with SMC’s Cosmetology and Business departments to create a customized online course for The Dermalogica Foundation, which funded a cohort of 25 women entrepreneurs to enhance their skills as business owners. Immensely successful, the course will be used as the foundation for an online, credit-based course in entrepreneurship for Cosmetologists.

**Community and Contract Education 2016-17 Accomplishments.** Community Education and Contract Education were able to develop external and internal collaborative partnerships to increase opportunities to generate revenues. Contract Education secured a \$100,000 contract to deliver career training in collaboration with the local American Job Centers. The department was able to deliver two training cohorts that resulted in students receiving training in Customer Service with Computer Skills and obtaining the industry recognized Guest Service Gold Certification. Also the department provided the proposal and operational infrastructure to support the launch of the SMC Dance Academy, which serves SMMUSD. Community Education was able to support academic programs while also enhancing the SMC Extension offering. Community Education worked with several academic programs to develop supplemental curriculum as requested by Department Chairs, which also served to enhance the SMC Extension professional development offerings.

### ***SMC/UCLA Science and Research Initiative***

The **SMC/UCLA Science and Research Initiative**—funded by a \$5.8 million federal Science, Technology, Engineering, Math (STEM) grant—has made significant progress toward building a comprehensive STEM program at SMC to increase the number of traditionally underrepresented students who demonstrate an interest in STEM, pursue STEM as a major, and successfully transfer to a four-year university with a major in STEM. This is being achieved through a three-pronged approach:

- **Increased STEM awareness:** Outreach efforts (STEM Days, Transfer Coachella, Latino Center and Black Collegian presentations, Super Saturday, and Chem 10/Math 31/20 presentations) have

increased the number of applicants to the SRI Program. This summer, it is anticipated that 250 new SRI students will enter Cohort 6, complete intensive math workshops, as well as applied earth, life and physical science modules during STEM Skills Week. 76 percent of SRI Scholars (110) successfully passed STEM courses. The three-year average fall-to-fall STEM persistence (percentage of students who enrolled in one or more STEM courses in the subsequent fall semester after the observed fall semester) is 66 percent for the SRI cohort compared to an institutional average of 35 percent.

- **Strengthened instructional programming:** Counseling 12 (STEM Career Planning) and Counseling 15 (STEM Job Search Strategies), and Science 10 (Principles and Practice of Scientific Research) are being offered every fall, winter, and spring. The STEM grant also supports all supplemental instruction offerings for introductory and transfer level STEM courses, as well as weekly Math 31 & 20 faculty-led workshops. STEM/SRI continues to partner with Black Collegians and Adelante to offer weekly Equity-funded Chemistry 10 Saturday Boot Camps. This intervention has helped increase success rates for African American and Latino students enrolled in these sections. STEM Equity projects also sponsor intersession courses with extended hours of STEM tutoring in the STEM/SI Student center in Drescher Hall. In addition, the STEM/SRI program has expanded the engineering program with two new courses, both offered this spring: Engr. 1 (Intro to Engineering) and Engr. 11 (Engineering Graphics and Design).
- **Improved transfer success in STEM:** 23 SRI scholars who have completed the STEM course requirements were selected for a ten-week paid research internship at UCLA (last year 28 SRI students completed this internship). As of spring 2016, 37 percent of SRI students have successfully transferred to a four-year university, a slight increase from the transfer rate reported in the previous year (35.5 percent). In partnership with Black Collegians and Adelante, 15 SRI students will attend the Undergraduate Research Summer Academy at Loyola Marymount University.

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

This year, SMC has started to implement 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 individuals 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 has continued to grow the Engineering program on campus with three courses being approved and is taking steps to develop an Engineering degree. It is expected that 30 students will select engineering as their major once the degree is established. Currently, two sections of classes with engineering-related coursework include embedded tutoring, with more to be added during summer 2017. It is expected that 75 percent of the students who participate in sections with embedded tutoring will successfully complete the course.

- **Improve student success:** This summer, a randomized control trial of a social belonging intervention, based on Walton and Cohen (2011), is scheduled to begin with the first cohort of students. Students who participate in the STEM Skills Academy will be randomly assigned to either the treatment or control condition. It is expected that the treatment students will have a greater sense of belonging, higher GPA, course completion, retention, graduation, and transfer rates compared to control students. 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 March, several faculty members attended a workshop that highlighted best practices of STEM teaching and learning strategies from the student perspective. In addition, a peer-coaching program will be established in summer 2017.
- **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 2016 and “Cool Careers” in November 2016. The program also held two transfer workshops (in early May), two financial aid workshops, and two URC UCLA application workshops to help with internship applications. In addition to these workshops, the Counseling 15 class in progress during spring 2017 focuses directly on preparing students for research and transfer opportunities. SLLIC is working to establish industry partners to help identify externships for students. SMC has established partnerships with both NASA's Jet Propulsion Laboratory (JPL) and Base 11. In addition to externships with industry partners, the SLLIC program has identified a location for a new Makerspace. Construction on the Makerspace is scheduled to begin during summer 2017.

**The Center for Teaching Excellence.** In the fifth year of SMC’s Title V Building Foundation for Academic and Career Success grant, The Center for Teaching Excellence has institutionalized faculty professional development practices at SMC. The Center was founded by 12 faculty members representing various disciplines, two administrators, and an institutional researcher. During the 2016-17 academic year, the Center had 189 faculty participants trained in Canvas Technology. Additionally, 383 SMC faculty have attended professional development events sponsored by the Center. Highlights this year included: the 31 faculty participating in Faculty Summer Institute 2016; the third Winter Institute for CTE faculty which focused on pathway creation with 36 participants from the CTE, Math, and English disciplines; and the third annual six-week Spring Reading Apprenticeship course in which 16 faculty from across several disciplines completed training focused on metacognition in the reading of discipline-specific texts.

The Center’s Faculty Summer Institute 2017 had over 71 faculty applicants, with over 30 selected to participate. These faculty members represent a cross-section, from full-time to part-time, basic skills, STEM, and CTE fields. SMC also looks forward to using the physical space of The Center for Teaching Excellence, which has completed a major technology installation. The Center will open in fall 2017 as a sort of “makerspace” for faculty to work in groups, create videos, and gain ongoing professional development.

**Emeritus College.** The Emeritus Art Gallery held six art shows and opening receptions this past year. The Emeritus Concert Band had three scheduled performances at the Broad Stage, participated in the City of Santa Monica’s Fourth of July Parade, and performed on the Third Street Promenade during the winter holidays. The Emeritus Acting Troupe held two performances at the Edey Second Space. Two 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. Two Open Forums and one Tech Resource Fair were scheduled at Emeritus. The Tech Resource Fair's participating companies included: EmpowerTech, Junior Blind, Microsoft, Nancy's Tech Help for Older Adults, Uber, and WISE & Healthy Aging. To date, the total amount of funds raised for Emeritus during the fiscal year is \$170,336. In addition, Emeritus received a pledge of \$500,000 from a generous donor, Mitzi Bland, to record the living histories of Emeritus students.

A partnership with two new sites was launched to host Emeritus classes with no rental fees: Reed Park and the Israel Levin Center. Emeritus developed its first career technical education certificate for Basic Computer Operations, which is pending approval. A two-page student survey was mailed to all Emeritus students inquiring about their curriculum interests, use of SMC email, satisfaction with Emeritus' programs and services, etc. Emeritus Room 304's hardwood floor was repaired and refinished after enduring damage from leaks in the ceiling. The audio/visual equipment was upgraded in all the lecture rooms and in the computer rooms (rooms 107, 208, 407, 408, and 409). New classroom equipment was purchased to support off-site locations and Emeritus classrooms, including some new art chairs and easels. The Emeritus staff launched use of Blackboard Connect to make "robo-calls" to students to notify them efficiently and effectively of class cancellations.

### ***Academic Program Accolades***

**Accounting Program.** The **National Association of State Boards of Accountancy (NASBA)** publishes a detailed report each year on how candidates performed on the CPA exam. In collaboration with the Office of Institutional Research, the Business department engages in analysis of the performance of SMC students on the exam. The results were very good for SMC. On average, SMC had a higher CPA exam pass rate (43.1 percent) when compared with all California community colleges (34.8 percent) and CSU institutions (36.2 percent), and private universities (42.5 percent). Additionally, SMC students outperformed UC Riverside (35.7 percent), UC San Diego (40.9 percent), and UC Santa Cruz (42.9 percent). In terms of size, SMC is ranked #2 among all community colleges in California in number of candidates taking the exam.

**Speech and Debate Team.** The SMC Speech and Debate Team had another amazing year of accomplishments under the leadership of coaches Nate Brown, Luis Andrade, and Brianna Brody. At the Pacific Southwest Collegiate Forensics Association "Cool-Off" Tournament, students Leila Tovran and Edward Lee received gold medals in the International Public Debate Association (IPDA) debate division. Albert Cueva received a silver medal.

The SMC team also won several awards in the individual speaking events division. Edward Lee received 1st place in impromptu speaking and Garrett Parker was a finalist in extemporaneous speaking. Also, the team took home eight awards—in six different events—at the **Phi Rho Pi National Speech and Debate Tournament** held April 10-15 in Tysons Corner, Virginia.

**Law Pathways.** In 2016, SMC joined the California State Bar Association and California Law in the Community Colleges Pathway to Law School initiative, a collaborative effort between the bar association and 29 community colleges and six law schools, designed to help diversify the legal profession and establish a pipeline of diverse students to law school. The program requires completion of nine courses—including two created specifically at SMC for the Law Pathway—and offers individual mentoring, exposure to careers in law, networking opportunities, counseling support, leadership

training and an experiential-learning component at one of several legal service organizations in the area. As part of Experiential Learning in the Law, the capstone course of the Law Pathway program, students journal about their experiences, write a research paper related to their work in the field placements and learn how to draft legal briefs, among other activities. The other new course developed for the program, Introduction to Law, explores constitutional law. In the first full academic year of the program, nine students have completed the pathway. Highlights this year included multiple attorney panels, a student field trip to a Santa Monica courthouse to meet with a judge, and a year-end celebration for those Law Pathway students who will transfer to complete their undergraduate education. Currently, the Law Pathway program has an additional 123 students who are interested in the program.

**Corsair Newspaper.** The Corsair Newspaper continued to win awards and accolades in 2016-17 from the **Journalism Association of Community Colleges (JACC)** and the **Press Photographers Association of Greater Los Angeles (PPAGLA)**. The Corsair newsroom won six awards from the JACC at its state convention, including general excellence for the print and online editions. In the JACC contest, Jose Lopez won first and third place for best news photo. The Corsair also won first place in the photo story/essay category and fourth place for the online photo story category in addition to the awards for general excellence online and for general excellence in print. The Corsair also won ten national **Pinnacle Awards**—including first place for **Best College Media Outlet of the Year** among two year-colleges—in a nationwide contest organized by the **College Media Association (CMA)**.

Additionally, the PPAGLA announced that past Corsair photo editor Jose Lopez won first place in the PPAGLA 2016 Student Photojournalist of the Year contest; current Corsair photo co-editor Daniel Bowyer was runner-up.

**Film Production.** “**Spaghetti Romance**”—a short film written and directed by SMC student Carrie Finklea—was accepted into **The 20th American Pavilion Emerging Filmmaker Showcase during the 2017 Cannes Film Festival**. The film screened in the Emerging Filmmaker LGBTQ Showcase category. It is set in Sicily, where the protagonist, Abby, meets her girlfriend’s conservative mother for the first time and has to bridge cultural and generational gaps.

“Spaghetti Romance” is the third SMC student film to screen at The American Pavilion. It was co-produced by SMC and CinemadaMare, an Italy-based international and traveling film festival for filmmakers from over 65 countries. Four SMC film production students—including director Carrie Finklea and lead actress Ronja Jansz—were selected to participate in the festival last summer. “Spaghetti Romance” was one of the many films shot during CinemadaMare 2016.

SMC is the only U.S. community college represented in the showcase; other student filmmakers featured are from School of Visual Arts, UCLA, USC, and the American Film Institute, among others.

**Theatre Arts.** For the sixth year in a row, SMC’s Theatre Arts program was invited to compete in the **2017 Kennedy Center American College Theater Festival (KCACTF)**. This year’s festival was held at Mesa Community College. Students performed “Quartet: 4 Short Plays by Samuel Beckett.” SMC student Cassidy Hayes received two theater technology awards for outstanding achievement in the category of Projections & Video. One was the KCACTF Allied Design and Technology SILV Award, which provides an eight-week scholarship with the Stagecraft Institute of Las Vegas (SILV), as well as the chance to attend the annual US Institute for Theatre Technology (USITT) Conference. The other was the Stagecraft Institute of Las Vegas Award for Excellence in Technology and Design, which will provide Hayes with full tuition, housing, and daily breakfast and lunch while attending a one-week SILV master class. Melhia

Piot received a \$1,600 scholarship to attend CSU Summer Arts 2017, which returns to Fresno State this year. Summer Arts offers students the chance to work side-by-side with arts professionals and take part in hands-on academic courses in theater, dance, media arts, and other areas, as well as a month-long public arts festival. Another Arts award was presented to SMC student Ed Refuerzo, who received a scholarship to attend the “Acting Irish Theatre” course held in Dublin, Ireland.

James Scognamillo (with scene partner Serenity Robb) and Piot (with scene partner Dan Ruiz) were also selected—along with Madeline Yagle (with scene partner Garrow Geer)—as semifinalists for the prestigious Irene Ryan Acting Scholarships that provide recognition and financial assistance to help outstanding student performers pursue their education. Approximately 320 Irene Ryan nominees and their partners competed in the preliminary round of competition. 50 were chosen to advance to the semi-final round of which our three students above were included.

As part of an international exchange program with **Bath Spa University** called “**Ten Plus Ten,**” a cast of SMC students traveled to Bath, England during spring break to perform “Quartet: 4 Short Plays by Samuel Beckett,” directed by SMC Theatre Arts professor Perviz Sawoski. Then the cast of both SMC and Bath Spa University (BSU) traveled to the United States where they were hosted by Santa Monica College and performed the Noël Coward play, “Semi-Monde,” a decadent and daring comedy the playwright called “jagged with sophistication.” The original performance of “Semi-Monde” produced and performed at Bath Spa University in February 2017 was directed by Elen Bowman. At SMC, the restaging of the scenes was led by BSU’s Head of Department of Performing Arts Mark Langley and assistant director Nigel Fryatt.

### **STUDENT SERVICES**

**Transfer.** For the **26th straight year**, SMC sent more students to the University of California than did any other two- or four-year institution in 2015-16: SMC sent 1,120 students to the UC. 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 2015-16, SMC was the sixth largest feeder to the CSU system, sending 1,167 students, moving up two spots from being the eighth largest feeder to the system in the previous year. Additionally, SMC continues to be the number one transfer institution to the University of Southern California, having sent 168 students in fall 2016 (USC only provides data for fall). By comparison, the second largest feeder transferred 60 students to USC.

- We were also the largest feeder institution to Loyola Marymount University for fall 2016. 69 SMC transfer students were enrolled at LMU for fall 2016 out of 374 total transfers. This means we accounted for 18.5% of the university’s total enrolled transfers. The second-ranking feeder school sent 21 students.
- SMC continues to transfer more students to Columbia University than any other college west of the Mississippi.
- LMU Transfer Pathway Program (seven participants in year one, 15 participants planned for year two).
- Princeton is now actively recruiting SMC students. In May 2017 over 55 students attended a Princeton workshop led by the Princeton University Associate Dean of Admissions.

**VIP Welcome Day.** VIP Welcome Day 2016 was another huge success with an estimated 4,500 new students and their families in attendance. VIP Welcome Day 2017 is currently in the planning stages and will once again feature a new electronic invitation accomplished via Target X, which will help us better track student participation. Additionally, several areas are planning to host receptions or open houses immediately following the event at 1pm. These include the Math Department, Career Services Center, Dreamers Reception, and Out-of-State Student Reception.

**Veterans Resource Center (VRC).** The VRC will launch a new textbook voucher program in summer 2017. A Scholarship Fund for the VRC was created in spring 2017, resulting from about one-and-a-half years of research and planning. The committee was formed when veteran students gave a presentation to the SMC General Advisory Board two years ago. After the presentation, VRC staff was approached by Ho Nguyen who asked what he could do to help the veterans. Subsequently, a group consisting of Ho Nguyen, Steve Chapin, Bill and Carolyne Edwards, Allison Armstrong, Nick Banning, and Leigh and Elaine Brumberg met and came up with a fundraising plan. By the end of spring 2016, the group had raised over \$6,000 and will be giving scholarships to four SMC student veterans. This upcoming year we hope to reach \$10,000 so that the fund can be self-sustaining. The SMC Veteran Resource Center Scholarship Advisory group will continue to raise money from outside sources as well as continue to raise money internally. The Veterans Administration Chapter 33 has expanded the benefits program, now serving 820 student veterans. SMC is currently serving 1,052 veterans from various Chapters.

**African American Collegian Center and Latino Center.** With funding from the SMC Foundation, these two centers launched a new \$30,000 textbook voucher program, providing 24 Black Collegians students and 51 Adelante students with awards. All students receiving vouchers were low income.

With a signed MOU in hand, the SMC Black Collegians program will partner with the **Umoja Community Education Foundation** to enhance the cultural and educational experiences of SMC African American and other educationally disadvantaged students in an effort to continue to focus on their retention and academic success.

The centers co-sponsored many campus-wide activities and events to support undocumented students in light of the concerns that have arisen given the current political climate.

**Career Services Center.** 78 SMC students participated in “Your Turn Intern Program” in downtown Los Angeles. In preparation for the event, all participating students attended SMC Career Services Center sponsored workshops on Resume Writing, Dressing for Success, and Interviewing Skills.

The Applied Learning Program has been expanded to include students in Law Pathways, Modern Languages, and STEM.

We continue to expand outreach and increase awareness of the importance of creating LinkedIn profiles. The Center staffed a professional LinkedIn headshot photo booth at the spring Job Fair and offered multiple workshops to the SMC community and to the Adelante Program on LinkedIn. The Annual Internship and Volunteer Fair expanded from 72 employers to 92 employers.

Eleven Counseling 12 instructors received certification in career counseling assessments—more specifically, the Myers-Briggs Type Indicator and Strong Interest Inventory—to increase depth of knowledge and usage with SMC students.

***Applied and Service Learning Program.***

- Launched Service and Applied Learning in ten sections in fall 2016 (ECE 8, 3 Psych 1 sections, two Psych 11 sections, Women’s Studies 88B, two sections of Chem 11, and Sociology 2S. Two instructors made the experience a requirement of the class while the remaining eight offered the experience as optional. A total of 133 students participated in the experience.
- Developed a Service and Applied Learning experience for students in the Modern Language Program, driven by a grant. Experiences will be offered in certain Spanish, Korean, and Japanese courses in fall 2017.
- Developed a Service and Applied Learning experience in collaboration with the Law Pathways Program and the Law School Initiative created in partnership with the California State Bar Association. Nine students participated and were placed at Neighborhood Legal Services, Asian Americans Advancing Justice, and Bet Tzedek Legal Services.
- 15 sections in spring 2017—Spanish 12; Japanese 8; Political Science 88A; three sections of Psych 11; Environmental Studies 20; Philosophy 20; Cosmetology 95A, 95B, 95C, 95D; two sections of Psych 1; and Psych 19. 68 students participated in the experience. Three instructors made the experience a requirement of the class while the remaining 12 offered the experience as optional.
- Fall 2016 field placements included the following locations:
  - A Place Called Home
  - Boys and Girls Club of Santa Monica
  - Boys and Girls Club of Venice
  - Community Coalition
  - Feminist Majority Foundation
  - GlobalGirl Media
  - Guadalupe Community Center
  - Grant Elementary
  - Heal the Bay – MPA Watch Program
  - Hope Gardens Family Center
  - Koreatown Youth Community Center
  - Latino Resource Organization
  - Los Angeles Team Mentoring
  - Mar Vista Family Center
  - Pico Youth and Family Center
  - Police Activity League (PAL) of Santa Monica
  - Salvation Army Haven
  - San Fernando Valley Rescue Mission
  - Virginia Avenue Park
  - West LA College Upward Bound
  - YES Academy Elementary School
- Spring 2017 placements included the following organizations:
  - Asian Americans Advancing Justice Los Angeles
  - Boys and Girls Club of Santa Monica
  - Bet Tzdek Legal Services

- City of Santa Monica Crest Program
- Food Forward/CEUS
- Emotional Health Association dba Share!
- Friends of Ballona Wetlands
- Heal the Bay
- Japan America Society of Southern California – Japan Bowl of California
- Latino Resource Organization
- Mar Vista Family Center
- Neighborhood Legal Services of Los Angeles County
- No Kill Los Angeles (NKLA)
- Salvation Army Haven
- SMC Earth Week - CEUS
- Torrance Sister City – Bunka – Sai Kamishibai Event
- Virginia Avenue Park
- Wise and Healthy Aging – CareGiver U

**Center for Wellness and Wellbeing.** Psychological Services has been renamed the **Center for Wellness and Wellbeing**. The name change has received very positive response from faculty, staff and students alike, and has helped to de-stigmatize the Center.

The Center is moving forward with a re-organization and is currently recruiting a new Director of Health and Wellbeing who will oversee both the Center for Wellness and Wellbeing *and* the Health Services Center, which will result in even greater collaboration.

The Center for Wellness and Wellbeing has changed its service delivery model to include more walk-in hours, which has eliminated the need for a wait list.

**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, nutritional counseling by a registered dietician, 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 and HIV testing. Our partners include the Westside Family Health Center, the UCLA Venice Family Clinic, the American Red Cross and the UCLA Blood Donor Center. The Center records over 15,000 student contacts annually.

**Online Orientation.** In spring 2017 SMC signed a contract with new online orientation vendor, **Comevo**. The new online orientation is in development and will likely be launched in fall 2017 or winter 2018.

### **Counseling**

- Piloted QLess, a virtual line management system to eliminate wait times for students.
- Received several commendations from the ACCJC accreditation team.
- Piloted “virtual” online educational planning workshops.
- Sponsored 2nd annual SMC/Santa Monica High School (Samohi) “counselor to counselor” meeting and came up with several new ideas to help ensure a “soft landing” for the students’ transition from Samohi to SMC.

- Enrollment Barriers—multiple meetings were held with counseling program leaders to identify and ultimately remove barriers to the enrollment process.

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

- EOPS/CARE served 1,182 students during the 2016-17 academic year, growing eight percent from the previous academic year.
- 120 AB 540 students were served by the program.
- 83 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 \$200,000 in financial assistance in the form of textbook vouchers.
- 159 EOPS/CARE participants graduated or transferred in spring 2017.
- Six EOPS participants served on the 2016-17 Associated Student Board.
- CARE served 34 participants, providing approximately \$40,000 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 175 participants in 2016-17.
- The program provided over \$95,000 in child care financial assistance.
- The program provided on-campus work-study placements for nine participants, providing \$24,000 in subsidized employment.
- 14 participants are graduating with a certificate or degree in Spring 2017.

***Disabled Student Program and Services (DSPS).*** Disabled Student Program and Services served over 1,650 students in 2016-17. DSPS is divided into seven different program areas: Counseling, High Tech Training Center, Alt Media, Learning Disability Program, Acquired Brain Injury Program/Pathfinders, Deaf and Hard of Hearing Program, and ADA/504 Compliance.

A fall 2015 study documented the success rates of DSPS students compared to the general SMC population: Basic Skills 59 vs. 57.4 percent, Credit 70.9 vs. 67.7 percent, Degree applicable 72.6 vs. 68.5 percent, Transferable 73.5 vs. 69.3 percent, and Vocational 89.9 vs. 71.7 percent. Not only are the success rates for DSPS students higher, the retention rates are also higher with the exception of Basic Skills (77.1 vs. 80.5 percent). Earlier studies have shown that, overall, the DSPS cohorts exceeded the rate of non-DSPS students at a rate of 12.6 percent vs. 10.4 percent for the award of Associate Degrees and Certificates.

In January 2017, the proctoring room moved to the former Financial Aid location, a larger space with decreased noise compared to the previous location. DSPS proctors over 2,000 tests per semester and requires more space for private rooms to accommodate students.

DSPS student records are being converted to electronic files. Inactive student records from 2008-12 have been digitized. DSPS forms and active student records are also in the process of being converted to electronic records and student portfolios. The High Tech Training Center expanded training and equipment loans to students with disabilities with equipment obtained through Equity funding. The equipment loan items include: Digital Recorders, Smart Pens, iPads, Surface Pros, noise cancellation headphones, assistive listening devices, and other software and apps. The HTTC offers workshops and training to promote use of technology in the classroom to enhance performance.

In 2016-17, DSPS requested VTEA funding for ten Chromebooks and 15 Livescribe 3 Smart Pens. The HTTC was awarded 50 licenses of Audio Notetaking software (Sonocent) from the High Tech Training Center Grant for DSPS students and veterans.

The HTTC faculty gave presentations in three separate workshops during the 2016-17 Flex Days. Additionally, and through committee work, we continue to educate our colleagues about Section 508 and the new “refresh” to raise the standards to WCAG 2.0 Level AA.

Institutional Flex Day Training topic in fall 2016 was “Serving Students with Autism in the Classroom”.

DSPS continues to provide training and consultation regarding accommodations, universal design, 504/508 compliance, and disability awareness to academic departments.

## **ATHLETICS**

**Strategic Highlights.** Santa Monica College has had a lot to celebrate this season and many records were set. It has become a part of our culture to create an environment that will promote learning through competition and teamwork. The mission of the Santa Monica College’s Athletics Department is to provide the opportunity for student athletes to achieve personal excellence in both academics and athletics.

The Athletic Department’s core values and principles are founded upon sportsmanship, fair play, following the rules, respect for our opponent, ethical conduct and academic success. The purpose of the Athletic Department is an educational one. Every student athlete should be academically competitive with adequate evidence of intellectual, social, and behavioral capacity to matriculate to a four year institution.

**Men’s Volleyball.** The Santa Monica College men’s volleyball team made the **State Final Four** for the fourth straight year. The 20 student athletes on the team showed great leadership throughout the year. Three sophomores are moving on. Max Garriss is going to be attending UC Santa Cruz, Brad McCallister is still deciding where to transfer (possibly Cal Lutheran), and Shane Stoklos will be at SMC for the fall then will be transferring to UCLA.

**Women’s Volleyball.** The 2016 women’s volleyball season was challenging, but the all-freshman team learned and grew in spite of a tough beginning. Their persistence and dedication to one another’s success eventually paid off with several victories in non-conference tournaments and two conference wins against Glendale College.



The team has a great core group of returners (Ada Nadzkova, Chelsea Bostwick, Meagan Yoon, and Hannah Douglas) who we believe will emerge as standouts in our conference and beyond. We are also looking forward to adding to this core group top tier athletes, like six footers Ella Hicks from Westside Volleyball Club and Camryn Sommaripa from Palm Springs.

**Women's Tennis.** The SMC women's tennis team finished as **Co-Champions of the Western State Conference.** SMC Women's Tennis finished the year as the **3rd ranked team** in California Community College tennis, making it all the way to the SoCal Regional Team Final before losing a close match to the eventual champion, Orange Coast College.

At the 117th Annual Ojai Tennis Tournament, SMC Tennis won the Women's Community College Team Trophy and Mayra Jovic and Abby Mullins won the California Community College Athletic Association Individual Doubles Title and finished the season as the number one ranked doubles team in California.

Mayra Jovic won the Western State Conference Singles Championship and was a doubles finalist in the WSC Championships with her partner, Abby Mullins. Mayra Jovic was voted Player of the Year for both the Western State Conference and the Intercollegiate Athletic Association.

SMC players received numerous All Western State Conference Honors:

- Player of the Year – Mayra Jovic
- #1 Singles/1st Team – Mayra Jovic
- #4 Singles/1st Team – Srna Lepchevska
- #5 Singles/1st Team – Iren Feher
- #1 Doubles/1st Team – Mayra Jovic/Abby Mullins
- #2 Doubles/2nd Team – Srna Lepchevska/Iren Feher

**Men's and Women's Cross Country.** The men's cross country team had its best season in decades. With no superstars, but excellent depth, the men's squad finished in 16th place at the State Championship. The women's cross country team had one individual qualify for the State Championship. The men will transfer one student to Cal Poly Pomona, and one to a trade school to become an electrician. Another will transfer at the end of fall, and the rest will be here. The women will transfer two students to UCSD.

**Women's Basketball.** The SMC women's basketball team won the **Western State Conference South Division Championship.** The team ended the season with a 20-10 overall record and a 7-1 finish in conference play. SMC Women's Basketball qualified for the state playoffs earning the # 14 Seed. The team defeated San Diego City College in the first round, and then lost to Ventura College in the second round thus ending a very successful season.

The team won the following awards:

- Lauren Davis was named Conference Most Valuable Player
- Katya Echavez, Jessica Melamed and Mosou Secka were selected to first team All-Conference
- Sophomore Lauren Davis was selected to the All-State team
- Head Coach Lydia Strong was voted Coach of the Year

Sophomores Lauren Davis, Katlyn Daly, Mosou Secka and Katya Echavez have all been offered 4-year scholarships and are deciding which schools they will attend at this time.

**Football.** As a very successful spring football season winds down with 70 to 80 participants in the classes, we are laying the groundwork for an exciting season in 2017 for SMC football. Now in the upper division since last year, we are proud to be playing in the best conference in the country. This has jump-started recruiting and resulted in having a record number of four-year schools recruiting our student athletes. In 2016 we had some very exciting home contests highlighted by a win over Harbor College and a memorable back and forth game with Bakersfield College.

The opening of the new Core Performance Center has made a great impact on the Athletics program, providing state of the art locker rooms, weight rooms, and classrooms. Our disciplined program has provided dividends on student performance in the classroom, athletic improvement, and positive interaction with others on campus and within the City of Santa Monica.

**Men's Soccer.** Men's Soccer finished the fall 2016 season with an overall record of 11-6-5 marking the 4th winning season in the program's five years since starting in 2012. The team narrowly missed out on postseason but still had many postseason accolades including six All-Conference selections and 4-year scholarship offers. Sophomores Romario Hulea and Adam Ek both were named to the All-Conference 1st-team. Romario has accepted an offer to play D1 at San Jose State and Adam is at UC Santa Barbara on scholarship and has started in two spring games already. 2nd team All-conference selections went to freshman Narciso Cervantes and Sophomore Anthony Galeana. Anthony has accepted a scholarship to Ottawa University in Kansas. Sophomore Victor Tapia has also verbally committed to Kansas Wesleyan and will join former SMC teammate Richard Perez.

**Women's Soccer.** This year's season for SMC's Women's Soccer program was a very successful one. As far as our traditional season went we finished the overall term accumulating a 10-8-3 overall record. The Lady Corsairs finished 2nd in the Western State Conference with a 5-1-2 standing. Since 2005 this marks the tenth winning season in the last twelve years for the program and eighth time as a state qualifier for postseason play. As far as individual accolades are concerned we finished with eight overall All-League selections as well as two student-athletes selected to participate in the statewide Sophomore Showcase event. Additionally, in spring 2017 three former Lady Corsairs signed national letters of Intent (Nathaly Lopez to St. Gregory's University, Brittney Chow to Fresno Pacific University, and Natalie Rey to Colorado Mesa University) to continue their student-athlete careers at four-year universities.

## **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. 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 to Santa Monica College.

**High School Counselor Appreciation Day.** The High School Counselor Day program is designed to bridge relationships and forge partnerships between high school counselors and SMC. The program allows SMC to showcase academic departments, student services programs and lend a forum to address issues or concerns that may impede student access or success to their higher education pursuits. This year we

added “Appreciation” to the title and moving forward, will add a component to the program that celebrates the importance of the high school counselor in the student’s college decision process. Approximately 35 counselors participated during fall 2016.

**Admitted Students’ Day.** This program is designed to host high school admitted students at SMC to take Math and English/ESL assessments, a guided campus tour, and have a counseling session. The program began one month early, in January, to accommodate an earlier enrollment cycle and thereby support students’ efforts toward gaining priority enrollment. In spring 2017, 860 students and 31 high schools participated in Admitted Students’ Days.

**High School Scholarships.** Each year SMC awards scholarships to high school students who have committed to attend the college. From its origin, the process for identifying, recommending and selection of awardees had relied heavily on the High School Counselors. This process tended to lack objectivity and sometimes proved unreliable for garnering students into the applicant pool. The entire High School Scholarship process was automated this academic year to parallel that of the overall SMC scholarship process. As a result, exposure to the available scholarships increased as did the pool of student applicants. A total of \$57,000 was awarded to 64 incoming students.

**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, provide greater and quicker follow-up for both prospective and committed students. Participating viewers submit questions and comments and can revisit select sessions on YouTube. These webinars were offered in 2016-17:

11/16/16	SMC General Information Session: Local/CA Residents	44
11/19/16	SMC General Information Session: Out-of-State Students	66
12/10/16	SMC Application Session: Out-of-State Students	19
02/21/17	Ask your Counselor! SMC Information/Enrollment Q&A Session	47
03/18/17	SMC Enrollment Steps Session: Out-of-State Students	76
04/29/17	Ask your Counselor! SMC Information Q&A Session: Out-of-State Students	14

**Super Saturday.** This one-day “catch-all” event allowed high school seniors who planned to enroll at SMC for the summer or fall 2017 terms but who had not yet completed their assessment tests or created an educational plan to do so outside of traditional assessment and counseling service hours. The event provided students an opportunity to learn about additional support services and apply to select programs available on campus, including First Year Experience, Scholars Program, Adelante, Black Collegians, SMC/UCLA Science Research Initiative, and Educational Opportunity Program & Services (EOPS). A total of 614 students participated in Super Saturday and Super Saturday 2.0. To date, 358 students who attended have enrolled in classes.

	Check In	Assessment	Ed Planning	Fall 2017 Enrollment	Census Day Enrollment
04/01/17	338	191	153	250	TBD
05/20/17	276	185	145	204	TBD

**Counseling 19.** This seminar offers nine hours of instruction to assist students with understanding and completing the SMC enrollment steps. Specifically, students are introduced to the structure of higher education; California higher education systems; AA/AS Degree, certificate and transfer requirements;

Math and English/ESL assessment information and preparation; college study skills; SMC’s programs and support services and extensive education on Financial Aid resources. The goal for this Orientation Seminar course is to ensure that students complete all matriculation steps including the new student online orientation and MyEdPlan. Early access and completion of pre-enrollment steps improves enrollment priority for seniors who plan to enroll at SMC for summer or fall 2017.

<u>High School</u>	<u>Enrollment, Winter 2016</u> (Counseling 19; Dual Enrollment)	<u>Enrollment, Fall 2016</u> (General Ed SMC)
Venice High School	31	13
Santa Monica High School	9	2
Venice High School	17	5
<b>Total</b>	<b>57</b>	<b>20</b>

<u>High School</u>	<u>Enrollment, Winter 2016</u> (Counseling 19; Dual Enrollment)	<u>Enrollment, Fall 2016</u> (General Ed SMC)
Venice High School	19	6
Crenshaw Learning Charter HS	14	5
Venice High School	17	8
<b>Total</b>	<b>50</b>	<b>19</b>

**Out-of-State Orientation.** The out-of-state orientation is combined with and begins at the conclusion of the VIP Day. Participating students gain information specific to their transition and relocation needs. They learn how to establish California residency, find suitable housing and receive general information on campus safety. Over 100 students and parents attended the fall 2016 out-of-state orientation.

***Student Support and Success Program***

California’s SB 1456 Student Success Act of 2012 requires all students with an education goal of degree, transfer or certificate to go through the matriculation process (college orientation, assessment testing, educational planning and counseling) to design a program of courses that meets their educational goals. Enrollment Development has designed and implemented a variety of support services for students pursuant to Title IV SSSP guidelines to help students define and work toward realistic and achievable goals.

**New Student Orientation.** The online orientation is simply outdated. It runs on a platform (Flash) that creates an enrollment barrier for our students. Upon completion of Orientation, students are prompted to access and engage in the MyEdPlan program. Both new student orientation and MyEdPlan must be completed prior to enrolling in their first semester classes. As a result, a decision was made to redesign the current online orientation and steps have been taken to do so, with a roll-out date of November 2017. During the 2016-17 academic year, over 25,000 students completed the current online orientation.

**Early Alert Program.** California Ed Code and Matriculation Regulations “...ensures that the academic progress of [SMC] students is regularly monitored to detect early signs of difficulty and students are provided with advice and referral to specialized services or curriculum offerings where necessary.” For each alert, instructors were able to identify one or more areas of concern (e.g. poor attendance or missing assignments) and to recommend that the student obtain counseling or attend a workshop. During 2016-17, a total of 3,982 unduplicated student early alerts were issued.

**SMC Student Planner.** The student planner is produced annually and distributed primarily to incoming students. Approximately 11,000 planners are given out each year, distributed at VIP Welcome Day, at the Welcome Center, in Counseling 20 classes, in special counseling programs, and to First Year Experience students.

**Student Success and Support Program (SSSP) Plan.** The purpose of the credit Student Success and Support Program Plan is to outline and document how the college will provide SSSP services to credit students. The goal of this program is to increase student access and success by providing students with core SSSP services to assist them in achieving their educational and career goals. The program plan is to be submitted on an annual basis. The 2016-17 SSSP Plan is due to the Chancellor's Office in December 2017.

**Assessment Center.** The Assessment Center was an active participant in the **Common Assessment Initiative (CAI)** over the past year. As one of 12 pilot California Community Colleges, the SMC Assessment Center participated in the first round of pilot testing, administering 1,215 tests in English, English as a Second Language, and mathematics, followed by a second round consisting of an additional 1,440 tests—thus placing SMC as a leader among the pilot institutions.

The Assessment Center Supervisor, English, ESL, and Mathematics Department Chairs, and IR Office worked closely over the course of several months to map CAI English Language Arts and Math competencies to SMC curriculum to determine eventual course placement at SMC.

Having implemented multiple measures as part of the SMC placement process in English and mathematics testing to evaluate students ability not solely on the basis on a single measure (i.e., one test score), a first-round of evaluations related to multiple measures was completed by the Institutional Research Office. According to their findings, and as a direct result of the multiple measures implementation, approximately eight months earlier, fall 2016 English completion rates increased 15 percent over 2015 and 35 percent over 2014 rates; with 1,628 First Time Freshmen completing Transfer Level English in their first semester (above baseline). While the effect of math multiple measures were mixed, there were 493 First Time Freshmen who benefitted from multiple measures placement who went on to successfully complete Transfer Level Math in the fall 2016. This was an increase of 24 percent over 2015 and 2014. However, further evaluation of math multiple measures found below level transfer rates were stagnant or decreased in some cases. These findings led the Math Department to adjust the previously approved multiple measures placements and a new multiple measures model was implemented for summer 2017. We will continue to monitor the multiple measures placement models and adjust as needed. Our main goal is to support student success.

### **Enrollment Services & SSSP**

- In response to enrollment declines and the need to streamline processes, multiple improvements to the enrollment system were introduced in the last three enrollment cycles. These have included adjustments to policies and added features to Corsair Connect, mProfessor, WebSIS, or other systems. Some of these features are noted below.
- Students may now add themselves to an Open Seat Notification List for any closed class.
- Students can request a new class section be opened, provided 85 percent of the seats across the course have been taken.

- The Wait List now opens two weeks before the term begins and students do not need to re-confirm their place on the list.
- Students may now re-enroll in the same prerequisite-enforced class (one that has a midterm placement roster) in a future term if they have earned a failing midterm placement “grade,” while still enrolled in the class. This enrollment is subject to all course repetition limitations.
- Students may re-enroll in a course where they have a “Not Passed” on the Midterm Placement and may now immediately enroll in the next course in the sequence in the next term in the same enrollment cycle (e.g., from summer to fall).
- A “swap a class” function was added to Corsair Connect. Swapping allows students to add and drop two classes at the same time.
- Three key policy changes were made to facilitate the enrollment process:
  - The mandatory assessment policy now applies only to students with these education goals as reported on the admission application: transfer, associate degree, certificate, basic skills improvement, and undecided. Students with any other goal are no longer required to complete assessment in order to enroll in most courses, but all enforced prerequisites remain in effect.
  - Online Orientation is now required only of first-time college students and of students returning to SMC after a three year absence. Reverse transfer students are no longer required to complete orientation.
  - High School Concurrent Enrollment Students now have access to Corsair Connect as soon as they submit their admission application, receive their SMC ID number, and activate their network account. “Continuing” concurrent students no longer need to reapply to the college every term. They only need to complete their Concurrent Enrollment form.
- Admissions will begin to use the statewide CCCApply admission application platform on June 5, 2017 following a period of real-time pilot testing. The adoption entails the launch of a new communication plan and several new programs developed by MIS to support the new application. This will bring SMC into full compliance with State and Federal standards of practice and sets the stage for full implementation of the Common Assessment Initiative.
- Following the first year of implementation of the Perceptive Intelligent Capture for Transcripts technology and the development of MyCAP (My Course Articulation Program), Admissions staff has imported over 34,000 unique courses from 800 unique institutions into MyCAP following validation of transcript data elements in Perceptive. 52 percent of the courses come from 4-year institutions; 20 percent have been reviewed and approved for general education credit at SMC; 4 percent for elective credit only; and the rest await articulation review. Based on the courses reviewed to-date, over 29,000 articulation rules have been created in MyCAP by our counselors, which will be integrated into our Degree Audit program and MyEdPlan in the coming months to facilitate degree progression checks and education planning.
- MyEdPlan continues to serve Santa Monica College counselor and student needs in ways that the old student education planning tool did not. Between May 2014 when first launched, and through mid-April 2017, a total of 106,892 education plans have been created (albeit 9,100 have been deleted by either the student or a counselor and replaced with an updated plan). Of these, students created 49,909 plans, while counselors created 47,884 plans. Additionally, counselors

also approved 45,199 plans. In just one year, approximately 31,000 education plans were created.

- According to data released by the CCC Chancellor's Office as part of the 2016-17 SSSP allocation, Santa Monica College was one of the top institutions statewide in providing core SSSP services. According to the 2015-16 data reported statewide by the CCCCO, upon which the 2016-17 allocation was based, SMC was:
  - #1 in providing Initial Orientation (n = 16,497)
  - #1 in providing Initial Assessment (25,342)
  - #19 in providing Abbreviated Education Plans (n = 11,676)
  - #1 in providing Comprehensive Education Plans (n = 14,486)
  - #1 providing unduplicated Counseling contacts (n = 27,624)
  - #8 in providing At-Risk Follow-Up services (n = 3,662)
  - #1 in providing Other Follow-Up services (n = 77,337)
  - #5 in headcount (n = 34,432).

### **Financial Aid and Scholarships**

- Total number of 2016-17 Federal Aid Applications: 40,064 (as of May 31, 2017)  
*Total number of 2015-16 Federal Aid Applicants: 42,448 (as of June 7, 2016)*  
*Total number of 2014-15 Federal Aid Applicants: 45,490*
- Total number of 2016-17 BOG Fee Waiver Recipients: 22,282 (as of May 25, 2017)  
*Total number of 2015-16 BOG Fee Waiver Recipients: 21,331 (as of May 25, 2016)*  
*Total number of 2014-15 BOG Fee Waiver Recipients: 21,872*
- Total number of 2016-17 Pell Grant Recipients: 7,829 (\$26, 225,495 as of May 25, 2017)  
*Total number of 2015-16 Pell Grant Recipients: 8,318 (\$28,058,625 as of June 7, 2016)*  
*Total number of 2014-15 Pell Grant Recipients: 9,565 (\$31,419,088)*
- Total Financial Aid "Paid" for 2016-17: \$49,423,889 (as of May 31, 2017)  
*Total Financial Aid "Paid" for 2015-16: \$50,798,392 (as of June 7, 2016)*  
*Total Financial Aid "Paid" for 2014-15: \$54,095,265*
- Percentage of 2016-17 SMC students receiving financial assistance: 47.80 percent\* (22,282 students as of May 31, 2017)  
*Percentage of 2015-16 SMC students receiving financial assistance: 49.45 percent\* (21,481 students as of May 23, 2016)*  
*Percentage of 2014-15 SMC students receiving financial assistance 51.4 percent (22,013 students)*
- Total amount of Santa Monica College Foundation Scholarships awarded for 2016-17: \$670,000 to over 500 students.

***Institutional Research.*** The Office of Institutional Research (IR) supports the mission of the goals of the College by generating accurate, relevant, and timely information to support the assessment and planning programs, services, grants, and college-wide initiatives. 2016-17 marked an active and productive academic year for IR. In 2016, office responded to the 249 requests for data and research assistance, up 43 when compared to the prior year. The following describes the highlights of the IR office for 2016-17.

The IR office produced an annual report discussing the college's performance on 46 institutional effectiveness metrics. Institutional Effectiveness is the systematic and continuous process of measuring the extent to which the college is achieving its mission, as expressed through goals and strategic initiatives developed in the educational master plan. The report monitors the college's process on key indicators related to major areas of the college and supports college planning and decision-making processes with focused data and information.

The IR office served as a resource during the College's strategic planning process by working with the external consultants—Collaborative Brain Trust—to collect and analyze relevant college data.

The IR office developed online data dashboards using Tableau (data visualization software), increasing access to student and course data for campus practitioners.

The IR office supported the planning process for a new gender resource center by conducting focus groups with 35 diverse students on their experiences of any issues regarding gender and sexuality as well as their needs for services and resources.

The IR office administered a campus-wide survey of student engagement (Community College Survey of Student Engagement) in randomly selected classes. The data from the survey will provide the college pertinent feedback on the extent to which SMC students are engaged on campus.

***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 provide 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, which can be attributed to the declining strength of the dollar, which makes education in the U.S. much more expensive for students coming from countries with weaker currencies. More recently, overseas partners are reporting that the U.S. President's recent travel bans and anti-immigrant rhetoric is affecting potential students abroad, and may be affecting the image of the U.S. as a place not friendly to foreigners, and they are beginning to choose other countries for their study abroad

In an effort to improve admission numbers, the department is working hard to reduce admission barriers that have been identified. Specialist-level staff have been assigned the most complex applications and have been trained in how to help applicants successfully complete their applications, and in those cases where staff can be flexible in what type of documentation they can accept during the



admission process. These staff are expected to answer all student messages and review all newly uploaded documents within one business day. This new expectation was a little challenging at first, but staff was able to adapt to responding daily to any type of communication from applicants. This is an important admissions strategy since students will often choose to attend the first college that admits them.

Finally, the messages of support to immigrants from SMC Superintendent/President Dr. Kathryn Jeffery and Governor Brown are being shared through the Student Referral Program (SRP) partners around the world, in hopes of easing prospective students' concerns about coming to California for their studies. While applications and subsequent F1 admissions are expected to continue to be soft, the IEC is working hard to continue to remove enrollment barriers and to admit as many F1 students as possible.

### ***Global Citizenship 2016-17***

SMC won two prestigious national awards in recognition of Global Citizenship including the Institute for International Education (IIE) **Andrew Heiskell Award for Innovation in International Education Award** and **NAFSA Senator Paul Simon Award for Comprehensive Internationalization**. SMC is one of a handful of institutions that have received both awards in the same year.

#### **Study Abroad:**

**South Africa.** Professors Delphine Broccard (Communications) and Wil Doucet (English) led 24 students on the annual winter session South Africa program. This year, the student group raised \$3,700 to donate to such organizations as Seeds of Light Orphanage in Kruger National Park for the purchase of a computer and printer as well as 20 new uniforms so the students could attend school.

**Latin America.** Professors Brandon Lewis (Anthropology) and Alex Tower (Botany) led 23 students on the annual summer session Latin America program.

**Field Studies Abroad** continue to be a popular option over spring break for SMC students. This year featured "Vikings, Socialism, and Sustainability: Copenhagen Past and Present" led by Professors Heather Bennett and Christopher Stiles (History) and "Literary and Musical St. Petersburg" led by Carol Davis (English).

#### **Global Citizenship Grants for Faculty**

Janet Harclerode (ESL) took her ESL 21A class on a Los Angeles cultural tour on themes related to cultural life in Los Angeles.

Marisol Moreno (History) brought the Grammy Award winning East LA Chicana rock group, Quezta!, to campus for a collective songwriting workshop and community concert.

Roman Ferede (Physical Science) accompanied three SMC students to the LSMCE conference, which focuses on broadening participation of underrepresented students in STEM.

David Burak (English) brought two co-authors of *They Poured Fire on Us* for a presentation titled "San Diego to Sudan: The Hard Way."

Elizabeth Dastin (Art) presented “Gender In(Justice) in the International Street Art Scene” in a panel presentation and Q&A by renowned street artists on gender inequality within the practice of international street art.

Hari Vishwanadha (English) brought Chinese poets to SMC.

Melanie Klein (Philosophy and Social Science) hosted and promoted the 4th Annual Global Ecofeminism Conference, which continues to serve as a platform to share perspectives and experiences of women in a variety of professions to solve problems such as climate change and the distribution of resources.

Marisol Moreno (History) moderated a panel on Transformational Resistance: Understanding and Mobilizing Against Anti-Immigrant Politics.

Keiko Tsurumi and Alejandro Lee (Modern Languages) led a film screening of “East Side Sushi” followed by a Q&A with director Anthony Lucero. The film raises questions of economic opportunities for minority women, cross-cultural understanding and interconnectedness of diverse cultures in California.

Jenna Gausman (Career Services) showcased global opportunities in the talk “Find Your Place, as Interns, in our Global Economy” at SMC’s annual internship fair.

Veronica Casillas (Counseling) promoted the SMC Farmers Market, a program coordinated by the Associated Students along with SMC’s Center for Sustainability and the nonprofit agency, Food Forward to provide SMC students farmers market produce for free on a first come, first serve basis.

Other Global Citizenship highlights included International Education Week in November with highlights of an International Day coordinated by the Associated Students, World Chat sessions featuring international students who shared the basics of their language and culture (Russian, Portuguese and Mandarin), and a Japanese Taiko Drum performance. The Annual Global Citizenship Research Symposium had 44 submissions with the President’s Award given to the short film, written and directed by Carrie Finklea, “A Fish Story”.

The Professional Development program to Turkey was canceled due to security concerns. Four faculty participated for the fourth year in the “Teaching about Global Conflict and Peacebuilding” at NOVA (Northern Virginia Community College).

## GRANTS

Santa Monica College’s Grants Office worked with the college community and its partners to submit 25 grant requests valued at more than \$12 million in support of the college’s mission, Institutional Learning Outcomes, and Strategic Priorities. Of these awards, 18 (72 percent) were funded, totaling **more than \$9 million in new money for the college**, with \$2.5 million of that total to support the 2016-17 academic year directly.

Santa Monica College’s effort to increase student interest and success in STEM degrees and careers received the majority of the support, anchored by a **five year, \$6 million grant from the U.S. Department of Education**. In addition to this award, SMC received its second grant from the National Science Foundation, which will provide more than \$400,000 in scholarships for low-income students pursuing STEM degrees. SMC (through the Santa Monica College Foundation) also received its fourth

year of funding from the Edison Corporation to provide financial incentives to students to participate in supplementary instructional activities that will improve the likelihood of success. In total, the STEM initiative at SMC received \$6,684,718 in total funding with a 2016-17 impact of \$1,332,833.

Other significant grant awards in 2016-17 include:

- SMC's second **Title VIA Undergraduate International Studies and Foreign Languages** grant from the U.S. Department of Education to raise awareness of the importance of language and culture competency as a skill set in today's job market, while increasing the number of students enrolled in language study. This project is targeting career technical education and other professional fields of study that rely heavily on a multicultural and multi-lingual workforce. Specifically, this project targets Education/Early Childhood Education, Health Sciences, Business, and Media and Communication. Activities will include the development of study abroad opportunities in Argentina and Japan.
- A **Basic Skills and Student Transformation Grant** from the California Community Colleges Chancellor's Office to provide instructional and student support services to students who place into pre-college math and English, incorporating effective practices from the field, including accelerated coursework, first year support, embedded tutoring and Supplemental Instruction, and contextualized education and career pathways that make learning more relevant to the workplace.
- Several grants to increase the use of **Open Educational Resources** and reduce the costs of textbooks, including the development of Santa Monica College's first Z-degree (Zero Textbook Cost Degree) in Early Childhood Education.
- Continued funding from private foundations to support **SMC's Guardian Scholars Program** for current and former foster youth, including a first-time gift from the Mark Hughes Foundation and a second gift from the Sidney Stern Memorial Trust.
- Two Board-member directed gifts from the **Ahmanson Foundation** to support SMC's emerging Promise Program.
- Although it will not be recognized until next fiscal year, SMC did receive an **Award for Innovation from the State of California** for \$2 million to support the redesign of the student experience using guided pathways and the development of technological tools to support student progress along those pathways. In addition, SMC has been invited to participate in the American Association of Community Colleges Guided Pathways 2.0 project. This is a national project that will provide SMC with professional development and technical assistance to fully implement guided pathways college-wide by 2020.

## **BUSINESS AND ADMINISTRATION**

**Audits.** The 2015-16 audit was the first audit performed by the District's new external independent auditors Vavrinek, Trine Day & Co. LLP (VTD). VTD issued an unmodified opinion on the District's 2015-16 financial statements, and for the **tenth 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.

**Budget.** The District closed 2015-16 with a **general fund balance of \$23,925,591 million or 14.42 percent.** To maximize revenue the District “borrowed” 313 credit FTES from summer 2016 to be counted in the 2015-16 apportionment calculation, generating additional revenue of \$1.5 million. For 2016-17, the District received a zero percent increase in COLA, an increase in ongoing base funding of \$1.4 million, and a one-time unrestricted block grant of \$2 million. The District was also allocated a 0.91 percent increase in access/growth funding but due to the prior year borrowing of FTES and a continued decline in enrollment it is unlikely the District will capture this additional funding. The District, like most community colleges throughout the state, continues to experience a softening in enrollment and is expected to end the 2016-17 year having served 20,697 credit FTES, a reduction of <253> credit FTES from the prior year. As of the 2017-18 tentative budget, adopted June 6, 2017, the projected ending balance for 2016-17 is \$20.9 million or 12.03 percent and the projected ending balance for 2017-18 is \$11.0 million or 6.08 percent.

**General Obligation Bonds.** On November 8, 2016, the voters of District passed **Measure V, \$345 million in general obligation bonds.** The District’s Bond Oversight Committee will continue to monitor the construction and the spending of Measure V funds and all other bond funds. The Bond Oversight Committee has full membership and meets on a quarterly basis.

On March 30, 2017, the District issued a combined \$70 million in bonds from the remaining balances of Measure S (2004) and Measure AA (2008). The average payback ratio for all bonds was 1.22 to 1.00. At the same time, the District refinanced \$25.7 million in existing bonds to take advantage of the lower interest rates available in the municipal market. The refinancing will save the property owners of the District over \$1.7 million over the next 6.5 years. For the sale, the District maintained its financial ratings of AA from Standard and Poor’s Financial Services Co. and Aa2 from Moody’s Investor Services.

A new financial advisor for the District on this bond sale was KNN Public Finance. Underwriters were RBC Capital Markets and Ramirez and Co. Ann La Morena Rohlin, Norton Rose Fulbright, served as the District’s bond counsel.

**Real Estate Purchase.** On April 28, 2017, the District closed escrow on the **purchase of the YWCA** at 2019 14th Street. The purchase price was **\$5 million.**

**Education Enterprise.** The emphasis in 2016-17 was on updating and documenting processes, strengthening controls, especially on the handling of cash, and continuing to improve service to all customers. Part of this service enhancement was providing expanded guidance and support to the Associated Students leadership—as a group and individually. This helped produce a new AS Fiscal Policy, which was approved by the AS Board for implementation July 1, 2017.

And working with AS, SMC established a relationship with the **Westside Food Bank**, and opened four food closets in different areas of the college, as well as the weekly free farmer’s market. We have brought in 4,000 pounds of food for distribution since April 1.

The enhanced student ID program is still in effect and SMC has expanded the ID card updating stations to several locations on both the main and satellite campuses to alleviate congestion at the Bursars office. As in the prior year, parking passes for 2017-18 went on sale in June to alleviate congestion at the

beginning of the fall term. Parking passes will be available for sale to students and staff at the satellite campuses during the first week of each term. Work is underway to enable staff and faculty to purchase parking online, expected to go live next year. Work is also underway, with Financial Aid, on developing and implementing a new system of distributing student loans and financial aid.

The Bookstore expanded its textbook rental system by offering over 1,800 rental titles in 2016-17. Expanding textbook rentals is one key component of reducing costs to students. The Bookstore continues to expand alternatives for required course materials by offering E-books and Open Education Resources (OER). The Bookstore is introducing price comparison on the website, and will match textbook prices from legitimate outfits on new materials. We are also in the process of upgrading the faculty textbook adoption system with HERO, with an expected launch next year.

The bookstore successfully streamlined operations by offering clerk service and closing down the stacks after the first three weeks each term, saving \$200,000 in operating costs in the first year.

Other highlights include:

SMC will replace a second shuttle with a new CNG vehicle. The department will determine how best to provide transportation services to the new Center for Media & Design campus when it opens in Fall 2017.

## **FACILITIES**

**Projects Completed This Year.** The first phase of the Health, PE, Fitness, and Dance project, Phase I, which is the new **Core Performance Center**, opened this February for spring classes. The project includes classrooms, athletic team facilities, locker rooms, a Fitness Center with climbing wall, fitness studios, and a third floor Dance Department suite with offices and large dance studios. The lower level includes a Central Plant, which efficiently provides chilled water for campus cooling.

The new **East Wing at the Performing Arts Center** also opened for spring classes. The project includes a large multipurpose room to be used primarily for music rehearsals and performances plus two new specialized music classrooms for piano and voice instruction.

The Connection to the Central Plant project connects the Core Performance Center, the Library, Science, Humanities and Social Sciences, Business, and Student Services buildings to the new Central Plant chilled water system and provides various upgrades to the buildings' mechanical systems to increase energy efficiency and user comfort.

**Projects in Construction.** The construction for multiple projects at the **Center for Media & Design** is currently in progress. The site consists of a parking garage, a renovation to the existing academic building, a new addition to the academic building including studios and an auditorium, and a new building for KCRW. The academic buildings will be completed during summer of 2017 and will be ready for fall classes. The KCRW studio will be completed in fall 2017.

The **Health, PE, Fitness, and Dance project, Phase II**, which provides improvements to the existing Gym building is underway and will be completed in fall 2017.

The **Student Services** project started in June 2016 and includes a 500-space underground parking structure and a three-story 111,000 square foot building intended to consolidate all of the student services functions to the front of the campus on Pico. The building also includes a 300-seat orientation hall. The underground parking garage will be complete in summer of 2017 and the steel framework of the building will be completed by fall 2017. The building is anticipated to open in early 2019.

**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 match an additional \$40 million for the project from Measure V funds. Preliminary plans estimate the project to include 110,991 gross square feet, which include classrooms, laboratories, and offices. The design process is expected to start in summer 2017.

**Projects in the Approval Process.** The **Malibu Campus** has a completed EIR and has been approved by the City of Malibu and the California Coastal Commission. The next step is to conclude a lease with the County of Los Angeles. Construction is expected to start in fall 2017.

**Projects in Division of State Architect (DSA) Review.** The **Santa Monica Early Childhood Lab School** is in the final phases of DSA review with approval expected in summer 2017. Application has been made to the California Coastal Commission and review by the commission is also expected in late summer 2017.

**Measure V Joint Use and Partnership Projects in Planning.** The Santa Monica-Malibu Unified School District is actively designing a replacement **John Adams Middle School Auditorium** 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. Presentations of program and site planning options to various public audiences began in May.

Potential SMC users for a proposed outdoor amphitheater on the SMC main campus have begun developing specifications for the project. SMC continues to actively work with **Shakespeare Center of Los Angeles** on a parallel track to coordinate the project with a proposed summer program of public performances, with an underlying mission of employing veterans and of empowering youth.

**Master Planning.** Work has started on a campus Facilities Master Plan Update and will continue into the 2017-18 fiscal year. This plan will include the preliminary planning for several new bond projects approved by the voters in November 2016 as part of Measure V.

**Construction and Program Management.** The District has contracted with Vanir Construction Management to assist with its capital projects. Vanir Construction Management started a three-year contract on June 1, 2017. Good working relationships continue with LPI, Inc. for existing projects under construction and with M6 Consulting, Inc. for the Malibu Campus.

**Facilities Maintenance.** The Maintenance Department completed a number of projects on our campus during 2016-17, including painting the exterior of both Math Complex buildings; the re-piping of the sewer lines for all our Pearl Street bungalows and the Stadium restrooms; replacing the roofs on the Facilities building, Airport campus main building and re-coating the Liberal Arts building roof to extend the life of the roof until the Math/Science project gets underway. Facilities has also begun another major lighting retrofit project using Proposition 39 funds to convert the fluorescent lighting fixtures in

ten buildings to LED fixtures, resulting in a 44 percent decrease in energy consumption in the fixtures that are converted. This project will be completed during the 2017-18 fiscal year.

The Grounds Department continued modifying the planter beds throughout the main campus, adding drought resistant plants and changing the irrigation systems from spray nozzle heads to drip systems for better water management. Grounds removed and replaced several diseased or damaged trees throughout the campuses, replacing them with new trees of various sizes, including the addition of a mature California Magnolia tree at the north end of the Quad walkway.

The Operations Department had a very busy year, managing the move of staff and equipment into the new Core Performance Center, performing dozens of event setups weekly and responding to emergency cleaning conditions as required. A significant schedule change was implemented for the NSII, or graveyard shift, changing their work schedule to 5 pm - 1:30 am Monday through Friday. This schedule change was implemented to better use the labor in a team environment to maximize the effort of the staff and to improve employee morale by more closely aligning their schedules with the rest of the college staff. Staffing was increased on the Day and Swing shifts to give better coverage for restroom maintenance and event support.

#### **ENVIRONMENT AND SUSTAINABILITY**

SMC continued to build on the new **Transportation Campaign**, which helped increase this year's employee Average Vehicle Ridership (AVR) from 1.51 to 1.58 and student AVR from 2.47 to 2.64. Additional elements of the campaign included new signs and more cable TV bulletins in the cafeteria and Cayton Center, Target X messages to students, and emails to employees.

**Any Line, Any Time.** Student use of alternative transportation modes is at an all-time high of 69 percent (up from 62 percent) last year. 49 percent of SMC students now regularly use the bus to get to campus (up from 45 percent).

Within weeks of opening the Expo Line, the **Big Blue Bus** estimated that over 1,000 students and employees were using the new train to get to campus.

A 10-week pilot program ran from October through December 2016 by Auxiliary Services to study how 70 students use the Metro and Big Blue Bus systems and to test a TAP enabled sticker, which may be used to transition SMC ID cards to TAP functionality.

Breeze Bike Share use doubled from 110 to 222 members following a new student discount promotion.

There are now 102 Zipcar members from SMC. The loading zones at Pico and 19th received new signage to identify the proper location. Throughout campus there were new signs placed to let users know where the proper pick up and drop zone was located.

Two Flex Day workshops were arranged for faculty and classified staff in the spring. The workshops introduced employees to the Breeze Bike share system, the Metro rail system, and all the transportation options available to employees.

Personalized transportation plans were offered to all new employees and a presentation made at the orientation for new CSEA employees.

For the fourth year in a row, SMC met its AQMD target of 1.5 AVR, resulting in a reduced carbon footprint and a savings of \$17,500 on the annual filing fee. According to the Student Transportation Survey, a record number of students (69.9 percent) used alternative modes of transportation to get to campus.

The Life Science Department voted to accept the newly updated Environmental Science major into their department based on the recommendation by the Environmental Affairs Committee (EAC). In addition, the EAC worked with a student from the CEUS to produce a short video highlighting all the sustainability measures at the college.

Over the last five fall semesters, the percentage of students who enrolled in a sustainability-related or focused course has increased by ten percent as of fall 2015.

The Center for Environmental and Urban Studies (CEUS), with support from the Associated Students, hosted Earth Week, Sustainability Week, Bike Month, and Coastal Cleanup Day at its adopted beach. A special film screening of *Love Thy Nature*, an award winning film co-produced by SMC professor Sheila Laffey, was shown as part of Earth Week. Other events encouraged student participation in DIY workshops, discussions on Environmental Racism, a transportation fair, and our bi-annual free farmer's market.

Due to the popularity of the free farmer's market the Associated Students worked with the CEUS and Food Forward to use student volunteers to collect 5,000 pounds of unsold produce from the Wednesday markets in Santa Monica over the spring semester. The produce was brought back to campus and given away to students at no charge. Auxiliary Services also added to the market with a total of 3,765 pounds of produce purchased from the LA Food Bank. Together, over 8,765 pounds of fresh produce was donated to more than 725 students during the spring semester. The campus dietitian, Diane Chen was also present each week to explain the importance of eating healthy, as well as how to choose the produce and tips on healthy cooking.

With the financial assistance of the AS, the Organic Learning Garden hosted the following guest speakers: Steven Wynbrandt, Larry Santoya, Pascal Bauder, Christy Wilhelmi, Matt Finkelstein, and Amelia Saltsman.

The CEUS participated in two Town Hall meetings, which brought together concerned students from across the campus to discuss how the new Federal Administration's policies are affecting them. Students highlighted the intersection between pollution and low-income families.

Sustainability Project Manager Ferris Kavar, Director of Facility Operations Bruce Wyban, and Biology Professor Alexandra Tower all took part in the REV Sustainability Circle, which helped SMC develop a new Sustainability Action Plan for the next five years.

Tom Steyer, environmental philanthropist and a potential candidate for California Governor, visited the CEUS for a roundtable discussion with students from all areas of sustainability to hear about the environmental education they are receiving at SMC.



## *CAMPUS POLICE*

Santa Monica College continues to be one of the safest campuses in California. This year the police department has improved communications and reporting with the public through the launch of our new safety app, “**LiveSafe.**” Four additional police officers were hired, an increase of 22 percent from last year’s sworn staff and four Campus Safety Officers were hired to maintain existing staffing levels. This increase in police officers has helped keep the SMC community safe and meet an increased need for campus safety; there were more traffic stops and independent consensual encounters that led to police intervention and crisis intervention for students. Overall incidents increased by 434 while officer-initiated incidents increased by 668. The addition of officers has allowed for more directed patrols and increased engagement with the public.

As part of our movement to increase our involvement with the public, SMCPD joined the “**Pink Patch Project.**” The Pink Patch Project is an innovative public awareness campaign involving local law enforcement to raise money for the fight against breast cancer. The campus became a true partner in this effort and raised over \$6,000 during the month of October. In November the police department also partnered with the SMC family to collect new clothes and toiletries for children entering foster care. The efforts collected enough clothes to provide essentials for approximately 400 children and the items collected were donated to “Hope in a Suitcase,” a nonprofit working to make difficult transitions easier.

Understanding that it takes a village to truly keep the community safe, SMCPD hosted three screenings of “Walking While Black—L.O.V.E. is the Answer.” This gripping documentary about racial profiling helped to bring about dialogue and awareness on how to improve relations between the police and communities of color. Additionally, we have worked with numerous student groups and are working with the SMC Homegirls and Homeboys club to mentor youth and students at risk. Lastly, SMCPD partnered with the SMC Theatre Department to bring to the college a fact-based play discussing relationship violence; the paneled discussion that followed helped to bring about education and awareness to our campus community.

## *EMERGENCY PREPAREDNESS*

The college continued to implement the recommendations of the Emergency Preparedness Taskforce. In 2016-17, the following projects were accomplished:

- Implementation of a campus safety app; included within the app is an emergency notification system to supplement the existing system, emergency procedures for disasters, and text messaging with police dispatchers.
- Emergency trailers restocked and expired items disposed of.
- Finalized existing camera and key FOB installation with additional cameras and controls planned for new buildings.
- Participated in the Great California Shake Out.
- Trained over 150 college staff in CPR and AED procedures.
- Targeted simulations conducted/to be conducted in the fall and spring semesters.
- Approximately ten emergency prep classes conducted for the staff and students.
- Taught emergency prep procedures for new employees.
- Planned and mapped out Emergency Operations Center.
- Coordinated and collaborated with the City of Santa Monica to conduct joint exercises.

- Held six emergency equipment fairs and helped to supply emergency preparedness kits for students and staff.
- Conducted “sidewalk CPR” training with the City of Santa Monica Fire Department.
- Started and conducted an annual safety walk with senior staff to identify safety related issues.
- Finalized Hazard Mitigation plan to submit to the Board of Trustees.
- Updated Emergency Preparedness booklet.

## **HUMAN RESOURCES**

### **Human Resources Team Management**

In the 2016-17 academic year, the Office of Human Resources focused on building relationships with the Santa Monica College community through exceptional people-centered service, training and development, and through strengthening connections with our internal and external stakeholders. This year the Office of Human Resources emphasized the need for effective leadership by identifying the leaders within the SMC community and intentionally seeking new and innovative ways to grow our diverse workforce. The Office enhanced the overall commitment to providing services by increasing its presence on the SMC campuses and renewing its commitment to student success.

Human Resources continues to be proud to offer all employee groups training and support in areas such as leadership development, performance management, performance evaluations, and Title V and Title IX. The number of times employees by group participated in workshops and trainings offered for the 2016-17 fiscal year are the following:

#### ***Participation by Employee Group***

Academic Administrators	52
Classified Managers	80
Confidential Employees	47
Classified Support	123
FT Faculty	25
PT Faculty	64
Police Officers	7

Human Resources facilitated 66 trainings and workshops for employees representing 64 departments on areas such as Title 5, Title IX, workplace bullying/violence, and progressive intervention. The Office takes great pride in improving the skills, knowledge and awareness of the members of the District and system.

### **Human Resources Operations**

The Office of Human Resources met consistently to review workflow, processes and systems issues, including the Applicant Tracking system, and all other matters pertaining to HR Operations. Human Resources conducted the annual new full-time faculty orientation and offered quarterly orientation/onboarding sessions to new Classified Staff members. Human Resources staff processed a total of 295 new classified, management and faculty members, and 47 adjunct faculty rehires. Human Resources processed hundreds of new and rehired temporary and non-merit employees, and built and managed 406 assignments in the Human Resources data system (HRS) for all student workers.

Currently, there is no electronic time-reporting system for all employees. The HR Office was an integral participant in the development and continues to participate in the implementation and testing of the District's myTime electronic timekeeping system. The myTime committee has a long-term commitment to the development and fine-tuning of a time-reporting system, by which all employees (not just students, non-merit and temporary employees) can report days and hours worked, and track vacation and ill time.

Human Resources staff will continue to be involved in the Business Enhancement System Transformation (BEST) Project. The employees in the office are contributors to the implementation of a new Los Angeles County Office of Education (LACOE) system that will be used for various operational functions such as position control, time and labor, leave management, payroll, etc. Human Resources will provide input for report requirements, specific customization, review forms usage and assist with the overall process workflow design.

### **Recruitment**

Human Resources initiated recruitments and conducted hiring orientations for a total of 20 positions. As of May 25, 2017, 20 academic personnel offers have been made (multiples hired for some positions). Two positions from this recruitment period will roll over to fall 2017. The Human Resources' recruitment budget was \$50,000; this enabled Human Resources to focus recruitment efforts across a broad group of advertisers, online and in print, with the goal of reaching a diverse applicant pool. To ensure compliance with Federal and State regulations and to expand outreach, the Office initiated additional job postings to reach underrepresented groups. The Office was thus able to advertise in 49 publications, totaling 130 published postings. At the request of Human Resources, faculty members assisted with the recruitment efforts at discipline specific conferences and within their professional organizations. Human Resources staff also participated in the annual California Community College Job Fair in Los Angeles during January 2017. Applicant pools continue to be diverse, and the Office staff is relentlessly searching for ways to improve. In addition to the faculty hires, there is currently recruitment for 11 Academic Administrative positions. One offer has been made thus far in the process.

### **Staffing**

The Office of Human Resources replaced two Human Resources Specialists and one Administrative Clerk during the academic year. The hiring of three new employees required extensive training provided by all existing staff members throughout the academic year. The Office of Human Resources was able to utilize the services of an Assistant Director of Human Resources to help coordinate and lead complaint investigations.

### **Evaluations**

The faculty evaluation process, as outlined in the collective bargaining agreement, continues to be a challenge. Human Resources conducted a total of 12 training workshops for committee members and any faculty member designated to evaluate part-time faculty members. A checklist that was implemented during last year's evaluation period has proven to be an asset to the process. The completion rate of faculty probationary evaluations has been 100 percent for two consecutive years.

## Unlawful Discrimination and Title IX

With perpetual changes to State and Federal laws, SMC continued to engage proactive change processes to stay in compliance and to maintain a safe educational environment. This year the Office of Human Resources received a total of 99 Title 5–Unlawful Discrimination, Title IX–Sexual Misconduct cases, and Workplace Bullying complaints.

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

- Continued update and review of policies and procedures on unlawful discrimination and sexual harassment, in consultation with Campus Counsel, and with participatory governance advisement;
- Facilitated expanded professional development and awareness opportunities for all stakeholders of SMC through comprehensive training and updated literature;
- Reviewed communication and complaint process protocols for informal and formal Title IX and Title 5 related complaints to ensure compliance, updated the Title 5 and Title IX complaint flow chart;
- Continued to foster strong, inclusive, collaborative partnerships with Academic Affairs and Student Affairs;
- Continued the brochure and poster campaign geared towards providing students with resources related to Unlawful Discrimination and Sexual Misconduct;
- Updated and publicized numerous resources for victims/survivors of sexual misconduct;
- Provided advanced-level training on unlawful discrimination, sexual harassment, sexual misconduct and the investigations of complaints (such as understanding victims of trauma) to HR staff and other SMC individuals and/or groups involved with Title IX;
- Established continued support for sexual assault awareness through a resolution presented and supported by the Board of Trustees;
- Contributed to the development of a Climate Survey implemented online to assess awareness of sexual assault issues;
- Introduced a Title IX in-class education program, focusing on first year students, involving development of training and evaluation material and a train-the-trainer program with student peer educators and employee Title IX facilitators;
- Planned for the implementation of an online Title IX training for students;
- Developed and implemented a specialized training series for students known as the “Beyond Sex Tool Box Series”. This series focuses on Title 5 and Title IX identified issues by analyzing student evaluations and types of complaints received. New workshops included unconscious bias, spectrum of sexual assault violence, and LGBTQIA issues;
- Member of the Gender Equity Resource Center known GEN-C, planning for 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, to serve as resources and to be able to advise regarding support and process for Title IX complaints, ensuring compliance with amendments to Title IX requirements;

- Developed new education, training and support services partnerships with outside agencies such as the Center for Pacific Asian Families, Peace Over Violence, Bienestar, and Sojourn to address and prevent sexual violence on campus;
- Developed the new Diversity, Equity & Inclusivity website centralizing information and resources specific to Title 5 and Title IX laws and regulations.

The Office of Human Resources is a leader in the prevention and awareness of unlawful discrimination, sexual misconduct and sexual harassment. Professional development, awareness to students, faculty and staff, and timely responses to unlawful discrimination, sexual harassment and sexual misconduct is a top priority objective. It is very important that the Office continues to focus on effective protective measures to help ensure the safety of our students, faculty and staff.

This year, the Office incorporated unlawful discrimination and sexual harassment components into our new employee orientations for all employee groups. The staff in the Office felt that in order for this message of safety to resonate within the employee groups, it needed to start from the beginning of the employment life-cycle for employees new to SMC. In addition, training sessions were conducted for Department Chairs, Management Association members and Academic Departments to spread the message and consequences of unlawful discrimination, sexual harassment and sexual misconduct. The Office of Human Resources was able to provide employee groups with tools on prevention and awareness. With a combined effort, we provided live trainings to a total of 158 employees.

New Employee Orientation staff members:	30 attendees
Management Association members:	38 attendees
Department Chair members:	28 attendees
Departments:	ESL (26 attendees)
	Psychology (14 attendees)
	Letters & Sciences (22 attendees)

### **Management Training**

Human Resources continued to highlight leadership techniques to SMC classified and academic managers for improved labor and employee relations through professional development and highlighting best practices scenarios. Leadership and management professional development works to build both individual and institutional knowledge.

Human Resources, in collaboration with the Statewide Association of Community Colleges (SWACC), provided training and professional development on Employee Performance Management in November 2016 and training on Supervisory Investigations in May 2017.

Our management team has also been able to provide individual training sessions for management personnel with topics such as Classified Performance Evaluations and Contract Interpretation.

### **Academic Senate Professional Development Committee**

The Academic Senate Professional Development Committee, with support from Human Resources staff, facilitated 50 workshops for faculty members during the fall 2016 and spring 2017 Professional Development Days. Workshops focused on subjects relevant to equity in student success had more than 2,000 attendees. Superintendent/President Dr. Kathryn E. Jeffery was the fall 2016 Professional Development Day keynote speaker. For spring 2017, the Academic Senate Professional Development Committee invited Dr. Veronica Neal, Director of the Office of Equity, Social Justice, and Multicultural Education to be the keynote speaker.

The Academic Senate Professional Development Committee approved 115 funding requests for faculty professional development activities, amounting to approximately \$75,000 in funding.

### **Classified Professional Development Committee**

In collaboration with SMC's Community Education, SMC was able to provide the very first "Technology Series". This offering provided a series of professional development sessions that aligned with areas of technology and improving employee skill sets. The first wave of sessions within the technology series included four sessions of Excel. Topics included introduction of spreadsheets, formatting spreadsheets, formulas, working with numbers, functions, modifying, sorting, and filtering. Although there were individual sessions that had up to 46 attendees, we had a total of 19 participants who completed all four Excel sessions.

The second wave of sessions focused on Google Docs. Topics included introduction to Google Docs, desktop sync, document management, google sheets, formulas & functions, and creating/modifying google forms. A total of 18 participants completed all four Google Docs sessions.

On March 16, 2017, Classified staff participated in the Faculty Professional Development Day by launching the first annual Classified Health Expo. The following healthy living workshops were conducted: Classified Health Expo: "Healthy Choices, Healthy Living, Healthy Workplace"; Workplace Etiquette; and Classified Upward Mobility: Unlock Your True Potential.

A successful Classified Professional Development Day also took place in June 2017. The committee, which is a combination of management and CSEA members, presented a total of 13 workshops and training sessions, with breakout sessions on topics such as Sustainability and the Bike Breeze Experience, Workplace Bullying/Unlawful Discrimination, Best Practices in Communication, Gender Equity, Team Building, Campus Cyber Security, Classified Upward Mobility, Managing Disruptive Behaviors, and Navigating through our SMC Departmental Process, just to name a few.

### **Other Professional Development Opportunities**

Various training courses are always available via Keenan SafeColleges. The online modules are designed to enhance the knowledge base and supervisory skills of all employees. Topics include Conflict Management: Staff to Staff, Customer Services Overview, Discrimination Awareness in the Workplace, Diversity Awareness: Staff to Staff, Workplace Bullying: Awareness and Prevention, Workplace Violence, Title IX and Gender Equity in Athletics, Title IX and Sexual Misconduct, and Mandated Reporter: Child Abuse and Neglect.

The Office of Human Resources has recognized that employees continue to take advantage of the District's insurance provider's web-based training system, Keenan SafeColleges by participating in online courses covering 18 subject areas, from emergency management to injury and illness prevention planning to customer service and conflict management.

### **Additional District Trainings for Students**

The Office of Human Resources has teamed up with members of the Student Affairs Office to develop SMC's first Male Diversity Group. This group, comprised of classified, confidential, faculty and management personnel, provides resources to SMC students of color. HR has contributed to training sessions titled "Dress for Success". The trainings take a multi-dimensional approach to what it means to "dress for success" offering strategies and tips on how to best prepare students and introduce them to the employment application process, interview process and promote a strong sense of self. Three sessions were conducted this year.

### **Leaves of Absence**

The Office of Human Resources continued to work with staff and faculty on leaves, accommodations, and paid time off processes for all employee groups. The Office provides an understanding of the leave provisions in the contracts and any applicable state and federal laws. Additionally, we work one-on-one with supervisors on questions regarding the approval of time off work, the accommodations process and understanding and interpreting the language of the contract related to leaves. Human Resources analysts have conducted one-on-one trainings with new supervisors on the District's leave of absence and accommodations process. Group trainings focused on leaves were held during a Department Chairs meeting, at the Faculty New Hire Orientation, and for Operations and Facilities Management.

The Office partners with our third-party vendor, Navigate HCR, to compile and produce the required 1095-C statements, as well as submit the data electronically to the IRS for the Affordable Care Act. All full-time employees received the 1095-C statement by the March 2, 2017 deadline. The District is monitoring the proposed changes to the Affordable Care Act to ensure compliance with the requirements mandated by the federal government.

### **Benefits**

In addition to annual benefits-related events and processes, such as open enrollment, new hire processing, and monthly projects and reports, the Office of Human Resources' benefits team had a productive year implementing improvements to SMC's voluntary benefits providers. In response to employee feedback, the benefits team researched alternative third party administrators for SMC's 403b and 457b plans. In conjunction with the District-wide Benefits Committee, we changed 403b/457b third party administration from TDS Group to Schools First Federal Credit Union based on Schools First's ability to provide improved customer service and educational outreach. Additionally, in partnership with the benefits committee, the benefits team led the charge to change the third party voluntary benefits and Section 125 plan administrator from American Fidelity to Colonial Life and Ameriflex. This change was implemented for the purpose of improving plan offerings, the open enrollment process and customer service for both the administration and other employees. As a result of these changes, there has been a ten percent increase in employee participation in 403b and 457b plans and a 40 percent increase in employee participation in Section 125 flexible spending plans.

## Leadership Academy

A long-time goal of the Office of Human Resources has been the support of leadership development of existing personnel. Through a new grant program supported by the California Community Colleges Chancellor's Office, Department of Institutional Effectiveness Partnership Initiative, SMC was awarded a \$50,000 grant to develop a leadership program. To determine level of interest in personal leadership development, the HR Office conducted a survey of all faculty and staff. Over 160 responses were received from faculty, staff and management. Fifty employees, representing all employee groups, accepted the invitation to participate.

There are a total of seven workshops in the inaugural SMC Leadership Academy. Four workshops were conducted in spring 2017: Dr. Kevin Trutna, Superintendent/President of Feather River College, on Different Teams, Different Styles (DiSC Management Profile); Laura Shulkind, Esq., of Liebert Cassidy Whitmore on Silos vs. Collaboration-Leadership theories, models and/or competencies; Dr. Kimberly Papillon, Esq., on Neuroscience of Decision Making; and Dr. Thomas Brown on Listening & Communicating within a Diverse Community.

Future workshops to be conducted in fall 2017 include: Shared Language of Leadership; EEO, Diversity and Inclusivity on the Front Line; and Integrating Leadership with ISO—Strategic & Policy Development Supporting Long-Range Planning.

## INFORMATION TECHNOLOGY

Despite a year of leadership transitions and other changes, the Information Technology department demonstrated a high level of productivity, and accomplished a number of high-impact projects, listed below:

- Migrated Student Corsair Connect portal to the latest Oracle infrastructure.
- MyCap: Web-based application for articulation of transfer courses launched.
- New credit card PCI Compliant Payment processor for accepting student fees (Heartland EasyPath) completed.
- Completed several enhancements to Student Corsair Connect portal including "Swap a class" and "Request a class".
- Prep2Test: Completed several enhancements to online assessment test preparation software.
- Identity Management (IM): A new single sign-on solution called Portal Guard is being implemented.
- The SMC Mobile App for prospective and current students is currently being developed with a third party solution.
- Several Statewide initiatives like CCCApply (online student application) and CCCAssess (online assessment testing) are in progress.
- Completely transitioned from eCampus to Canvas LMS for all faculty and students.
- Migrated mProfessor faculty portal and SMC webISIS forms and reports to the latest Oracle infrastructure.



- Perceptive system enhanced: Transcript OCR conversion software launched for Admissions.
- Several enhancements made to Counselor version of myEdPlan application.
- Several reports created in mProfessor including a self-reporting of Faculty Office hours being developed.
- EMS, a room scheduling software, integrated with the WebISIS application is being implemented to optimize classroom scheduling.
- ServiceNow, an online self-service help desk system for faculty and staff is being implemented.
- Upgraded Internet connection: Worked with CCC Tech Center to facilitate the installation of new 10gigabit Internet connection.
- Student lab pay for print system: Worked with Media Services to implement Showcase pay for print solution for student computer labs.
- Replacement of Multifunction Printing Devices: Worked with Media Services to replace all district Multifunction Printing Devices.
- Wireless Network Expansion: Augmented wireless network coverage/capacity.
- Website infrastructure upgrade: Worked with Marketing Department to upgrade website server and CMS systems to provide mobile responsive site and updated design.
- Successfully installed and supported student computing facilities and computerized classrooms, covering a total of 1,400 computer workstations, throughout five campuses with maximized coverage hours.
- Supported the procurement and implementation of departmental technology equipment and software, as well as the annual update plans to achieve curriculum and teaching/learning needs; migrated Modern Language media manager software to Sanako Study; updated software for Nursing Program.
- Implemented Windows 10 operating system for all student computers in CSIS labs.
- Supported the procurement and implementation of student lab and computerized classroom computers and software, as well as associated annual update plans; iPads and Surface Book installed for academic needs for various departments; major software updates are performed at least once per academic year on all workstations and numerous ad hoc patches and incremental updates throughout the year.
- Supported the procurement and implementation of departmental technology equipment and software, as well as the annual update plans to achieve curriculum and teaching/learning needs.
- Supported the procurement and implementation of student lab and computerized classroom computers and software, as well as associated annual update plans; 120 student workstations in Modern Language and Airport's Design Technology Department have been installed, updated in a full refresh cycle during 2016-17.
- Facilitated procurement of 30 new desktop computers for Telecom Department to install for new faculty at SMC.
- Maintained critical campus-wide software agreements enabling SMC usage of Microsoft Office and Windows, Adobe Creative Suite products, and McAfee (anti-virus), as well as department specific software tools for such departments as by Art (Corel Paint), CSIS (Captive, QuickBooks,

MatLab), and Modern Language (Sanako, SANSspace, Transparent Language, Rosetta Stone, Wimba).

- Procured 52 new laptops to replace outdated Media Services carts used to provide mobile smart classroom technology.

### COMMUNITY AND ACADEMIC RELATIONS

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

**Marketing.** This area has been a mainstay of the college in sustaining public confidence in the college, meeting enrollment targets, garnering public support for college initiatives, and attracting a highly qualified work force. The college continues with comprehensive multichannel ad campaigns for each of its fall, spring, and summer semesters. SMC continues to press its brand advantage as the number one transfer college in the state using the messaging mediums of broadcast radio and their associated digital properties, outdoor transit posters, and select local publications. The advertising and marketing has led to SMC's 26th consecutive year as number one in transfers to the UC system as well as continuing as number one to UCLA, USC, and Loyola Marymount University—a remarkable accomplishment.

The marketing department prepares the various college schedules of classes, catalogues, and program brochures that are distributed internally and to the public. As part of this effort, marketing assists in establishing the institutional “voice” through careful and systematic review of content.

Increasingly, marketing, public information, and the web and social media departments work as a team in preparing internal and external communications. In 2016-17, the department produced 12 schedules of classes, the college catalog, and over 1,000 other publications, brochures, booklets, flyers, and online materials.

**Public Information Office.** The **Santa Monica College Public Information Office (PIO)** coordinates the college's media relations efforts and is the key facilitator of internal and external communications for the Office of the Superintendent/President and for the college overall. The role of the PIO has expanded to include marketing communications; the PIO provides strategic and editorial oversight for print, video, and digital/email marketing campaigns tied to enrollment, community engagement, and brand-building goals.

In 2016-17, the PIO distributed over 150 news releases to local, regional, national, and international media. Santa Monica College stories—covering individuals (students and faculty), instructional programs, events, and major institutional accomplishments—were reproduced in one or more of the following: local print news outlets (*Los Angeles Times*, *the Santa Monica Daily Press*, *The Argonaut*, *The Santa Monica Mirror*, *The Malibu Times*, *the Santa Monica Lookout* and more, including frequent front-page placement in Westside newspapers); “trade” publications (such as *Community College Daily*); national and international news outlets (*Fox News Latino*, *Univision*, *La Opinión*, and more). Targeted pitching—sending customized, relevant stories to editors of news outlets whose audience might particularly be interested in them—also resulted in successful placement of stories in news outlets like *La Opinión* and the *Los Angeles Sentinel*.

**SMC in Focus**, the college’s formerly exclusive internal newsletter—has evolved into a vital repository for marketing communications related to enrollment. The print SMC Schedule of Classes and the Events Brochure have also begun carrying a page highlighting *SMC in Focus* stories. The e-newsletter’s 70,000-plus audience includes the full spectrum of the college’s audiences and constituencies: SMC employees; community members; members of SMC-affiliated boards and local partners; former and current donors; and, most importantly, students. *SMC in Focus* enjoys a robust open rate—well above education industry newsletter standards.

In 2017, the PIO also began a “monthly briefing” version of *SMC in Focus*—which is distributed in the months that the bi-monthly newsletter does *not* appear. Additionally, in May 2017, the PIO launched the first video of an *SMC in Focus*-exclusive series—distributed first to the newsletter audience and followed up by a launch on SMC social media channels—on SMC alum Anthony Richardson who transferred to The Juilliard School. This video send garnered the highest number of click-throughs for *SMC in Focus* content (483 clicks from the community; 2,200 views on Facebook; 1,426 views on YouTube). *SMC in Focus*—which has previously won statewide awards—also won a Bronze-level national Paragon award in 2017 from the National Council for Marketing & Public Relations. Beginning this past year, *SMC in Focus* (the website) also incorporated Facebook “Like” and “Share” buttons.

In 2016-17, the PIO also produced a two-minute “sizzle reel” (“Proud to be SMC”) video, which currently has over 11,000 views on YouTube and is used heavily for marketing and recruitment purposes.

And, finally, in collaboration with—and made possible by—the Web and Social Media team, the PIO launched a revamped, user-friendly online newsroom. Among the new features is an “SMC in the News” webpage with links to media coverage of SMC news, thus demonstrating the college’s footprint in the media and the community.

**Web and Social Media.** Web and Social Media is part of the collaborative communication hub for Santa Monica College, a part of the effort to present a consistent and cohesive institutional voice for the campus. This includes marketing engaging, fresh and relevant materials on the college website and social media channels. Accessibility is a key component of how content is structured and communicated for the college. Web and Social Media is an advocate for accessibility to ensure compliance with federal Section 508 standards, which mandates that all digital communications be accessible. The office continues to ensure compliance through trainings and updating formatting of content. Trainings are held on Flex Day and in weeks following content management system upgrades. Web and Social Media also often interacts with the High Tech Center under DSPPS to stay up to date on the latest accessibility requirements and how to better understand the SMC student population that requires additional accessibility assistance.

- **Website:** SMC underwent a basic student-focused redesign of its website, with emphasis on easy access to enrollment features and clear navigation. This is part of ongoing efforts to update the current website by streamlining user-friendly information for students with simple, plain language and timely content with a clean, modernized look and feel.
- **Social Media:** The college’s social media presence continues to grow and expand, as efforts are focused on Snapchat and Instagram to engage students and promote classes and campus events. Statistics at a glance: 53,156 LinkedIn followers, 28,383 Facebook followers, 9,048 Twitter followers, 3,956 Instagram followers, and 1,058 Snapchat followers.

**Community Relations.** This area coordinates the programs and activities of the SMC Associates, a dues-paying membership group that sponsors one-of-a-kind special events, and offers six 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 once again sponsored a record of over 100 special events, programs and lectures in 2016-17.

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

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

## GOVERNMENT RELATIONS

Government Relations has been active in advancing resource initiatives, securing transportation infrastructure, and enhancing community participation.

**Measure V.** Government Relations provided various constituencies with factual information about the college, its programs, and the needs that would be addressed by the passage of Measure V. This work led to the endorsement of the bond measure by local governmental agencies, community groups, employee groups, neighborhood associations, foundations, hundreds of individuals, and more. In addition, the measure received the endorsement of all local newspapers. The November 8, 2016 bond measure, authorizing **\$345 million** in general obligation bonds, passed with **64 percent yes**.

Here is a partial list of supporters: Santa Monica College Board of Trustees; Santa Monica-Malibu Board of Education; Santa Monica City Council; Santa Monicans for Renters' Rights; League of Women Voters of Santa Monica; Santa Monica College Faculty Association; California School Employees' Association, SMC Chapter 36; Santa Monica-Malibu Classroom Teachers Association; Santa Monica-Malibu PTA Council; Santa Monica Chamber of Commerce; Santa Monica Democratic Club; Los Angeles County Democratic Party; Community for Excellent Public Schools (CEPS); Downtown Neighborhood Association (DNA); Pico Neighborhood Association (PNA); Santa Monica Forward; The Argonaut Newspaper; The Malibu Times; Santa Monica Daily Press; Santa Monica Mirror; Santa Monica Observer; U.S. Congressman Ted Lieu; State Senator Ben Allen; State Senator Fran Pavley; State Assemblymember Richard Bloom; Los Angeles County Supervisor Sheila Kuehl; and all council, school, and college board members.

For the record, the campaign committee formed in support of the measure was quite active, raising \$546,384 in contributions, including major donations from the SMC Foundation, the KCRW Foundation, and the Associated Students, with additional donations from nearly 100 individuals and organizations.

The final vote result was nearly identical to the telephone poll survey conducted in December 2015 in which the yes response to the proposed bond was 65 percent.

The bond measure includes several joint use projects. The design work for the replacement of the **John Adams Middle School Auditorium** with a new 750-seat auditorium is actively underway, under the direction of the **Santa Monica-Malibu Unified School District**. SMC is committing \$20 million towards the cost of the project. The bond measure also provides the **City of Santa Monica** with up to \$20 million in funding to provide in part for the expansion of Memorial Park, adding approximately three acres to the park and providing field space for SMC's women's softball and soccer programs. The project is likely several years away as the City finalizes its overall sequencing and funding arrangements for the park and other recreational sites in Santa Monica. The bond measure also commits \$25 million for SMC to continue its work with the **City of Malibu** to fund instructional enhancements to SMC's program in Malibu. Discussions regarding the use of these funds will likely start this fall.

**Student Transit Pass Program Funding.** Efforts to maintain the affordability of SMC's Any Line Any Time student and staff pass program with the City of Santa Monica's Big Blue Bus advanced on several fronts. The **California State Assembly** has passed AB 17 (Holden), which will create a pilot program to provide free or discounted student transit passes by supporting new, or expanding existing, transit pass programs. The bill appropriates \$20 million for implementation. The vote was 71 to 4. The bill now heads to the State Senate. SMC is assisting with providing lobbying support in advancing this measure. The **Los Angeles County Metropolitan Transit Authority** is actively promoting a model that may provide SMC with an ability to expand its transit pass program to the Metro transit system, including the Expo Light Rail. The passage of Measure M, the county sales tax, and the passage of SB 1, the state infrastructure bill, both include provisions to fund student pass programs. SMC is advising Metro on this project.

**Priority Registration for Local Residents.** Government Relations provided SMC administration with the analysis and context needed to move forward and put into place this new enrollment initiative. Now current residents of Santa Monica and Malibu, along with graduating seniors and alumni of the District's high schools regardless of home address, qualify each semester and term for early enrollment.

### **SMC FOUNDATION**

**Organizational Improvements.** The Foundation has an unwavering commitment to a vibrant partnership with the college and its partners. The Foundation continues to reinvigorate the Board with four new members including SMC alums Dr. Tiffany Grunwald and Mark Verge, Tami Halton Pardee, and Sebastian Krys. Serving 14 and 20 years respectively, Nancy Cattell and Anita DeFrantz will term out this year and advance to emeritus status as board members. Their dedication and service will be recognized at an upcoming Foundation event.

**Revenues.** Projected revenues for 2016-17 was \$2.9 million, an increase of 55 percent over 2015-16.

**Endowed Gift.** SMCF received a \$1 million gift from donor Mitzi Blahd. The gift will provide student scholarships, increase the number of Dale Ride Interns by an additional four participants and establish an endowed living histories program, whereby the SMC media and communications department will capture the stories of Emeritus students. The gift also provided naming privileges, dedicating HSS 165 to be named the Professor Harvey Stromberg Lecture Hall.

**Student Scholarships.** More than \$670,000 was distributed to 548 students, totaling 780 scholarships in 2016-17. Scholarships ranged in size from \$500-\$5,000.

**New Scholarship Funding.** During the fiscal year, several new, endowed scholarships were established including the: Nancy Greenstein Public Policy Fellow(s); Bobby Adams Leadership Award; Barbara Roque Nursing Scholarship; Harvey Stromberg Leadership Scholarship. New annual funding for scholarships was secured with gifts including but not limited to the: American Legion Pacific Palisade Post 283; Veterans' Resource Center; Pamela Nemeth Memorial Scholarship; Genoveva Nieto-Escobar Memorial Scholarship; Sue and Bill Gross Scholarship for Career Technical Education (\$250,000). In total, \$398,704 in annual gifts was received, with an additional \$187,527 for endowed funds.

**President's Circle Award for Innovation and Progress.** The 2016-17 President's Circle Award for Innovation and Progress in the amount of \$33,500 was awarded to Christopher Badger and the Art Department. The financial support provided the upgrading of three design classrooms to modernize and streamline the teaching and learning experience. This includes upgrading the audio systems, improving the efficiency and visibility of the demonstration tables and clarifying the overall visual environment of the classrooms for students. Noteworthy is the fact that the original proposal only sought to upgrade two classrooms but the SMC Foundation committee felt compelled to upgrade the entire suite to provide the best learning environment for the maximum number of students and faculty including serving the Design Technology and Photography departments who work collaboratively with the Art Department.

**Margin of Excellence Faculty Grants.** \$50,848 was awarded in fall 2016 to 11 full-time professors from the following departments: Art, Athletics, Communications & Media Studies, Counseling, History (2), the Latino Center, the Library, Life Science (4), Mathematics, and Physical Science. Grants ranged in size from \$1,000-\$5,000. For 2017-18, SMCF's budget for faculty grants is \$55,000. Final decisions on the grant recipients will be rendered by Opening Day 2017.

**Chairs of Excellence.** The following Chairs of Excellence are under consideration and being reviewed for 2017-18. Each Chair is awarded \$15,000 paid out over a three-year period per academic year. Results will be ready by Opening Day 2017: The Carol and Bill Ouchi Chair in Business; The Sam Francis/Martin Sosin Chair in Fine Arts; The John F. Drescher Chair in Earth Science; The Ilona J. Katz Chair in Music; The Providence Saint John's Health Center Chair in Nursing.

### ***SMC Foundation Activations***

**Art.** The Pete and Susan Barrett Gallery will serve as the canvas for special program featuring a group show by Los Angeles' StudioEleven artists in July 2018. The exhibit will include artist-student discussions, exhibits, and a fundraiser with proceeds benefiting the Art Department. StudioEleven is an artist-run cooperative. Members work independently, but also gather to work communally at Tom Wudl's studio in the LA Arts District. StudioEleven exhibitions demonstrate that when artists work in close proximity to each other and over an extended period, long-term artistic dialogues result in work that is immediate, contemporary, and provocative.

**Dale Ride Interns.** SMCF secured additional funding to support increasing the number Dale Ride Interns participating in the 2017 from five to six. Further, through the designed structure of the Blahd estate gift, four additional Dale Ride internships will be endowed in perpetuity beginning in 2018.

**Debate.** With the goal of establishing an endowed fund to cover competition related expenses, SMCF created a custom landing page for the Speech and Debate team to promote giving. Faculty and SMCF are building campaign objectives for a thoughtful plan of development.

**Dedication Ceremony.** Immediately following this year's retirement celebration, HSS 165 was officially dedicated as the "Professor Harvey Stromberg Lecture Hall." Together with Chair Dr. Andrew Walzer and Dr. Kathryn Jeffery, SMC faculty, staff and special guests attended the naming ceremony and post reception.

**Early Childhood Education and Career Services.** Inclusive Education and Community Partnership (IECP) is a progressive agency that provides services throughout the state, meeting the needs of children with autism and other developmental disabilities in both schools and in other natural environments through Regional Center funding. IECP is partnering with ECE and Career Services to provide customized access to job opportunities. This summer, IECP is hiring 60 new team members. Both full-time and part-time positions are available and flexible with college schedules. Eligible SMC students will be able to interview on campus. IECP offers a competitive salary and paid training to candidates who meet these requirements and are offered a position. IECP offers a comprehensive benefits package for its full time employees upon successful completion of the probationary period.

**Emeritus and Synapse.** Bridging our programs, SMCF hosted its annual recognition of Emeritus College 250 Club with a new approach. This year, 150+ Emeritus donors attended a private reception at the new East Wing at SMC Performing Arts Center followed by tickets to see a performance of SMC's Synapse Dance Theater at the Broad Stage. A successful spring fund drive campaign raised new revenue for the program.

**Gift of Books Campaign.** *Change their lives. Change yours.* August 2016, SMCF distributed its first allocation of textbook funds to Adelante and Black Collegians who divided the funds over the fall and spring semesters. Funding was available to qualified students on a first come, first serve basis. The 2017-18 campaign paired student leaders with their program and department leads for a favorable outcome, raising \$58,375—a 77 percent increase over last year. Funds raised will support textbooks and supplies for AB540 students, Adelante, Black Collegians, Guardian Scholars, and Veterans as determined collaboratively by a student services committee.

**Grants, Gifts, and Estates.** SMCF received \$100,000 from JP Morgan Chase Foundation for Workforce Development. In collaboration with the Grants office, SMCF received: \$25,000 from The Ahmanson Foundation for SMC Promise; \$25,000 from Southern California Edison for scholarship to STEM students; \$20,000 from The Mark Hughes Foundation for Guardian Scholars; \$10,000 from Foundation for California Community Colleges for Civic Engagement; \$3,500 from the Santa Monica Rotary for Gift of Textbooks. **Gifts:** \$25,000 from the Brad Lemons Foundation to support Disabled Students; \$15,000 to Black Collegians for the digitization of the Dr. Al Quinn Papers. **Estates:** \$52,110 from the Barbara Roche George Trust for Emeritus; \$5,000 from the Sidney Stern Memorial Trust for Guardian Scholars.

**IxD Upper Division.** The first cohort of Interaction Design students began their fall start with enthusiasm. Those eligible for BOG, leveraged this to support their lower division fees. However, BOG waiver does not cover upper division units, thus presenting economic challenges for the current group as well as future cohorts. Working with one of the Foundation's donors, we have eliminated the financial barrier

and will provide funding, covering the tuition costs for eligible students so they can complete their Bachelor's degree. Approximate Annual Support: \$50,000

**Law Pathways.** SMCF provided valued advisory members, guest lecturers, field experiences and funding for culmination supported the new program in its inaugural year.

**Scholarship Awards Ceremony.** For the first time, the General Advisory Board is joining forces with SMCF to integrate the annual athletic awards to the scholarship awards ceremony. The combined effort offers a more vibrant platform and profile to tout the accomplishments of SMC's star athletes and coaching staff while reducing costs of both events. The June 10th ceremony attracts 1,000+ 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.

**SMCF Everywhere.** 105,000 spring schedules were distributed across the city, with the Foundation prominently displayed in color. The design continuity, featuring the Gift of Textbook campaign, adds value and reach to the campaign.

**SMCF, KCRW, and The Broad Stage.** SMCF is working closely with its sister nonprofit organizations on several platforms including: 1) Serving the institution's workforce in thoughtful ways; 2) Strategizing on advancement opportunities; 3) Developing fluidity between the brands; 4) Identifying points of interest and activation; and 5) Leveraging shared assets to advance objectives.

**SMC Promise.** To support the launch of SMC's Promise Program, the Foundation has committed \$296,400 through the 2018-19 academic year. SMCF will provide up to 90 scholarships to eligible freshman students who are carrying at least 15 units. The scholarship will cover tuition plus fees. A minimum of 25 of these scholarships will be designated for SMMUSD graduates. Additionally, SMCF will cover the fees only for up to 110 BOG fee-waiver students for one academic year.

**Third Annual New Faculty Welcome Reception.** Santa Monica Pier and all its history served as the backdrop to the third annual new faculty reception. 60 guests including mentor faculty, senior staff, Board of Trustee members and Foundation board members welcomed the 29 new full timers. The event provided a forum for social interaction off campus and was sponsored by the host restaurant, the Albright.

**VIP Welcome Day.** SMCF participated in the highly successful event with a positive outcome: over 900 visits to the Foundation booth, collecting names and emails from all of the visitors. Leveraging this list, valuable information was provided about the scholarship application process and a touch point was established with both students and parents. Swag for 2,500 was provided for the student backpacks.

**Wintergrams.** 240 personalized packages with notes were hand-delivered to five campuses over a two-day period. Fifty-five unique SMC donors spread holiday cheer over the district, netting \$1,800. Most important, good will and collegiality was spread to all corners of the institution.

## **CAMPUS AND ALUMNI RELATIONS**

The President's Ambassadors program continues to thrive, with 23 Ambassadors this year, who together completed over 1,500 hours of service in the community. Six Dale Ride Scholarship award recipients were placed in internships at Congressional and Senate offices, including Senator Dianne Feinstein's



Office, Congresswoman Karen Bass, Congresswoman Katherine Clark, and at two non-profit organizations in Washington D.C., the National Whistle Blower Center and Oxfam America. The Office of Campus and Alumni Relations was pleased that a \$400,000 donation earmarked for the Dale Ride Scholarship will serve as a resource to expand the internship opportunity to more students in coming years.

Several SMC Alumni participated in this year's Cool Careers panel, returning to participate on a transfer panel in collaboration with the Associated Students, and offered their time to meet and mentor Future Alumni. Alumni were also present at a variety of events including SMC's fifth annual "SMC Everywhere" transfer celebration. This year's fifth annual Homecoming continues to evolve. This year we welcomed community members again, moving from the Main Campus Quad to the Corsair Field in a cross campus collaboration with Associated Students, Enrollment and Development, Community Relations, the Foundation, Athletics, and the support of marketing to reach the larger Santa Monica community resulting in over 20 booths with activities, student clubs, and Campus departments welcoming community members, alumni, and current faculty, staff and future alumni.

The Alumni Association launched a "Join" option on the Alumni website, alumni.smc.edu, so that current and future alumni, as well as faculty, staff and friends of the college who support the mission of Santa Monica College can officially join the Alumni Association and receive their Alumni Membership Card. An online Alumni Network to foster mentorship has been launched and is in beta testing now to prepare for a full launch this fall.

### **THE BROAD STAGE**

In 2016-17, The Broad Stage at the SMC Performing Arts Center celebrated its **ninth season**. Over the past nine years, The Broad Stage has become synonymous with exceptional programming across live performance genres and has established itself as the leading cultural institution and community hub on the west side of Los Angeles, presenting the world's finest musicians, theater companies, dance troupes, opera stars, and innovative performing artists to a diverse and growing audience.

Administratively, The Broad Stage installed Jane Deknatel as the new Director. Ms Deknatel has served the organization in various other capacities for many years, and brought a wealth of knowledge and experience in the entertainment industry as a former television executive. Ms. Deknatel initiated a large expansion of the Broad Stage Board of Directors who added 7 new members.

2016-17 was a banner year for The Broad Stage, whose presentation of **Headlong Theater's 1984** (now moving to Broadway) in January 2016 garnered the organization's first Ovation Award for "best presented production." TBS' presentation of **Impro Theatre's Jane Austen UnScripted** also received a nomination in this category. Standout performances were given by husband and wife banjo superstars **Béla Fleck and Abigail Washburn**, renowned monologist **Mike Daisey**, Israeli guitar legend **David Broza**, and jazz superstars **Brad Mehldau** and **Joshua Redman**. Highlights in the **Celebrity Opera Series** included concerts featuring superstars **Angela Gheorghiu**, **Piotr Beczala**, **Vittorio Grigolo**, **Diana Damrau**, **Michael Fabiano** and **Joseph Calleja**. **The series is fully funded**. Theater in 2016-17 featured Broadway actress **Penny Fuller** in the one-woman show **13 Things About Ed Carpolotti** and international hit **Every Brilliant Thing** with **Jonny Donahoe**, as well as a commissioned holiday piece from local favorites **Impro Theatre** who return in 2017-18 for a year-long residency. A special event, **Trial by Jury: The Case of the 'N' Word** invited the community in for a rousing dialogue over a contentious topic and set the stage for two more lively events in 2017-18. The Broad Stage partnered with Sotheby's Institute of Art to present

legendary artist talks on stage, and provide experiential and practical internships to graduate students from the Masters in Arts Management program. It was a stellar, poignant, and uplifting season featuring **Kyle Abraham, Joey Alexander, Lisa Fischer, Madeleine Peyroux, Diavolo, Matthew Morrison, Chita Rivera,** and **Academy of St. Martin in the Fields**, to name a few.

This season, the Student Matinee program served over 15,000 students and 581 teachers in 141 schools from 11 districts in Los Angeles County through performances, professional development and curriculum around 27 Student Matinees. The Musical Explorers program continues to blossom, growing this year to introduce 3,000 students and their teachers to Mexican Folk, Traditional Turkish and West African music and the excellent musicians who practice those genres here in Los Angeles. We look forward to continuing the Musical Explorers program next season and expanding our Student Matinees to serve a greater numbers of students with 29 performances.

To support these matinees, twelve arts-integrated study guides and Professional Development Workshops for teachers are in progress. In May and June 2017 two curriculum specialists provided workshops for both staff and Teaching Artists to develop strong arts integrated curriculum specific to The Broad Stage but available and visible to the education field.

This May, Education & Community Programs brought Dan O’Conner and Nick Massouh from Impro Theatre to SMC’s Theatre Arts Department to lead a very successful improvisation workshop for 50 theatre students. In addition, 50 Dance Department students and faculty attended an Open Rehearsal with choreographer Kyle Abraham on The Broad Stage and participated in a Q&A session with him. Next season, we plan to deepen our positive relationships with SMC by partnering with The Associated Students to bring 100 students to Trial By Jury: The Case of Deportation in October and host a series of events on campus to explore the complex and hotly debated issue of immigration.

The rental program also continued to flourish in 2016-17. PAC rentals broadly include daytime conferences and corporate meetings, commercial filming and still photography, television productions, film screenings, and high-end non-profit fundraisers. Noteworthy events in 2016-17 were:

- Westside Ballet “The Nutcracker” with SMC Symphony Orchestra
- Social Media Week Los Angeles, 2017
- Santa Monica High School Annual Band Fundraiser
- MATI Israel, Jewish Community Center Anniversary Fundraiser
- Leah Michele, Live Nation
- Simms Mann Institute Think Tank
- Mid-Cities Neighbors Annual Meeting
- New West Symphony
- Dream Orchestra
- Barak Ballet
- Phase One Foundation Fundraiser for Children’s Cancer Research

### **KCRW**

The 2016 Presidential election season galvanized the audience for public radio like never before. With charges of fake news, manipulated information and “alternative facts” floating through the discourse, the even-toned and truthful reporting from public radio and KCRW delivered important information to the community. KCRW’s audience rose dramatically both digitally and on the radio during this season.

Fundraising from individuals also rose by 20 percent during this time. KCRW's demographics also make it the most diverse public radio station in the country with an over 40 percent non-white audience.

KCRW is finally set to open, along with SMC, a world-class media facility on the campus of the Center for Media and Design in December 2017. This campus will highlight the connection between the community, the college and KCRW. Students can get classroom media learning then move to a lab environment and finally experience the professional media environment of KCRW.

The first-ever major capital campaign for KCRW ended in December 2016 after a robust showing of support from individual donors. The campaign ended with a total of \$22.4 million from private sources, exceeding its goal by \$2.2 million. Fifty-eight hundred individual donors contributed to the campaign, which provides funding for future programming, distribution, and equipment for the station.

With a history of bringing unique live experiences to Southern California and around the country, KCRW will, for the first time in its history, be able to host the community at its own 1,400 square-foot Annenberg Performance Studio. KCRW will also have the opportunity to program events for up to 1,500 people in the 18,000-square-foot courtyard and outdoor stage and a shared 180-seat auditorium.

KCRW's Summer Nights concert series continues in summer of 2017 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 and Orange County. The largest gatherings are in partnership with the Annenberg Space for Photography in Century City. KCRW will also host its first event at the California African American Museum and in Huntington Beach as well as Anaheim, Pasadena, Santa Barbara and Los Angeles.

The LA Press Club awarded KCRW with numerous recognition including Journalist of the Year, Madeleine Brand, plus an Investigative Award for Karen Foshay's "Burned: Tales of Abuse in the Restaurant Industry" and documentary work for producers David Weinberg and Nick White's "We Are Not Alone" about a gathering of people who believe there are life forms in the universe beyond earth.

KCRW will invest in new podcasts and programs in 2017 including The Document, a show hosted by Matt Holzman that uses the storytelling of documentary film to make compelling audio stories. An effort to provide unique programming for the Latino community inspired KCRW to create Sangre Celestial/Celestial Blood, the first-ever bilingual radionovela for podcast. It stars Mexican actress Kate Del Castillo and has received notable attention.

Music has always been a strong part of KCRW's identity. In 2017 KCRW introduced a monthly DJ-in-residence with DJ Shadow, an internationally known DJ. His monthly mixes continue to break audience records. The programming staff is also working on a series of music documentaries called "Headroom" that feature unique stories around music. One tells the story of the song "Louie, Louie" and how its poor recording inadvertently inspired charges of indecency. Also, a story of a 90's pirate radio station in Brooklyn and how it eluded authorities in order to broadcast the rap and hip-hop that no other station would play.

Due to the political environment and the high demand, KCRW will extend to one hour its weekly political talk show that crosses the aisle—Left, Right & Center. This show is KCRW's top podcast in addition to being a popular radio show. The cast is entirely new in 2016 with Josh Barro from Business Insider and

MSNBC as the center, Rich Lowry from the National Review on the right, and a revolving cast who represent the left.

KCRW creates over 100 hours weekly of original programming that includes daily public affairs, music, food, news on Hollywood, interviews with artistic creators, storytelling, politics, and literature.

KCRW's station in Santa Barbara has three full-time staff. The goal for Santa Barbara is to provide the only live, local public radio for the central coast. In 2016 KCRW, Santa Barbara instituted monthly live broadcast events that cover local issues around immigrant farm workers in the age of the Trump administration, the struggle for dialog on the college campus as well as managing water resources. These events are well attended and have created a sense that KCRW is a solid part of that community.

The KCRW Intern program continues to expose students to KCRW and KCRW to excellent students. Each year KCRW pays stipends to 20 students who work in all areas of KCRW—from marketing to membership to sales to programming and studio engineering. A donor created this stipend and now KCRW is working to find another donor to continue the program.

The Summer Marketing Internship brings 160 college-aged students together to learn marketing techniques and be present at all summer events to interact with the public. Marketing interns learn marketing goals from station staff and connect with each other around projects that get KCRW's message out into the community.

Planning is taking place now for a December 2, 2017 grand opening event with Santa Monica College at the new KCRW Media Center and newly named Center for Media and Design. Plans also include a series of events in 2018 to welcome the community to the campus and KCRW's building.

## **CONCLUSION**

Santa Monica College continues to reimagine how best to serve the shifting needs of students, our community, and the regional economy. In the meantime, our students, employees, and programs continue to achieve distinction in their respective fields. Many obstacles lie ahead—not the least of which is the system-wide softening of enrollment—and calls for an intensity of focus and creative thinking. With the trademark SMC spirit of innovation and collaboration, the college is poised to maintain its place of distinction and remain dedicated, above all, to the mission of transforming lives through accessible education.

\* \* \*