

CHC Educational Master Planning Committee
Brainstorming by Constituency Groups on Concrete Ideas for Progress on Goals:
Transcript of Results, Strategic Direction 5
 November 23, 2009

Strategic Direction	Recommended Goals	
5 Community Value	5.1 Enhance the College's value to the community.	
Ideas for Concrete Steps or Actions		
	A3	Intramural sports activity. Getting students more involved whether it is sports or academia or community service.
	A3	Active internships from H.S. to CHC or UCs/CSUs to CHC.
	A3	To do activities on campus is too convoluted an needs to be cleaned up (district policies?)
	A3	Finnish the street from the swimming pool to connect with 10 th street. (Visual Connection) to bring it to CHC.
	A3	No mail service from CHC to Yucaipa or vice versa. Part of the isolation that CHC has with the community. Off-site learning centers to get community and CHC (i.e., see golf program — good thing)
	A3	Sponsor scholarships to YHS or surrounding HS's to bring them here as students.
	A3	Use pool and golf course appropriately to bring in more of the community. Year round marketing for programs, and all of the programs which are non-education, such as concerts (students or professionals), speakers, theater, carnivals, fireworks. Exploit CTE with fire trucks and paramedic demonstrations. Family day. Marketing X 3!!
	C2	Greater presence outside of Redlands/Yucaipa
	C2	Gym availability. Facilities to outside community.
	C2	Increase availability of Foundation Scholarships
	C2	Advertise assets more fully
	C2	Professional Development Center — to provide service. Something on campus (satellite). Advertise — email and mailing — restaurants.
	C2	Ed Code — Service to community — allocate resources (SD#8) to do that.
	C2	Community survey to find out community needs.
	M3	Gather data to reveal community needs
	M3	Develop strategic partnerships w/community agencies. Review data.
	M3	Increase visibility through planned action. Such as, paint the water tank. Develop systematic marketing plan and systematic branding.
	M3	Participate and encourage groups to come on campus and use our facilities
	S5	Advertise more widely in the community for campus wide events.
	S5	Hold more community wide events on campus
	S5	Encourage clubs to reach out to local businesses in community. Clubs can "adopt" a business in the community.
	S5	Have campus representatives reach out to local high school campuses to inform them of deadlines, and important dates, and Crafton info.
	S5	Provide time sheets for students that want to volunteer in the community.
	S5	More publicity of CHC events (and successes) in local newspapers and businesses. CHC recently donated 1000 boxes of cereal to a soup kitchen.
	S5	Have a campus representative representing Crafton at city council meetings.