



{ MEASURING VALUE }

Berkeley City College
ANNUAL REPORT 2014-2015



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GUIDING BCC INTO THE FUTURE

MISSION

Our mission is to promote student success, to provide our diverse community with educational opportunities, and to transform lives.

VISION

We are a premier, diverse, student-centered learning community, dedicated to academic excellence, collaboration, innovation and transformation.

VALUES

- A focus on academic excellence and student learning
- A commitment to multiculturalism and diversity
- A commitment to preparing students for citizenship in a diverse and complex, changing global society
- A commitment to a quality and a collegial workplace
- The importance of innovation and flexibility

GOALS

- Advance access, equity, and success for all students.
- Increase certificate/degree completion and transfers to 4-year colleges or institutions by inspiring and supporting students and maintaining high-quality educational programs.
- Improve career and college preparation progress and success rates, and engage and leverage partners.
- Ensure BCC programs and services reach sustainable, continuous quality improvement levels.
- Collaborate and innovate to maintain high-quality educational programs and ensure fiscal stability.

Val•ue: The importance, worth, or usefulness of something; a person’s principles or standards of behavior; one’s judgment of what is important in life

How do we measure value at Berkeley City College?

In this 2014-2015 Annual Report, we let the BCC community tell you themselves: from a student who discovered her strength through her BCC education, to a faculty member who has dedicated his career to his students’ future, to an alumnus who owes his honors graduation from Cal to his BCC beginnings.

Each of their stories connect to BCC’s strategic goals in a very real way by showing how the college is meeting its objectives in providing value to every segment of the college and community.

Since BCC’s beginnings more than 40 years ago, the college has strived to provide the value that makes students, faculty, staff, administrators, alumni, and community partners proud of being part of an institution that cares deeply about their success.

For the past year and into the future, BCC will be working on initiatives that will help us continue the tradition of value as we focus on strengthening academic programs and student services and closing the student opportunity gap. Our primary focus will be to create a seamless experience from registration through graduation that ensures that all who attend BCC will reach their educational goals.

It is an exciting time at BCC as you’ll see throughout this report. We have purchased a new building to accommodate the burgeoning number of students and faculty; we are offering students hands-on business internships through a collaboration with a new partner in the City of Berkeley; and we are developing the Berkeley Promise which will allow anyone who wants an education to get free tuition for a year at BCC and start their college degree.

For those who are already BCC students or are employees, we appreciate you and the value you bring to this excellent institution. And for potential students and community members who might not know BCC, come by and find the kind of value that can transform your life.

Sincerely,

Dr. Debbie Budd
President
Berkeley City College



BCC VALUE

“After a rough start in life, I found freedom through my educational journey at BCC. I greatly value BCC for the opportunity it has provided me to develop my sense of self-worth and success. Being president of ASBCC has given me a huge platform to enhance my leadership abilities. Through the college’s shared governance process, I have been able to stay engaged in every level of important decision-making that affects the students and that empowers me as a student. I was once comfortable being buried underneath the success of other people, but I now desire that success for myself!”

BRIANNA ROGERS
Student

BCC Status
Candidate for Associate of Arts Degrees in Communication and Liberal Arts, 2016

Future
Transfer to UC Berkeley to study Rhetoric and Public Policy

- Accomplishments & Activities**
- President, Associated Students of BCC
 - Co-Chair, Black Student Union
 - Vice Chair, Student Senate for California Community Colleges, Region 3
 - Osher Foundation Scholarship, Peralta Scholarship Award, Academic Honor Student, EOPS Award of Excellence



Committed to Goals

For more than 40 years, BCC has provided the kind of value that has produced successful students committed to their future. In the time they are on campus, they are provided with the support to push themselves toward accomplishing their goals and enhancing the campus environment for themselves and future students.

Many students like Brianna Rogers overcame major obstacles to get to college, and, once there, not only became successes themselves but helped others by taking leadership roles to make a difference. Jorge Rico saw a need to bring together Latino students to identify with their culture and revived the Latin-American Club to a membership of 50 strong. Student Ambassadors welcome new students and support them through the admissions process as well as providing outreach services to the community. The idea has recently expanded to create a group of Alumni Ambassadors.

In the Spotlight

Successful students abound in many of of BCC’s programs. For example, in Multimedia Arts, where students learn from well-known industry professionals like renowned Pixar sound designer E.J. Holowicki (“Finding Nemo, “Up”), they have earned multiple awards including three prestigious Northern California Emmys (see Paige Bierma, pictured below, with hers); scholarships, like a recent one from the Berkeley Film Foundation to produce an original animated film; as well as job offers that have alumni working in media jobs throughout the Bay Area and beyond.



SHAPING SUCCESS

Top International Choice

BCC remains a top choice for international students. In 2015 there were more than 300 new students at BCC from more than 60 different countries, reports Thomas Torres-Gil, BCC’s International Program Manager. Many current students have completed their programs and successfully transferred to California universities such as UC Berkeley and UCLA and others all over the country. Last year Mirko Raneiri of Italy achieved his very highest goal, as he proudly says, “BCC gave me an incredible amount of resources, guidance, and help to realize my dreams. Now I’m at Harvard!”

Growing Graduates

A record number of 637 degrees and certificates were received by 2015 graduates along with the many transfer students joining those who are going to a UC, CSU, or other four-year institutions where they will make BCC proud. This marks a nearly 30 percent increase in the number of graduates from 2014, with honors graduates growing by 42.3 percent. Congratulations to all!



IT’S A FACT

7,400 was BCC’s enrollment for Fall 2015—a 3% increase from 2014.

BCC VALUE

“Counseling brings great value to BCC students by helping them develop a roadmap to their goals and by assisting them to achieve their full potential. All of us in Student Services, including Admissions, Financial Aid, Assessment and Orientation, EOPS, CalWORKs, DSPS, and the Library, pride ourselves on working as a team to support students of all ages, ethnicities, and circumstances from the time they walk in our front doors until graduation and transferring to a four-year institution or finding a sustainable career.”

GABRIEL MARTINEZ
Counselor

BCC Years of Service: 3

Accomplishments and Activities

- More than 10 years of serving students at Bay Area community colleges through bilingual/multicultural academic, career, and personal counseling, with a specialty of serving working adults, at-risk youth, and undocumented populations.
- Instrumental in founding the Undocumented (Dreamers) Community Resource Center and serving as chair of the Undocumented Students Task Force.
- Member of the Peralta Counseling Functionality Team and of the PFT Contract Negotiation Team



Services for All

With the college’s primary focus on student success and closing the achievement gap, services for students have been expanding with an increase in current services and creation of new services, thanks to initiatives in BCC’s Student Equity Plan and funding from the Student Success & Support Program. As efforts increase, the number of students being served is on the rise in all areas.

Innovative Counseling

While Gabriel Martinez played a role in creating the Dreamers Community Resource Center to offer a variety of resources to the undocumented student community, counselor Christina Taing is helping to increase student success by coordinating the college’s Learning Communities. This successful and growing number of programs, like First-Year Experience, groups students into cohorts requiring selective courses that will help them reach their goals. Says Christina, “The sense that they are working together to achieve success is very positive.”

Orientation Goes Online

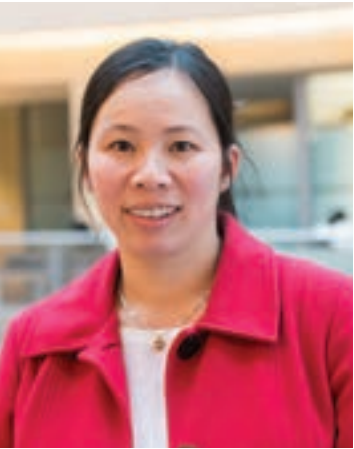
To make it more convenient for busy new students to learn all about the college, programs, support services, and other useful information, BCC now offers the mandatory Orientation online. Since the new online service began, nearly 100 percent of new students have gone through the Orientation and Assessment process.



Tops in Tutoring

The Learning Resource Center is one of the most popular places on campus for BCC’s dedicated students who are looking for tutoring, workshops, and other academic resources. According to Coordinator John Saenz, the Center will soon include tutoring certification as well as embedded classroom tutors.

GIVING SUPPORT



Streamlined Financial Aid

Financial aid numbers for all programs have increased, thanks to new techniques and processes put in place. Under the direction of Loan Nguyen (above), the department now has streamlined procedures for faster processing, uses new technology to provide quicker services, and continues to provide informational workshops for hundreds of students, including a special program for Foster Youth and Homeless. Says Loan: “For many of our students, financial aid is the key to getting an education.”

Veterans Space Grows

BCC’s new Veterans Resource Center celebrated its first anniversary and Veteran’s Day in November at its new location at 2060 Allston Way, where student veterans can study, do research, print their papers, and meet in small groups. VA Certifying Official Jennifer Lenahan, who shares the new space with Veterans Counselor Amy Herrera, reported that the veterans are very grateful for the space and services. Future Student Equity funding will go toward beginning an on-base outreach center to inform current military and soon-to-be veterans about what BCC has to offer.

IT’S A FACT

100% of this year’s new BCC students completed Assessment & Orientation; Counseling was up 45.8%.

BCC VALUE

“The rigorous science programs at BCC prepare students well to meet the academic challenge of UC campuses at Berkeley, Davis, LA, and UC San Diego which are often their top choices. BCC brings value to students by offering all the required science classes to lead them to these prestigious universities and on to careers in medicine, pharmaceuticals, dentistry, nursing, physical therapy, and others. Our biotechnology students also have the opportunity for paid internships that give them hands-on experience to bring them closer to their goals.”

SIRAJ OMAR
Professor of Chemistry/Co-Chair of the Science Department

BCC Years of Service: 15

Accomplishments and Activities

- First full-time and tenured chemistry faculty in BCC’s Science Department.
- Instrumental in the push to increase the number and level of science classes and labs when BCC moved to its current location so students could fulfill minimum requirements at BCC to transfer to four-year institutions.



Biotech Stem Cell Grant Thrives

Thanks to Biotechnology Department Chair Barbara Des Rochers, BCC continues to benefit from the prestigious \$2.4 million grant awarded to the department from the California Institute for Regenerative Medicine (CIRM) for its “Bridges to Stem Cell” Program. Since 2011, BCC students, like Ben Parcher (above), have had the opportunity to get hands-on lab experience leading to careers in the sciences.

Bio Bootcamps and Science Saturdays

As part of the California Career Pathways Trust, a consortium of community colleges that was awarded \$15 million from the Department of Education to develop career pathways supported by transitional services and industry, BCC was given funding for counseling and instructional faculty in the Health & Biosciences, Information and Communications Technology/Digital Media, and Public Service and Law. Through support of this grant, BCC’s Science Department is excited to continue offering Chemistry Conversations and Bio Bootcamps for students participating in STEM pathways and is looking forward to opening its laboratory doors to the East Bay community in 2016 for Science Saturdays.

Training for Mental Health Positions

BCC’s Public and Human Services Program (PHS), coordinated by Stephanie Sanders-Badt, was chosen as one of five trainers in California awarded the Office of Statewide Health Planning and Development Peer Personnel Training and Placement Grant. This will go toward recruiting, training, and placing 200 students in peer personnel positions within the East Bay public mental health community by the grant’s end in 2017.



CELEBRATING EXCELLENCE

PHS Builds High School Pathways

PHS continues to build relationships with pathway and academy programs throughout the East Bay, including Berkeley High’s Academy of Medicine and Public Service and Skyline High’s Community Health Worker and Education Academy. The relationships could lead to mentoring, job shadowing, field experience, college credit, or other opportunities.

Associate Degrees for Transfer Increase

BCC is making it even easier for students to continue their education by offering an increased number of Associate Degrees for Transfer which prepare students for a seamless, guaranteed transfer with junior status to a California State University. Students who take any of the 15 programs, from Anthropology to Political Science to Spanish, must complete a specific number of units and are required to maintain a minimum GPA. Students in the programs also will be well prepared to apply to other four-year institutions.



SAP Plans Multimedia Program for Skyline

The software company SAP has given a \$400,000 grant for a new pathway program that will give Oakland’s Skyline High School students the chance to earn an Associate in Arts degree at BCC while still in high school. Coordinating with the Multimedia Arts faculty and staff and the nonprofit Career Ladders, SAP will help with the curriculum and scheduling. The funding will serve 200 students over the first of two years.

IT’S A FACT

15 Associate Degrees for Transfer have been created at BCC, the highest percentage of any California community college.

BCC VALUE

“From planning the budget, to assuring the college’s security, to coordinating the facilities, the goal of business operations is to provide services in a responsive and effective way to contribute to a work environment that promotes teaching and learning. When the accreditation team visited last spring, they commended the college on its ‘well-maintained, accessible, and safe facilities.’ That means that we are doing our job in seeking the highest standard of excellence to further the college’s mission. That is how we bring value to the college, and that makes me proud.”

SHIRLEY SLAUGHTER

Director, Business and Administrative Services

BCC Years of Service: 16

Accomplishments and Activities

- Recipient, BCC President’s Award
- Member, National Association of College & University Business Officers
- Chair, BCC Facilities Committee
- Co-Chair, Health & Safety Committee
- Co-Chair, User’s Group for new BCC building and among its chief negotiators



TAKING CARE OF BUSINESS

Readying Our Resources

With the college’s current steady growth, BCC has worked tirelessly to ensure that its resources—physical, human, financial, and technological—also grow to meet the needs of our students. The renovation of our new building, hiring of faculty and staff, finding ways to increase funding, and keeping up with high-tech advances are all part of the college’s mission to transform the lives of the BCC community.



Expanding the College Space

With an expectation of opening in the Fall of 2017, BCC will have a new building to accommodate more classroom space for its growing student population, as well as offices and meeting space for its faculty and staff. The District’s Board of Trustees voted unanimously in April to purchase 2118 Milvia St., one-half block from campus, for \$6,180,000. A Users Group will convene to develop ideas and work with the architects.

Celebrating 40 Years of Achievements

BCC celebrated its 40th year in fall 2014 with the extravaganza, “40 Years of Transforming Lives,” offering food, art, music, film, entertainment, and guest speakers. The college also offered the community the opportunity to help transform lives by donating to 40th Anniversary Scholarships. The successful fundraiser is ongoing. Pictured below: Anniversary Co-Chair Karen Weinstein, Chancellor Jose Ortiz, Assemblymember Nancy Skinner, and BCC President Debbie Budd.



Thinking Beyond the Budget

Nearly five years ago, BCC launched the President’s Circle in an effort to bridge the gap between state funding and the real cost of providing a first-rate education. Community leaders were invited to join the group which raises money to help support the college’s signature programs of Biotechnology and Bioscience, Multimedia Arts, and Foundations for Success (Basic Skills) as well as special college needs, innovation, and scholarships. Anyone interested in supporting the college can do so by going to the college’s website and clicking on the top “Give to BCC,” and then “Donate Now.” Thanks for your support!

Making the Berkeley Promise

This year BCC focused its attention on the Berkeley Promise, a commitment the college has made with the Mayor and the Berkeley Unified School District Superintendent’s support to provide tuition-free attendance to BCC. The costs for the first year as a BCC student will be paid by either a Board of Governors (BOG) Fee Waiver or through BCC’s President’s Circle scholarships. This will create a legacy that will benefit our community for many future generations. A recent meeting included the President of CSU-East Bay Leroy Morishita, UC Berkeley’s Chancellor Nicholas Dirks, and Peralta’s Chancellor Jowel Laguerre.

Watching Our Workforce Grow

Along with the need for physical resources, there is the essential need for the human kind. Over the past three years, the college expanded its diverse faculty and classified staff members in both quantity and quality with a total of 28 new hires. This year alone, the college hired contract instructional faculty members in Physics, Art History, Political Science, the Library, American Sign Language, Multimedia Arts, Computer Information Systems, and soon Economics, along with four general counselors and one mental health counselor.

IT’S A FACT

Nearly half of BCC’s faculty members hold Ph.D.s.

BCC VALUE

“The value that Berkeley City College brings to Downtown Berkeley is extraordinary — from the elegant building welcoming the community to higher education, to the diversity of the student body, to the creative and intellectual rigor of the academic programs that attract students with needed skills for our local expanding economy. I had the honor of taking a Psychology class at BCC and was blown away by the caliber and commitment of my fellow students. We are so fortunate to be able to attend events, hear lectures, and take classes at this educational and cultural center in Downtown Berkeley.

JOHN CANER
CEO, Downtown Berkeley Association

Years in Berkeley: 24

Accomplishments and Activities

- BCC President’s Circle
- BCC Advisory Council
- Berkeley Chamber of Commerce Board
- Berkeley Public Schools Fund
- Berkeley Partners for Parks
- Willard Neighborhood Association
- Volunteer teacher and mentor



PARTNERING WITH THE COMMUNITY

Connecting Campus & Community

BCC is integrally involved in building and developing partnerships in Berkeley and the surrounding areas. BCC President Debbie Budd has served on the Berkeley Chamber of Commerce Board of Directors and assisted in the development of the Berkeley City College/ Berkeley Chamber Business Scholars Program.

BCC also has worked closely with Berkeley Mayor Tom Bates on Vision 2020 for Berkeley's Children & Youth to help close the achievement gap in Berkeley's public schools. Under that same umbrella is the mayor's new Pathway to College Program which brings BCC students and alumni into local schools to talk about educational opportunities. The college is also in the preliminary phases of kicking off the Berkeley Promise which will provide a tuition-free first year at BCC. Mayor Bates (below) recently attended BCC's Flex Day activities and praised the college and its valued presence in Berkeley.

BCC's neighbor, UC Berkeley, is also a close partner of the college as they work together to build ties with each other's leaders, outreach programs, and 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 113 community colleges in the state and continues to expand strong partnerships to continue this success.



Art Students Show “True Colors”

Students in the Art Department's True Colors Mural Project, a two-semester class taught by instructors Tirso Ariaza and Juana Alicia, are collaborating with San Francisco State University on a mural in its Cesar Chavez Student Union. It is one of many community art projects the group has created, including the one pictured below which is closer to home at the YMCA Teen Center, one block from campus.



On-the-Job Experience

Last summer, BCC's Business Department joined with the City of Berkeley's Office of Economic Development which offered Cooperative Education Work Experience internships to 30 students in a variety of business, nonprofit, and government organizations. Student Betsy Rohney, who worked in public relations and marketing at SmartBod, a startup that develops women's health products, was even offered a job and was “super thankful” for the experience.

Volunteering with Pixar

In a long-standing relationship with Jim Capobianco (co-writer of “Ratatouille”) at Pixar, more than 30 Multimedia Arts students participate each year in the Bay Area International Children's Film Festival where they instruct more than 50 animation workshops. The students also edit films for theatrical screening, assist with the curating process, and create social media for the festival.

IT'S A FACT

40+ Bay Area companies employ BCC's Multimedia Arts students and graduates.



BCC VALUE

“The value of BCC is shown through all of my accomplishments because that is where it all started. Getting experience working with the Student Ambassador Program and going on to lead a team has been instrumental to my success as a Cal student, along with the excellent education I received. It was at BCC where I learned that the more work you put in, the more you would get out of your classes, out of your projects, out of anything you put your mind to. The student body and the support of BCC leaders, such as Dr. Debbie Budd and Gail Pendleton, helped me keep my head up when I was feeling defeated. Thanks to encouragement from them and so many other administrators, faculty, staff, and fellow students, I have gone on to achieve every academic and professional goal I have set for myself so far.”

KRISTOPHE GREEN

BCC Alumnus, 2013

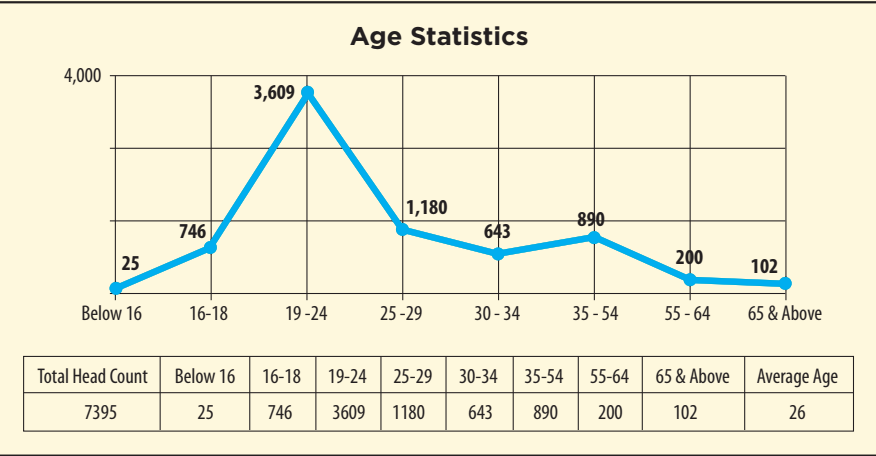
Education

University of California, Berkeley
Candidate for B.A. in Psychology,
Spring 2016

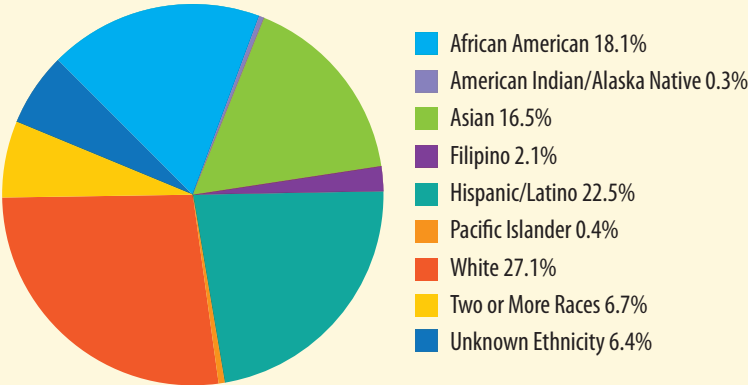
Accomplishments and Activities

- Vice President, Psi Chi Honors Society
- SAGE Scholar, New Leader Scholar, McNair Scholar, Haas Scholar Research Fellow
- Editor, Undergraduate Journal of Psychology
- BCC Alumni Ambassador Program
- Study Abroad in Florence, Italy – Spring 2016

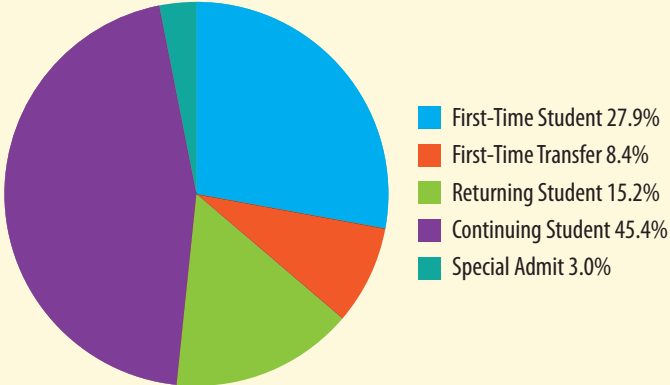
Berkeley City College Student Body Profile - Fall 2015



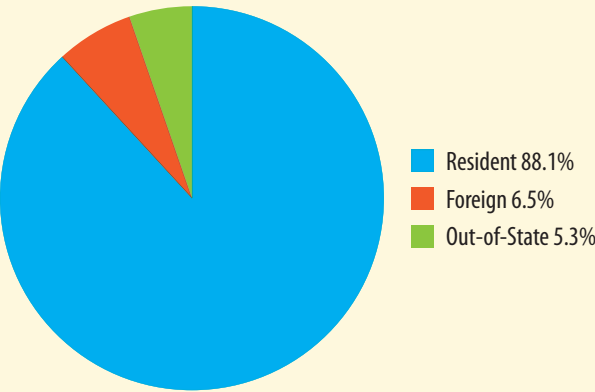
Race/Ethnicity



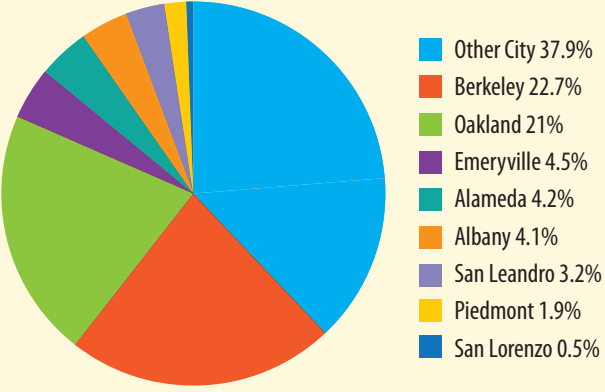
Enrollment Status



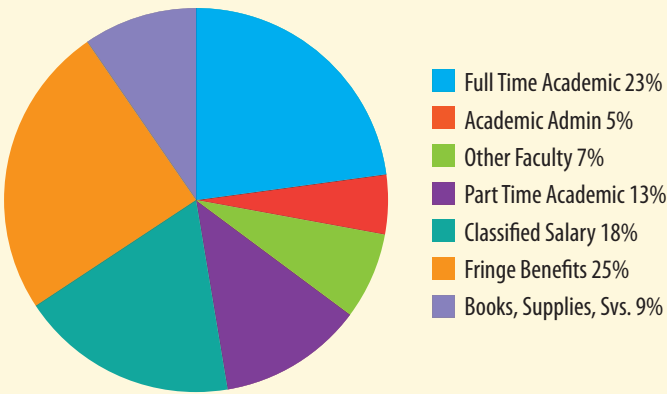
Residency



Headcount by City



2014 - 2015
Final Budget



Data Sources:
CCCCO Student Success Scorecard
PCCD Oracle Business Intelligence

HOW DO WE MEASURE VALUE AT BERKELEY CITY COLLEGE?

That's easy: Just look at how the power of a BCC education not only transforms and propels our students, but also how it's reflected in the lives of their proud friends and family and the community around them.



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2050 Center Street
Berkeley, CA 94704
(510) 981-2800
www.berkeleycitycollege.edu

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