



**College of the Canyons**  
**Institutional Effectiveness and Inclusive Excellence (IE)<sup>2</sup>**  
**Steering Committee - Meeting Minutes**  
**March 08, 2022 3:00-5:00pm**

**1. Welcome**

- **ACCJC Team Members, Andrew LaManque and Dee Sigismond**

**2. Acknowledgement of Russia's Invasion of Ukraine**

*David Andrus spoke about the invasion of Ukraine:*

It's really difficult for everybody to watch what going on and the dynamics seems extremely clear to everybody. The aggression, the attack on democracy, the suffering of innocence, the bad intent, etc. I will tell you that these are very difficult times whether you're a Ukrainian descent or not. I think that we do always have to remember everyone that are in these war-torn areas.

I extend all of my heartfelt concern to everyone, I do want to extend a comment that this is IE2 and our job is to be academic with an eye toward diversity, equity and inclusion. I will tell you that, especially from someone who studies IR - there's no shortage of war, whether it's Yemen or Afghanistan, Israel Palestinian conflict, the West Bank, Gaza Ethiopia Haiti, it goes on and on. Many people might hear me talking right now and think I'm not trying to diminish what's happening in Ukraine and that's not it at all what I will tell you is there's been a lot of discussion about the coverage of this war in the media, disproportionate coverage compared to other conflicts. The global South doesn't have the same emphasis as the global north. This conflict cuts across all of our disciplines in many ways, and we could just look at every discipline and probably find out why it plays a role.

It is disturbing on a human level to see what's going on, but so many other people are also being hurt by the fact that this type of trauma this type of violence goes on daily and has gone on daily in other parts of the world. I will tell you that I think, from an IR standpoint, that it is different, to many people because of the threat of nuclear warfare, because no one wants to see two nuclear powers going toe to toe and that's what the Security Council was designed to prevent. It conjures up obviously enormous amounts of fear and the Cold War element, and it really rattles the foundation of the post-World War 2 structure that the global North has essentially been able to benefit from in many ways, and provides our stability, so I think there's reasons why people are so frightened. In different ways, however, we have to look at this from a human standpoint, and I think all of us, not just today but for moving forward, we have to look at this and dissect it from all of our viewpoints academically and understand what's happening. The violence is horrific, it's really difficult to watch, but I just want to emphasize from a perspective of what our charges and our mandate here is here in this group. There's just an enormous amount of suffering like this that goes on every day, and this is so, make it in its aggression and so threatening on so many structural ways. That it's very unnerving to the entire establishment, for obvious reasons and I'm unnerved by it, but I just want to bring to everyone's attention the fact the equity is something we need to think about when we use our hearts and when we think about war. War is structural at the 30,000-



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foot level and, of course, if we read Howard Zen or anybody else that looks at war, once it starts it's just personal and very violent and there are no winners in that way. Thank you to the design team for emphasizing the need to speak up here. We need to support our Ukrainian students and everybody impacted by this, and thanks again to CSU global.

*Jia-Yi Cheng-Levine – Student Needs*

We have two Ukrainian students this semester and we have connected them to many resources on campus. However, as you know, those resources are limited. We are trying to get their rent covered until the end of the Semester from the emergency funds. Right now, it's very difficult to connect with their family emotionally what connect them to our mental health services here on campus, help them read their insurance document to see what they are eligible to receive help.

Especially come to psychiatrist and psychological in the medication services but news be planted every now cash, because it is difficult for the family. We were able to set up an account with the foundation, if you want to donate, please know you can make it there. For our Ukrainian students and, of course, in ISP responsibility we have students from 44 countries. In this semester, and will be proud of the diversity of students on our campus, but we also sometimes, as you know, had the most vulnerable population in those countries. We would really love to be able to take care of them as much as possible, I won't go into the law and regulations that that the international students will need to buy and then that's what my office for his guide them make sure that they will do all the atrocities that experiencing they still maintain do international students status because that's key to them being able to continue to receive assistance from college and from anywhere in the United States. ISP is doing as much as we can and we try to talk to the students every day and text with them. Every day, make sure they are doing Okay, and many professors, I have reached out to me, I thank you for that and we want that to be a concerted coordinated effort of fundraising not just you know here and there, and that's the reason we set it up to the Foundation.

Thank you again for your compassion for your care for your interest in our students. Talking about diversity and equity in global responsibility localized our global responsibility also working with African refugees in our Community. So that has gone on quite extensive in scale so in the future I'll come back and make a report to this committee about our effort. Thank you, David, for your eloquent a heartfelt the statement is always good to it, make me miss teaching and if they get a link and all the way here on this design team, thank you very much for your support.

**COC Global Statement on  
Need for Assistance to Ukrainian Students and other Impacted Populations**

In light of the ongoing humanitarian crisis in Ukraine, COC Global\* calls for assistance to be provided to Ukrainian students who are currently attending College of the Canyons and other impacted communities across the Santa Clarita Valley. With the situation in a



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state of continuing uncertainty, the needs of these students and populations may evolve over time. However, there is much that members of the community can do to help, including four initial steps that will be undertaken immediately and, in the weeks ahead:

**Grocery cards:** COC Global is seeking donations to secure grocery cards or similar vouchers which will provide Ukrainian students with basic necessities in this trying time. The funds donated in the next few weeks will be primarily used to fund this initiative, the goal being to help impacted students feel supported and to give them access to basics resources they will need immediately.

**Donation drives:** COC Global will organize donation drives to coordinate help from the community and maximize the impact that such aid can have. As time progresses and the circumstances change, the nature of the assistance that Ukrainian students need will transform.

**Coordinating with the campus community:** ISP will monitor the situation to stay on top of developments and determine what other assistance is needed. This will likely lead to calls for further help, which members of the community are urged to accept and respond to.

**Raising awareness:** COC Global seeks outreach from members of the campus community who may be affected by the crisis or would like to help. A key goal is to spread awareness of the circumstances of the conflict and encourage greater recognition that a great many individuals on both sides of the border are opposed to the conflict and wish to see a return of peace to the region.

These four initial steps will be critical to helping address the effects of the crisis in Ukraine that are being felt in the Santa Clarita Valley. Anyone interested in working on this with COC Global and its partners among the faculty of COC and in the community at large is urged to email [cocglobal@canyons.edu](mailto:cocglobal@canyons.edu). Please donate here or by calling the COC Foundation at (661) 259-7800.

**3. Remaining focused on the committee's charge and vision and guiding principles for redesigning the student experience**

- It is important that we:
  - Design a valuable supportive and welcoming environment throughout the student experience at every step of their journey at College of the Canyons
  - Cultivate a student-centered mindset through the college
  - We structurally support students with broader life challenges that affect their ability to focus on and complete their educational goals
  - Engage all faculty and staff in the Guided Pathways work through a variety of mediums, including monthly forums and podcasts
  - Not let the perfect become an enemy of the good as we do this work of redesigning the student experience



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#### **4. Presentation of Ujima Scholars**

##### *Purpose of Ujima Scholars*

- Ujima scholars is a learning Community designed to enhance the experience of our African American students, the counseling instruction mentoring and community building.
- According to the state of higher education for Black Californians 2019- about 63% of Black community college students do not earn a degree, certificate or transfer within six years.
- 1 in 5 Black students graduate from COC in 150% of the normal time frame.

##### *Student Equity Plan Goals*

- Increase:
  - Recruitment: 20%
  - Transfer level English and Math in 1<sup>st</sup> year: 30%
  - Retention: 20%
  - Completion rates within 3 years: 20%

##### *Student Needs*

- Mentorship
- Mental health services
- Career development / internships
- HBCU events
- Community / Black history events

##### *High Touch Counseling*

- Each counselor would have their own caseloads
- Students required to see a counselor twice a semester
- Bucket into different support levels
- Ideally would serve 400-450 students
- Build relationships and trust with students

##### *Academic Success*

- Cohorted classes with Black faculty
- English tutoring
- MESA Academic Excellence Workshops



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- Daily drop in counseling hours
- Transfer workshops
- University and HBCU admission reps
- Retention specialist

*Cultural Programming*

- Multicultural Center
  - Drum circles
  - Community icons
  - Art festivals and competitions
  - Open mic nights
  - Movie nights
  - Talent shows
  - Poetry slams

*Career Development*

- Future career development courses
- Community partnerships: NAACP, CSUN and more local businesses
- Drop-in career chats
- Career readiness workshops
- Career panels with COC Black alumni and HBCU alumni
- Ujima scholars mentor program

*Ujima Scholars Mentor Program*

- Purpose:
  - The Ujima Scholars Mentor Program provides support, guidance, professional development, and networking opportunities for students enrolled within the Ujima Scholars program at College of the Canyons.
- Benefits:
  - Assistance with clarifying your professional and educational goals
  - Development of personal and academic skills that lead to your professional and educational success
  - A meaningful relationship with a community college faculty member or administrator
  - Confidence knowing we are committed to your professional and educational achievement and success

*A2 Mend*



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- Who We Are:
  - African American Male Education Network (A²MEND) is a student support structure that seeks to provide a healthy sense of community for Black and Latino male students on campus where Black and Latino men can grow personally, professionally, and academically into culturally competent servant student leaders
- Benefits:
  - A community of Men of Color who will support you on your academic and professional journey.
  - Leadership opportunities
  - Scholarship opportunities
  - Networking opportunities
  - Opportunity to join the state-wide A²MEND conference, the nation's largest post-secondary conference focusing on African American male student success, annually drawing 1,000+ professionals and students.

*Benefits*

- Dedicated Counselor support
- Book vouchers, scholarships, gas cards and gift cards
- Dedicated English Tutors
- Cohorted Counseling and English classes
- Dedicated Retention Specialist
- Swag (contacts req later)

*Requirements*

- Must take a minimum of 6 units
- Must have above a 2.0 GPA
- Must see a counselor twice a semester
- Must fill out interest survey and sign contract
- Must attend BSA meetings or alternative
- Must attend 1 workshop/event a semester
- Must go through cohorted classes

*Ujima Scholars Staff*

- Jonathan Ng, Black Student Success Counselor
- Anthony Morris, Adjunct Counselor
- Evita Antwi, Adjunct Counselor

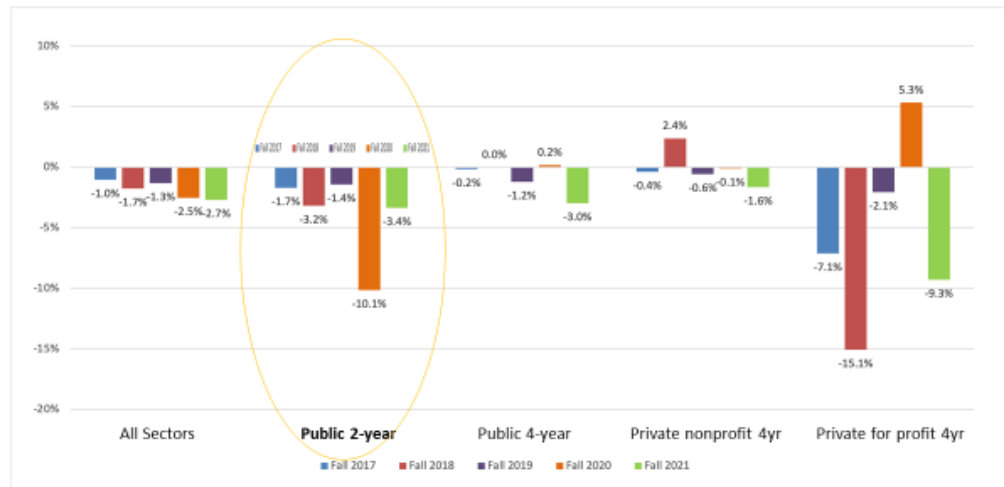


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**5. Presentation of Year over Year Context**

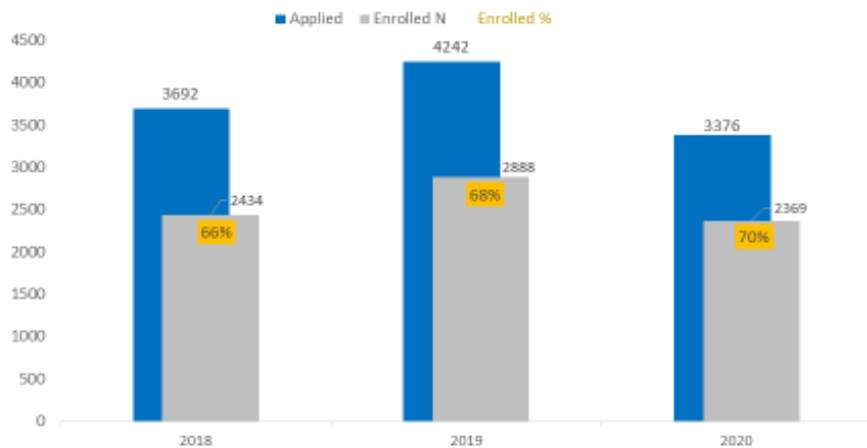
- Preeta Saxena showed various analyses assessing the impact of the pandemic comparing data from 2019-2020

**Percent Change in Total Enrollment from Previous Year by Institutional Sector: 2017 to 2021**



National Student Clearinghouse: <https://mscresearchcenter.org/current-term-enrollment-estimates/>

**Impact on Enrollment Rates among Applicants**

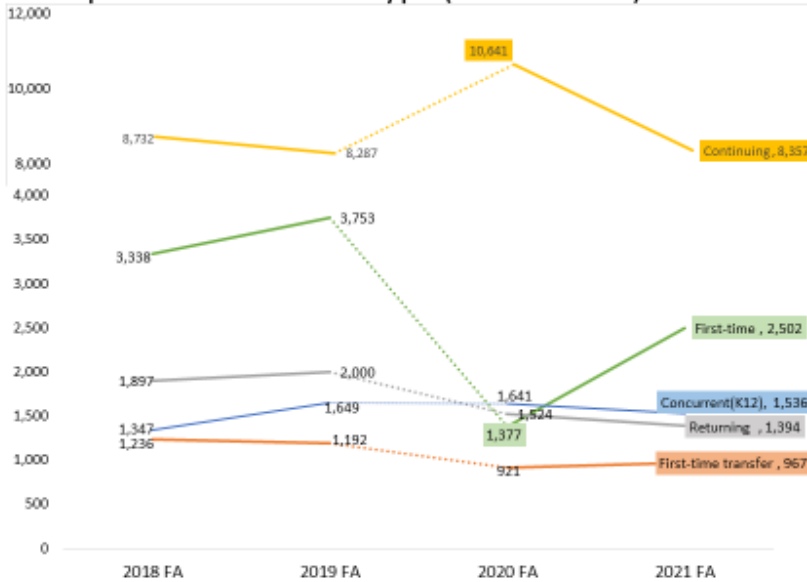


Drop in number of applications. Enrollment rate is stable and highest in 2020, lower number of applications



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## Impact on Enrollment Type (admit status)



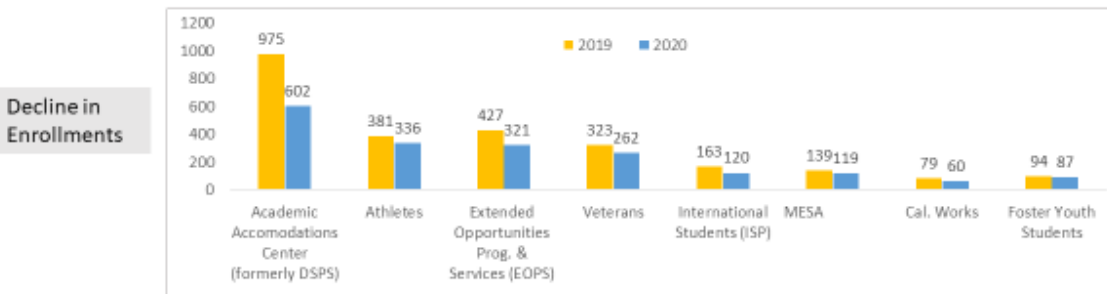
Continuing students increased by ~30%, stabilizing in 2021

First-time student headcount decreased by 63%, with an increase again in 2021.

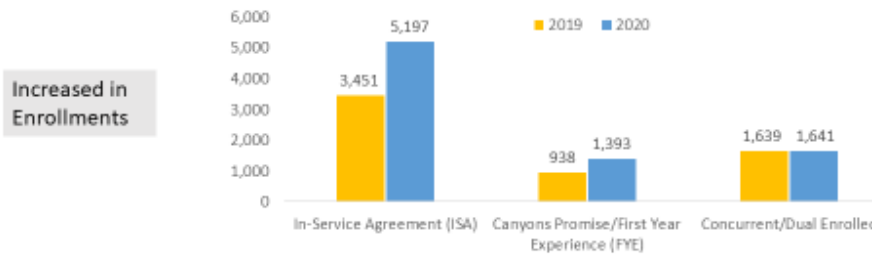
Enrollment Status	2019 FA	2020 FA	Change over 2019
First-time	3,753	1,377	-63.3%
First-time transfer	1,192	921	-22.7%
Returning	2,000	1,524	-23.8%
Continuing student	8,287	10,641	28.4%
Concurrent(K12)	1,649	1,641	-0.5%
<b>Total Enrolled</b>	<b>17,266</b>	<b>16,580</b>	<b>-4.0%</b>

\*Usk+ust, Unduplicated counts, excludes ISAs. Chart excludes uncollected/unknown admitstatus

## Impact on special population Enrollments



Decline in Enrollments



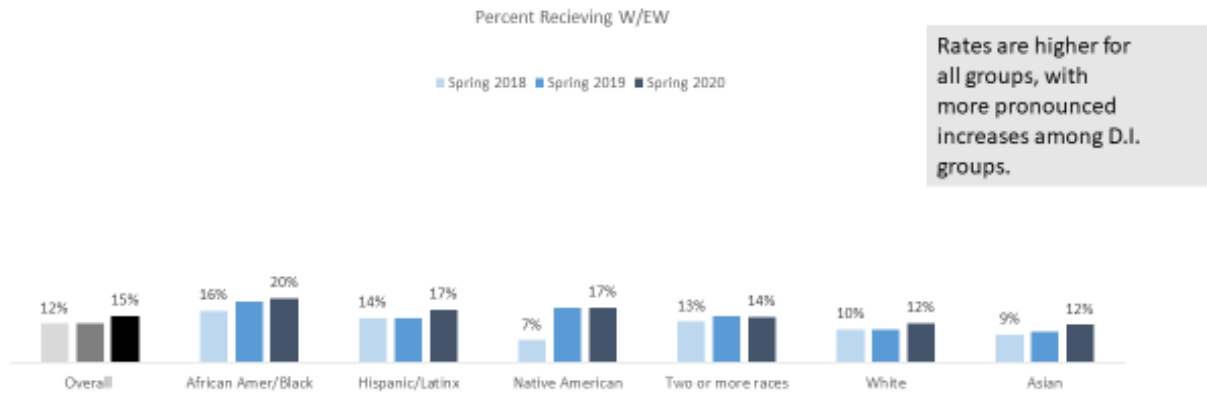
Increased in Enrollments





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Impact on course completions (Withdraws/Excused Withdraws)



## 6. Presentation of Three-Pronged Marketing Efforts

### *Diverse Target Market*

- Students out of work
- Students needing to work fulltime
- Students whose lifestyles have been altered over the past two years
- Students with a lack of flexibility in their schedules
- Students with limited technology

### *Ready, Reset Go!*

- On Campus/Online/Flexible/Fast
  - Motivations and concerns
    - Most important motivators for these prospects: equity, breadth, flexibility and quality.
  - Reasons students would consider enrolling
    - Affordability
    - Better quality of life
    - Convenience
  - Insights on modality
    - Many students prefer hybrid classes



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- Perceived benefits of online classes: convenience, independence and flexibility
- Diverse audience

*How we are reaching out of students?*

- Traditional avenues
  - Radio
  - Television
  - Direct mail
    - Including class schedules
    - Get going guides
    - Breaking news
    - PPL class schedules
  - Banners
- New Avenues
  - Billboards
  - Social media
    - Twitch
    - Instagram
    - Facebook
    - TikTok
    - Spotify
  - High Profile TV Spots
    - Olympics
    - NCAA March Madness
  - Virtual Campus tours
  - Streaming commercials
  - Videos, graphics and powtoons

*Increased Number of Campaigns*

- Old way
  - Large fall and spring campaigns
  - Smaller winter and summer campaigns
- New Way
  - Constant marketing for fall, fall late start, winter, spring, spring late start and summer

*Career Education Marketing*



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- Partnered with Full Capacity Marketing to develop and deploy digital campaign focused on career education programs for Spring 2022.
- Social media advertising, texts and emails highlighted 6 programs
- Best performing: Medical Lab Tech, ASL, Wine Studies and law Enforcement Technology

*What's Ahead*

- Partnering with Interact Communications, a data driven marketing firm that works exclusively with 2 year colleges
- Focus on targeted ads for students in the following categories
  - Students who attended in the past
  - Students who applied but did not enroll
  - Financial Aid students
  - Graduating seniors

**7. Review and update of Scale of Adoption Assessment (SOAA)**

- Scale of Adoption Assessment comes from the state, it has been updated several times and has essential practices that are identified as best practices from the Community college research Center.
- Elements:
  - Clarifying the path - mapping students mapping pathways to students angles
  - Entering the path - helping students choose an entire program of study.
  - Stay on the path –keeping students on the path
  - Ensuring the students are learning
- Colleges will want to include enough details for them to create an archive (or artifact) so that GP teams, Academic Senate, President's Cabinet or other shared governance groups have enough information to holistically review progress and adapt strategy moving forward.
- Our guiding principles and vision for redesigning the student experience includes those areas from the scale of adoption assessment.
- Breakout rooms questions:
  - Is anything missing from the SOAA update?
  - Is anything misrepresented or mischaracterized?
  - Is there anything that needs to be expanded upon?
- Added comments from the breakout room responses were placed on the SOAA template.
- Scale and definition shown below:



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<b>Scale of Adoption</b>	<b>Definition</b>
<i>Not occurring</i>	College is currently not following, or planning to follow, this practice
<i>Not systematic</i>	Practice is incomplete, inconsistent, informal, and/or optional
<i>Planning to scale</i>	College has made plans to implement the practice at scale and has started to put these plans into place
<i>Scaling in progress</i>	Implementation of the practice is in progress for <b><u>all students</u></b>
<i>At scale</i>	Practice is implemented at scale—that is, <b><u>for all students in all programs</u></b> of study

8. **Preview of April/May meetings with a brief primer on past data and targets established for the Student Equity & Achievement (SEA) and Local Goals**
  - Tabled to next meeting
  
9. **Promotion of upcoming events/dialogues**

**Next Meeting:** Tuesday, April 12, 2022 (3-4:50pm)