

Reach New Community Members in North Fair Oaks, Belle Haven and East Palo Alto

Understanding the Problem:

What is the problem(s) this initiative is trying to solve?

- **Need to gather more info on what's happening in community:** cost of living/other barriers- have more knowledge about the community we serve
 - **Communication barriers** - Expand to languages represented in the community, outside of Spanish. Include script and video boards
 - Need stronger focus on recruitment on Black and Pacific Islander students
 - **Elevate focus on recruitment through Athletics** - link through our programs, such as Umoja
 - **What certificates or degree programs are we not offering that might attract these communities?** It's essential to understand the type of job/careers that will be impacted within the next 5-10 years that we can begin to plan and implement to attract students into these careers.
 - **Expand internships and partnerships with companies** or organizations in the area.
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- Commencement is amazing to support LatinX and focus on AANAPISI and Black students --both speeches were in Spanish and we needed a screen. More inclusive to the rest

of campus.

- We also did intro speeches in Chinese, Spanish, Tagalog,
- Also included Black National Anthem
- Focusing our recruitment on Black students
- How can we recruit to low income BIPOC students into the Middle College program
- Do we have enough knowledge of the community? Flex Day in Redwood City or have a meeting in East Palo Alto. (Maybe we can help do a tour or have more sessions within the community to talk about how we can better serve the community.)
- Co-horted class now offered down in the city. Portfolio of not for credit courses. Hands on courses ---none of the community classes filled for English so we need to do something else besides just offering. We need to have enrollment events.
- Pacific Islander students live close by here, and they should come to our college because they are closer however they go to CSM--- and if we have a program for Pacific Islander students would they come to us?
- What jobs are impacted? How can we consider that as a college.
 - Julian is trying to add on credit courses. They change on industry needs. We have to be cognizant of how non credit courses will affect our college. We created a unity class only offered in the summer and be a designer so there were SIXTY students who can now go to Fall programs or apprenticeships.

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What is the current state of this initiative?

- How are we getting into our Tongan or faith based communities?

- **Working with trusted community leaders/partners** to frame the problem and unitize the relationship to help to build connection with the community (events, workshops, overall community presence)
- How do we build this connection without just being intense and in their face if they've never seen us?
- Be in **CAN gear when in the community** - be present to share your role and college resource in the community
- Connecting with College Track, JobTrain, B&G Club and faith-based communities
- **Create referral program** for employees who are a part of the community and referral connection to the community. Supply employees with swag and a kit with info material "community ambassador" who are already trusted members of the community
- **Elevate Athletics events**, bring more excitement to teams and identify how we can expand invitation to the community (22 home events at soccer field this fall)
- Order community gear/swag to the college teams can be represented
- **Highlight importance of faculty engagement** - all members of the campus community should be engaged. Ex- Star Party to engage community in an informal way
- For **faculty, hold 1 unit** release program for outreach- built into faculty's schedule to participate in key events or host on campus workshops and/or events
- Expand recruitment to include representative IN the community

- **Outreach hires more black and latinx identified men (students and employees) as ambassadors.**
Including in STEM and Workforce (Julian volunteered)
- Table at community events such as the NFO Festival - broadening footprint in the community
- Attend more career fairs in the community- elevate career-focused programs at CAN
- Can we put an order in for professional CAN clothes? And bookstore doesn't have anything professional enough. Just ordered CAN gear for anyone going into community.
- What does going into the **faith based community** look like? Ana Pulido is working on district community engagement and introduced us to some faith based leaders and events. There was a pause because of Covid.
- Could get a **program with a kit and a stipend to be a community ambassador.**
- Follow up w/ Julian for more ideas
- Supporting student employment on campus- builds leadership and communication skills. Mentorship opportunities
- Broadening our footprint and do we have someone there? Olivia, Manuel, Mayra, email them and we can make a connection right away.
- Include community into existing events such as Connect to College or the President's Luncheon
- We need supervisors to find the budget to allow people to come to things on the weekends and holidays

- How can we have more people come to athletic events?
- We need faculty engagement in these activities, and faculty outreach. We should do release program for outreach and build in with a certain number of faculty. Built into their schedule to have that time or hosting on campus.
- Star Parties with Dr. Elteto
- Community College teams gear and marketing
- Want to get another college recruiter specifically in these areas. Working on getting more Black and LatinX male student ambassadors.
- Current college initiative: Men of Color (started pre pandemic) and reignited this spring.
- College hosts communities of color conversation, including registration events to help students of color get engaged and the resources/support they need to be successful at CAN
- Lesly Ta- **students share the challenge of the online registration** process to be more user friendly for students with different thought processes
- Important to understand what our BIPOC communities are doing and what they need. The for-profits are successful in recruiting. Current CAN staff are being incentivized to refer students to for profit schools. Staff offered gift cards and swag bags. Staff described recruitment as “predatory”. For profits have large ad and outreach budgets
- How much are we utilizing Dream and Veterans Centers for recruitment for personal connection?

- We can do more with outreach (email---CRM?) but need more horsepower
- Identify what IS under our control to update our strategies?
- Must work with companies who are willing to hire Black people and Black men.

What other information is needed for us to understand this problem?

- With Tulip insurance and no jumpers or community being able to be invited what can we do so we can have people bring in their families?

How will we measure success or know if we've solved this problem(s)?

Taking Action:

What are the actions (high level) we need to take to address this problem(s)?

- Include more cultural elements of events such as black national anthem
- Offer Flex Day in the community that we serve so the campus community familiarize themselves with the community we serve (tour of community) Use Menlo Park facility to use event
- Linking careers that you will get to the education that you are receiving--warm handoff to employers

- Community needs to know what we are the #1 option not “just” going to CAN. Brag that we are a world-class college
- Outreach team that reflects the community
- What is unique that we link careers to the pathways that support the community- what is UNIQUE about our college
- Use behavior data from marketing campaign to sharpen our outreach and CRM process
- Laney- free college ad campaign. What messaging will work with OUR community?
- Ensure employers are open to hire our BIPOC students if we are promoting job placement and company connection opportunities for students
- Need a job developer to help to get students into job
- Connect with school partners to change image that CAN is not first choice
- Utilize current student voices for videos and photos in marketing and promotion
- Expand shuttle route to NFO community center who are having challenges that SamTrans will not change the bus route

Karen's notes:

Breakout session: reaching out to EPA, NFA, BH etc Participants

Manuel

Stephen

Maria H

Diana Castro

Michiko

Kim

Georganne

David Meckler

Julian B

Gonzalo

Megan

Linda B

Lesly Ta

Diana Espinoza

Lezlee Ware

Jamie Hui

Ameer

Matt Lee

David Reed

Challenge:

- Address loss of enrollment
- Understand the ongoing impacts of the pandemic and other socio-economic trends on our current and prospective students
- Be sensitive to all of our students – if something is presented in Spanish, make sure it's translated so everyone can understand it.
- LW: her focus with Umoja is recruiting black students and how can we all make sure they feel welcome and that they can achieve their goals while here
- MK: She teaches the leadership course and increasing diversity of Middle College program has always been a priority – so happy to see Stephen Redmond here. DC: the program is still predominantly white, affluent, already-college-bound students.
- Do we as a campus even have enough knowledge of our community? Have we been to EPA? Can we have a Flex Day or other campus events in our community. How else can we get out there more? Especially faculty and staff?
- We could do something at Redwood HS? Or at CAN at Menlo Park?

- CSM has a program for Pacific Islander students – can we have something like that?
- CSM also attracts EPA students because of their football program
- CSM and Foothill have some programs, esp certificates, that we don't offer. What can we do about that?
- Can we identify jobs in peril and connect those impacted by that
- We lack a good infrastructure for employer engagement and helping students get internships

Actions:

Anyone going to the community, wear Cañada gear. There's already an order in for more things at the Book Store. This should already be happening

Going to faith based community. Ana Pulido is now the Districtwide PIO and is from EPA. She's introduced us to faith based leaders and events. We'd love to come, not pitch. We're still in the phase of building relationships. We have a warm introduction. We're also re-started after the pandemic.

We have so many employees that live in the community. Can we leverage them? Gear, a stipend? It's not necessarily their job to do that kind of community connection, but it could be.

Salsa Festival on August 14th – will anyone from Cañada be there? Yes, and Manuel, Mayra and Olivia are the ones to check

and ask. But we're ramping up to be at all major community events.

Ex: CSM Jazz on the Hill. Do we do that kind of thing on campus – to pull more families to campus? MRA: President's Luncheon (primarily fundraiser) is coming up – will be on campus this year. Connect to College is our annual open house and has grown into a family event.

Lesly Ta: would be great to have fun events too to bring folks to campus

Jamie H: For classified staff, is there an OT budget to participate and attend events on the weekend? MA: when staff is invited to participate, if it's outside of your normal job duties, there is funding in the Outreach budget.

Matt - how can we make our athletic events - which are free - more accessible to community members? We have games all fall - 22 home events for soccer alone, how can we explore drawing more folks to those?

Ameer: the importance of faculty engagement in these kinds of outreach. It's an everybody issue. Professor Altetto's Star Parties. A great family event. There's been great turnout. It helps engage people in a fun way that shares our science facilities and programs. Let's look at other ways to get faculty to get engaged as well.

MAP: hearing the excitement and passion from discipline faculty can really help turn on students and their families

DC: How can we create a lot more buzz about our college and our teams in our communities. We don't really know when games are happening.

LW: Ameer's point has been discussed for 21 years! How can we move forward with it! Can we do a 1-unit release program for outreach? A certain number (one faculty per Division) so it's based in their faculty time/job duties to do this! Can this be an ACTION?

MAP: BOT is supporting the idea of an additional college recruiter to focus on these communities. OCF has already been proactive in recruiting more Black and Latino men as outreach ambassadors. So we can pay students to share what's working well for them.

LW - Outreach has been amazing with supporting Umoja. Lezlee and Elizabeth have release time to attend and help as well. Hearing that faculty need to be more involved and connected in the community and that is part of the Umoja program goals.

JB: With our apprenticeship grants - we're hiring a Director who should be able to set up more job placements for students. And then really communicate that our students can be supported in getting good jobs.

SR: community perceptions are key - if we can show that our people get jobs with Tesla or Meta etc. that will help our brand.

JB: would like to buy a list of the contact persons at all of our regional employers

GA: Interest Areas could really help connect job experiences students have (and mentorship and leadership skill devt opps) with their learning in the classroom.

DC: Working on the campus can be great - your supervisor is sensitive to the demands of school. Increasing the number of jobs available on campus is key! Off campus employers require that we put our work schedules first and then try to go to school around it.

MAP: we know we have DI in BIPOC men in access, we started a Men of Color initiative pre-pandemic (this got derailed for a while during the pandemic) but we're getting organized again. We're pushing it in a new direction - specific registration events focus on our BIPOC men - to help students transition from one term to the next - proactively.

Lesly Ta - can we review our registration process in terms of how Eurocentric they are?

GM and MH: the for profits are really aggressive with goodie bags, incentives, and gift cards for recruiting. They are reaching our potential students.

MK: how are reaching our Veterans populations?

GM: what's in our control? The for-profits are so easy to enroll in. And they streamline what's in our control.

Taking Action

- Linking careers you'll get if you come to us. And a warm handoff to employers. How can we do this uniquely for EPA, Menlo, BH, BIPOC?

- Use the CRM to find out which messages are resonating?
- Laney College's add - "come to Laney for free" has gotten so much publicity.
- Free college and what you're going to get out of it - these are important messages for these communities
- These are small communities. They know about CAN. But they don't know the full extent of how great we are. "Just going to Canada" is the current narrative. We have to re-shape that!
- We need to make sure employers are willing to hire Black men! Are they committed to diversifying their employees?
- Laney has a huge "Fall is Free" campaign going right now. Even adds at Giants games...
- We need a job developer! To scale and create a warm handoff for students to employers.