

SAN BERNARDINO COMMUNITY
COLLEGE DISTRICT

Status Report

2008-2009 Institutional Goals
Supporting Board Imperatives

August 27, 2009

I. Institutional Effectiveness

1. Develop systematic effectiveness review processes that lead to greater effectiveness, efficiencies, fiscal stability and competencies

Crafton Hills College

- A. Work with District and SBVC to determine appropriate data for analysis of program improvement.
 - This has been completed through several meetings with staff from both campuses and the district. Reports for Executive Reporting Information System (ERIS) have been agreed upon by all.

- B. Continue collecting and using data to assess the impact learning programs and services have on student learning, both short- and long-term.
 - This is ongoing, but there has been an increase in the data collected and utilized to assess and improve programs.
 - Over half of the active courses have SLOs and assessment has taken place in over half of those. Sixty-five percent of instructional programs have SLOs. General Education (GE) SLOs have been developed and adopted.

- C. Work with District and SBVC on definitions and interpretations of data.
 - This will be worked on at the campus level this summer with collaboration from SBVC and the District as possible.

- D. Develop a set of indicators to assess institutional performance.
 - This is currently in progress and will be completed by October 1, 2009.

- E. Standardize campus reports.
 - This has been completed.

- F. Review and revise planning, program review, and resource allocation process as necessary.
 - New drafts of Program Review & Planning and a new Handbook have been developed to guide the process.
 - The process for resource allocations was piloted in 2008-09 and will be refined in 2009-10.

San Bernardino Valley College

A. Increase Efficiencies of Offering Classes.

- Researchers at both campuses and District Computing Services (DCS) have participated in several meetings to refine the calculation of the WSCH/FTEF ratio in order to accurately measure the ratio of weekly student contact hours (WSCH) to full-time faculty equivalency (FTEF). Each campus has established a goal of 525 WSCH per FTEF by 2011.
- Both colleges have exceeded the goal for the first year.

WSCH/FTEF Efficiency Projection/525 Target					
WSCH/FTEF EIS Data Source	Spring 2008 (Base year)	Projected Spring 2009	Projected Spring 2010	Projected Spring 2011 (Target year)	Actual Spring 2009
SBVC	440	468	497	527	482*
Increase (6.2% per year)		27	29	31	42
Crafton	453	477	501	525	489*
Increase (5.3%,5%, 4.8% per year)		24	24	24	36
District	447	470	498	526	486*
Increase (5.9% per year)		26	28	29	39

*Exceeded Projection

- B. Conduct meta-evaluations of College Council, Budget, Program Review, and Curriculum Review and Approval processes.
- Program review is ending its three-year cycle.
 - The college indicated in the Self Study that a meta-evaluation of program review would be conducted. College staff (Program Review Committee, Managers, Departments and Deans who submitted Needs Assessment) participated in focus groups and the information has been summarized.
 - There will be a follow up after the completion of Program Efficacy this spring to include interested parties in discussions to improve Program Review.
 - A new or revised process will be implemented in 2009-2010.
 - Members of College Council have met on six occasions to revise the benchmarks and, when applicable, the goals, for each of the college's six strategic initiatives.
 - The final section should be complete by late April.
 - The completed six initiatives will be distributed to consultative bodies for their input.
 - It is anticipated that the initiatives will provide the foundation for the college's educational master plan.
 - The planning summary for the Self-Study, ACCJC recommendations, six strategic initiatives, planning documents (Facilities and Safety, Professional Development, and Technology) along with state and district goals will inform the college's educational master plan.
 - The curriculum committee is current with the courses now in the approval process.
 - When I began in July we had curriculum that was over two years in the process.
 - It has been a very busy year and the chairs have done a good job in working with faculty.
 - Unfortunately, I have been unsuccessful in moving the personnel in my office to act more efficiently in getting the curriculum to the Board and into the catalog so that courses can be offered within a more reasonable time frame.
 - New and updated curriculum is sent to the board immediately following approval in an attempt to make the earliest catalog year for the new offerings.

KVCR

- A. KVCR will position the station's financial condition to begin making installments in either cash or trade in order to payback the \$1,815,000 loan the District made to the station in 2004.
- According to board action item dated June 26, 2008 these installments are scheduled to begin in May 2011.
 - With the economic slowdown hitting us this year, KVCR will find it difficult to make up shortfalls this year, let alone make any progress towards paying back the loan to the district.
 - This marks the sixth year in a row that KVCR has made some improvement in all major areas, specifically finances, ratings and the capital campaign.
 - As the Inland Empire's only locally owned and operated public television and radio stations, KVCR continues to make dramatic changes and advancements.
 - Like most entities in a down economy, KVCR reduced expenses early on to deal with the looming declines in revenue.
 - We moved to shore up expenses and seek out new revenue sources.
 - Because staying in the black was paramount, making progress towards paying back the loan to the district was not possible.
 - KVCR experienced significant increases in revenue in the past 4 years with increases of 25% to 50% and more – not so in FY09.
 - Looking at last year's gross revenue, we brought in \$2,968,199. We closed out this year with \$2,268,341, a 24% decrease of \$699,858.

2007/2008 Gross Revenue	2008/2009 Gross Revenue	Difference	% Increase/ Decrease
\$2,968,199	\$2,268,341	-\$699,858	-24%

- On the expense side, we decreased expenses by 27% from \$3,132,996 in FY08 to \$2,278,049 in FY09, a difference of \$854,947.

2007/2008 Expenses	2008/2009 Expenses	Difference	% Increase/ Decrease
\$3,132,996	\$2,278,049	-\$854,947	-27%

Distributed Education and Technology Services

- A. Develop annual evaluation tools of Distributed Education and Technology Services, business processes, and constituency needs for planning and review purposes.
- An evaluation tool to assess user experience with distributed education and help desk services has been developed and will be piloted towards the beginning of the fall term.
 - This is the first of many such tools being developed towards a comprehensive program review model.
 - This was delayed because the researchers did not want yet another evaluation tool put out and preferred it be incorporated as part of an existing tool.
 - Since we missed the Spring window, the recommendation was to hold off till the fall.

Human Resources

- A. Improve cost effectiveness and service levels of Human Resources Organization Structure to serve as a strategic partner to the mission of the District.
- Map all Human Resources processes, and undertake benchmarking of best practices, and studies to assist in re-engineering of Human Resources procedures and programs through employee survey assessments in the following areas:
 - **Staffing.** Compare a series of measures, including the total cost of the human resources department including staffing measures (i.e. number of HR staff to total employees).
 - Reduced HR staff by eliminating one vacant Human Resources Generalist position.
 - 1 HR Vice Chancellor, 1 HR Director, 1 Administrative Assistant II, 1 Clerical Assistant II, 4 HR Generalist, 1 HR Analyst and 1 Senior Staff Assistant to 790 budgeted positions, 490 part-time faculty, 250 short-term and 655 professional experts.
 - **Recruitment.** Assess turnover rates. Determine the timeliness and efficiency of the recruitment process.
 - Turnover rate for 2008-2009 is 10.75 (*6.53 without SERP*).
 - Contracted with *Job Elephant* to streamline advertising process and increase recruitment sources.

- **Training and recognition.** Review types of training offered.
 - Sexual Harassment Training for 58 SBCCD Manager (Mar 2009) conducted by Liebert Cassidy Whitmore.
 - Implementation of SBCCD online Training Program “*Safe Colleges*” incorporated into the new employee orientation and safety management.
 - **Benefits.** Assess total number of employees enrolled in benefits.
 - 688 total employees enrolled in benefits through “Benefit Bridge”
 - **Technology and organization.** Examine the types of human resource information systems used, as well as methods of effective communication and employee feedback.
 - Implementation of the “*BenefitBridge*” online health benefit enrollment program.
 - Communicated via flyers, posters, letters, and emails.
 - Favorable feedback received from employees on the “*BenefitBridge*” online enrollment process.
- B. Implement a Human Resources Information System (HRIS) database in coordination with Executive Director, Distributed Education & Technical Services, to integrate a plan with a new Enterprise Information System.
- Evaluation of the Datatel HRIS is currently on HOLD. Cost impact \$400,000.
 - Currently being revisited by HR and the Executive Director, Distributed Education & Technical Services.
- C. Continue to work toward achieving the mutual goals between the District, CTA and CSEA regarding the collective bargaining process and the Meet & Confer Process with the management, supervisory, and confidential employees.
- Closed both CTA and CSEA bargaining agreements for 2008-2009.
 - Implemented a Management Negotiations Team and a Shadow Team comprised of 5 managers with a two (2) year commitment for both bargaining units.
 - Currently scheduling negotiations for Sunshine Agreements. Anticipated date for October BOT meeting.
- D. Develop a Wellness Program for Employees.
- Online Wellness resources available through “*BenefitBridge*”.

- E. Implement an Employee Assistance Program (EAP).
 - Contracted services with ACI specialty benefits.
 - Since implementation in April 2009, 18 individuals have utilized the EAP services.

- F. Design and develop Human Resources web page which will be truly a “One-Stop Shop” informative resource site that provides employee access to administrative regulations, procedural guidelines, forms, and increased access to students.
 - Currently in the development stage.
 - Anticipate HR webpage fully operational by November 2009.

- G. Review Safety Training Program.
 - Injury Illness Prevention Program(IIPP)
 - Online training program available through “*Safe Colleges*”.
 - Emergency Management Preparedness
 - Online training program available through “*Safe Colleges*”.
 - SBCCD incorporated State of California and Department of Homeland Security mandated trainings.

Fiscal Services

- A. Streamline and improve the procurement process.
 - A review of the purchasing process and written procedures for purchasing has been completed including workshops at each College.

2. Foster Relationships with Business and Community Partners and forge new partnerships to meet market place demand

Crafton Hills College

- A. Institute a new environmental scan for instructional programs.
 - This has not been done because the Center for Excellence is now charging for this service and the college is trying to identify funding in order to cover the cost.

- B. Identify partners from old and new environmental scans for instructional programs
 - Partners have been identified from old scans, but until funding has been found to cover the costs of a new environmental scan that portion will be on hold.

- C. Establish partnerships based on environmental scans for instructional programs.
 - The environmental scan identified service and health careers as a need in our area.
 - The radiologic technology program based on new standards from the accrediting body is requesting to bring the program on campus which would allow the college to double the number of students the program can accept each year, from 12 to 25.
 - This would require the college to explore other training contracts for these students.
 - New training contract for the Respiratory Program with Eisenhower Hospital in Palm Desert.
 - New training contract with San Manuel for paramedic students and the fire academy.
 - Currently working on a new training contract with Loma Linda Fire for Paramedic students.
 - Pending a contract with adult education regarding their vocational nursing program (LVN) and how it could continue.
 - Additionally, a joint grant with SBVC led to the submission and acceptance of a grant which led to the creation of a Simulation Laboratory on campus, which will lead to the ability to bring outside agencies for training and eventually become self sustaining.

San Bernardino Valley College

- A. Craft a consistent message and vision along with visual aids for all parties to communicate when presenting to these groups.
 - Created Top 10 flier in English/Spanish to concisely communicate value in one marketing piece which is something that did not previously exist.
 - Created standard SBVC PowerPoint presentation with template background used by multiple parties in presenting to community.

- B. Individually achieve greater involvement in local Chambers of Commerce and other business groups/entities.
 - All administrators have increased visibility by attending local civic organizations.
 - The President is a member of the SB Rotary Club and the Vice President of Student Services is a member of the Westside Kiwanis Club.
 - The President and Vice Presidents regularly attend local Chamber events as well as participating in city functions such as the Golden Apple Awards, etc.

- C. Investigate the development of Tech Academies.
 - We are in the development stages of creating a Tech Academy MOU with San Bernardino City Unified School District. The first draft has been written.

- D. Expand Valley-Bound Commitment to all three feeder districts.
 - We have expanded our VBC cohort to 100 students that will be selected from the following feeder higher schools:
 - Colton
 - Rialto
 - Bloomington
 - Eisenhower
 - San Bernardino
 - Rim of the World
 - Carter
 - Pacific
 - San Geronio
 - Cajon
 - Arroyo Valley
 - Big Bear.

- E. Increase type and number of MOUs between SBVC and feeder high schools.
 - We currently have a MOU with Eisenhower and are working on one with SBCUSD Tech Academy and RUSD.
- F. Host a forum with the community on the SBVC Strategic Plan and develop a community report.
 - Both of these projects were placed on hold due to the need to develop an Educational Master Plan to fulfill an accreditation recommendation.
- G. Meet with all high school Superintendents within the three feeder districts.
 - The president has met with the following superintendents:
 - Dr. Edna Haring, (former) Superintendent Rialto Unified School District
 - Dr. James Down, Superintendent Colton Unified School District
 - Dr. Carole Ferraud, Superintendent Big Bear Valley Unified School District
 - Dr. Arturo Delgado, San Bernardino City Unified School District
 - Dr. Gary Thomas, San Bernardino County Unified School District

KVCR

- A. KVCR will establish a relationship with the University of California, Riverside (UCR) to partner in the Inland Empire.
 - KVCR began working with the University of California, Riverside this year as a lead partner of the *BEACoN* project which is designed to serve two significant service areas of the major partners, the Inland Empire and the Coachella Valley.
 - The concept was presented to the UCR faculty, staff and administration in a series of meetings and they have green lighted the UCR staff to move forward to develop a plan.
 - The Chancellor of UCR, Timothy White, granted permission to hire a new project director to help write a business plan. Interviews for the position will take place in September.
 - Other partners are California State University, San Bernardino and College of the Desert.
 - KVCR continues working to secure partnerships and studio facilities in the Coachella Valley.
 - We have been working with the leadership team of College of the Desert and have secured a verbal agreement to find temporary facilities until a new building can be constructed.

- The City of Palm Springs came on board right away and agreed to provide temporary facilities for us in one of their buildings by City Hall.
- COD has committed \$6 million to build facilities on their new West Campus in Palm Springs. This will secure our interest and future in the Coachella Valley and allow us to create partnerships and collaborations to fully serve that region.
- The major *BEACoN* partners in the Coachella Valley are COD, UCR and CSUSB.
- KVCR has made a major commitment to local programming in the Coachella Valley. Partnerships with the lead teams, individuals and others have been developed to plan this project to make it representative of local interests and needs.
- Board members Gene Wood and Bob Percy have been involved in this project, working with one major donor prospect on a gift of \$25 million.
- The KVCR/District purchase of the KJHP transmitter located in the Valley will make it possible to develop a broad scale communications and educational program within the Valley.

Economic Development & Corporate Training Division

A. Develop, organize and operate the new Donald F. Averill Applied Technology Training Center (ATTC).

- After researching the technological training needs and obtaining market intelligence, we applied for and won a Responsive Training grant from the System Chancellor's Office for Nanotechnology. This \$400,000 grant was the only one awarded to a Southern California community college district for Nanotechnology training. The RTF grant provided us the seed money to create a management position and hire a well qualified Director. The new Director was charged with the development and advancement of the mission of the ATTC and its operation. The RTF grant also provided us resources to create a nanotechnology training program and offer training free of costs to professionals in the manufacturing industry.
- Moreover, we won a \$2 million competitive grant for Nanotechnology from the US Department of Labor in January 2009. This is the only grant awarded to a college in the country this year for Nanotechnology by the US Department of Labor (DOL) under the President's Community-Based Job Training Initiative.

- The overall goal of this grant project is to advance the economic development opportunities of Nanotechnology by providing a pipeline of trained workforce and bring about job development and wealth creation in our region. The specific objectives of this \$2 million grant project are: 1) Create a California Nanotechnology Collaborative to serve as an Advisory Council for the development and advancement of Nanotechnology Training at the ATTC; 2) Train workers for entry-level jobs as technicians in nanotechnology-based industries; 3) Develop a Center for the Advancement of Nanotechnology (**NanoCenter**) as a technical resource center for the 110 California community colleges in the State; 4) Introduce participants to various career pathways at the two-year, four-year and graduate level opportunities in nanotechnology; and 5) Promote Science, Technology, Engineering and Mathematics (STEM) and career pathways for middle and high school students. These goals are all in progress.
- Further, the ATTC has partnered with the United States Green Building Council (USGBC) and offered LEED Certification training programs at the ATTC facility. Many area employers participated in this Green Technology program by sending their professional employees to the LEED Certification training. This is an intensive two-day training program. To date the ATTC has trained 130 professional employees in LEED.
- By providing Nanotechnology training such as Business Re-engineering and Train the Trainer to business professionals from manufacturing firms, we have fostered relationships with many Southern California manufacturing companies and several community partners. Moreover, by offering Nanotechnology training and LEED Green Technology training, we are meeting a growing market demand for Green workforce training.

B. Provide operational guidance for the on-going marketing, development, promotion, and the coordination of all customized corporate training and short-term professional development programs offered to employers and workforce by the PDC.

- The Division has participated in many community events as partners or sponsors to promote and market our programs and services. We have hosted several significant regional events and forums to promote programs such as Solar Energy Forum, Nanotechnology and Clean Technology Forum, Nanotechnology Conference and others. We were also one of the organizing partners and sponsors of events such as the Rialto Education Summit and other events like the Inland Empire Economic Briefing. As a result of the marketing and promotion of our programs and services, we have received contracts from the following organizations to offer training for their employees:
 - Southern California Goodwill Industries
 - Community Christian College
 - Chaffey College
 - County of San Bernardino: Contract for providing Customer Service training for their employees
 - County of San Bernardino: Subcontracts for several grants
 - Consortium of Manufacturing Companies – over 10 manufacturing companies
- Through the Professional Development Center (PDC), the Donald F. Averill Applied Technology Training Center (ATTC), and various grant funded programs, we offered training and other professional development activities at our facility or employer sites for over 5,550 participants in the region. The bulk of the training offered was primarily for incumbent workers. The programs offered have positively impacted many private and public sector employers in our region and fostered new relationships with our District.
- In order to serve several businesses in the San Bernardino and Riverside counties, the PDC competed and won a contract from the California Employment Training Panel (ETP). The ETP has awarded the PDC \$201,420.00 for providing job training for employers in the San Bernardino and Riverside counties.
- Additionally, the PDC applied and won a \$316,499.00 competitive grant from the Economic and Workforce Development Division of the System Chancellor's Office. The goal of this grant project is to provide Lean Applications training to the employees of Kaiser Permanente, Coca-Cola, Niagara Water, Arbor Glen Care Center and Icon Identity Solutions. This project will serve approximately 670 employees of these five companies.

- Further, in partnership with the American Wood Finishing Institute (AWFI), we won a **\$244,920.00** competitive grant in June 2009 from the Responsive Training Fund to provide training to help 14 companies convert their production from non-compliant paints to water based non-volatile paints. Moreover, this project will help the companies to use environmentally compliant and 100% “Green” friendly water-based finishes. A team from each company will be taught to handle “green” surface finishing chemicals along with specialty spray equipment that eliminates the volatile environmentally damaging compounds normally experienced with traditional paint finishing. The participants will also be trained in marketing and pricing their new “Environmentally Green” finishes and modern sales techniques that will allow them to compete with others from overseas and other states with much less stringent air quality and painting regulations.

C. Provide guidance for implementing the Work Plan/Objectives of the Center of Excellence and the Environmental Scanning Services Hub (ESS Hub).

- The Center of Excellence (COE) of the Economic Development and Corporate Training Division is continuing to excel in their programs and services as one of the most highly productive centers in the state. Our COE and its Environmental Scanning Services Hub (ESS Hub) have both exceeded their previously agreed upon Workplan Objectives of the project and have become leading providers of labor market research for the 55 community colleges in Southern California and other regions in the state. Additionally, the COE provided technical support and market intelligence to several of the 11 community colleges in the Desert Region.
- As a leading provider of labor market research for the California Community Colleges, the COE is now being solicited by colleges in other states to provide Environmental Scanning work for them on contract. We have entered into an agreement with St. Johns River Community College in Florida to provide labor market research information and report on contract for \$6,436. Upon successful completion of this project, the COE has received a payment of \$6,436 from St. Johns River Community College.

- The COE Hub has developed five (5) comprehensive labor market reports and environmental scans requested on ad hoc basis by specific community colleges, other EWD Initiatives or the CCC Chancellor’s Office; and completed fourteen (14) labor market data reports, databases and GIS maps. The Hub has also been instrumental in leading and providing project management and research support to the California Green Industries and Jobs study, which resulted in two major reports and a number of supporting publications (found at www.coecc.net/green).
- Through the COE and its Hub we have “fostered relationship with other community colleges in the state, local and regional businesses, and community partners. By advancing the mission of COE and its Hub we have forged new partnerships to meet market place demand for workforce training and “grew a very positive image of our district.”

Distributed Education and Technology Services

- A. Explore and develop opportunities to use District resources, such as EduStream, to support college/District initiatives
 - The DETS areas have been systematically reviewing all contracts to find ways to streamline business processes and enhance relationships with community partners. Examples include:
 - A closer working relationship with Verizon to reduce line costs by 75% by expanding the bandwidth between all District sites (CHC, SBVC, District, and the Annex);
 - A contract with Konica Minolta to reduce printing/copier related costs by \$320,000 while increasing the quality and availability of services to the colleges.
 - We have developed and MOU with the Cal State Universities to jointly explore digital content that will serve the students of both the community colleges and the CSUs.
 - We have enabled Video-On-Demand and the web-based audio streaming of KVCR to enable them to enhance their reach in the community.
 - We have partnered with other state initiatives such as:
 - @ONE, a System Office sponsored training program, to provide video-based training, both live and on-demand;
 - The High Tech Training Unit based out of Foothill DeAnza to develop and put out a master catalog of ADA compliant content and transcripts for faculty and students;

- Sierra Community College and the Kern County Community Colleges to stream their local television channels;
 - Working with San Bernardino City to find a way to receive and re-stream their local channel 3 station.
 - We have developed a MOU with the Cal State Universities to jointly explore digital content that will serve the students of both the community colleges and the CSUs.
- We have enabled Video-On-Demand and the web-based audio streaming of KVCR to enable them to enhance their reach in the community.

3. Expand Access and Success for Students

Crafton Hills College

- A. Complete a usability study and plan for on-line student support services
 - This has been discussed but no action taken.
- B. Implement on-line application processes
 - This has been completed
- C. Expand evening and on-line offerings by 15%
 - This has been completed
- D. Conduct focused workshops for faculty on best practices for retention persistence and success
 - A Basic Skills Retreat was conducted in fall semester 2008.
 - Faculty attended On Course in June to target basic skills best practices.
- E. Develop outreach and marketing plan--include working collaboratively with District
 - There were opportunities to collaborate with the District on advertising including bus shelters, and ensuring the there weren't duplicated efforts.

San Bernardino Valley College

- A. Implement portable assessment test.
 - Because the College plans to move to standardized assessment testing, the portable assessment test is no longer needed as the standardized test is portable.
- B. Move up our registration dates for each semester.
 - The dates are still reflective of the past years' dates -- more work needs to be done with DCS in order to accommodate overlapping days with CHC.
 - This is especially problematic with Fall/Summer registration happening simultaneously.
- C. Implement CCCApply and CCCTran.
 - CCCApply went live on April 1, 2009.
 - There have been some kinks that DCS is working out with the assistance of the Admissions and Records staff from both campuses.

- D. Offer sufficient number of basic skills courses in English, math and reading each semester to accommodate the student demand.
- A sufficient number of basic skills courses were offered in English and math during both the fall and spring semesters.
 - One additional section of reading was offered in the summer and an additional section is scheduled for the fall.
 - All basic skills sections in these disciplines have maximum enrollment for the past three semesters.
 - The English department has chosen not to offer basic skills courses in the 5-week summer session.

Distributed Education and Technology Services

- A. Develop a process to ensure that accessibility is a major consideration for all technologies and resources procured.
- A process has been developed and will be executed as part of the roll-out of the new DETS Governance structure.
- B. Research, secure, and deploy technologies that enhance our ability to ensure we provide the same level and quality of services to online students as we do traditional students.
- We continue to update our course management systems, EduStream, and other District applications that enhance faculty to student interactions.
 - The Distributed Education Coordination Council and the District Technology Council regularly review new and emerging technologies to find ways to serve online students similarly to traditional students.
 - The implementation of Web-Advisor and e-Advising is progressing well.
 - Pilot tests are projected for the Fall of 2009 and it is expected that the implementation will be completed in the during that time period.

4. *Grow the Positive Image of our District*

Crafton Hills College

- A. Implement message “DECK”
 - This is pending partly due to funding and the development of a plan for implementation. There is a consistent look to our materials and message to the community.
- B. Update website, meeting objectives identified in 2007-2010 Technology Plan
 - Continued positive progress has been made on updated the website per objectives identified in the Technology Plan.
- C. Update campus marketing materials.
 - Fact sheets were updated for existing departments.
 - Updated and reprinted campus view books.
 - Campus folders will be reprinted for outreach and recruitment by the end of the fiscal year.
 - The foundation annual report was updated.
 - Schedules and Catalogs were updated.
 - Created flyers listing the College’s objectives, occupational education and college transfer and associate degree programs which were distributed at outreach events.
- D. Work collaboratively with District for total District image.
 - One time funding from the District has been utilized carefully through a marketing plan. These funds were used for printing costs, mailings, postage, and advertising.
 - The Director of Marketing at CHC and the District Director of Marketing worked closely to ensure that there were no duplications.
 - Provided the District Director of Marketing with photographs and articles about the College for the Career Focus magazine.

San Bernardino Valley College

- A. Continue media relations campaign to reveal to the public the stories that reflect the mission and strategic initiatives of the institution.
 - Averaging 2-3 stories per month in local newspapers in the 2008-2009 academic year (highlighted by: Groundbreaking ceremony, student profiles, Art Department, Valley-Bound Commitment, green-friendly career/tech programs, Police Academy training, enrollment increases due to economy, bookstore textbook rental program, more).

- The college's successful accreditation visit in October and subsequent evaluation enhanced the image of Valley College. SBVC was one six colleges out of 27 visits this year to receive "Reaffirmation" status.
- B. Continue raising the bar in all external-facing publications and materials to project a consistent brand message and image.
 - Consistent look/feel established and maintained for seven (7) class schedules, catalogs, and short-term/late-start publications.
 - Top 10 Flyer provides basis for updated/consistent statistics and messaging for all general outreach/communication opportunities. Consistent font usage, logo placement, picture formats/styles all contributing to a standard look/feel to schedules, fliers, brochures, bus shelters and mall advertising.
- C. Begin eliminating division-created materials that, when aggregated, portray a less than professional view of the school as a whole. Change will begin with launch of campus-wide campaign for divisional/program brochure templates and solutions.
 - Financial Aid, Valley-Bound Commitment, Machine Trades, and Veterans Brochures are first pieces to feature new look and design.
 - Five more pieces slated for design update/refresh to consistent look over the summer.
 - Mandate to campus to have all division/department brochure production funneled through Office of Marketing & PR is not feasible just yet because of sheer volume of expected requests.
- D. Update Student Handbook.
 - The Student Handbook will be combined with the Student Service FAQs Pamphlet by August 2009.
 - The new pamphlet will be translated into Spanish by October 2009.

KVCR

- A. KVCR will air positive image messages developed by District Marketing on KVCR TV and FM.
 - KVCR TV ran 3,067 spots for Valley College, Crafton Hills College and the District valued at \$460,050.
 - KVCR FM ran 1541 spots for Valley College, Crafton Hills College and the District valued at \$123,280. Hourly mention of the San Bernardino Community College District – value of 8,760 announcements is \$438,000.
 - KVCR TV broadcasts 40 hours of telecourses each week. The broadcast value approaches \$1 million.

- Valley College's Radio, TV and Film Class use of KVCR facilities: \$94,432.
- KVCR uses interns and employs several students from Valley's RTVF program funded by KVCR Educational Foundation.
- KVCR's web site continues to be an effective resource for the district. In April 2009 the San Bernardino Community College District began running an announcement on 91.9 KVCR promoting employment opportunities. The response the campaign was overwhelmingly high and resulted in 2023 hits for the duration of the campaign.
- H1N1 Flu Emergency – working with the District, KVCR used its website, KVCR.ORG, to create a one-stop online presence that visitors could use to track the progression of H1N1 influenza and school closures in the IE. We also produced a one-hour special on 5/10/2009 on KVCR-TV. It was the only southern California TV broadcast that focused exclusively on the new swine flu concerns of Inland Empire residents. This public health emergency also provided an opportunity to reinforce emergency communications protocols between District officials and KVCR personnel.

Distributed Education and Technology Services

- A. Develop new and innovative ways of using District resources, such as EduStream, to market our colleges, program offerings, and services.
 - EduStream provides web-based marketing for CHC and SBVC via four 24/7 web channels. EduStream delivers the web-based streaming for KVCR and within the next few months the web-based delivery of KVCR's on-demand content.

II. Learning Centered Institution for Student Access, Retention and Success

1. *Implement policies, programs and innovative practices that make learning the highest priority*

San Bernardino Valley College

- A. Assess a minimum of 4 course SLOs in all disciplines during 2008-09.
 - End of the year SLO reports were submitted by each division. We did not achieve the objective but some disciplines have assessed more than 4 SLOs for each of their courses.
 - All disciplines have identified a 3-year schedule designed to ensure one or more SLO will have been assessed for each course within 3 years.

- B. Implement Web Advisor.
 - The plan is to pilot Web Advisor in the summer for full implementation Fall 2009. The student services department staffs are meeting with DCS to finalize the components that affect their areas.

- C. Work with book publishers/wholesalers to provide new alternate Course material media to lower the cost for students. (Implement Loose Leaf/Paperback books and Electronic Format Books.)
 - This fall 2009 semester we adopted 16 textbook titles in Loose Leaf format compared to 10 textbook titles for the spring 2009 semester, an increase of 6 titles in key courses such as Biology, Spanish, Chemistry, Accounting, Child Development and Geology. Electronic Format Books we adopted 6 textbook titles compared to 3 titles for the spring 2009 semester,
 - The electronic textbooks are in addition to the traditional hard copy books, which are still available.
 - We continue to increase our used book business, this semester our textbook inventory consists of 45% used books to 55% new books.
 - These alternate course materials contribute to cost savings for students.

- D. Train additional staff on proper switchboard and customer service procedures so callers have a successful experience when calling in to the College.
 - Customer service and switchboard training was provided for two fill-in switchboard employees and two full-time switchboard employees in November of 2008.

E. Continue work with Basic Skills Initiative.

- The Basic Skills Committee was fully functional beginning fall 2008 with a faculty chair and the VPI served as a co-chair.
- A mission statement for Basic Skills was written and adopted.
- An action plan and an expenditure plan was developed and mailed to the chancellor's office in a timely manner.
- The annual financial report was prepared in late June.
- The 05-06 and 06-07 allocations were spent within the specified time frame.
- A new committee chair has been appointed by the Academic Senate for the 2009-10 and the meeting calendar has been established.

Distributed Education and Technology Services

A. Develop procedures to ensure all distributed education offerings adhere to Title V, accreditation, and other regulatory requirements.

- The Distributed Education Coordination Council continues to meet on a regular basis. This committee has proposed, developed, and reviewed policies and administrative procedures including: Intellectual Property, the Computer Usage, and Distance Education.

2. Create an educational environment open to and supportive of diverse backgrounds and learning styles

Crafton Hills College

- A. Develop Learning Communities Plan
 - The plan was completed June 2009.
 - The group went to Washington to the National Summer Learning Institute to develop their plan with the assistance led by the Washington Center for the Improvement of Undergraduate Education at Evergreen College in Olympia Washington.
 - The college was accepted via an application process.

- B. Increase variety and number of learning communities by 100%
 - This was completed during the 2008-09 academic year.
 - The number of learning communities has doubled from 2007 in 2009, and is scheduled to increase in 2010.
 - The combinations of courses linked and disciplines included have also increased dramatically to offer students the most variety of options.

- C. Develop First-Year Experience Plan
 - SLOs were written and assessed for all CHC 100 courses in fall 2008, the assessment results were analyzed and discussed in spring 2009, and improvements were identified and are being implemented in the CHC 100 courses this Fall.
 - Dozens of workshops and campus events that will form the basis of the First-Year Experience PASS (Pathways for Achieving Student Success) program have been developed and calendared, and a PASS web interface created, to be piloted this fall by the students in CJHC 100 courses.
 - A peer Mentorship Program—an identified best practice by the National Center for First-Year Experience programs—is being piloted in our CHC 100 courses this fall as well.
 - CHC received its results from participating in the 2009 Community College Survey of Student Engagement plan will be developed as a central element of the CHC First-year Experience program, with the intention of full implementation next summer during the New Student Orientation sessions.

- D. Complete SLO cycle in 50% of programs
 - Eight disciplines have completed the entire cycle. All courses and programs will have completed their cycles by the end of fall 2012

- E. Complete 08/09 objectives in the Basic Skills Action Plan
 - Major steps were taken towards completing the overarching goals. A mission statement was completed, individual goals, and all initiatives are being worked on. We have met at least half of the 5 year goals to this date.

San Bernardino Valley College

- A. Continue diverse representation of student images in campus publications, advertisements, internal student profiles, media placements, and other graphical projects.
 - Photos used in key publications (schedules, catalogs, advertisements, banners, brochure covers) continue to reflect the diverse student population on campus.
 - Although sensitivity and attention to this area is high, there is a need to obtain/publish more images of students that better reflect SBVC's average age (29).
- B. Track data that indicates we are meeting our benchmark of 60% of the full-time employees will participate in at least one event that focuses on diversity.
 - For the past two years (2006-2007, 2007-2008), Research, Planning and Development has distributed a survey as a part of the Self Study to ascertain the degree of support and openness to diversity within the college. Results were favorable. This year (October 2009) the Campus Climate Survey indicated similar results.
- C. Offer professional development workshops, related to teaching and learning that supports diverse backgrounds and learning styles.
 - The Professional and Organizational Development Program seeks to bring the campus community together to share ideas and opinions on contemporary issues related to student diversity and learning. Through our **Teaching and Learning Dialogues**, it is our goal to examine issues that impact the successful outcomes of Valley College students.
 - The topics to be examined this Spring in Teaching and Learning Dialogues are listed below:
 - Learning Communities
 - The Family Factor: Promoting Retention and Persistence
 - Evolve Your Brain: The Science of Changing Your Mind
 - Developmental Education Successful Best Practices
 - Measuring Student Outcomes
 - Plagiarism

- Additionally, through our membership with Starlink Learning, Valley College faculty and staff are able to review many topics related to contemporary issues related to teaching, learning and student success.

Distributed Education and Technology Services

- A. Ensure all technology procurements address accessibility issues.
 - A process has been developed and will be executed as part of the roll-out of the new DETS Governance structure. Each committee has included within their charge the assurance of ADA compliance for the procurement of any new hardware, software, or purchases.

3. *Sustain joint efforts with other educational segments in the region to advance student learning and success*

Crafton Hills College

- A. Update ROP articulation agreements
 - Twenty-eight ROP articulation agreements were updated and 4 new agreements were finalized.
- B. Increase articulation agreements
 - During 2008-2009 455 Crafton Hills College courses were articulated course-to-course with UC and CSU campuses and are in the ASSIST database.
 - An additional 120 articulation agreements from last year are pending approval.
- C. Maintain P-16 and Alliance relationships
 - The relationships with P-16 (Cal-Pass) and alliance have been maintained.
 - Most significantly, an intervention for 7th graders, “I’m taking my parents to college and Academic Treasure Hunt” has been created that will include follow-up and continuous interventions for 3 years.
- D. Develop an intra-district curriculum articulation plan
 - Discussed but no action to this point.
- E. Maintain CAL-PASS relationships
 - The relationships with P-16 (Cal-Pass) and alliance have been maintained.
 - Most significantly, an intervention for 7th graders, “I’m taking my parents to college and Academic Treasure Hunt” has been created that will include follow-up and continuous interventions for 3 years.

San Bernardino Valley College

- A. Build greater relationship with PIO staffers at local school district levels and higher education locations for future collaboration and project promotions.
 - PIO relationships heavily strengthened through working shoulder-to-shoulder on Golden Apple Awards with SBCUSD and CSUSB colleagues.

- Joint media coverage arranged with SBCUSD for Middle College High School Blue Ribbon Award announcement. Attendance at County Communicators Network quarterly meetings to represent SBVC within SB County Educational PIO network.
 - Developed relationship with SB County Emergency Operations PIO Megan Blaney via “The Great Shakeout” Golden Guardian Event. Coordinated press coverage with UCR PR Department for Women in Math & Science Event.
 - Have partnered with Caltrans PIO to provide updates to campus regarding I-215 corridor project.
 - Attending CCPRO in April—statewide PIO/PR/Marketing conference for California Community Colleges.
 - Relationship with state-wide PIO colleagues has provided input on several SBVC campus issues (production strategies for catalogs/schedules, brand and logo management, and more)
- B. Host a meeting with deans from CSUSB that parallel our Instructional divisions with the goal of establishing lines of communication and course articulation for SBVC students.
- One meeting has taken place with the CSUSB business division and SBVC with the expectation that other such meetings will others to follow.
- C. Partner with area groups to work on improving the high school graduation rate and the college going rate.
- SBVC is involved in over sixty community partnerships to advance the success of students.
 - California Partnership for Achieving Student Success (Cal-Pass) – Math and English groups have been created to improve alignment between high school and college curriculum.
 - CAHSEE Program
 - Valley Bound Program
 - Middle College High School
 - Eisenhower Academy
 - San Bernardino Boys and Girls Club
 - Math and Science Student Success Center
 - Great Teacher’s Retreat in Professional Development.

Distributed Education and Technology Services

- A. Work with educational partners within the region to coordinate the development, dissemination, and access to educational content.
 - SBCCD currently partners with over 170 institutions across 10 states in the sharing and provision of educational content. Of these institutions, 41 are California Community Colleges. There is also a waiting list of 24 additional California Community Colleges waiting to join this initiative.
 - Because of the efforts of EduStream, CHC, SBVC, and other community colleges in our region have free access to over 3,000 ADA compliant educational videos and have the ability to upload their own content online.

- B. Fully deploy EduStream.org at both colleges
 - Completed. Training is now regularly performed at both colleges.

4. Develop an intra-district curriculum articulation plan

Crafton Hills College & San Bernardino Valley College

- A. Host a meeting of department chairs, curriculum committee chairs and members of the Academic Senate Executive boards to begin the process.
 - We extended an invitation to CHC last spring, but due to conflicting schedules a date and time was not identified.
 - Another attempt will be made this fall.

III. Resource Management for Efficiency, Effectiveness and Excellence

1. Develop an employee outreach, hiring, retention and success plan from position identification to employment approval

Distributed Education and Technology Services

- A. Secure and deploy Human Resource and Payroll modules of District's ERP (Datatel)
 - Proposal forwarded to Chancellor's Cabinet. Revised quote recently obtained and will be shared with the Chancellor at an upcoming meeting.

Human Resources

- A. Develop and implement a Human Resources Department Standard Operation Procedures Manual and Employee Handbook.
 - It is currently being reviewed.
 - Develop and implement the SBCCD Equal Employment Opportunity (EEO) in accordance with the California Chancellor's Office.
 - Update the SBCCD Unlawful Discrimination and Sexual Harassment: Complaint and Investigation Procedures for Employees and Students.
- C. Develop and offer an employee orientation program for employees.
 - Implemented in 2008, incorporates an online Safety Training Program through "*Safe Colleges*".
 - Implemented a New Management Employee Orientation Program.
- A. Develop and implement a HR Services Recognition Program.
 - Development of a recognition program ongoing.
- E. Develop and offer a Professional Development Program for Employees.
 - Exploring the opportunities and resources available namely with SBCCD Professional Development Center.

2. Design, implement, evaluate and maintain technological currency in education and training

Crafton Hills College

- A. Complete the 08/09 objectives in the 2007-2010 Technology Plan
 - Training has been provided every semester on Word, Excel, and Blackboard through Professional Development.
 - One-on-one Datatel training is provided on an as needed basis.
 - Financial 2000 training is being made available to managers.

San Bernardino Valley College

- A. Host “lunch and learn” technology training for all managers to attend.
 - Lunch and learn topics are being conducted.
- B. Ensure that appropriate employees are trained in use of eLumen and SNAP software.
 - Appropriate employees have been trained on SNAP and eLumen training has been conducted with deans and interested department heads.
 - Further training is needed on eLumen. Access and uploading of data have proven to be a major challenge.
- C. Continue to implement the technology plan.
 - Research, Planning and Development is working in concert with one of the technology to develop rubrics for technological training for all employees. The rubrics are similar to those of the ACCJC with “Awareness,” “Developmental”, “Proficient”, and “Sustainable” designations. This rubric may be used by employees as a self-evaluation of their currency in technology. This rubric, along with the Annual Professional Development Survey, will assist the PD Coordinator in conducting training, workshops and programs for employee needs.

Distributed Education and Technology Services

- A. Develop District-wide training program/curriculum for current and emerging District technologies
 - The development of a training schedule/program is pending based on the hiring of the Director of District Computing Services.
- B. Develop catalog of services for Distributed Education and Technology Services (DETS)
 - Catalog completed. Now being clarified in layman’s terms.

- Governance committees will work towards establishing Service Level Agreements (SLAs) with colleges in the Fall of 2009.

KVCR

- A. Update the colleges' and district websites
 - KVCR designed a new website to create user-friendly navigation.
 - The new kvcr.org website began streaming 91.9 KVCR through a windows media player, an MP3 player and a flash player.
 - KVCR submitted the 91.9 FM stream to the Public Radio Tuner application allowing anyone with an iPhone or iPod Touch to freely listen to our audio stream from across the country. KVCR stream stats are approximately 5,000 unique hits per month.
 - Mortgage and Foreclosure Crisis Grant from the Corporation for Public Broadcasting, KVCR-TV, KVCR.ORG and KVCR-FM are focusing on the Inland region's mortgage and foreclosure crises. The project introduced Video On Demand (VOD) and Audio On Demand to the station website.

3. Improve availability and access to data for decision-making

Crafton Hills College

- A. Facilitate the roll-out of the Executive Reporting Information System (ERIS) on campus
 - The Director of Research and Planning and the Vice President of Instruction participated in a series of meeting with their counterparts at SBVC as well as District personnel to establish reports and support the process of transferring ERIS to a District owned server. District Computing Services has postponed the roll-out of ERIS until the end of Fall 2009.

San Bernardino Valley College

- A. Maintain a schedule of presentations for data among shared governance groups as part of sustained improvement process.
 - The Office of Research and Planning is continually refining its website to meet the campus need for data.
 - We are increasingly concerned about information from off campus internet data sources. Data is now available on numerous websites including: XAP, Wintergreen, Californiacollege.edu, and others. We are working to improve the consistency between these sources.
 - The Office of Research and Planning together with the Program Review committee is involved in an ongoing effort to improve and refine Program Review Process through focus groups and surveys.
 - Research and Planning conducts surveys at regular intervals with students, faculty, classified staff, and managers. The survey results are shared with various consultative bodies.
 - The district has established a Distributed Education and Technology Services Executive (DETS) Committee plan for District data needs. This committee addresses a full range of data collection, data storage, and retrieval issues. The district is undergoing a major overhaul of its services with will require a great deal of strategic planning. The challenge is to transition to an efficient campus managed data system while we reduce our dependence on the Sungard Corporation.
 - Baseline data on the Strategic Initiatives was shared with the campus prior to accreditation in October 2008. The updated Strategic Plan and new data is ready within the month to be shared with the campus.
 - Development of an educational master plan has begun.

- B. Complete evaluation of pilot project using standardized placement tests in English, reading and math.
- A study to compare assessment testing tool is currently underway.
 - Three assessment tools were administered during a four month trial that included over 1,500 students.
 - 1) SBVC locally managed math and English tests,
 - 2) Compass (math, English, and reading) tests, and
 - 3) Accuplacer (math English and reading) tests
 - The report is scheduled for completion after the Spring of 2009. It will include the results of surveys from faculty and students as well as a comparison of retention rates and grades.

Distributed Education Services

- A. Complete roll-out of Executive Reporting Information System (ERIS) or transition to new Executive Reporting tool
- Have completed work with colleges to define scope of work and reaffirm commitment to product. Have worked with Sungard to finalize contract. Chancellor's Cabinet has agreed to fund in 2009-2010 rather than current fiscal year, due to cash flow issues. Anticipated completion date is mid-fall 2009.

4. *Improve availability and access to computer hardware and software for teaching, learning and management processes*

Crafton Hills College & San Bernardino Valley College

- A. Centralize technology services.
- DCS is implementing the District IT reorganization plan. As part of that plan, SBVC will hire a Director of Technology Services which will bring together the IT services of the college under one umbrella.

San Bernardino Valley College

- A. Continue to offer training on new technologies that improve teaching, learning and management processes.
- Professional Development endeavors to provide a wide variety of on-campus training targeting a broad-base of employees. Over the past academic year, we have provided programming in the following areas:
 - **Blackboard Management Course:** A six-part series designed to facilitate the development of online instructional and non-instructional classes/ workshops.
 - **iTunes University Pilot Program:** This pilot project is designed to support faculty and staff with uploading content media such as podcast to San Bernardino Community College District iTunes University website.
 - **Accessibility in the Classroom:** Overview of some Google applications including classroom applications and implementation issues. Participants will have a chance to set up a free Google account and explore applications discussed.
 - **Google: It's Not Just a Search Engine:** Overview of some Google applications including classroom applications and implementation issues. Participants will have a chance to set up a free Google account and explore applications discussed.
 - **Using Online Communication Tools:** Overview of the following online tools including classroom applications and implementation issues: Forums/ Discussion Boards, Blogs, Chatroom, Voice Over IP (i.e., Skype).
 - A recent "trends in technology" workshop was offered at the fall adjunct faculty orientation.
- B. Install Phase I & II of the wireless Internet Access Plan
- Installation of Phase I completed
 - Installation of Phase II in process

Distributed Education Services

- A. Establish standards for District-wide technology purchases
 - Standards will be defined by User Services Committee being developed as part of new governance structure in the Fall of 2009.

- B. Develop process to coordinate and monitor technology purchases
 - As an initial step, all technology purchases are being directed through the Executive Director of Distributed Education and Technology Services.
 - Computer rotation plans are being finalized and a district-wide survey on printer and copier usage will be completed by May 1st.
 - In both cases, the procurement of these purchases will be coordinated and monitored centrally.
 - Completion of this step is anticipated by mid-to-late Fall 2009.

- C. Develop catalog of supported technologies along with responsible parties
 - The development of the catalog is complete.
 - The roles and responsibilities of technology related management positions are currently being discussed, defined, and finalized by the Chancellor's cabinet for proposal to the Board of Trustees in May.
 - The official assignment of departmental level roles and responsibilities are proposed, but waiting for the hiring of the new Director of District Computing Services for official review and approval.

- D. Develop computer rotation and obsolescence and/or desktop virtualization plan
 - An inventory of all District Computers is complete and has been categorized into "Student Classroom and Laboratory Computers" and "Faculty and Staff Computers."
 - The new User Services Committee will convene in the fall to develop recommended standards for computers which will then serve as the basis for the official computer rotation plan.

5. *Improve fiscal stability and compliance with state regulations.*

Crafton Hills College & San Bernardino Valley College

- A. The colleges are complying with fiscal directives determined by Chancellor's Cabinet.

6. *Seek and develop external resource opportunities*

Crafton Hills College

- A. Develop and implement CHC grant procedures
- The Directors of Research and Planning and Resource Development collaborated and developed procedures for applying and receiving grants.
 - This process was reviewed for input by President's
- B. Apply for three grants
- CHC has applied for over 5 grants and has received more than \$195, 000 in funds.
- C. Develop Resource Development Plan
- As part of the annual planning and program review processes and including the Title V goals and objectives a long-range Resource Development plan was created spring semester 2009.
- D. Increase software, equipment, and supply donations by 25%
- The College has increased their donations including 25 copies of CAD software.

San Bernardino Valley College

- A. Provide marketing support to SBVC Foundation's fundraising efforts.
- Alumni/Donor magazine project has not been started. I am hoping to address change in next academic year.
 - Supported foundation by taking picture of donations, reporting on large gifts, promoted Valley-Bound Commitment to SB Chamber of Commerce, participated on Foundation Board.
 - With varying levels of success, have helped promote "Together Again" Benefit Concert and Open House into a larger, full-day event to attract a wider audience with writing radio ad copy, combining advertising budgets and strategies, creating joint promotional flyers, more.

- B. Apply for First Year Experience Grant.
- We are still seeking the right opportunity for this grant. Without a grant writer it is difficult to make progress.
- C. Seek and apply for grant to fund Veteran Services.
- We have not applied for a grant as of yet however we have developed curriculum for Veterans' course – Student Development 106B.
 - A Veterans club has been created and regular meetings are being held with our Veteran community partners.
 - A Veterans-specific outreach brochure was created and SBVC participated in the “Hire A Vet” event in Spring 2009.
- D. Hire a Director of Grant Development.
- Writing grants this year has not been a major focus of grant development. In part this is due to the fact that there is no longer a full-time grant director.
 - However, the college was successful in obtaining a Science, Technology, Engineering, and Math (STEM) Grant for the next two years.
 - The Title V evaluator suggested that the college hire a writer, on a contingency basis, to write grants.
- E. Investigate major gifts campaign.
- F. Establish planned giving opportunities.
- The SBVC Foundation Board of Directors conducted a retreat in December, 2008. On the agenda was the consolidation of 12 existing Board Committees into 5.
 - One of the 12 was a Planned Giving Committee that was rolled into a new Fundraising Committee.
 - The new committee is responsible for Planned Giving, Capital Campaigns and other resource development activities including Donor Recognition and Special Events sponsored by the SBVC Foundation.
 - The new committee, chaired by Board Member Liz Harris, has not met since it was adopted in February, 2009.
 - The Director of the Foundation attended two conferences that included study sessions on Planned Giving. They include:
 - The Council for Resource Development (CRD) which met in Washington, D.C. (SBVC President Deb Daniels was also in attendance)
 - The Network for California Community College Foundations (NCCCF) held in San Diego.

Economic Development & Corporate Training Division

- A. Provide leadership to develop grant proposals and secure grant funding for establishing a Center for the Advancement of Nanotechnology Training (NanoCenter) that will continue to focus on Nanotechnology workforce development.
- The ATTC of the Economic Development and Corporate Training Division won a \$2 million competitive grant for Nanotechnology from the US Department of Labor in January 2009. This is the only grant awarded to a college in the country this year for Nanotechnology by DOL under the President's Community-Based Job Training Initiative. The ATTC was one of the 68 organizations in the US that successfully competed and won this grant. The funds are currently being used to offer Nanotechnology training and to develop a Center for the Advancement of Nanotechnology Training (NanoCenter). The development of the NanoCenter is on-going.
 - A curriculum has been developed in partnership with Bourns College of Engineering at the University of California, Riverside. The Nanotechnology training program will consist of 90 hours of hands-on training that introduces participants to Nano Characterization, Micro/Nanofabrication, Materials Characterization, Device Characterization, Electronic Devices, and Optoelectronic Devices. The Nanotechnology training will be mostly conducted at the ATTC facility and some components of the hands-on training will be held at the Bourns College of Engineering at UCR. Equipment will be acquired and placed at both UCR and ATTC.
 - The major partners in training delivery are: the Bourns College of Engineering at the University of California, Riverside, NASA Ames Research Center for Nanotechnology, and State of California Community Colleges Chancellor's Office. Other partners for outreach, marketing and recruitment are: the Workforce Investment Board (WIB), the Centers of Applied Competitive Technologies (CACT), San Bernardino Valley College, San Bernardino County Superintendent of Schools, the Community Action Partnership, Pacific Nanotechnology, Advatech Pacific

- B. Evaluate new grant opportunities and apply for grants that provide resources for advancing the economic and workforce development mission of the District.
- Upon evaluating many state, federal, and private sector grant opportunities, we have applied for and been awarded the following new grants during the 2008-09 fiscal year:
 - US Department of Labor/Nanotechnology: **\$2,000,000**
 - Employment Training Panel (ETP): **\$ 201,420**
 - Career Technical Education (CTE): **\$ 400,000**
 - RTF Grant for Lean Applications Training: **\$ 316,499**
 - RTF Green Wood Color Finishing Training: **\$ 244,920**
 - Stimulus Funds for Green & Lean Training: **\$ 157,440**

KVCR

- A. KVCR will apply for two grants this fiscal year
- KVCR has applied for twenty grants this year and :
 - CPB/DDF Round 12b
 - CPB Economy and Credit Crisis
 - National Parks Grant
 - CPB The Leading Gen Grant
 - OPB Telescope Grant
 - PTFP Studio Equipment Grant
 - Annenberg Foundation Grant
 - Auen Foundation Grant
 - CPB/DDF Round 11
 - CPB Grant Round 14
 - Cargill Foundation Grant
 - CPB/Digital Radio Grant For STL
 - The Community Foundation
 - Irvine Foundation
 - CPB - My Source Grant
 - CPB - My Source Award Grant
 - Health Dialogues
 - CPB - Facing The Mortgage Crisis
 - Latin Music USA (PBS)
 - Race 4 Humanity
 - Of the twenty grants, we have been awarded fifteen.

- B. KVCR will seek donations to further fundraising efforts
- KVCR has been successful increasing the number of donors for the radio station.
 - KVCR has been adding to the revenue stream with fully funded productions
 - Work continues on the foundational concept partners for the *Centre* called *BEACoN*.
 - The capital campaign is primarily focused on "lead" and "major" gifts. We have also written many grants. Major proposals in play at the present time amount to \$83,000,000.
 - Expanded Congressional involvement.
 - Lead/major gift prospect list established and being actively cultivated which currently includes the following prospects:
 - The Native Cultural Channel funding.
 - Sustainability Channel.
 - Coachella Valley Project.
 - UCR Partnership/Beacon Project
 - College Of The Desert
 - Naming Opportunities
 - OES Project Riverside/San Bernardino County
 - Autism Programming And Services
 - KVCR has secured approximately \$1,368,012 from its various Membership and On-Air Campaigns. All types of gifts have increased except for New Gifts.
 - Radio membership has grown from 2,093 donors to 2,727 donors; a 30% increase. This is the biggest jump in the past five years.
 - Testing new concepts targeting Radio contributors, KVCR saw record numbers from one campaign. The 91.9 FM fiscal year end push received \$5,290 from 78 donors for this appeal. Compared to last fiscal year, we have more than quadrupled that year's intake.
 - With the fully functioning website, KVCR has begun to utilize "splash pages" on its homepage to highlight pledge drives and program lineups. It is worth noting that KVCR FM is seeing an increase in online giving as well.
 - Underwriting is public broadcasting's rough equivalent to advertising. A mature underwriting program typically raises 25-30% of a public broadcaster's revenue budget. In late 2008, KVCR was able to hire its first underwriting representative to secure corporate and individual sponsorship. A total of \$147,626 in revenue was brought in during FY09 alone through this new position.

- One new technique that has been used is the use of website promotion as “added value”. These banners allow sponsors to drive traffic from kvcr.org to their homepage. One sponsor who has used this option is UCR Extension. In May 2009, San Antonio Community Hospital became the first underwriter to be a web only contract for a two-month period.
- This year, KVCR presented more than 29 events/concerts including big names David Foster, Andrea Bocelli, War, Mitzi Gaynor and Billy Joel/Elton John just to name a few. KVCR also served its community through outreach events such as OC Largest Mixer, Earth Day Expo, the Race for Humanity and the Autism Conference among others.
- Created a “self-serve” pledge feature to cut costs of phone operator services and streamlined the internal database pledge entry system allowing for ease of premium maintenance and money entry.
- The CARS donation program is promoted on television, radio and website which is quietly generating funds.

7. Develop facilities plans that ensure that we meet our mission

District Office

- A. Develop facilities plans that ensure that we meet our mission.
 - A facilities master plan was completed for Crafton Hills College
 - A facilities master plan was completed for San Bernardino Valley College.
 - The Five-Year Construction Plan for the District was completed and sent to the State Chancellor’s Office as required by the State.

IV. Enhanced and Informed Governance and Leadership

1. Improve the Planning Process

Crafton Hills College

- A. Work with Human Resources to improve district recruiting processes to help campus fill personnel needs.
 - Postponed due to budget and early retirement considerations.
- B. Continue workshops on planning and program review
 - Workshops and one-on-one meetings regarding completing planning and program review have continued with members of the Planning & Budget committee.

San Bernardino Valley College

- A. Refine the Strategic Initiatives goals and benchmarks and measure progress to meet its goals.
 - Members of College Council have met on six occasions to revise the benchmarks and, when applicable, the goals, for each of the college's six strategic initiatives.
 - The final section should be complete by late April.
 - The completed six initiatives will be distributed to consultative bodies for their input.
 - It is anticipated that the initiatives will provide the foundation for the college's educational master plan.

2. Update and maintain currency of the Board Policies and Administrative Procedures

Human Resources

- A. Update and maintain currency of Board Policies and Administrative Procedures.
 - Review and revise at least 25% of the Human Resources Administrative Regulations.
 - Ongoing - 65% of proposed revisions have been completed and are pending review through the collegial process.
- B. Revise the District Discrimination and Sexual Harassment Policy and Procedures.
 - Revision completed and pending review and publication.
 - Anticipate submission for October BOT meeting.

3. *Provide Professional Development and Leadership Training for the Board and employee Leadership Groups*

Crafton Hills College

- A. Continue the CHC Title V funded Classroom Teaching/Learning Academy and the Delta Leadership Academy
 - This has been continuing all academic year, led by Kay Davis from Pepperdine University and Robert Brown
 - There are plans in place to continue providing both academies this fall.
 - The Teaching and Learning Academy will be offered this fall focusing primarily on adjunct instructors.

- B. Develop student participation in college governance committees.
 - The College has worked with the Associated Students to ensure appointments of students on governance committees and have agreed that if a student misses meetings they will be replaced to assure student representation.
 - There is a conscious effort to also include them on the Foundation Board.

- C. Provide leadership training and development for managers
 - Via management meetings we have been providing training primarily on District procedures, incident reporting, financial training, budget, and safety training.

San Bernardino Valley College

- A. Establish the PALM initiative. PALM is the Program for the Advancement of Leadership of Managers.
 - The PALM started in Fall of 2008 as a monthly leadership training program for SBVC managers.
 - We hired an outside facilitator who took us through team building, strengths training, conflict resolution, etc. The process is ongoing and we have come together as a cohesive management group and have moved from a manager perspective to a leader perspective.

District Office

A. The following workshops, retreats and conferences were made available for Board members: Most if not all Board members participated in these opportunities.

- July 24, 2008: Accreditation Study Session
- September 17, 2008: Board Annual Planning Retreat – Overview of 2007/2008 and 2008/2009 Planning
- October 28 – November 1, 2008: ACCT Leadership Congress
- November 19 – November 22, 2008: CCLC Annual Convention and Partner Conference
- January 23 – 24, 2009: Effective Trustee Workshop – CCLC
- January 25 – 26, 2009: CCLC Annual Legislative Conference
- February 5, 2009: Board Ethics Workshop
- February 9 – 11, 2009 ACCT National Legislative Summit
- May 15 – 17, 2009: CCLC Annual Trustee Conference
- June 18, 2009: SBCCD Trustee Retreat – Board/CEA Roles