Outreach & In-reach Committee
Meeting Minutes
March 13, 2014 at 10:00 AM, Room 451 B

Present:

- Christina L. Taing
- James Aganon
- Jasmine Martinez
- Kate Koelle
- Liliana Rojas
- Mostafa Ghous
- Shirley Fogarino
- Victor Flint

Next meeting: TBD

I. Call to order
Meeting called to order at 10:08 A.M. by Chair, Mostafa Ghous
Mostafa Ghous asks for previous meeting minutes.
Liliana Rojas will distribute a hard copy of the minutes at the next meeting. She informs members that all documents can be found at the Outreach and Retention Website. Mostafa Ghous adds that the Student Ambassador Website is under construction.

Mostafa Ghous asks for any additions to the agenda.
James Aganon would like to add Albany High School to the agenda.
Shierley Fogarino would like to add the Dear Berkeley Neighbor and CAL day.
Mostafa Ghous would like to move item number one before other discussion.
Mostafa Ghous asks for approval of the agenda.
7 in favor/ 0 against/ 0 abstain. Motion passes

I. Review Institutional and PCCD Goals
Mostafa Ghous would like to bring to the attention of this community that there are Institutional and Strategical goals and measured outcomes for Berkeley City College. H indicates that next time we do Outreach, we can review the outreach and retention outcomes, some of the goals and the mission. Mostafa Ghous asks members to get familiarized with this document and he considers that we can fit it with every goal, because what we do is the very foundation of all these goals.
Mostafa Ghous asks committee to take a time to look at the Institutional and PCCD goals. These documents are something that the entire campus has approved.

II. New Outreach and Campus Life Staff - Victor Flint
Mostafa Ghous introduces the new addition to the Office of Campus Life; Victor Flint.
Mostafa Ghous states that Victor Flint will be collaborating with Outreach and Retention services as well as working with the Student Ambassadors.
Mostafa Ghous asks Victor Flint to talk about some of the things that he has done in the past and the things that he is envisioning.
Victor Flint explains that Ambassadors have been the face of the college, not only in the school but also in the community. Ambassadors have worked with different departments and organizations. They have worked with state legislators such as Loni Hancock and Nancy Skinner. Ambassadors were both in the state participation for education and City participation, as well as various church groups. Vincent Flint’s concept is that faculty comes up with great new ways to bridge education, and our role is to have a vision and sell it to the community; similar to how an airline establishes a new route. He indicates that it is kind of the same frame mark, but we tell the community “this is another bridge to predictable success in the field of education”.

Shirley Fogarino asks if by mentioning the “community” Victor Flint is referring to a specific segment of the community (the youth).

Victor Flint consents and Shirley Fogarino adds that he is not including other segments and that is something that she wants to discuss: the other segments in the community. She adds that there are many other segments in the community such as people who have lost their jobs; they need to be reached through other points of contact. Therefore, we need to know all layers. Ambassadors have done a lot in raising the 16-25 year old demographic to BCC, we now have about 52% of students in that area, whereas before we only had about 25% in that age group. That is a remarkable outcome.

Mostafa Ghous welcomes Victor Flint and asks committee members to introduce themselves.

Victor Flint talks about the possibility of Community Colleges in certain areas being able to give 4 year degrees such as the Multimedia Arts. A lot of emphasis is going to be put in the Community Colleges. Shirley Fogarino indicates that we also need to be careful with this since when she was a Vista there was a time where there has been so many students that they were unable to accommodate them and that created so much rancor in the community because students could not get into their classes, they were sitting at the floor. So that is why looking at the goals and the goals for growth are important because we have set up those goals based on what we can do. BCC is already out there and we are in people’s mind. We did an educational plan in 1999 that we would grow to the capacity that we have right now by 2017, we have reached that capacity and we have gone beyond it. She adds that it is an interesting phenomenal and she knows that we are currently looking for another building. But we would have to expand our space; we would have to expand our online space. We have to be looking at how much can we accommodate and our staff.

Mostafa Ghous adds that James Aganon and Christina Taing they are learning community outreach, so they have been going to different high schools. Mostafa Ghous asks which high schools they have visited. Christina Taing answers that they have visited Berkeley High, and Albany High. Mostafa Ghous asks Victor Flint to connect with Christina Taing and James Aganon to make sure we are not doing two things.

### III. Review Revised Activity Plan

Mostafa Ghous skips item number four. He explains that there have not been many changes. He also adds that the document is available in the Outreach and Retention website. Members are welcome to revise it and provide input.

### IV. Working with out-of-district High Schools

Below are some of the presentations that we have been currently working with.

A. San Leandro HS
Mostafa Ghous visited San Leandro High School with the Associate Vice Chancellor, Adela Esquivel to do a presentation of BCC for parents and some students. Mostafa Ghous have a contact from San Leandro High and that is the person who have invited us to work with them.

Victor Flint asks about the results from San Francisco City College. Shirley Fogarino indicates that there is not a final result yet. Shirley Fogarino gives a summary of what is going on with their accreditation.

Mostafa Ghous adds that we are getting students from SFCC and even some faculty members.

B. El Cerrito HS
Mostafa Ghous gives details about Liliana Roja’s visit to El Cerrito High School.
She did some tabling.
The reason he is talking about these three different high schools is because they are not part of our feeder high schools, and he wants to make sure that we have a relationship especially if they are interested we could build a more cohesive partnership with these high schools.

C. Pittsburgh HS
Mostafa Ghous explains that he received an invitation from Pittsburg High School. He gave an hour and a half presentation.
Kate Koelle asks if the rule is that they have to invite us because it is not really BCC “territory”.
For example, El Cerrito is part of Contra Costa. Mostafa Ghous is not sure if there is a written policy on this.
Shirley Fogarino explains that there used to be a written rule, but the thing is that we would not like them (other Districts) to come to Berkeley High, for example. But if the High School asks us to be there every semester to give a presentation to their students that is okay. She adds that they go to El Cerrito Library every semester and we give them our class schedules because they request them.
Victor Flint adds that the “lines of territory” does not go beyond Albany High School. Shirley Fogarino adds that they are not going in there uninvited.
Mostafa Ghous agrees, it would be good to also keep documentation that we were invited.

V. CTE and LC fair
Mostafa Ghous wanted to give an update on this. He brought it to the community two meetings ago and the outreach community agreed to have it implemented. This would be more a retention activity and it is to get our current students to understand that there are technical educational programs that there are learning communities programs and that there is a pace program, for example, and so many other opportunities for them that can be beneficial to them. He is envisioning a two day event at the atrium.
Katherine Belgman wanted to do a weekend activity where all the departments get to participate, kind of an open house event where we could invite high schools, and the community and just make it a huge event.
Shirley Fogarino adds that in the fall we would have BCC 40th anniversary, she believes it’s planned to happen on a Friday evening where the community would be invited. It’s going to be on October.
Kate Koelle asks if it could be done in the Saturday after that event.
Shirley Fogarino adds that the thing is that it takes logistics, money, and planning. What we offer to the open house was that each department would get $1000.00 to do it. Also, people were paid over time. The thing about this is that you need to really discuss it because if they did not pay that $1000.00 to the departments they would not do it. You would have to have an overall logistical coordinator. She explains that all that just creates a lot of work and the best day to do it is when we are already open. We would have to do it in a day/night that we are already here.

Victor Flint asks if we still participating in the Solano Show. Shirley Fogarino says that they are not longer participating since they raise the prices and they no longer do the set up for you as they used to do.
Victor Flint explains that he would always make the point about the difference between a High School Diploma and a BCC Certificate which is about one hundred and eighty thousand dollars. And whatever they needed we would accommodate that service for the student, example waive their fees. Shirley Fogarino adds that this kind of events need to be planned out at least one year in advance. The other thing is that what she would do is not only to have BCC and the different programs, but partner with different community developments agencies, also partner with an state legislator who would like to put together a community development fair and education fair who wants to bring the entire community because then we would have that entity or that entities that you partner with also publicizing what you are planning to do. This events require a lot of time of effort and it is good to have some of the partners to do some of the work for you.

Mostafa Ghous agrees that we were overlooking these factors and we definitely need to consider them. He also adds that if the committee would like to continue on planning the fair he would talk to Katerine. What Mostafa is envisioning is more internal and it is a lot less work only for our students. We could invite our High Schools, they would be welcome to come.

Shirley Fogarino explains that the other thing about this Outreach and in-reach concept is that there are CTE advisory communities can help to put together with this type of event. Mostaga Ghoes thinks that if we really want to do it we should solidify a date and then he would connect with Katherine.

Shirley asks how Mostafa would get the department chairs to participate. Mostafa Ghous adds that if we come up with a date he could bring it to the round table meeting and the president’s cabinet and he could go to the department chairs meetings. Shirley adds that they might not put a push back, but they might not even participate. Shirley Fogarino explains that if we want something like this to happen, she we hold it until the fall semester (the end of August). That is when we have the most student population. Kate Koelle adds that time might be to late for students to enroll in some of the programs. Shirley indicates that its better than no having people showing up if we have it in May. Kate Koelle suggest to have something small in May with maybe some representatives from the department chairs.

Shirley Fogarino suggests having a type of BCCO where the counselors are involved to have students to sign up for classes. She also mentions that faculty members have the list of students that they can communicate with a push of a button, they can you sent them an email with information about registrating for classes. This is having faculty communicating with students. Victor mentions that by having CTE if we having it to late nobody would get enroll, so we need to think of our goal, so this have to be in our big planning before the presentation.

Kate Koelle was just envisioning of having a small fair event during college hour.

Victor Flint adds that we have to set a quantitative goal. What do we want to get from this? Kate Koelle adds that we want more people to enroll to this programs. Victor asks if by more how many are we really referring to.

Mostafa Ghous explains that there has not been something like this before, so there is nothing that we can base on. There not data available of the outreach performed. If we want to quantify it we need to have sign in sheets and then maybe in the long run look at what the enrollment patterns are and see if this have any correlation with this.

Shirley asks what role do counselors have with the learning community. When a student comes in and he want to get a degree, how students are directed to the learning community programs. Christina Taing adds that it depends because there are different learning communities for different students’ educational goals; based on those educational goals we are able to direct them.

Shirley Fogarino asks what if students do not go to the learning community counselors. Mostafa Ghous adds is that something that he was also thinking is to have our faculty and staff get educated in the different programs and services offered at BCC. Shirley Fogarino adds that we should not have a learning community fair until we have a learning community brochure, that brochure tells you about all the programs and learning communities. Also, learning communities’ handbooks are being together by the department chairs; those are expected to be done by the summer.
Kate Koelle asks how the Learning community counselors are doing. Christina Taing answers that she feels that the more she talks to students the more interested they are in the learning communities. We have been doing outreach with the high schools.

VI. **Albany High School –James Aganon**
Albany High School is proposing BCC to do a presentation for their students specially about general information about BCC as well as information about the learning communities, financial aid, they are trying to set a time round early April for them to possibly have them there.
Victor Flint Suggests to take an Alumni from the high school; this is really effective. Always try to get a returning student to the presentation.
Mostafa Ghous will meet with Victor Flint and the learning community counselors to strategize this presentation.

Victor Flint asks if there is any Spanish speaking student Ambassadors. Victor Flint indicates that there is a large Latino Community in Berkeley High School. This is very important thing to have when we are doing outreach

VII. **CAL DAY and Dear Berkeley Neighbor**
Cal day will be April 12; Ambassadors have been part of Cal Day. BCC is the only community College that is invited there because we are a neighbor of CAL.
The start setting up around 7:15 A.M. and Ambassadors arrive around 8:30 AM – 4:00 PM, we have about 2 Ambassadors per shift. Ambassadors do not just stay behind the table, but they also go and talk to other organizations.
Dear Berkeley Neighbor campaign and that is to get people in the community to reinforce the message of BCC. They do this by series of calls through various businesses and non-profit organizations to remind people that enrollment in here. And they also take the Berkeley City College class schedule to each establishment. We have students do this too. They take the class schedule with a letter, and they also talk about BCC to the different businesses that have supported BCC. She has already some drop points such as the library, board of education, to community centers and recreational centers. This takes place every semester. For fall semester it would happen around the middle of May until the summer semester.

VIII. **Set next meeting date and time**
Members agree to have the next meeting on Thursday, March 27, 2014 at 10:00 A.M.

IX. **Other Discussion**

X. **Adjournment**
Meeting adjourned at 11:13 A.M.