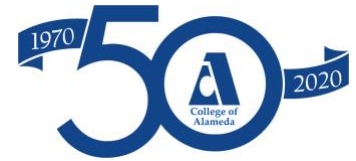




President’s Report to the PCCD Board of Trustees



February 9, 2021

Dr. Nathaniel Jones III, President

STRATEGIC INSTITUTIONAL PRIORITIES/THEMES

- Academic Excellence
- Student Access & Success
- Diversity, Equity & Inclusion
- Fiscal Stewardship & Accountability
- Community Engagement & Strategic Partnering
- Institutional Effectiveness



Spring Semester kicked off with a lively virtual CoA Flex Day on Friday, January 22, 2021. Faculty and staff participated in a variety of workshops, on topics ranging from the College’s continuing in-depth discussions of “The 1619 Project” facilitated by **Dr. Carolyn Johnson** to an exploration of innovative new teaching and learning tools during the “Appy Hour” segment led by **Dean Eva Jennings**.

Opening presentations featured remarks by Classified Senate President **Kawanna Rollins**, Academic Senate President **Dr. Matthew Goldstein**, and PFT Representatives **Mary Shaughnessy** and **Andrew Park**.

For me, Flex Day was my first opportunity to address the entire campus community since arriving at the College in early December 2020. My presentation touched upon important themes that our campus community will be focusing on in the months ahead, including budget, enrollment, planning, and strategic institutional priorities. I also acknowledged our hard-working faculty and staff for going above and beyond in serving and supporting our students in recent months, by effectively embracing online instruction and providing a full range of virtual student services.

The first two weeks of the semester also included a number of virtual events for students, including online orientation sessions, a special two-day Enrollment Extravaganza featuring sessions with admissions, financial aid, and other services. A series of [Welcome Week](#) activities started on February 1, 2021, providing students with a variety of fun, informative, and interactive events occurring daily at noon through February 5, 2021.

The mission of the College of Alameda is to serve the educational needs of its community by providing comprehensive and flexible programs and resources to empower students to achieve their goals.

Psychology



Psychology Department

In studying psychology at College of Alameda, students will uncover the connection between mind, body and emotions to enhance their self-awareness and empower them to create the lives they desire and be agents of social change. Students apply theories to their own lives so that the information is useful and illuminating.

Stop acting so small. You are the universe in ecstatic motion. -Rumi

College Of Alameda Ranks Among The Top Associate in Psychology Degree Programs in the U.S.

College of Alameda has been ranked in the top 50 for the Best Associate in Psychology Degree Programs by [Intelligent.com](https://www.intelligent.com). Their comprehensive research guide is based on an assessment of 2,277 accredited colleges and universities. Programs are evaluated based on curriculum quality, graduation rate, reputation, and post-graduate employment. The college's [Psychology for Transfer AA-T](#) Degree was ranked as the best in the area of mindfulness training.

CoA's psychology courses are taught by Professors **Robert Brem**, **Elham Chishty**, **Sarah Peterson-Guada**, and **Bishop Scott**.

The 2021 rankings are calculated through a unique scoring system which includes student engagement, potential return on investment, and leading third-party evaluations. [Intelligent.com](https://www.intelligent.com) analyzed 194 schools, on a scale of 0 to 100, with only 50 making it to the final list. The methodology also uses an algorithm which collects and analyzes multiple rankings into one score to easily compare each college/university. To access the complete ranking, please visit: <https://www.intelligent.com/best-associate-in-psychology-degree-programs/>.

KUDOS

CoA Music Professor and Music Department Co-Chair **Silvester Henderson** was elected to the Board of Directors of the Global Listening Centre. The [Global Listening Centre \(GLC\)](#) is a dedicated premier international non-profit organization, which promotes the cause of listening worldwide and encourages individuals, organizations and institutions to work together to meet the urgent challenges of society. The Global Listening Board is comprised of experienced and passionate advocates who are leaders and experts in their respective fields.

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Aviation Maintenance Technician (AMT) Program to Apply for FAA Grant

In partnership with the Oakland Aviation Museum, local high schools, and industry partners, the College of Alameda (COA) Aviation Maintenance Technician (AMT) program intends to apply for a Federal Aviation Administration (FAA) grant.

Dean of Career and Workforce Education **Eva Jennings** explains that the Aviation Maintenance Technical Workers Workforce Development Grant is designed to develop and inspire a more inclusive pool of aviation maintenance technicians to join the next generation of aviation professionals.

The FAA is accepting applications through March 22, 2021. Grant awards range from \$25,000 to \$500,000. Due to established partnerships with area high schools and industry, the College looks forward to submitting a competitive proposal.

The ACCESO Program Is Building Momentum this Spring

ACCESO- Spring 2021

This spring, 121 students have submitted ACCESO program interest forms. Of these submissions, 38 students are currently active participants, having already submitted an interest form, attended an orientation, and submitted the Mutual Responsibility Agreement form. The goal this semester is to work towards converting all students who submit interest forms to active status. ACCESO has been hosting virtual orientations on Tuesdays from 5 p.m. to 6 p.m. Recently, approximately 2,500 ACCESO postcards were sent to currently enrolled Latinx students inviting their participation in the program.

ACCESO hired five peer mentors last semester. These same peer mentors are continuing in the program this spring. Each peer mentor will work with 10 ACCESO students (mentees).

For the past few weeks, peer mentors have been working on an outreach campaign, calling currently enrolled Latinx students and informing them about the great benefits of joining the ACCESO program. The goal of the campaign is to contact about 2,500 students this semester.

Peer mentors also have been supporting the Financial Aid Department by calling a list of about 760 currently enrolled CoA students who have not yet completed the 20-21 FAFSA.

ACCESO/Puente book-vouchers have been distributed to 51 students this semester. More vouchers will be disseminated as additional ACCESO students complete the enrollment process.

Upcoming and Past ACCESO Events

ACCESO/Puente Supplies Distribution - January 29, 2021

ACCESO Spring Bienvenida - February 11, 2021

ACCESO Workshop Series

The ACCESO Workshop Series is led by experienced faculty, staff, and subject experts on a variety of topics to help students succeed at College of Alameda. Topics include academic support, transfer, and career exploration, among others.

Time Management

Monday, February 1, 2021

6 p.m. to 7 p.m.

Presenter: **Danna Chavez Baquero**, Puente/ACCESO Counselor

During this workshop, students will learn the fundamentals of time management: understanding the value of time, using proven ways to get the most out of your day, balance school, work, and home, and conquer procrastination.

Communicating with Your Professor

Wednesday, February 3, 2021

2 p.m. to 3 p.m.

Presenter: **Danna Chavez Baquero**, Puente/ACCESO Counselor

Description: In this workshop, students will learn how to write a professional email, ask for letter of recommendations, and communicate professionally with instructors.

SPRING SEMESTER STARTS JANUARY 25 | ENROLL NOW



**Community
Accessibility
Responsiveness
Equity
Success**

College of Alameda



Believe. Achieve. Succeed. | www.alameda.peralta.edu

College-wide Efforts Have Been Made to Support Student Access and Success this Spring Semester

The College has been engaged in concentrated efforts to support student success and drive enrollment growth this spring. These efforts were underway when the pandemic hit in Spring 2020 and the college had already begun the process of updating its Strategic Enrollment Management (SEM) plan. As a result of the sudden campus closure, faculty and staff quickly adapted to online teaching methods and developed new online services environments.

The College continued updating its Strategic Enrollment Management (SEM) plan over the summer, and the Institutional Effectiveness Committee reviewed and approved it in October 2020. The comprehensive new SEM plan has eight components, including Systems and Data, Planning and Reporting, Facilities, Technology, Student Services, Instructional Innovation, Professional Development, and Communications.

Highlights from the SEM plan include the work of the College's Guided Pathways Mapping and Meta-Majors Design Team, which created comprehensive maps of the college's degree and certificate programs. The Guided Pathways framework will provide our students with a practical guide for enrollment planning and successful completion of their academic goals.

In addition, faculty are developing new Associate Degrees for Transfer (ADT) programs in Global Studies or Ethnic Studies (including an African American Studies course), Mexican/Latin American Studies, Asian and Asian American Studies, and LGBTQ Studies. These new programs will attract new groups of transfer students interested in studying these disciplines.

The Instructional Division also ensured that faculty members were provided professional development opportunities in effective online instruction for spring. They also offered support for students in essential workers academic programs.

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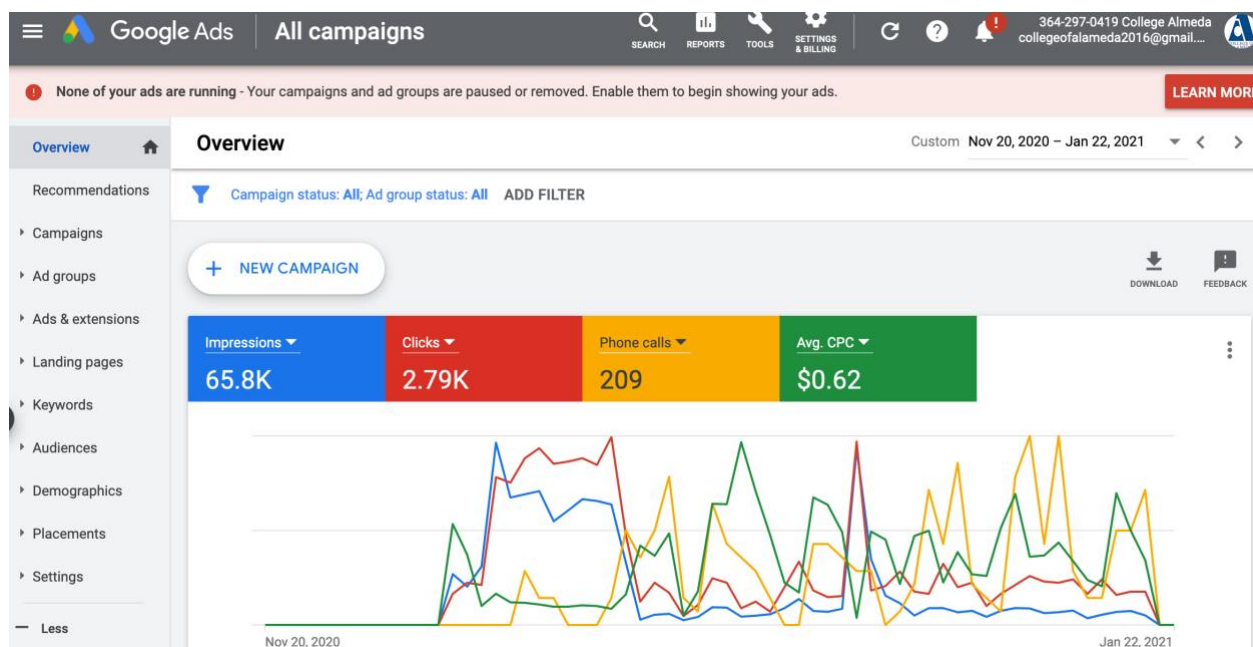
In other areas, Students Services, under the leadership of VPSS **Dr. Tina Vasconcellos**, in coordination with the Library and other faculty and staff, developed a computer loan program, distributed emergency grants, partnered with community organizations to provide free lunches, and offered free Wi-Fi access in campus parking lots.

As part of CoA's Spring 2021 outreach efforts, VPSS Vasconcellos and Student Services faculty and staff designed and launched a new program called Community, Accessibility, Responsiveness, Equity, and Success (CARES) in support of increasing student enrollment and success. Over 1700 students, all of whom had dropped classes as a result of the pandemic in Spring 2020 Semester, were identified, and the VPSS sent a personalized letter to each of them with information about the College's new online services and support systems. In addition, a CARES postcard mailer was sent to approximately 1,000 prospective students who had applied but had not enrolled in Fall 2020 Semester. The CARES postcard included a list of online services and how to access them. These mailers were followed up with a series of email reminders and information. Student Services also organized a CARES Call Center, to contact these students by phone and offer their personal assistance with enrollment processes, financial aid, counseling, and other services.

The College also designed a spring marketing and communications campaign that launched in November 2020. The campaign was comprised of direct mail, search engine marketing, social media, and web-based radio promotions on the Spotify network.

Social media advertising reached over 15,000 prospective students and engaged over 200 click-throughs to the college website. Spotify promotions resulted in over 37,000 impressions and 86 clicks through the College website. Google Ads generated the most results with over 65,000 new user impressions and approximately 3,000 clicks to the College's website, in the period from mid-November 2020 to January 19, 2021. Over 150,000 spring promotional postcards were mailed to Alameda area residents.

In addition, a series of five promotional emails was sent to over 50,000 prospective students who had applied but had not yet enrolled, who had dropped before completing a degree or certificate, or who had been enrolled in Fall 2020 Semester.





Spring Ahead

College of Alameda is a great place to start or continue your college education!

Classes start January 25.

CLICK to apply and enroll today.



College of Alameda

Believe. Achieve. Succeed.

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