



# President's Bulletin

**To:** BCC Faculty, Staff, and Administration  
**From:** Dr. Deborah F. Budd

**Date:** December 5, 2013

## New Initiatives for Dynamic Times

During 2013-14, our college community will be involved with several important and vibrant initiatives which will, in the long term, ensure that Berkeley City College continues to meet our students' needs and foster their success in the face of changing times that demand educated, highly skilled and flexible individuals. BCC must constantly examine and continually improve how we serve both our students and community, collaborate with each other, and set goals which will allow us to meet current and future challenges. We can do this by setting goals that strengthen our college, participating in a self-evaluation which allows in-depth examination of all facets of our institution, continuing our ongoing dedication to student success, and by taking pride in our accomplishments and the positive ways in which we work with each other.

This bulletin covers areas which involve all of our college community. Your participation is essential to our success. Your comments and suggestions are always welcome and encouraged.

- **BCC's 2013-14 Institutional Goals, Strategies and Measurable Outcomes**

On Oct. 21 and Nov. 6, BCC's Roundtable for Planning and Budgeting and Leadership Council approved the college's 2013-14 Institutional Goals, Strategies and Measurable Outcomes. Many of us have been involved with planning and budgeting and know the importance of setting these annual goals. They help all levels of the college to engage in continuous improvement, measure our effectiveness and foster student success. Setting goals and developing strategies to meet them are also important steps in our self-evaluation process. I encourage you to review and discuss these goals with your colleagues, with students, and with other members of our college community.

- **BCC Mission, Vision, Values**

As part of our self-evaluation, we will review and discuss BCC's Mission, Vision and Values. We need time to reflect on the work of the past, to collaboratively assess our current mission, vision and values, then analyze, validate, and amend them if necessary. We began our collaboration this semester and will continue it into 2014.

Thursday, Jan. 16, one of BCC's two College Flex Days, has been set aside to begin a college-wide examination and discussion of our Goals, Mission, Vision and Values. Mark your calendars. Other Flex Day dates are Wed., Jan. 15 (Peralta District) and Fri., Jan. 17 (BCC's second Flex Day). A detailed agenda will be prepared and sent to you.

- **Associate Degrees for Transfer**

Berkeley City College now offers 11 Associate Degrees for Transfer (AD-Ts), with several others on the horizon. They include Associate in Arts for Transfer (AA-T) degrees in Art History, Elementary Teacher Education, English, History, Philosophy, Political Science, Psychology, Sociology, and Studio Art. BCC's Associate in Science for Transfer (AS-T) Degrees are in Business Administration and Mathematics. We soon will have several more in Anthropology, Communication, Computer Science and Spanish. Special thanks to BCC's Department Chairs and Curriculum Committee for their excellent work to make these possible. The degrees will give our students more options for transfer and completion of their university degrees. When our students complete an Associate Degree for Transfer—either an Associate in Arts (AA-T) or Associate in Science for Transfer (AS-T)—with a 2.0 GPA or better, they are guaranteed admission in their major or in a similar major at a California State University. BCC leads the state in the percentage of Associate Degrees for Transfer developed. Congratulations!

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- **Associate Degrees for Transfer**

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Students' courses include those in their major, plus California State University (CSU) General Education requirements, or classes in the Intersegmental General Education Transfer Curriculum (IGETC). Earning an AA-T or AS-T degree also means extra points on students' applications to the University of California system.

Here are the essential requirements that must be met by a BCC student who wishes to earn an AA-T or AS-T degree. Students should:

1. Complete a minimum of 60 CSU-transferable semester units.
2. Maintain a minimum grade point average (GPA) of at least 2.0 in all CSU-transferable coursework. While a minimum of 2.0 is required for admission, some majors may require a higher GPA.
3. Complete a minimum of 18 semester units in an "AA-T" or "AS-T" major. All courses in the major must be completed with a grade of C or better or a "P" if the course is taken on a "Pass-No Pass" grade.
4. Complete the California State University General Education-Breadth pattern (CSU GE Breadth);  
or the California State University Intersegmental General Education Transfer Curriculum (IGETC) pattern.

- **President's Award**

The Berkeley City College President's Award began in January 2013. It was created to provide you with an opportunity to nominate your colleagues, who do outstanding work: Staff, faculty, student workers and administrators. Fall 2013 winners were Joan Berezin, Lilia Celhay, Ada Clark, Dr. Kerry Compton, Catalina Herrera and Dr. Linda McAllister. President's Award recipients receive a check and are invited to attend a celebration luncheon in their honor.

The criteria for this award are listed in the 2013-14 Nomination form, which I sent in an e-mail to the college community on Nov. 7, and also is attached to this bulletin. Nominees for the BCC President's Award consistently demonstrate the highest level of support in alignment with Berkeley City College's Mission, Vision, and Values. President's Award nominees should also demonstrate synergy and teamwork within the college community that promotes innovation and collaboration.

Take some time over the next few weeks to think about and nominate a colleague who has made a positive difference in the college community and has helped to transform lives. Your nominations are due Friday, January 10, 2014. Please submit your nominations to Cynthia Reese ([creese@peralta.edu](mailto:creese@peralta.edu)).

- **Holiday Tea, Wednesday, December 11**

Take a break from 3:30 to 5 p.m., Wednesday, December 11, and join us in Rm. 451A & 451B for a Holiday Tea. It's a great time to unwind after a busy semester and appreciate each other and the great things being accomplished. It's also an opportunity to share with others. Please bring a gift for our EOPS/CalWORKs toy drive.

- **President's Innovation Fund/Title III Mini-Grants**

Linking Annual Program Updates and Resource Allocation—when the college completes its Annual Program Updates this December, we can look forward to using the information identified in last year's Program Reviews, and any updates identified in this year's updates, to develop our resource allocation plans for 2014-15.

In addition, items identified in the program updates, as well as items identified for collaboration and innovative ideas to help us meet our Mission and Goals will be eligible for funding through the Title III mini-grants and the Presidents Innovation Fund.

Katherine Bergman, our Director of Special Projects, has opened the online application for Innovation and Title III mini grant funds (<http://tinyurl.com/oauusrv>), so you can tie it to the work being completed in your annual program updates. The applications are due January 31, 2014. If selected, funding will be available early in the Spring 2014 term.

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## Berkeley City College 2013-14 Institutional Goals, Strategies and Measurable Outcomes

### 1. Meet Berkeley City College resident FTES target (3,691) by preserving and nourishing resources (Peralta District Resident FTES Goal=18,830).

#### Suggested Strategies and Activities

- Access - Improve Internal/external outreach & partnerships to increase pathways to enrollment and persistence.
- Success - Strategic scheduling, including distance education, and use of existing space, including furniture, equipment, and alternative facilities, e.g., UC Berkeley, Annex.
- Quality Student Support Services - Make accessible and increase understanding of on-campus, off-campus, and on-line Student Support Services and Learning Resources.
- Partnership – Increase high school and community partnerships.

#### Measurable Outcomes

- Reach BCC resident FTES target of 3,691 and beyond.
- Others to be determined by disciplines, programs, committees.

### 2. Increase certificate/degree completion and transfers to 4-year colleges or universities by inspiring and supporting students.

#### Suggested Strategies and Activities

##### *Uniquely Designed Programs*

- Implement BCC academic mentoring and advising program to inspire students and support them through certificate/degree completion as well as transfer.
- Create job-shadowing opportunities for students.

##### *Partnerships*

- Increase In-reach and BCC Community Communication, including degree/certificate pathways and transfer requirements.
- Improve Internal/External Outreach & Partnerships with 4 year programs, as well as internship and BCC job-shadowing database.

##### *Quality Student Support Services*

- Make accessible and increase understanding of on-campus and off-campus Student Support Services and Learning Resources, especially those needed for completion and transfer.

##### *Equity*

- Facilitate and enhance faculty, student, and staff understanding of ADTs (AA-T and AS-T).
- Maintain a master calendar and up-to-date web information regarding academic deadlines, events, student support, and learning resources.

#### Measurable Outcomes

##### (2013 ACCJC Institutional-Set Student Achievement)

- Award 130 or more degrees by the end of 2013-14.
- Award 56 or more certificates by the end of 2013-14.
- Transfer 250 or more students to in- and out-of-state colleges and universities by the end of 2013-14.
- Others to be determined by disciplines, programs, committees.

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## Berkeley City College 2013-14 Institutional Goals, Strategies and Measurable Outcomes

### 3. Improve career and college preparation progress and success rate (successfully transition from basic skills to college-level, CTE to career).

#### Suggested Strategies and Activities

##### *Support Quality Instruction*

- Professional Development to better prepare all professionals (staff, faculty, student leaders, administrators) to help students understand pathways as well as complete degrees/certificates faster.
- Implement an academic advising program (based on CCSSE results and recommendation from Department Chairs' Council).
- Sharing and implementation of contextualized, applied and service learning, including CTE, soft skills, college and career readiness, and internships.
- Ensure adequate curriculum, including integrative assignments across classes to connect/support students and teachers.

##### *Quality Student Support Services*

- Make accessible and increase understanding of on-campus, off-campus, and on-line Student Support Services and Learning Resources, especially those needed for CTE completion and employment.
- Increase hours of availability for computer labs and library to accommodate students who need early morning, evening, and Saturday hours (based on CCSSE results and library assessment).

#### Measurable Outcomes

##### (2013 AACJC Institutional-Set Student Achievement)

- Reach student course completion rate of 64% or higher for all courses, especially for basic skills and CTE courses.
- Reach student retention percentage of 50% or higher for all courses, especially for basic skills and CTE courses.
- Others to be determined by disciplines, programs, committees.

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## Berkeley City College 2013-14 Institutional Goals, Strategies and Measurable Outcomes

### 4. Ensure BCC programs and services reach sustainable, continuous improvement level.

#### Suggested Strategies and Activities

##### *Institutional Leadership and Governance*

- Engage BCC community in understanding Shared Governance, including roles, responsibilities, and information flows.
- Conduct effective institutional Self Evaluation with college-wide participation.

##### *Expand the Use of Educational Technology*

- Provide cross-college training and support in District, state, and federal data tools Institutional Effectiveness.
- Engage in Assessment work for Service Areas, including Office of Instruction, Special Projects, as well as Student Services, including Veterans' Services, Campus Life and Student Affairs.
- Complete and apply ILOs, assessment, CCSSE, and assessment tools to increase student success.

#### Measurable Outcomes

- Complete AACJC Self Evaluation according to timeline.
- Reaffirm full Accreditation in Spring 2015.
- Ensure data-driven program improvement process, including assessment results, and integrate planning into resource development and allocation.
- All course, program, and ILO assessments are completed, as scheduled on the published timeline.
- Others to be determined by disciplines, programs, committees.

### 5. Collaborate to ensure fiscal stability.

#### Suggested Strategies and Activities

- Fiscal Oversight - Implement fully funded BAM, Increased flexibility of funds due to additional revenue streams.
- Budget to Improve Student Success - Secure grant to continue Student Services-Instruction collaboration begun under Title III.

#### Measurable Outcomes

- Stay within given 2013-14 annual budget.
- Develop and secure additional revenue streams, i.e. increase international student enrollment, community partnerships, industry relationships, etc.

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## Mission, Vision, and Values of Berkeley City College



### Mission

Berkeley City College's mission is to promote student success, to provide our diverse community with educational opportunities, and to transform lives.

*Adopted by the Peralta Board of Trustees April 12, 2005*

### Vision

Berkeley City College is a premier, diverse, student-centered learning community, dedicated to academic excellence, collaboration, innovation and transformation.

### Values

Berkeley City College embraces values which allow all members of our college community to grow and thrive. Our values include:

- ***A Focus on Academic Excellence and Student Learning.*** We value our students' varied educational and experiential backgrounds and learning styles, as well as educational objectives.
- ***A Commitment to Multiculturalism and Diversity.*** We value diversity, which fosters appreciation of others, depth of understanding, insight, empathy, innovation and creativity, characteristics our institution seeks in its students, faculty and staff.
- ***A Commitment to Preparing Students for Citizenship in a Diverse and Complex Changing Global Society.*** We value the fact that students live and work in an increasingly complex society and world.
- ***A Commitment to a Quality and a Collegial Workplace.*** We value the high quality that characterizes everything we do.
- ***The Importance of Innovation and Flexibility.*** We value innovation because it encourages our students to question the typical and expand their thinking in a flexible manner that allows them to understand life's dynamic potential.



# PRESIDENT'S AWARD NOMINATION FORM 2013-14

**DUE: Friday, January 10<sup>th</sup>, 2014**

*- Recipients will be announced during Spring Flex Day, Thursday, January 16, 2014-*

Nominees for the President's Award consistently demonstrate the highest level of support in alignment with Berkeley City College's Mission, Vision, and Values. President's Award nominees should also demonstrate synergy and teamwork within the college community that promotes innovation and collaboration.

*(Synergy = The working together of two or more people or departments, and the result is greater than the sum of their individual effects or capabilities.)*

**Name of Nominee:** \_\_\_\_\_

**Department:** \_\_\_\_\_

Faculty

Classified Staff

Administrator

Student Employee

**Describe in specific detail the contribution(s) made to Berkeley City College by the nominee that meet the above criteria: (Attach additional pages if necessary.)**

**Nomination submitted by:** \_\_\_\_\_

Return all nominations to:  
Dr. Debbie Budd, President  
c/o Cynthia Reese  
[creese@peralta.edu](mailto:creese@peralta.edu)