



## **Office of the President Program Review 2015 Purpose and Overview**

Office of the President  
Program Review 2015

The Office of the President of Berkeley City College encourages and supports the college mission, ensuring that Berkeley City College promotes student success, provides our diverse community with educational opportunities and transforms lives. The primary purpose of the Office of the President is to support administrators, faculty, staff and students by improving successful course completion, job placement and transfer, and to maximize the resources available to serve students.

The Service Area Outcomes that are attached provide a framework for the office of the President achieving this purpose.

The President's Office has a unique role in facilitating effective communication and collaboration across the community as well as the constituent groups of the college. The Office of the President provides support to the Chancellor who reports to the seven-person elected Governing Board of the Peralta District that includes Berkeley City College, College of Alameda, Merritt College and Laney College.

The Office of the President is responsible for coordinating shared governance at Berkeley City College and chairs the College Roundtable for Planning and Budgeting. The College Roundtable recommends to the president on a variety of issues of college-wide importance.

The President's office also chairs the President's Cabinet, consisting of the President, the Vice President of Instruction, Vice President of Student Services, two deans of academic and student support, the dean of student services, the dean of special programs and grants, the director of business and administrative services and the director of campus and student life. This 9 person President's cabinet meets weekly to identify strategies for implementing the college Equity Plan and ensure the meeting of the annual goals and outcomes and criteria set out in the Student Success and Support Programs (SSSP) which are aligned with the education master plan. In addition, the President leads a monthly Leadership Cabinet that consists of the two vice presidents, the president of the academic senate, president of the classified senate, president of the student body (ASBCC), and Peralta Federation of Teachers college representative.

Instruction and Student Services are the vehicle for coordination of college-wide operations by the senior leadership team. The President's Office facilitates the weekly meeting of the Cabinet.

In addition to providing supervision and support of the college's two Vice Presidents, and Director of Business and Administration, the Office of the President includes a confidential Executive Assistant, the Public Information Office and soon to be created college Planning and Research Office. The President also oversees the President's Circle an arm of the Peralta Foundation that is responsible for fundraising for Berkeley City College.

With the support of Marketing and Communications, The Office of the President is the primary contact for external communications with the broader community the college serves. The Public Information Office regularly provides news releases about college initiatives and successes and also fields inquiries from the media and the community. The President speaks frequently before a variety of civic groups representing the college.

The Office of the President is responsible for the development of college-wide planning through our Annual Goals and Outcomes developed in line with the District Strategic Goals. At the end of each year the President ensures the entire college identifies the measurable outcomes and accomplishments that serve as a spring board for the following years goals.

In addition to working with the Vice President of Instruction for the updating of the Education Master Plan, the President works with the Director of Business and Administrative Services for the updates of the facilities master plan and completion of the five year master plan. The President's Office ensures the college makes data-informed decisions that can now be evidenced by the development of the college Equity Plan and SSSP Plan currently being implemented.

The President's Office provides useful information to the faculty and staff to help improve student outcomes and achievement.

The President's Circle is an independent auxiliary organization whose mission is to provide support for the college through private donations. The Office of the President provides support to the Peralta Foundation. The President serves on the Foundation Board and participates in a variety of fundraising activities, including major gift solicitations.

The Office of the President is integrally involved in building and developing partnerships in Berkeley and the surrounding areas of Emeryville and Albany, as well as throughout the region. The President's Office has worked closely with the Mayor of Berkeley and Vision 20-20 and is in the preliminary phases of kicking off the "Berkeley Promise". The President's Office works closely with neighboring UC Berkeley and continues to build partnerships with the Vice Chancellors, Student Outreach programs, nonprofits like Stiles Hall and Sage Scholars, as well as summer bridge programs for high school students.

Berkeley City College currently has the highest acceptance rate to UC Berkeley of any of the 112 community colleges in the state, and continues to expand strong partnerships to continue this success.

The President serves on the Berkeley Chamber of Commerce Board of Director and just recently assisted in the development of a Berkeley City College/ Berkeley Chamber, Business Scholars Program.

The Office of the President also represents the college at the state and national level. Involvement in statewide and national organizations is crucial in the development of policies that are supportive of the mission and goals of Berkeley City College.

### **Administrative Unit Outcomes: Goals and Measurement**

The Office of the President has four Administrative Unit Goals and Outcomes:

*Administrative Unit Outcome 1:* Create an environment for empowerment, innovation, and excellence for faculty, classified staff, students, and administrators, to enrich collaboration and participation in governance processes that value the contributions of leadership throughout the organization. Facilitate decisions that support student success and institutional effectiveness. (Links with Service Area Outcome 1 & 4)

*Administrative Outcome 2:* Effectively Lead BCC to achieve our mission, vision and values through access, success and equity, while meeting our enrollment and productivity targets with the support of strategically deployed human, physical, technological, and financial resources. Berkeley City College will eliminate the education gap through access, success and equity with exemplary programs. Students will achieve their educational goals through programs and services that undergo an ongoing and systematic cycle of evaluation, integrated planning, implementation, and re-evaluation to verify and improve the effectiveness by which the institutional mission is accomplished. (Service Area Outcomes 2 & 3)

*Administrative Outcome 3:*

Increase outreach in the community by strengthening the Public Information Office that includes updated Web and social media presence. This increased outreach and presence will also increase the fundraising efforts of the President's Circle and "Berkeley Promise". (Service Area Outcome 5)

*Administrative Outcome 4*

Ensure completion of property acquisition and tenant improvement to ensure additional space for student success and classrooms. (Service Area Outcome 6)

### *Administrative Outcome 1 Measurements*

- Coordinate and organize an annual College Wide Retreat to develop Institutional Goals and ensure alignment with the education master plan
- Increase participation in Shared Governance, Support and Leadership
- Coordinate and lead College Roundtable for Planning and Budgeting
- Coordinate and lead Cabinet
- Development and distribution of agendas and minutes in a timely manner
- Facilitate collegial and productive meetings
- Provide College-wide communications on matters of importance and interest
- Evaluate effectiveness of communication efforts by surveys and suggestion box.

### *Administrative Outcome 2 Measurements*

- Enhance instructional services to increase student success and completion and closing of the education gap.
- Hold an annual Cabinet Retreat to review effectiveness
- Conduct an annual survey to review effectiveness
- Oversee successful implementation of Equity Plan activities
- Ensure compliance with SSSP and increase funding through additional services
- Development of agendas and topics in a timely manner
- Ensure updating of College Education Master Plan
- Develop Planning and Research Office that will assist in constant data for decision making and review of our progress with our equity plan and SSSP plan

### *Administrative Outcome 3 Measurements*

- Develop and implement a plan for supportive and accurate media coverage of the college
- Evaluate media coverage on a regular basis
- Solicit feedback and build relationships with local reporters, editors and publishers
- Enrich the Marketing and Communications process for effective internal communications and assist in the implementation of updating social media
- Engage college community in evaluating effectiveness of communications efforts by survey when appropriate
- Secure private donations to support the mission of the college
- Build strong relationships with leaders from all sectors of the college service area for education throughout the community
- Engage in effective Community Outreach
- Represent the college on a wide variety of civic organizations and community boards
- Serve on the Berkeley Chamber of Commerce Board
- Support Marketing and Communications to include increased marketing to nonresident students
- Develop a stronger online presence and international marketing campaign for students showing their peers success. Identify ambassadors to the different countries and states to reach back to their area of high school attendance to share their positive experience.
- Continue the Berkeley Promise/ Transfer Campaign: The campaign is a targeted marketing campaign aimed at high school students and their parents, intended to increase their consideration of Berkeley City College as a high-quality, economical option for the start of their college career. This campaign would include outreach to area middle and high schools and work in conjunction with Associate Degrees for Transfer Programs and would include e-mail content, digital advertisements, printed material for distribution to parents and middle and high school students (letters, posters, and direct mail postcards).

### *Administrative Outcome 4 Measurements*

- Ensure purchase of property at Milvia and Center and bring together the college community for design and completion of tenant improvements
- Ensure new property is designed to continue the feel and energy of the existing campus while increasing the student support and classroom space for our students.
- Continue to collaboratively work with the Mayor and City of Berkeley.

### **Office of the President Program Assessment Processes**

The Office of the President utilizes a variety of assessment tools to measure the Administrative Unit

- Service Area Outcomes can be found in the attached document.

### **Highlights from Service Area Outcome Goals:**

- Ensure that students, faculty, and staff understand and participate in shared governance
- Manage planning and resource allocation for Institutional Effectiveness
- Ensure the college remains within budget
- Meet annual goals and outcomes, and publish End of Year Accomplishments to map progress
- Expand Community engagement
- Meet FTES and productivity targets
- Increase fundraising efforts
- Increase transfer rates and course completion for all students
- Ensure International Students growth and success
- Ensure the college community completes surveys that are part of an ongoing feedback process

**Our students are our most important individuals and the reason for our mission. The Office of the President has direct interaction with students through shared governance meetings and being available throughout campus.**

New Resource Priorities for the Office of the President

- Planning and Research Office - Update College Education Master Plan  
Develop Planning and Research Office that will assist in constant data for decision making and review of our progress with our Equity Plan and SSSP plan.
- Increase Marketing and Communications that includes President's Circle and Outreach.
- Property Acquisition and build out

### **President's Office Hiring/Personnel Needs and Priorities**

- Ensure hiring of Chief Diversity and Equity Officer
- Hire student assistant who will enhance the capacity of the President's Circle
- Continue integrated planning, implementation, and evaluation in addition to directly contributing to the student's success through the addition of the Institutional Researcher
- Hire full time PIO (Marketing & Communications) to replace retirement and request additional \$20,000 for targeted Marketing Campaigns
- Enlist assistance from district office of General Services for design and build out of property at Milvia and Center Street

## Overarching Goals

- Close the Education Gap by advancing student Access, Equity and Success through exemplary programs and ensure a 70% successful course completion for all students.
- Continue robust participation in shared governance - continue growth of student engagement and faculty and staff engagement in shared governance committees, that includes but is not limited to - College Roundtable for Planning and Budgeting, Equity Plan implementation, Education Master Plan update, education committee, facilities committee (to include build out) and technology committee (to include wireless upgrade instillation).
- Ensure Full implementation of BAM (Budget Allocation Model) and Ensure nonresident revenue flows to the campus
- Maintain a student first orientation
- Keep high visibility and service orientation toward the internal and external community
- Maintain open door policy
- Expand channels of communication formally through Roundtable, Leadership Cabinet and President's Cabinet and informally through reaching out to college departments.
- Continue regular Town Halls, President's Brown Bag and Afternoon Teas.
- Participate on boards, attend events, expand Vision 20-20 and continue to work with the Mayor, Berkeley Unified School District, Emeryville and Albany high schools, and UC Berkeley
- Expand financial capacity of President's Circle
- Raise awareness that BCC is the place to be
- Expand marketing plans to social media and stronger web presence
- Ensure full implementation of the BAM
- Expand Learning Resource Center
- Expand embedded tutors- Math, Science, Psychology
- Continue growth and success of Non-Resident students
- Better publicize Associate Degrees for Transfer
- Continue to be 2<sup>nd</sup> largest in the district both resident and total FTES
- Share consistently college wide persistence rate, CTE course success, Basic Skill course completion success, ESL, degree and certificate increase, 6 year transfer rate
- Meet and exceed accreditation set standard, and overall accomplishments

Attachment 1:



Office of the President: Service Area Outcomes

SERVICE AREA OUTCOME 1: Creates an environment for empowerment, innovation, and excellence

- MEASURES: Minutes of shared governance meetings, president's innovation fund, President's awards, level of participation, annual goals and accomplishments

SERVICE AREA OUTCOME 2: Effectively leads BCC in its planning and budgeting process, ensuring that educational planning is integrated with resource planning to achieve SLOs

- MEASURES: Minutes of shared governance meetings, planning processes for PASS funding and SSSP and Equity funding, annual goals and accomplishments

SERVICE AREA OUTCOME 3: Takes primary responsibility for ensuring the quality of the college

- MEASURES: Minutes of shared governance meetings, planning processes for PASS funding, SSSP and Equity funding, annual goals and accomplishments

SERVICE AREA OUTCOME 4: Delegates authority appropriately to other administrators

- MEASURES: Shared governance meetings, deans/program reviews, administrative reviews

SERVICE AREA OUTCOME 5: Ensures that the College communicates effectively with the community

- MEASURES: President's Teas, community partnerships, Berkeley Chamber, UC Berkeley, business partners, Berkeley High School, Mayor's Office, Vision 20/20, Emeryville and Albany and High School Districts

SERVICE AREA OUTCOME 6: Successfully controls resources and expenditures

- MEASURES: Budget, Measure A, progress on BAM, new faculty hires

SERVICE AREA OUTCOME 7: Effectively reviews and assesses progress in the areas cited above

- MEASURES: Annual goals and accomplishments, annual review of planning processes