

# President's Report to the PCCD Board of Trustees



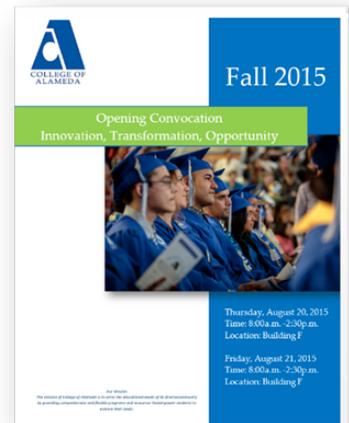
September 8, 2015

Dr. Joi Lin Blake, President

## Opening Convocation 2015

### *Innovation, Transformation, Opportunity*

The College of Alameda opened up the semester showcasing many of its accomplishment this year and setting the stage for more Innovation, Transformation and Opportunity. Campus constituent groups provided updates for the campus and new faculty, staff and administrators were welcomed to the COA family. The management team presented on the *Blueprint for Excellence: COA's Response to Accreditation*, SSSP, Student Equity and the state of the budget. Also featured were division meetings, curriculum workshops and much, much more.



## College of Alameda Welcome Week



College of Alameda held its 2015 Welcome Week from August 24 – August 28. It was definitely a Welcome Week that will be remembered. The week was kicked off by local hip hop artist Holladoughbleh and MC'd by DJ Methods. The Associated Students of College of Alameda were out en masse giving away College of Alameda “swag” shirts.

Tuesday was headlined by local YouTube sensation Melvin Sings, who mesmerized the student population on campus with his sultry voice. On Wednesday, we were blessed to have the number one reggae/hip hop group from Hawaii, CRSB, perform. Big Body Radio personality Cisco MCed

and DJed the event and gave good vibes to all who were present. The give-away was from Everett & Jones BBQ, who provided ribs and chicken for the entire College of Alameda community in attendance. To close out our week, Kettle Pop Friday offered unlimited kettle corn for the entire campus community to enjoy.

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Welcome Week brought hundreds of students into our newly remodeled cafeteria in the Building F Student Center where they enjoyed the new tables, chairs and lounge areas. The Associated Students also used this week to introduce themselves to the campus community. They took advantage of the high volume of students by giving away shirts, bags and Oakland A's tickets in exchange for completed surveys to help them identify and get a better sense of the issues the student body wants addressed. Lastly, Welcome Week successfully served over 1,000 students by creating an exciting and enjoyable atmosphere to support students' academic goals at College of Alameda.

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## Fall 2015 Fab Friday Orientation



COA welcomed over 200 new students to the Fall 2015 Fab Friday Orientation. Faculty, staff, and administrators came together to help new students learn about the campus resources available to support all students in reaching academic success. Meeting and networking together, the new students created a strong support group to bolster their educational goals. In breakout groups, students learned tips including how to use the catalog, how to navigate their Peralta email, and campus policies. They ended the day with "Meet the Faculty" to meet their instructors and explore academic programs.

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## COA Welcomes EOPS/CARE/CalWORKs Students

More than 200 new students were accepted into the EOPS/CARE program. 300 continuing students attended six orientation sessions. All new EOPS/CARE and CalWORKs students attended the Fab Friday Orientation to kick off their college experience.

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## Alameda Point Collaborative Partnership



**College of Alameda Hosts  
Alameda Point Collaborative for**

*"Dinner With  
College of Alameda"*

College of Alameda (COA) will host Alameda Point Collaborative for dinner on October 14. The event will create a new college-community partnership and will support college connection with an onsite introduction to all the College has to offer.

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Already a COA neighbor, Alameda Point Collaborative (APC) is a supportive housing community that helps families and individuals break the cycle of homelessness and poverty. APC was established in 1999 to work to end homelessness by providing housing and services in a community where approximately 500 individuals, including almost 300 children and youth, can flourish.

Bringing the College to APC will highlight pathways to college and careers for people who are envisioning possibilities for the future.

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## New Faculty 1st Fridays

The College of Alameda has launched a new professional development program for new faculty (full-time and part-time). The program began on Friday, August 21 and consists of a monthly series of workshops focused on teaching/learning and facets of our student and instructional services. The program liaisons are Vanson Nguyen, Mathematics Instructor and Dr. Char Perlas, Dean of Workforce and Applied Sciences.

COLLEGE of ALAMEDA



Faculty 1st Friday Workshops 2015-16

Topics included:

- How to Record Corrections, Incompletes, Student Code of Conduct, Faculty Absences, Requests (travel, supply, etc), DSPS
- Counseling, Financial Aid, EOPS, CalWORKS, Assessment and Support Services
- Diversity and Equity
- Self-Evaluation and Innovation
- Library and Learning Resource Center
- Moodle and Online Instruction
- Reflection and Year-end Celebration

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## International Education Services Available

The Office of International Students opened onsite office hours at the College of Alameda beginning August 23. Their office is in the Student Center (F Building), Room F109. It's open Wednesdays between 1-5pm.

Available services include:

- Admissions information for new international students
- Collecting new applications and documents, and answering questions about applying for F-1 Visa/ I-20
- International/immigration advising and services
- Workshops on transferring to a 4-year university
- Employment opportunities for international students
- Information on international student activities
- COA International Student Club
- Study-abroad information for U.S. students and faculty.



PERALTA  
COLLEGES

We are excited about this opportunity to enhance services for the growing international student population at the College of Alameda.

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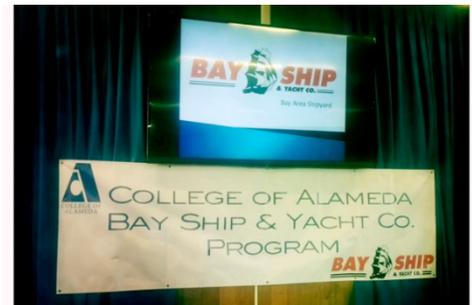
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## Bay Ship and Yacht Program Orientation

On Thursday August 13, College of Alameda hosted the mandatory orientation for the Bay Ship Program. There were over 20 interested students for the Maritime Painting class, which has a class capacity of 15.

Currently, in collaboration with the One Stop Career Centers in Alameda and Oakland, students are being interviewed to determine their commitment to the program. Students are also being provided additional application and enrollment support.

In addition to the 4-week Maritime Painting class, through the Alameda County Workforce Investment Board the eligible students are provided with waived tuition fees, personal protection equipment, and funds to purchase the required steel-toe boots. College of Alameda is also offering the students a professional development workshop series consisting of effective communication strategies, leadership styles, and conflict resolution. At the end of the class, students recommended by their instructors will have the opportunity to interview for jobs at Bay Ship and Yacht.



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## Perforce Joins COA to Plan Maker Space

On Thursday, August 20, College of Alameda had its second meeting with Perforce Software Company in Alameda. Perforce is collaborating with COA to establish a Makers Space at the COA campus. A Perforce-sponsored “meet and greet” at COA has been tentatively scheduled on November 5 from 6pm – 9pm. The meet and greet event will serve as the foundation for determining what the community would like to see in the Maker Space. The event will guide decisions regarding equipment/software purchases and the ultimate vision for the space. Stay tuned for additional details.

PERFORCE

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## ATLAS Orientation

On Wednesday August 26, the ATLAS Program held its orientation for the Warehouse and Forklift Certification program. 18 students were in attendance and eager to enroll in the program.

In addition to the short-term certificate, which includes a Certificate of Proficiency as well as OSHA and Hazmat certifications, ATLAS has established an internship program with the PCCD Warehouse. The internship program is designed to provide students and recent graduates with an opportunity to gain hands-on experience in warehousing and forklift operations while contributing to the needs of the PCCD Purchasing/Warehouse Department.



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## ATLAS Graduation



On Friday, August 28, students from the ATLAS Transportation Logistics Operations program participated in an intimate graduation ceremony where each student shared their struggles and accomplishments.

With the assistance of ATLAS Staff and COA Administration, additional personnel were hired this summer to support these students, providing instructional assistance and access to computer labs.

Of the graduates, two students are continuing their pursuit of a degree in Business. Thanks to the assistance of Open Gate, three students are taking concurrent enrollment courses at UC Berkeley. Additionally, the One Stop staff have made themselves available to assist the graduates in applying for and obtaining employment.

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## East Bay Innovation Awards Nomination 2016

On September 2, College of Alameda's Bay Ship Program was nominated for the East Bay Innovation Award in the category of Education. College of Alameda was nominated by City of Alameda's Development Manager, Eric Fonstein.

The College of Alameda Bay Ship Program is being recognized for its innovative concept of partnering to develop curriculum that mirrors Bay Ship's Maritime Painting training. Students who complete the Maritime Painting class will not only complete 2 CSU transferrable units, but will also be given preferential hiring at Bay Ship. This program is funded through the support of the Alameda and Oakland Workforce Investment Boards.

Award winners will be announced at the February 25, 2016 gala to be held at the Fox Theater in Oakland.



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## NETLAB+ New Opportunity

As a consortium member for the regional CTE Enhancement 40% NETLAB+ initiative, College of Alameda's students and faculty now have access to NETLAB+. NETLAB+ is a remote access solution that allows academic institutions to host real IT equipment, virtual machines and a wide variety of curriculum content options. NETLAB+ includes all the software needed to provide an environment through which students may schedule and complete lab exercises for Information Technology courses.

To learn more about NETLAB+, visit [www.netdevgroup.com/products/](http://www.netdevgroup.com/products/)

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## New CIS Programs at College of Alameda

As part of the CTE Enhancement 40% Mobile Application Consortium, College of Alameda is working collaboratively with Laney College to develop Mobile Application curriculum. Within the consortium, College of Alameda plans to assist Laney with the development of core courses required for their certificate and develop two supplementary courses to Laney's Certificates of Completion that would feed directly into their program: Overview of Android and IOS Applications, and Marketing Smartphone Applications.

College of Alameda will assist in coordinating professional development activities and industry board meetings related to the grant objectives. We will also actively participate to strengthen relations with industry to provide students with available employment opportunities. Finally, we will collaboratively work with our consortium partners to provide support and resources for students to test their applications on mobile devices.

Additionally, through PASS Funding, College of Alameda is working on a Data Analytics certificate of proficiency program, which will consist of three courses:

1. Web Analytics (1 unit)
2. Introduction to Tableau Analytics (2 units)
3. Introduction to Big Data and Analytics (3 units)

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## ESL Orientation at COA

Each semester during the first week of instruction, College of Alameda's ESL program holds two special orientation sessions for its morning and afternoon/evening students.

This year's sessions included:

- Welcoming students to the COA campus
- Making students aware of the support services the College offers
- Introducing students to key administrators, counselors, and faculty
- Emphasizing the fact that we are here to help them succeed and achieve their educational goals
- Encouraging and appreciating multilingualism, multiculturalism, and internationalism
- Lessening the effects of cultural shock



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## Dr. William Watson Nominated for Aspen Presidential Fellowship for Community College Excellence

College of Alameda's Interim Vice President of Student Services, Dr. William Watson, recently received notification from the Aspen Institute that he has been nominated for the Aspen Presidential Fellowship for Community College Excellence by the National Center for Inquiry and Improvement.



The Aspen Presidential Fellowship for Community College Excellence aims to develop a cadre of exceptional leaders who can transform community colleges to achieve higher levels of student success, while maintaining broad access. Drawing on the exemplary work of excellent community colleges, the Aspen Institute will engage a select group of 40 fellows in this intensive, one-year, applied leadership executive program, delivered in collaboration with Stanford Educational Leadership Initiative.

To learn more about the Fellowship, please visit: <http://bit.ly/1NgpdAO>

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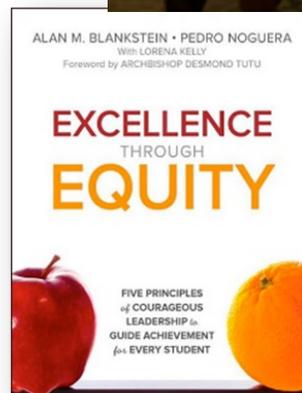
## Dr. Pedro A. Noguera Speaks: From Risk to Resilience

Dr. Pedro A. Noguera, an internationally recognized scholar and urban sociologist, spoke at the Opening Day Convocation at College of Alameda. Dr. Noguera is a sociologist whose scholarship and research focuses on the ways in which schools are influenced by social and economic conditions, as well as by demographic trends in local, regional and global contexts. He is also known for his research on the achievement of African-American and Latino males. His most referenced work is *The Trouble with Black Boys...and Other Reflections on Race, Equity and the Future of Public Education*.



Dr. Noguera's remarks were thought provoking and challenged the campus community to examine institutional practices in and out of the classroom. Dr. Noguera provided a glimpse of his new book, *Excellence through Equity: Five Courageous Principles of Leadership to Guide Achievement for Every Student*.

In the book he writes, "Changing paradigms is difficult, especially when it involves changing attitudes about race and resources." Thanks to his lecture, the COA community began the semester inspired and empowered to "change the paradigm."



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## Launch of Research Agenda: Creating New Knowledge

Dr. David D. Ulate, Executive Director of Research and Planning at Foothill-De Anza Community College District, provided a riveting presentation to launch the COA research agenda, entitled, “Creating New Knowledge.”



Dr. Ulate has conducted research for national demonstration projects with the Center for Law and Social Policy (CLASP) and Achieving the Dream. He has conducted statewide research on dual enrollment for underrepresented students and presented at the University of New Orleans’ Race, Gender and Class Conference. His presentation addressed the importance of creating a culture of research, quantitative and qualitative data strategies, assessment/evaluation and effective methods for using data to inform decision-making.

COA will be working with the Education Advisory Board (EAB) to provide research data on areas of access, affordability, achievement, persistence and completion. Additionally, resources will be provided to faculty and administrators on effective practices in each of these areas.

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## We’re In! Institutional Effectiveness Partnership Initiative (IEPI)

College of Alameda was selected to participate in the Institutional Effectiveness Partnership Initiative (IEPI). The College has been assigned a team and has a team visit scheduled the week of October 5.



California Community Colleges  
Chancellor's Office

COA’s four areas of focus are:

- 1) development of a robust culture of assessment for student learning and service area outcomes;
- 2) establishment of a transparent integrated budget and planning process that includes linkages to program review, assessment and resource allocation;
- 3) development and implementation of a communication strategy to ensure all internal and external constituents engage in the participatory governance process, and;
- 4) establishment of a clear delineation of responsibilities between the District and College services.

The Institutional Effectiveness Partnership Initiative (IEPI) is a collaborative effort to help advance the institutional effectiveness of California Community Colleges. Most importantly, IEPI will enhance the system’s ability to effectively serve students. It is jointly administered by the California Community Colleges Chancellor’s Office and College of the Canyons. Major components of the initiative include development of the statewide indicators per SB 852 and SB 860, making Technical Assistance Teams (now called Partnership Resource Teams) and implementation grants available to colleges interested in receiving assistance, and providing professional development opportunities.(CCLC 2015)

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## Meet the New College of Alameda: Beautification Campaign

As part of its enrollment management strategy, College of Alameda has embarked on creating a new, improved image for the College by beginning a beautification program. This initiative has included updating classrooms and computer labs, re-landscaping the entrances, installing inspirational banners on campus and on Ralph Appezatto Memorial Parkway, and a total refresh of the Student Center.

The changes are breathtaking! Take a quick look at some of our efforts:



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