

5. Public Outreach Work Plan

The work plan of the PIP identifies activities that will engage the community and provide the project team and the College with meaningful input for the EFMP.

Stakeholder Focus Groups

The 2018 Educational and Facilities Master Plan Team will partner with the College to conduct focus groups for K-16 leaders and business leaders, such as the San Gabriel Valley Economic Partnership. CMPCT may also identify other key stakeholders to invite to the focus groups. The project team will collaborate with Mt. SAC leadership to set the topics and format.

As a truly integrated EFMP effort the focus groups will cover material pertaining to both educational programming and facilities at Mt. SAC. Example topics for the focus group dialogue are:

- Do you have any concern about current college operations, facilities, or programs?
- Please envision 2027 with Mt. SAC being the most successful college in California.
 - What does it physically look like?
 - What types of programs does it offer?
 - What is the school's reputation?
 - How should the college define success? And/or, how would you define a successful college?
- Our study will focus on educational planning for the next 10 years. However, there may be specific issues that that college needs to attend to during the next 6 to 9 months.
 - Are there near-term things that Mt. SAC should do to improve facilities and/or programming?
- One of the objectives of this planning effort is to help the college identify future direction for several important topic areas. Do you have suggestions or comments regarding any of the following topics?
 - Measuring student success
 - Role of distance learning
 - Role of K-12 involvement (e.g. 2+2 programs)
 - Workforce training, transfer education, developmental skills, and/or community education
 - Do you have any sense of priority among these?

Hot Topics/Misconceptions

Misconception: There isn't enough parking.

Answer: Lot M in addition to other lots accommodates plenty of parking. Additionally, students are eligible to purchase a Foothill Transit pass for \$9, making it a cost-effective alternative to driving and parking on campus.

Misconception: Students can't get the classes they need due to budget cuts.

Answer: Now that we are out of the Great Recession the school is currently offering and supports classes that don't have full enrollment to provide a better offering of classes so that students can get the classes they need to graduate.

Misconception: No one graduates.

Answer: Graduation rate/ transfer rate or other positive statistic- graduation rate and transfer rate are both around 40%. Mt. SAC serves about 60,000 students a year, about 32,000 full time students and 28,000 part-time which also includes continuing education and those enrolled in a single class. Average daily attendance is 10,000.

Misconception: I can't afford college.

Answer: There are programs to assist with tuition and a college counselor at Mt. SAC can help prospective students and families (point them to the admissions website www.mtsac.edu/admissions, which also provides a phone number and office/building location for more information).

Misconception: It's too hard to get into college.

Answer: While the state has made college admission more selective Mt. SAC can help prospective students and families understand what the requirements are and how to meet them (point them to the admissions website www.mtsac.edu/admissions, which also provides a phone number and office/building location for more information).

Misconception: It's hard to get to Mt. SAC.

Answer: Mt. SAC is a fantastic school nestled within the City of Walnut, with approximately 420 acres the location offers students state-of-the-art buildings and labs, a 10-acre wildlife sanctuary, nationally recognized student groups, and a diverse community surrounded by picturesque hills. Additionally, Foothill Transit currently offers a bus pass for students for \$9 a month and plenty of campus parking is available.

Misconception: Community college enrollment is down.

Answer: While that may be true for most colleges in the state, Mt. SAC has experienced growth for the last 5 years and enrollment is up by 2.5% in 2016.

- The solar farm project is in its last stages with the College working with the City of Walnut to obtain the final permit needed to proceed.
- How were Measures R and RR utilized?
 - Measure R was a \$221-million state bond measure approved by local voters in 2001 and has resulted in more than 620,000 square feet of new and renovated instructional space, athletic fields, infrastructure and support facilities.
 - Measure RR was approved by voters in 2008, it generated \$353-million in bond funding and up to \$132 million in state matching funds for new instructional facilities and other upgrades.
 - What about facilities that were mentioned in those bonds that haven't been built (i.e. library)?
 - There hasn't been state support and other higher priority projects were completed first as identified in the previous Facilities Master Plans (2008 and 2012).

Key Messages:

- The EFMP is not only about growth to meet the needs of a growing population but also about providing the best education experience for the students Mt. SAC serves.
- Many students at Mt. SAC say they were told that college wasn't for them, however, many of the current students consider this home and are learning—exceeding their own expectations.
- When possible highlight human interest stories—the college will identify current or past students to connect to each community and tell their success story, the team will be able to use these for public outreach pieces.
- Drive home the value of the Mt. SAC program and education.
- The College strives to provide training for a livable wage.
- Mt. SAC offers credit and noncredit programs that serve a range of students from young adults just out of High School to adults returning to school for continuing education to non-English speakers seeking a program to learn English as a second language.
- The College is currently in need of funding to upgrade facilities to offer adequate space for student learning and to provide tools and training for 21st century jobs.
- Overall, there is a place for you at Mt. SAC—highlight programs, training, and extra-curricular activities such as sports, ability to transfer, acceptance and graduation rate, etc.

4. Key Messages and Potential Questions

The following key messages or “talking points” are intended to convey information that is factual, relevant, and succinct. These points define the issues, opportunities and benefits of the project, while also addressing current concerns and misconceptions the community has of the college. The key messages are intended for internal use and should be the starting point for communication shared with the public including written material, communication pieces (e.g. student feature videos), as well as in person presentations and conversations.

Potential Questions from the Public:

- What types of facilities or improvements will be considered in the EFMP?
 - Facilities improvements. Existing facilities could be improved to provide a more optimal learning environment. Educational programs will be analyzed as well, perhaps there is a need for expanded programs or new offerings.
 - Several existing buildings do not meet requirements of codes and regulations such as access by disabled students, safety and security standards, and environmental norms.
 - Many temporary/portable structures do not provide optimal learning space and could be replaced with permanent facilities with appropriately designed functions.
 - Rehabilitation of buildings could increase capacity, extend life, and reconfigure space to provide a state-of-the-art learning environment.
 - New science labs, technology shops, computer labs, and other hands-on learning facilities. New buildings for career technical education programs, health career programs, and non-credit programs such as ESL.
 - A new library/learning resource center to meet the needs of today’s technology enabled students.
 - Outdated infrastructure will be studied to identify potential upgrades for water, drainage and sewer. Also needed are energy efficiency upgrades and technology infrastructure.
 - Transportation and parking could be improved by upgrading roads, improving college street entry configurations, providing for alternative means of transit, and increasing vehicle parking through improved space utilization and adding garage space.
- What is going on with the Parking Structure and Solar Farm?
 - Parking and traffic are being studied as a part of this effort, the study will analyze potential impacts on local and regional circulation. The plans to build a parking structure at Lot A in the immediate future have been put on hold pending development and approval of a dispersed, multi-site design.

Community Facility Plan Advisory Committee

The Mt. SAC Community Facility Plan Advisory Committee (CFPAC) process will play an instrumental role in building consensus on the core components of the EFMP. Furthermore, the committee members can play an important role as a conduit to the broader community for the purposes of publicizing participation opportunities and soliciting input, in effect, helping to widen the circle of engagement not only for the EFMP but also for existing and future construction projects as well as potential bond measures.

The CFPAC includes representation from local utility agencies, NGO's, businesses, educational and medical facilities, community groups, and Mt. SAC alumni. This advisory committee met twice in fall 2016 to become acquainted with challenges faced by the College as well as the undertaking of the EFMP. As a part of the EFMP the Committee will be asked to provide feedback at various project junctures, which will be used by the project team to fine-tune recommendations. The project team will lay out a framework for meetings, including timing and discussion topics, prior to the committee's first meeting. A preliminary set of discussion topics related to the Master Plan include:

- » Meeting 1 (November 2016): Project Overview, Roles and Responsibilities, and Defining Success for Mt. SAC
- » Meeting 2 (February 2017): Review Findings on Current Conditions, Identify Issues/Opportunities
- » Meeting 3 (April 2017): Explore Ideas of Facility Needs to Support College Initiatives
- » Meeting 4 (June/July 2017): Share Preferred Concepts for Facilities
- » Meeting 5 (September 2017): Share Details of Facilities Master Plan

PlaceWorks will facilitate the CFPAC meetings related to the EFMP. HMC, CBT, and the other design and technical members of the project team will provide project information, education, and support.

For each of the five EFMP CFPAC meetings, the project team will develop an agenda, prepare the presentation materials, provide a lead facilitator and support staff person to conduct the meeting.

Input from the CFPAC will be shared with the Board, PAC, CMPCT, and MPSTF to inform decision making regarding the EFMP; meeting materials for the five meetings above will also be made available to the public on the project website.

The Campus Master Plan Coordinating Team (CMPCT) is comprised of Mt. SAC leadership including the President/CEO, Vice President of Administrative Services, Vice President of Instruction, and Vice President of Student Services, as well as staff from the Facilities Planning and Management department. The CMPCT meets bimonthly to discuss prioritizing campus projects and makes recommendations to the board. The CMPCT will make the final recommendation to the board for approval of the 2018 EFMP.

Master Plan Steering Task Force

The Mt. SAC Master Plan Steering Task Force (MPSTF) is an advisory group made up of Mt. SAC faculty, staff, and students that reports to the President's Advisory Council (PAC) and Campus Master Plan Coordinating Team (CMPCT). The MPSTF is responsible for building consensus around the strategy for the College's future, directing the EFMP process, and making recommendations to the CMPCT and PAC on all aspects of the 2018 EFMP.

The objectives of the MPSTF are to:

1. Oversee the development of an integrated Educational and Facilities Master Plan (EFMP) where the Educational Master Plan (EMP) serves as the foundation for the Facilities Master Plan (FMP).
2. To foster openness and inclusion in the master planning process through dialogue and communication with the College's internal and external stakeholders.
3. To guide the review and College-wide vetting of the Educational and Facilities Master Plans, including the impact on College goals and priorities, analysis of data, consideration of alternative planning concepts, and discussion of key findings and recommendations.
4. To ensure that the master planning process is coordinated with other campus planning processes and is consistent with the established direction and focus of the College.

Three co-chairs are responsible for guiding the task force:

- » Irene Malmgren, Vice President, Instruction
 - » Audrey Yamagata-Noji, Vice President, Student Services
 - » Jeff Archibald, Academic Senate President
- *CBT and HMC will facilitate meetings with the co-chairs*

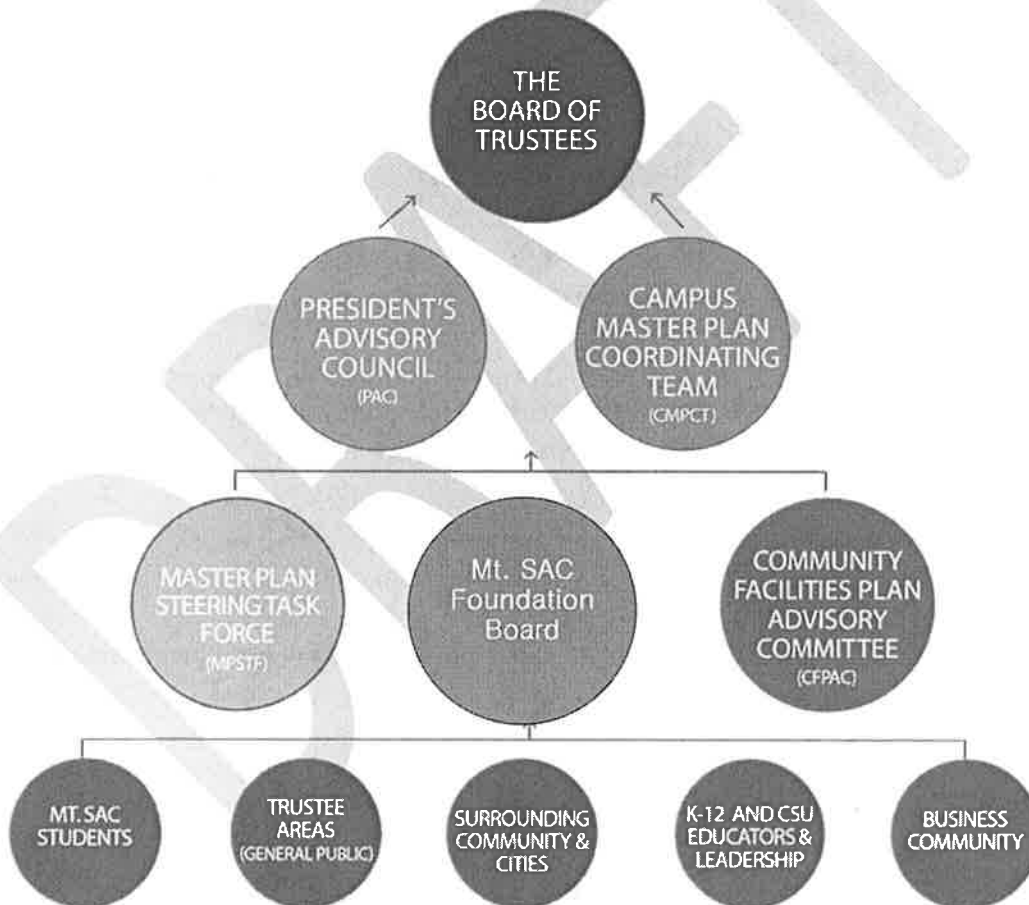
The MPSTF commenced in October 2016 and is scheduled to meet eight times throughout the process. The work of the task force will conclude with the adoption by the Board of Trustees of the 2018 EFMP.

During the first meeting the project team focused on educating the MPSTF about the history of educational and facilities plans for the campus and the process for the EFMP. The group was also led through a series of questions to identify opportunities to improve facilities for future programming and identify measures of success. Subsequent meetings will cover a variety of topics ranging from highlights of the Educational Master Plan, identification of issues, challenges, assets, and opportunities, review and selection of a preferred Facilities Plan, to review of the final EFMP document.

3. Coordinating Team, Task Force, & Advisory Committee

The following section describes the College and community groups that will provide the project team and Mt. SAC leadership with input regarding the EFMP. Each of the groups identified below will meet regularly with the project team to receive updates on the progress of the project, provide feedback, and to participate in activities designed to assist the team in identifying the future educational and facility needs for Mt. SAC. These groups represent a broader set of constituents, as such members of these groups are asked to engage the broader community as appropriate. Figure 1-1 illustrates the relationship between the groups, the broader community, and Mt. SAC decision makers for the EFMP process.

Figure 1-1 Mt. SAC 2018 EFMP Participant and Stakeholder Group Structure



Campus Master Plan Coordinating Team

The project team will engage 4 primary participant groups as identified in Table 1.2 below. Activities geared toward engaging each group are discussed in Section 5, *Work Plan*, below.

Table 1.2 Community Participants			
General Public/ Communities	Service District	Cities: Baldwin Park, Covina, Diamond Bar, the southern portion of Glendora, City of Industry, Irwindale, La Puente, La Verne, Pomona, San Dimas, Walnut, and West Covina Unincorporated Communities of LA County: Bassett, Charter Oak, Covina Hills, Hacienda Heights, Rowland Heights, and Valinda	
Mt. SAC Students		Associated Students (student government), Student Life Programs, and the student body at large	
Surrounding Community		City of Walnut and Pomona	
K-16 Education Leadership		K-12 Superintendents/Assistant Superintendents and CSU leadership, Private Universities (ULV, APU, Western Health, Claremont Colleges)	
Community Partners		Chambers, SGV Economic Partnership, Hospital Boards, Water Boards, Kaiser Officials, Utility Officials, Non-Profits (Boys and Girls Clubs, etc.)	

2. Guiding Principles for Outreach

In support of the overall outreach strategy of conducting an informative, engaging, factual, and transparent process with the community the following guiding principles shall be adhered to by the project team when engaging the public throughout the EFMP process.

- » Educate and obtain input from the community and key stakeholders;
- » Deliver a consistent, transparent, and positive message;
- » Respond to inaccurate or misleading information and rumors in a timely and positive manner; and
- » Facilitate neutral discussions and activities providing stakeholders with the opportunity to engage in meaningful input.

1. Roles and Responsibilities

The EFMP project team is made up of experts in the fields of educational and facilities master planning. Our team has the know-how to successfully engage and guide the public through an EFMP process. Table 1.1 below provides a list of the project team and identifies the role of each team member in the overall Master Plan and their responsibility within the PIP.

Table 1.1 Project Team Roles and Responsibilities

Project Team	Role	Responsibilities
PlaceWorks	Public Outreach Lead	Implement the PIP, Participate in and/or Facilitate Community Facility Plan Committee Meetings, Pop Up Events, Project Fact Sheets, Surveys, and Community Workshops
HMC Architects	Facilities Master Plan	Facilitate Student Focus Groups, Co-Facilitate Master Plan Steering Task Force Meetings
Collaborative Brain Trust (CBT)	Educational Master Plan	Stakeholder Interviews, Co-Facilitate Master Plan Steering Task Force Meetings
Mt. SAC—Jill Dolan and Don Sachs	College Outreach Liaisons	Meet with Stakeholders throughout the Service District, Collaborate with the Consultant Team to Implement the PIP
Mt. SAC—Gary Nellesen	Facilities and Planning Management Liaisons	Collaborate with the Consultant Team and various Committees to Implement the PIP
Mt. SAC—Mika Klein	Facilities and Planning Management Liaisons	Website Maintenance and Updates, Collaborate with the Consultant Team to Implement the PIP



Mt. San Antonio College Educational and Facilities Master Plan

Public Involvement Plan – DRAFT – December 19, 2016

FOR INTERNAL USE ONLY

Introduction

The 2018 Educational and Facilities Master Plan (EFMP) is a comprehensive effort that will guide long-range program development, growth, and capital plans for the Mt. San Antonio Community College District (Mt. SAC). The EFMP will also support the implementation of the Student Equity Plan, Sustainability Plan, and Technology Master Plan. Additionally, the plan could lay the foundation for a general obligation facilities bond measure to fund the proposed facilities and campus enhancements that are identified in the new EFMP.

The Public Involvement Plan (PIP) is the guiding document for conducting public outreach during the EFMP process. This PIP describes outreach to the current students attending Mt. SAC, K-16 leaders (K-12 superintendent/presidents and CSU leadership), civic and business leaders, and the communities within the Mt. SAC Service District Area including the surrounding cities of Walnut and Pomona. Embarking on this project is exciting as it provides the College with the opportunity to engage members of the public who may not be familiar with the school facilities, programs, or long-term plans for the campus. Additionally, outreach efforts for the EFMP can also be used to address existing community concerns regarding current campus planning and construction efforts as well as misconceptions regarding life at Mt. SAC.

The PIP is broken into 5 sections. Each section contributes to the overall outreach strategy of conducting an informative, engaging, factual, and transparent process with the community. Section 1 details the roles and responsibilities for the project team and identifies the primary participant groups from the community. Section 2 outlines the guiding principles for public outreach. Section 3 presents the leadership, task force and community committee that will provide the project team and Mt. SAC leadership with input regarding the EFMP. Section 4 covers key messages, common concerns, and misconceptions that the project team may face and provides consistent and clear answers for interacting with the community regarding these topics. Lastly, section 5 is comprised of the PIP work plan which details the methods and means for outreach.

Pop-Up Workshops

Input from students currently attending Mt. SAC is an important component in preparing the EFMP. We recommend up to two pop-up outreach events on campus – one early in the process to gather specific information on the students' campus experience, and one later in the process to gather feedback on the alternative concepts. These will serve to expand community outreach opportunities and engage the student population in an area where they are already actively engaged. Pop-ups can take various forms; this PIP proposes setting up an informational booth and engaging students and or the community in a survey and/or mapping exercise. It is suggested that pop-ups are conducted in conjunction with another campus event to maximize participation. The project team will work with Mt. SAC leadership to determine the best day and time to hold a pop up event either in conjunction with another event or simply on a day when campus will be busy and students will be willing to participate. PlaceWorks will facilitate up to two pop-up events and use project fact sheets, surveys, and other materials to engage students and/or the community. A summary of each pop-up event will be provided after each pop-up workshop.

Student Focus Groups

Student focused outreach will be conducted by HMC. Topics and format will be determined by the project team and Mt. SAC leadership once the project timeline and deliverables have been decided.

Fact Sheets

PlaceWorks will develop two to three project informational materials to support effective community engagement throughout the process. The materials will educate the public on key components of the project, the process, and analysis and design considerations involved in developing the plan alternatives and preferred plan. We anticipate that materials will include a one-page Frequently Asked Questions (FAQs) document that provides an overview of the project, timeline, and key opportunities for input. The project team will use the Fact Sheets throughout the public engagement phase of the EFMP project and also recommends making them available on the project web page.

Project Roadshow PowerPoint

In collaboration with Jill and Don the project team will prepare a "roadshow PowerPoint presentation" for the College Outreach Liaisons to use when presenting the project to various committees and groups in the trustee areas as well as other organizations. The presentation is expected to be compiled from presentations that have already been shared with the CFPAC and MPSTF. The PowerPoint can be updated as the project progresses. The PIP anticipates a maximum of two updates to the roadshow PowerPoint. The Mt. SAC College Outreach Liaisons will utilize the PowerPoint as needed with the community and the project team will use the presentation for Trustee Area meetings as described below.

- What new activities should the college engage in to improve student success in any or all of these areas? (e.g. guarantee transfer agreements, job placement, etc.)
 - Partnerships
 - Internships
 - Lifelong education
 - Credited and Non-Credited programs
 - Building green college facilities (facilities, operations, and curriculum)
 - Facilities and programming for non-education related activities, athletics, clubs, etc.
- How would you make Mt. SAC unique and distinctive from all other California Community Colleges?
- Is there anything else Mt. SAC should consider?

Feedback received in the focus groups will be summarized and included in the data portfolio of the EFMP.

Website and Online Surveys

Given the importance of the EFMP, Mt. SAC will also maintain a dedicated project webpage within the College's website. Information included on the website/forum will include a project overview, timeline, notice of upcoming community open houses, project fact sheets, and draft products such as design concept alternatives and reports. Survey Monkey will be used to gather input from college students or members of the community who might otherwise not participate in a traditional in person outreach event. The project team will develop up to five short surveys (less than 10 questions each) to engage the community on-line. The information/questions posted will be correlated to input needed throughout the project timeline. The project team will work with Mika to keep the website up to date: www.mtsac.edu/efmp.

Trustee Area Open Houses

Using the roadshow PowerPoint PlaceWorks will work with Jill and Don and each Trustee to host up to two informative and engaging meetings at a location within each trustee area (trustee area open houses may be combined if it makes sense consolidate to the communities and geographic location). This PIP proposes one meeting early in the EFMP process to inform the public of the project and gauge future needs of these communities. The second meeting is anticipated to take place later in the process during the selection of the preferred Facilities Master Plan. PlaceWorks, Jill, and/or Don will facilitate each meeting and use project fact sheets and surveys to engage the community and solicit input for the EFMP project. Kick off for these meetings will be coordinated with Mt. SAC and the Trustee from each area. Since Mt. SAC serves a diverse population, translation will be provided in Spanish and/or Mandarin as needed—the project team will coordinate with Mt. SAC leadership to provide the service and appropriate language(s). Figure 1-2 identifies the seven Trustee Areas that make up the Service District for Mt. SAC and Table 1.3 provides a list of possible venues. The Trustee Area Open Houses are expected to take place over two, two-week time periods in 2017, the first round is anticipated for late February and the second during the end of April/ beginning of May.

Figure 1.2 The Mt. SAC Service District is comprised of seven Trustee Areas.

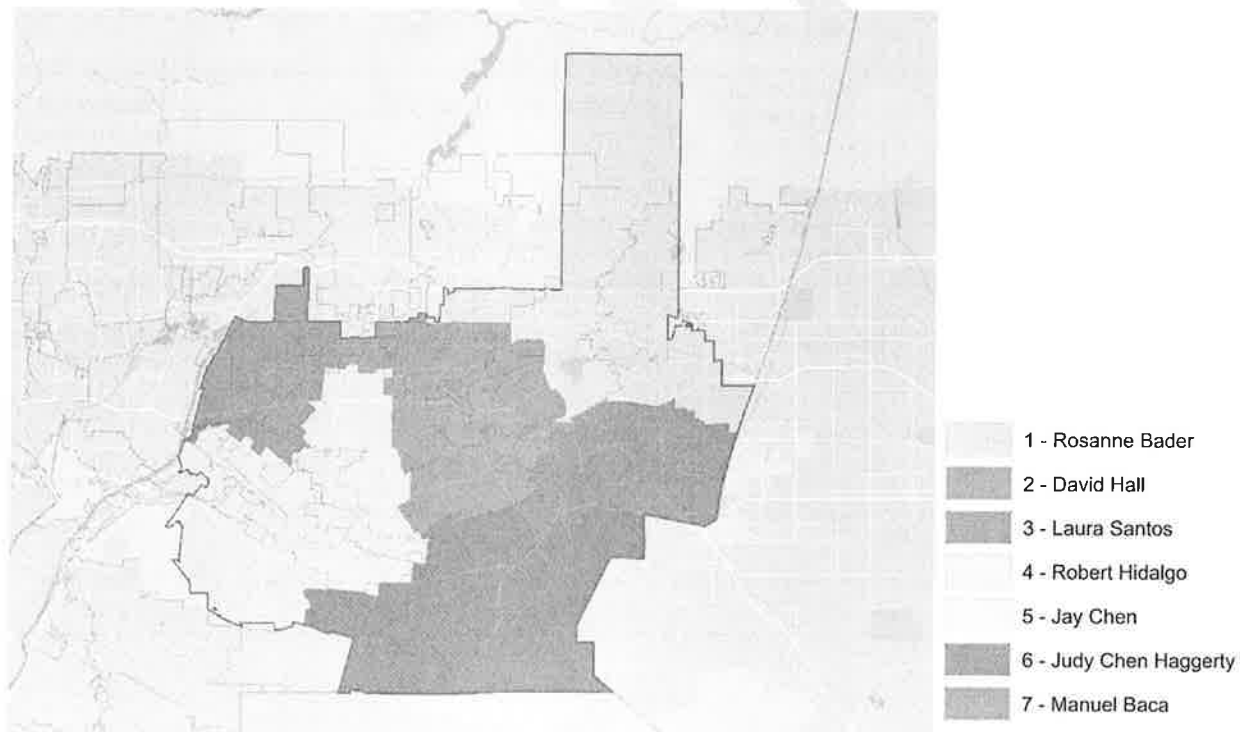


Table 1.3 Possible Trustee Open House Venues

City/Community	Trustee	Venue Name	Address	Phone	Rental Info	Notes
Baldwin Park	Laura Santos	Esther Snyder Community Center	4100 Baldwin Park Blvd.	(626) 813-5245		Can include Bassett (and Irwindale too?)
Covina	David Hall	Covina Park Recreation Hall	340 N. Valencia Place	(626) 384-5340	Capacity: 100	Can include Charter Oak
Diamond Bar	Judy Chen-Haggerty	Diamond Bar Center	1600 Grand Ave.	(909) 839-7065	Capacity: 60 to 185	Can include Walnut
Hacienda Heights	Jay Chen and Robert Hidalgo	Hacienda Heights Community Center	1234 Valencia Ave.	(626) 333-3250		Can include Valinda, La Puente, Industry, Avocado Heights
La Verne	Rosanne Bader	La Verne Community Center	3680 D St.	(909) 596-8700	2-hour minimum	Can include San Dimas
Pomona	Manuel Baca and Rosanne Bader	Ganesha Park Community Center	157 N. White Ave.	(909) 620-2321	Capacity: 100	
Rowland Heights*	Judy Chen-Haggerty	Rowland Adult & Community Ed Center	2100 Lerona Ave.	(626) 965-5975		College offers adult ed here
San Dimas	Rosanne Bader	San Dimas Senior/Community Center	201 E. Bonita	(909) 394-6230		Can include La Verne
Walnut	David Hall and Judy Chen-Haggerty	Mt. SAC				Can include Diamond Bar
West Covina	Robert Hidalgo	Cameron Community Center	1305 E. Cameron Ave.	(626) 919-6966	Capacity: 100	

*Another option for Rowland Heights is Pathfinder Community Regional Park, 18150 E. Pathfinder, (562) 690-0933

\$35/hour Community Room capacity: 130

NOTE: Rowland Heights Community Coordinating Council (at which Judy Chen Haggerty provides reports) meets 2nd Monday of the month from 7 to 9 p.m

Community-Wide Open House/Workshops (Pending)

**Although, community-wide open houses were proposed as a part of the original scope of the EFMP project it has been determined at this time that focused Trustee Area Open Houses will be a better way to reach the community that Mt. SAC serves. The team will re-evaluate conducting a community-wide event if the focused outreach efforts reveal a need for a large gathering such as an open house or workshop on campus.*

Community workshops will serve as one of several means for reaching the broader public to learn about both the EFMP process and to provide input. While technology affords new ways to involve people, nothing can replace the synergy of people sharing ideas for the betterment of their local college campus—in the comfortable environment of a well-managed meeting. Accomplishing a well-managed meeting requires careful consideration of discussion questions that will yield useful input for the project team, a meeting format that will help people to provide informed input, and input activities that will allow everyone to participate in a way that feels comfortable and safe.

- » **Workshop No. 1—Introduction and Background** will kick the project off with the public, provide background information, timelines, and solicit input on issues to consider during the process. The exact format and agenda will be prepared closer to the occurrence of the event but is likely to be an “open house” type event with “topic stations” to present information through short topic-focused presentations (such as parking/circulation, existing uses, programs, student profile, etc.) and gather initial input.
- » **Workshop No. 2—FMP Alternatives** will involve presenting the alternative FMP concept plans to solicit feedback. We may break into small groups to give people time to discuss the alternatives and document their thoughts, ideas, and preferences.

If Community-wide Open Houses are warranted PlaceWorks will facilitate each of the two-open house/workshops and will provide all materials to engage the public. The project team will work with Mt. SAC to determine the best location to host an event as it may be best to facilitate one on campus and one off campus in order to reach a diversified group of participants.

