



President's Report to the PCCD Board of Trustees



March 22, 2016

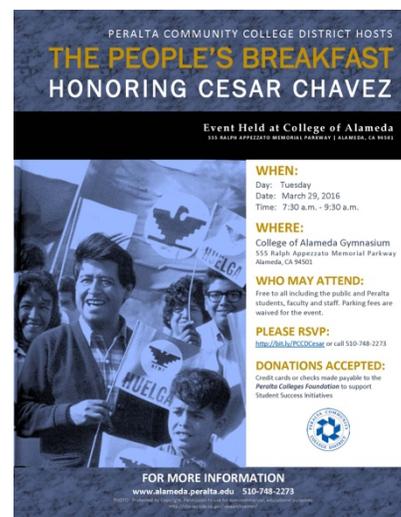
Dr. Joi Lin Blake, President

CoA to Host People's Breakfast Honoring Cesar Chavez, 3/29

Save the date for the Peralta Community College District (PCCD)'s The People's Breakfast honoring Cesar Chavez. The People's Breakfast is hosted by PCCD to honor and celebrate key historical figures, groups or organizations that have championed equity, diversity and inclusion. This year's event will be held on Tuesday, March 29 from 7:30 a.m. – 9:30 a.m. in the College of Alameda Gymnasium.

"Senator Robert F. Kennedy described Cesar Chavez as 'one of the heroic figures of our time.' A true American hero, Cesar was a civil rights, Latino and farm labor leader; a genuinely religious and spiritual figure; a community organizer and social entrepreneur; a champion of militant nonviolent social change; and a crusader for the environment and consumer rights. Cesar's motto, 'Si se puede!' ('Yes, it can be done!'), coined during his 1972 fast in Arizona, embodies the uncommon legacy he left for people around the world." (From the Cesar Chavez Foundation)

The breakfast is free and open to the public, including all Peralta College Trustees, students, faculty and staff. Parking fees are waived for this event. Advance reservations are required. RSVP at <http://bit.ly/PCCDCesar> or call 510-748-2273.



CTE Career Fair Welcomes High School Students

On Tuesday, March 15, CoA hosted its annual CTE program open house and job fair. This event welcomed over 200 students from 15 East Bay high schools, as well as 25 employers. Students and high school teachers and staff were excited to be on the college campus and spoke highly of each program toured and presented, including Apparel and Design, Automotive, Business, Transportation and Dental.



This event took months of planning and could not have happened without the collective efforts of our CoA family: CTE Fair Planning Committee, Facilities/IT Team, CTE Faculty, The One-Stop Staff, ATLAS/DSN Staff, and Student Services.

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Breaking Barriers Lecture Series Features Pamela Cox-Otto

On Wednesday, March 9 CoA's Breaking Barriers Lecture Series featured cross-generational communications specialist Dr. Pamela Cox-Otto. A founding partner and CEO of Interact Communications, Pam has been developing communications strategies for 20 years, infusing everything from branding to political campaigns with her unique, often humorous, tenor. She has been described as a "community college whisperer," using her experience and knack for finding patterns to breathe new life into two-year colleges' marketing campaigns.



Pam's talk focused on the key traits, defining experiences, mindsets, and values of the three key generations found at community colleges: Baby Boomers (ages 52-70, often college leaders and/or older returning students), Gen X (ages 36-51, often in middle college management, partly parents of Gen Y), and Gen Y (ages 17-35, traditional-age and returning college students). Through her dynamic presentation, peppered with clips from movies, TV shows and commercials to provide context and illustrate her key points, she provided an eye-opening window into what defines each of these generational groups and how they are unique. She also showed why it sometimes feels difficult for us to understand each other, value these differences, and get along – especially in a college setting. Her presentation provided everyone with a greater level of clarity about how to effectively work together, and to acknowledge and honor these differences.

The audience was a mix of students, faculty, staff, and administration, and a mix of ages as well. As Pam spoke, it was clear that she was striking a chord. It was fascinating to watch how various groups within the audience responded, nodding their agreement, and becoming increasingly animated as she described their generation (even if they'd been unwilling to self-identify at the beginning of the talk.) Her real-world tips for things students should say to their professors were humorous – and apparently right on target.

In summary, sharing a few of her favorite commercials of all time, Pam said, "There's no doubt that we have many differences in our cultural, ethnic, and racial backgrounds and more. We also need to understand that there may be huge similarities and differences in our core experience based on when we were born. We need to value our generational differences as much as we value cultural ones. We need to value each other for who we are...Our differences mean we have to work at it."

Immediately following the lecture, she gave a short presentation on enrollment management strategies. This was enthusiastically received by the faculty, staff and administrators present.

CoA, League of Women Voters and Girls Inc. Host Public Debate

College of Alameda is partnering with the League of Women Voters of Alameda and Girls Inc. of the Island City to host a public forum debate on April 15 in F-Building at 6:30 p.m. The purpose of the debate is to provide the community with non-partisan arguments both for and against issues affecting the public. Teen debaters from Girls Inc. of the Island City will examine the following topics in two debates: abolishing the



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Electoral College, and photo ID requirements for voting. The event will be open to the public.

The League of Women Voters of Alameda will award a \$1,000 scholarship to the winning team of the debate and a \$500 scholarship to the highest scoring individual debater. Guest judges for the debate will include Assembly member Ron Bonta, College of Alameda President Dr. Joi Lin Blake, League of Women Voters of California President Helen Hutchinson, and Alameda City Council member Jim Oddie.

College of Alameda Communications instructors Jennifer Fowler and Shirley Brownfox held the first coaching practice with the Girls Inc. of the Island City debaters on Friday, February 26. Weekly practices are being held at the college leading up to the event. For more information, contact College of Alameda Communications Department Chair Jennifer Fowler at jfowler@peralta.edu.

Pictured: Girls Inc. of the Island City students Joey Gong, Obsitu, Eman Khatri, Yongqi Kuang, Rekha Lockhart, Jennifer Tran Martinez, Ellerbe Whang, Julie Vu, Sara Zamora.

CoA Faculty Carla Pegues and Wayne Fung Granted Tenure

The Peralta Community College District (PCCD) has honored College of Alameda faculty members Carla Pegues and Wayne Fung with Certificates of Recognition for successful completion of the four-year tenure review process. In ceremonies held Tuesday evening, March 8 at the PCCD offices, faculty from each of the Peralta Colleges were presented certificates and introduced as newly tenured faculty.

College of Alameda is proud that both Carla Pegues and Wayne Fung received degrees from College of Alameda before returning to give back to their community as faculty. Carla has been the Program Director of the CoA Dental Assisting Program since 2012. Wayne is a faculty member in Automotive Technology and has taught at CoA since 2007. Congratulations, Carla and Wayne!



CoA Co-Hosts Seminar on Human Trafficking

The March 16 Human Trafficking Seminar, hosted by the American Association of University Women, League of Women Voters and College of Alameda's Community Change and Urban Leadership (CCUL), was attended by over 80 community members (including Mayor Trish Herrera Spencer), faculty, staff and students.

CoA President Joi Lin Blake and keynote speakers District Attorney Nancy O'Malley and FBI Agent Marty Parker emphasized the seriousness of this epidemic. Marty Parker shared that human trafficking offenders range from mothers to drug dealers, and that the human trafficking business has a higher rate of return than selling drugs because the abused victims can be consistently 're-used.'

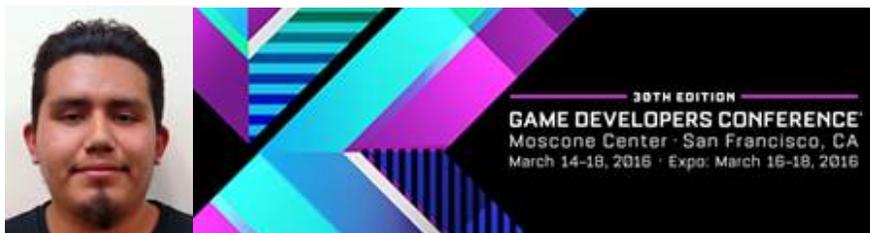


To find out more, go to heatwatch.org, an organization spearheaded by Nancy O'Malley. Spread the word and help us stop human trafficking!

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CoA Student Ambassador Brings His “A Game”

College of Alameda Student Ambassador Daniel Padilla was accepted as a sponsored attendee/ volunteer at the 30th Annual Game Developer’s Conference (GDC) in San Francisco, held March 14-18 at the Moscone Center. GDC (gdconf.com) is one of the largest and longest-running annual events of the



gaming world, bringing together over 26,000 attendees from across the world. It calls itself “the primary forum where programmers, artists, producers, game designers, audio professionals, business decision-makers and others involved in the development of interactive games gather to exchange ideas and shape the future of the industry.” Daniel used this opportunity to pitch his game development ideas, network with game developers in the industry, test out, and weigh in on unreleased games.

In addition to serving as a CoA Student Ambassador, Daniel is an Oakland Technical High School alumnus. He is also a proud member of GameHeads, a social justice organization hosted at Youth Impact HUB – Oakland (youthhuboakland.net), dedicated to supporting Oakland’s youth in developing technical skills and increasing the diversity of the gaming community.

MESA Students Find Academic Family of Support, Motivation & Vision

On February 19 at the MESA Center, newly accepted MESA students trickled into the Science Annex's student break room/study area/place. Not sure what to expect, some were nervous, and some were excited for MESA's Orientation and Student Brunch Mixer. Students met each other in community along with tutors and other MESA staff, including MESA's Counselor and Interim Co-Coordinator Camille Santana, and new Interim Co-Coordinator Professor Curtis Frank.



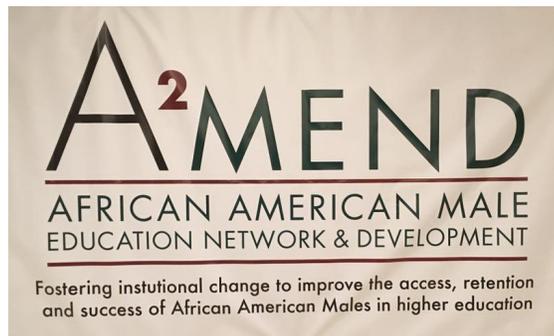
Students of different STEM majors met each other, realized they shared one or two math or science courses, and connections for study groups were made. They shared their personal interests, career goals, study tips for their science courses, their views on college and life stresses, and how they cope with hard times. From these discussions, they found in each other one of MESA's main goals: community.

The MESA Program aims to increase awareness, interest, and opportunities for success for first generation college students in Science, Technology, Engineering, and Math (STEM) fields. The MESA program provides resources and support to empower students to succeed academically and personally; develop valuable leadership skills, create a peer-driven, strong, and vibrant learning community; and envision themselves as tomorrow's visionary scientists, doctors, dentists, mathematicians, and engineers.

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A²MEND Conference Focuses on African American Males in Higher Education

Jamar Mears, Chair of CoA's Counseling Department and Veterans Counselor/Instructor, recently represented the college at the A²MEND conference on African American male education, networking, and development, which was held March 2-4, in Los Angeles (a2mend.org). The mission of the conference is to counteract the dismal forecast of the African American male in higher education by centrally focusing on the role of the institution. Institutions of higher learning play a pivotal role in the education, leadership, support, and engagement of these students. This conference addressed these problems. Informative presenters and interactive workshops helped develop realistic strategies and concrete recommendations to address equity gaps that can be put into practice in our respective colleges.



The research and literature on African-American men in higher education paint a bleak picture for the future. A dwindling number of African-American male students in postsecondary education (in both public and private institutions) and a dearth of black faculty and administrators represent an alarming trend in education. This trend is even more alarming in the nation's community colleges -- often viewed as gateways for advanced degrees and upward mobility for the country's most disenfranchised and underrepresented student populations. The crisis among African American men in higher education has become a hot-button issue during recent times with the rapid infusion of statistics and reports that point out the symptoms of the problem but rarely focus on its root causes or offer tangible solutions.



The event brought together hundreds of California community college faculty, staff, program coordinators, and administrators with key officials from other colleges, churches, and private institutions. Together, they reviewed the role of leadership in promoting educational development, expanding capacity to address current and future development challenges, placing national African American male achievement strategies in a global context, and positioning this population of students in institutions for high performance. It also provided a valuable networking opportunity and set the stage for further cooperation among colleges and beyond, including four-year institutions at different stages of development.

Mears writes, "Overall, the conference was dynamic and powerful. Personally, it reignited me with empathy and drive to help support African American male students. The workshops helped equip me with knowledge to help establish a 'gravity' that supports academic self-efficacy and a sense of campus belonging. It made a positive impact on students too. The students were impressed to see 500+ Black men dressed professionally and having dialogues on striving for success, not becoming content with living in poverty. They had never seen or experienced so many professional Black men in one place with a common goal."

Outreach Represents CoA at Berkeley High's Annual Community College Fair

Partnership is in the air this spring! Ashley Flores from College of Alameda's Outreach & Retention department attended the Community College Fair at Berkeley High School (BHS), held on Thursday, March 10 for BHS seniors

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and community college representatives. She was joined by Denise and Candace, two College of Alameda student ambassadors. The three of them tabled in the College Career Center and assisted 200 students with CCC Open drop-in application workshops and the College of Alameda (CoA) application. College of Alameda is a hit every year with its prize wheel and little known facts about the City of Alameda and Peralta Community College District. This year was no exception.

CoA Faculty Attend Workshop on Program-Level Assessment

CoA sent five representatives to a March 3 workshop on program-level assessment, sponsored by the Accrediting Commission for Junior and Community Colleges (ACCJC). The ACCJC, based in Novato, is the agency that accredits CoA. Linda Suskie, a nationally recognized leader in assessment theory and practice, led the session, “Taking Assessment to the Program Level.” Suskie is the author of the book *Assessing Student Learning: A Common Sense Guide* (Jossey Bass).



Division II Dean Char Perlas joined four faculty members—Olga Fish, Business; Matthew Goldstein, Humanities; Hoi Ko, Aviation; and Reza Majlesi, Biology—at the intensive day-long training. Among other key topics, the seminar offered tips for linking course-, program-, and institutional-level outcomes. Also on hand at the workshop was Barbara Beno, ACCJC president. Beno and Suskie presented a brief Q&A that helped clarify ACCJC expectations.

Save the Date: Danilo Begonia Lecture, April 6

Save the date for the final event in CoA’s Breaking Barriers Lecture Series, featuring Danilo Begonia. Danilo Begonia is Professor Emeritus of Asian American Studies and former Dean of the School of Ethnic Studies at San Francisco State University. Professor Begonia is a highly acclaimed teacher. His demanding, highly interactive style has inspired many students who have been guided by his wisdom and life lessons.

When: Wednesday, April 6

Time: 12:15 p.m. – 1:30 p.m.

Where: F Building, College of Alameda

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