



President's Report to the Board of Trustees



July 30, 2014

1. Commencement was a blast as over 800 graduates were in attendance to receive their degrees supported by thousands of cheering family and friends. Mt. SAC confers over 2,000 associate degrees each year. As you can tell from the photo, I had a good time as well.



2. The [Mt. SAC Foundation](#) finished the 2013-14 year with a total of \$532,758 in funds raised, exceeding the targeted goal by 15%. ([See the attached report.](#)) Particularly notable was the generous giving for the 2014 Reynolds Buick Mt. SAC Foundation Golf Tournament. Yearly donations to the tournament are shown below. Thanks to all donors!

Golf Tournament	2014	2013	2012	2011
Total Dollars Raised	\$149,577	\$128,814	\$118,799	\$90,274
Total Expenses	\$31,799	\$27,889	\$28,397	\$28,849
Net Dollars Raised	\$117,778	\$100,925	\$90,402	\$61,425

3. I have had the opportunity to contribute a chapter ([attached](#)) to a book in the works by Paul Heaton, Director of the CASE Center for Community College Advancement. CASE is the [Council for the Advancement and Support of Education](#), the major national association of college foundations. The working title of the book is *Presidential Perspectives on Community College Advancement*, and my chapter is entitled "Getting to the Next Level: What Does It Take?"
4. We are now in the initial phase of implementing a new Internet-based student outreach and recruitment system called [AdTaxi](#). Our Marketing Department, working with local representatives of Digital First Media (affiliated with the San Gabriel Valley Tribune's Los Angeles News Group), has developed some initial strategies and scenarios to better target audiences within a 15-mile radius of the campus who would likely be interested in specific Mt. SAC programs and direct those students to "landing pages" on the Mt. SAC web site to provide further information. Quoting from the first month's performance report ([attached](#)):

The performance was outstanding as we achieved 3403 clicks through to the web page and a 14.2% click through rate. In addition, our cost per each click (CPC) was astonishingly low at 46 cents each. We served 24,041 impressions to individuals seeking "Mt SAC", "summer classes" and a variety of other relevant keywords. To understand the benchmarks for an SEM campaign in education, a 1-2% CTR in the first month is strong, and a range of cost per click could be in the \$5-\$15 range depending on the program and geography. We feel that we chose keywords wisely with the direction of the marketing team and aligned that with the correct geography for the strong results we achieved.

5. Career Technical Education is HOT. Following are five current examples.

- a. Noted Sacramento Bee columnist Dan Walters writes ([attached](#)) that CTE has been neglected by high schools in recent years as the focus has turned to high stakes assessment testing in Math and English. The recent investment by the California Legislature is positive, but Walters worries that this may just be a fad or bubble.
- b. The primary vehicle for reinvestment in high school CTE has been the [Career Pathway Trust Awards](#), a \$250 M fund distributed as competitive grants to K-12 districts. The most recent awards ([attached](#)) did not include any K-12 districts in the Mt. SAC service area although we partnered with both Rowland Unified and Pomona Unified in their applications. Another \$250 M has been appropriated for 2014-15, so we will step up our support for applications of school districts in our area.
- c. In the community college budget for 2014-15 is \$50 M of new money for CTE projects. The [attached](#) PowerPoint explains how this fund will be distributed. Mt. SAC is gearing up to compete for this money.
- d. On the federal level House and Senate passed the Workforce Innovation and Opportunity Act (WIOA), bi-partisan, bi-cameral legislation to reauthorize the Workforce Investment Act (WIA), and President Obama signed the legislation this month. WIA was due for reauthorization eleven years ago. For more information, click the links below:
 - [One-page summary of the legislation](#)
 - [Summary of key improvements WIOA makes to current workforce development programs](#)
 - [Senate HELP Committee press release](#)
 - [House Education & the Workforce Committee press release](#)

The American Association of Community Colleges has a good one page summary of strengths and weaknesses of WIOA ([attached](#)).

- e. Also on the federal front is a new program called Ready to Work ([attached](#)) grant applications for the \$150 M will be available this fall. The Ready to Work grants will reward public-private partnerships with the following key features:
 - Getting long-term unemployed workers back to work in middle to high-skill occupations with strategies such as training, mentoring, job placement, and financial counseling.
 - Work-based training such as on-the-job training, paid work experience, paid internships and registered apprenticeships.
 - Training programs must address the skills and competencies demanded by employers and high-growth industries.



6. We have a new group photo of our Board of Trustees. Aren't they a handsome group?

7. News Around Campus

- a. Our own Dr. Audrey Yamagata-Noji is this year's recipient of the prestigious John Rice Diversity and Equity Award. This exclusive award recognizes community college professionals with a life time body of work advancing the success of our diverse student body. For more on this great honor see the event program ([program attached](#)), the Chancellor's Office announcement of the award ([press release attached](#)), and the newspaper story ([Tribune article](#)).



Left to right: Chancellor Brice Harris, Mt. SAC Vice President of Student Services Audrey Yamagata-Noji, Rene Kouassi, Amayrani Ochoa, Condoleezza Rice.

- b. The Mt. SAC Aquatics Program earned All-American status in 10 relay events and 24 individual events. The men's program had 10 individuals who accounted for 5 relay and 15 individual All-Americans while the women's program earned 5 relay and 9 individual All-Americans. All-American status is earned when an athlete/relay swims a time that is nationally ranked in the top 18 in their respective event.
- The men's 400 Yard Medley Relay Team posted the 2nd fastest time in the nation at 3:24.36.
 - Edward Sanchez earned All-American status in 8 events (4 relay, 4 individual) and had the 3rd fastest time in the nation in the 800 yard Butterfly.
 - Rosemary Garcia earned All-American Status in 6 events (3 relays, 3 individual).
 - Tiana Wilson earned All-American Status in 5 events (3 relays, 2 individual). Aquatics
- A full list of all Mt. SAC Aquatics All-American student-athletes is [attached](#).

- c. The new Mt. SAC Food Services Building is under construction. The photo below shows the construction zone. The facility is planned for occupancy in January 2016.



- d. Mt. SAC is targeting its Stadium reconstruction to meet the standards to host USA Track & Field events ([attached](#)) and the 2020 Olympic Trials. Which venues would be Mt. SAC's competition? The 2014 USATF Outdoor Track & Field Championships were held last month in Sacramento. Subsequently, noted track and field blogger [Toni Reavis](#) talked about which sites would be in the running—pardon the pun. (See the [attached](#) article.) It looks like University of Oregon's Hayward Field in Eugene is still the big gorilla. Sacramento not so much.
- e. David Beydler, Professor of Mathematics, reports that the *Mathemagics* show with Dr. Art Benjamin was a great success. Over 300 people attended. (See photo below.) Professor Beydler commended, "Everyone that I spoke with really enjoyed the show, and likely went home feeling more excited about math." For more on Dr. Benjamin and the Mathemagics show, [follow this link](#).



- f. Mt. SAC's Child Development Center has been selected to be a participant in the [Race to the Top - Early Learning Challenge with Los Angeles Universal Preschool](#). Mt. SAC's CDC Director Tamika Addison says:

I have wanted the CDC to collaborate with LAUP since I started at Mt. SAC, I've worked with their coaches and program in my former position and it was VERY positive. I'm looking forward to all of us having a great experience during this new endeavor.

8. Reports. Finish off your summer with some reading on riveting topics. (More CTE humor.)

- a. EMSI ([Economic Modeling Specialists International](#)) is a major provider of labor market data which is used by Mt. SAC to make decision about initiating or expanding occupational programs. EMSI has just published *Middle Skills-Analysis of Four In-Demand Sectors* ([attached](#)). Highlights:
- **Health Care** Nearly half of all health care jobs (45%) are in mid-skill occupations—those that require an associate's degree or postsecondary non-degree award as the entry level of education. (The share of mid-skill jobs in health care jumps to 68% if you include the 2.7 million registered nurses in the workforce. But note that 55% of RNs hold at least a bachelor's, compared to 38% that had an associate's.)
 - **Information Technology** Of the four sectors, IT has the lowest share of workers with associate's degrees or some college (28%). However, for four key mid-skill IT fields, including network and computer systems administrators—40% of current workers hold a two-year degree or some college.
 - **Skilled Trades, Production, and Energy** Mid-skill occupations pay slightly more (\$22.79 per hour at the median level) than all occupations (\$22.46) in this sector.
 - **Business, Finance, Sales, and Marketing** This is the largest of the four sectors, accounting for 15.3 million jobs nationwide. Nearly a quarter of mid-skill workers in this sector (23%) are at least 55 years old, meaning workforce shortages could be acute in coming years.

- b. A new book, [Community Colleges and the Access Effect: Why Open Admissions Suppresses Achievement](#) asserts that raising admission standards and rigorously enforcing federal financial aid standards will significantly improve student achievement and much more effectively utilize state and federal dollars invested in community colleges. Janell Ross of The College Board interviewed authors Juliet Scherer and Mirra Anson, present and former English instructors at St. Louis Community College. Some quotes from the interview ([attached](#)):

These inflammatory statements reflect some of the push back on college campuses toward state and federal initiatives to improve completion without, in the view of these authors and others, adequate consideration of the challenges in the classroom.

- Students who enroll often possess literacy and numeracy skills on par with elementary schoolchildren.
- The most common violation [of federal financial aid eligibility] involves allowing students to apply financial aid to coursework below the ninth grade.
- Unprepared students are increasingly funneled into traditional collegiate pathways that they have little chance of completing.
- Public higher-education institutions will be reduced to diploma mills.
- One of the most insidious effects of open access is that it lulls into complacency many capable (and often low-income) students who know years in advance that their higher-education destination is the low-cost community college with no enrollment requirement.

- c. The Campaign for College Opportunity recently published a set of tools to calculate the “Real Cost of College: Time & Credits to Degree at California Community Colleges” (see [link](#) for tools) and view the [attached](#) report.

The report also makes five policy recommendations:

- Ensure all colleges move students through pre-college level courses successfully and quickly and map out clear pathways to degrees.
- Ensure that the recommendations of the Student Success Taskforce are faithfully enacted at all colleges across the state.
- Increase funding for colleges to serve and graduate more students.
- Expand access to financial aid.
- Provide information on time to degree to students, policymakers, and researchers.