

Notes from Collegial Conversation Forum – 10/23/09

PUTTING ACCESS INTO ACTION

Genuine open access requires a robust and systemic approach to outreach that extends beyond traditional student recruitment and includes partnerships with our business community, as well as the world at large. Meaningful access recognizes the needs of students beyond the realm of academic and student support services and acknowledges the complex lives of our students. We endeavor to capitalize on the charitable as well as business, corporate, and grant-based support of our programs and services to ensure that the doors of our institution remain open to all students who will benefit regardless of means, academic preparation, or personal circumstances.

Goal 1: Improve registration system as well as placement, financial aid, etc. Streamline all functions and integrate more cohesively.

Rankings: 1 (8)
 2 (1)
 3 (3)
 4 (0)

BRAINSTORM!

- Bringing people here to experience the campus, group counseling, HS Students
- Make website accessible
- Develop an easy, comfortable starting point for assessment
- Have website channels targeted to different groups

Goal 2: Coordinate orientation activities such as sophomores aiding first year students and Majors and International Students being grouped together.

Rankings: 1 (1)
 2 (6)
 3 (3)
 4 (1)

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BRAINSTORM!

- Bringing people here to experience the campus, group counseling, HS Students
- Tie heritage months to outreach efforts
- Collect info to drive activities based on feedback from real people.
- Share info on the little benefits of being a student (movie discounts)
- Financial access for college to offer all of what we need—new sources of revenue.
- An international-feeling campus event similar to graduation at the beginning of the year to pull people in (a community picnic, festivals, open classrooms)
- More information (housing, etc.) to International Students.
- Provide multi-lingual materials and outreach info
- Continue Outreach to underrepresented groups
- More events on campus to make Foothill a bigger presence in the community
- Create partnerships with corporations, charities, and community stakeholders

Goal 3: Create a seamless pipeline for students from Middle school/High school to Foothill.

Rankings: 1 (3)
 2 (2)
 3 (4)
 4 (1)

BRAINSTORM!

- Commercials
- Build programs/schedules that enthuse students.
- Broader options for high school students to encourage going on to Foothill. Start to link content/curriculum with high schools to interest and inspire students in specific areas.
- Easier registration.
- Connect with non-traditional learners like home schoolers
- Conduct sessions going out to High schools and community organizations

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Goal 4: Create easy transportation from campus to transportation hubs and back, for example: shuttles and zip cars.

Rankings: 1 (1)
 2 (2)
 3 (1)
 4 (6)

BRAINSTORM!

- Waive parking fees for events
- Reprioritize/restructure marketing emphasis. Publicize what we have for the community and what we do.
- Keep the long term goals/access in mind, don't get hung up on the current crisis
- More flexible course lengths.
- Create infrastructure to support all students who are here (child care and housing)
- More Middlefield-type centers with transportation to and from
- Consider program review as a community needs assessment
- Address needs of Evening College

Goal 5: Expand mentoring programs

Rankings: 1 (0)
 2 (2)
 3 (1)
 4 (3)

BRAINSTORM!

- Make every effort to support mission critical programs, like the tutorial center.
- Look at the needs of all students, for example, Part Time/Online
- More grants/financial backing

When you think about Putting Access Into Action, what core activities do you feel the college should pursue to meet this initiative? For purposes of this survey, please focus on your top 7 activities.

Activity 1

- > Curb aggressive ticketing by campus police. Clearly mark staff parking stalls, Post big signs first week of school. Maybe give warnings the first week of school. Avoid ticketing the week of graduation.
- > Develop mutually beneficial partnerships with the business community and charter high schools for the purposes of student recruitment and job/internship placement.
- > Encouraging families of students to feel welcome on campus
- > Putting students in situations where they are providing products for the business community
- > Send outreach representatives to city government, service groups and our own board meetings to communicate goals
- > Endowment for needy students who are unable to meet FAFSA requirements for financial aid
- > Expand Health Education(Health 21)to five units as other CC do
- > Hold
- > Involve more faculty and staff in planning and budgeting processes
- > Increase outreach efforts in high schools beyond the "immediate" community since many of our students come from other outer communities
- > Conitune with student outreach's current efforts to help financially needy students
- > sorry not enough time
- > Course sponsorships (charitable donation)
- > work with business to place students in an positive
- > create more social networking opportunities
- > Working with high schools to create online learning and extended learning opportunities for students who graduate behind schedule so that they get their diploma and some core readiness for college classes.
- > Establish corporate partnerships to support Foothill programs.
- > partner curriculum with a required number of service hours outside of the curriculum
- > Increase community outreach and College visibility by developing a larger presence in the community through advertising, prompting our successes through press releases to local news agencies, and through the good works of our community members (create a culture of community service and civic engagement among students and employees) .
- > Allocating resources to only activities that conduct follow-up instruments with participants; everything must be measured, and if the measurement reveals that the activity failed, the activity should be eliminated ergo no pet projects and doing the same damn thing "because we always have"
- > Enrichment activities that provide parents opportunities to gather with fellow classmates and while their children engage in activites that are fun and designed to turn them on to learning. Win-win, current students get much needed childcare help while they meet with classmates and faculty,
- > future students get 'hooked' on college at an early age.
- > support the ethic networks (AAN, APAN, etc) to provide ethno centric events for students
- > focus on the needs of the students on campus, through mentoring and in-reach activities
- > Focus on success, instead of access
- > promoting relationships with other colleges and universities
- > Student focus groups to establish if their needs are being met on campus.
- > Easy to get, well advertised emergency loans/small grants for students
- > Intentional recruitment and selection of students
- > Increase enrollment of underrepresented groups through better outreach
- > Intern possibilities.
- > Accessibility, accessibility, accessibility in all online classes and for the new website redesign
- > Reach out to underserved groups (particularly those from lower SEC backgrounds) through community centers and other less-typical gateways to college.

Student Responses:

- > Promote FH through Agencies (multiple responses)
- > More classes online (multiple responses)

Agent overseas
 Hold events in communities in and around the bay (multiple responses)
 Promote the use and benefits of Owl Card (multiple responses)
 Operate more activities (multiple responses)
 Radio Ads
 Affirmative action
 Heritage months
 Helping build reputation of college for high school counselors
 Advertise Foothill College in disadvantaged areas
 Advertise Foothill at countries where there aren't many Int'l students (a more racial proportion)
 Foreign students promoting Foothill back in their countries and they can get credit
 Have Foothill workshops (outreach program) in local highschools
 Extend Foothill outreach beyond the state of California through the internet
 Have the Foothill website linked to highschool pages
 Provide more facilities in terms of students' academic needs (multiple responses)
 Better structured communication system
 Have a concert which will give money to students who can't afford Foothill
 Current memers of ASFC make announcements

Activity 2

- Develop a concierge service that addresses most of the job retraining and work skill-building needed by the newly unemployed.
- > making sure that students have the infrastructure for success in school
 - > Doing laboratory work for professional organizations
 - > Hold classes INSIDE corporations, adult education centers, government offices, VA, etc.
 - > Make it a requirement for an associate degree
 - > Involve students in assessing learning outcomes
 - > Create students liasons tht can help with recruitment and matriculation issues
 - > Continue with student outreach's current efforts to help students who don't know how to "navigate the system"
 - > College-wide rummage sale
 - > connect learning to life
 - > Have classes located in a church, a ymca gym, or in a community center in places like EPA.
 - > Establish philanthropic support from community groups and foundations to support individual students.
 - > disperse some of the counseling/student services into branches across the campus
 - > Encourage employees to engage in professional development activities at which they can promote the College and the opportunities we afford.
 - > When we tout that we have a high-tech campus, we must prove this claim by having wireless access! Most other community colleges do; Foothill has rested on its laurels for too long claiming "innovation", when in fact other community colleges have lapped us in terms of technology.
 - > We have some culturally based support groups (e.g. Puente program) expand these to other groups (age, single parents, teens, thirty something and beyond, etc)
 - > have college sponsered events that blend the networks
 - > pursue external fnding opportunities to assist with student needs
 - > Increase in-reach activities to reach students who are struggling
 - > promoting relationships with mental health and social services departments in our community
 - > Not only recruit underrepresented students, but also have means, personnel and activities to follow up with this group.
 - > Mini-van to transport hub that allows students to take evening classes that end at 9:50 pm
 - > Diversity of Foothill College promotional literature and marketing materials
 - > Expand activites that engage students in the community
 - > Universal design principles should apply to all digital presentation of materials
 - > Seek ways to collaborate with other regional community colleges to jointly reach underserved groups.

Student Responses:

- > More FH Reps sent to schools (multiple responses)
- > Have celebrity figures give talks in public locations about the importance of education

Outreach staff and student

More emphasis on Financial Aid in marketing campaign

Hold events outside of school that are open to public (multiple responses)

Emphasize why Foothill is better

Open our campus sports complexes and performing arts center to Highschools

Word of mouth to high schools

Advertise in the media

Advertise Foothill and opportunities offered by school at all heritage month events

Provide more online classes who cannot stay in America while needing to complete the courses

Provide various services that Foothill Campus has to offer

Offer scholarships to students, advertise scholarship opportunities

Promote heritage months

Promote benefits of being a Foothill student to future students such as having a better chance of being admitted into private universities

Connect to local clubs

Student newspaper

Better bike paths for students to get to Foothill College

Educate possible students on the benefits of attending Foothill

Activity 3

Establish a student-mentoring program in partnership with organizations that can coordinate

- > volunteer linkages between students and working professionals/retired professionals.
- > creating partnerships among community agencies, students, and faculty
- Applying methods and theories learning in class to real-life situations

Student Responses:

Enhance communication with college officers (multiple responses)

Have commercials on the media (internet, radio, TV, Billboards) (multiple responses)

Having agreement with different schools

Publicize prominent areas on campus (Int'l Student Ctr., Transfer Center, etc.)

Hold different events that will interest a wide diversity – showing the multicultural and academics Foothill has to offer

Connect with non-local high schools

Revamping website and making it more accessible and available to multiple viewers

Marketing in the neighboring areas

International student office should hold more activity for diversity of culture

Promote OwlCard Benefit and marketing it

Current members of ASFC make announcements in their classes

School emails

Financial Aid

- > More busses for students who take public transportation

Activity 4

Use engaged social networking (e.g., LinkedIn) to market Foothill College - not just posting

- > announcements on a social networking sites.
- > taking them message to the students (beyond the high school venues)
- Support a student-to-student mentorship program that focuses on building student leadership
- > while providing "at-risk" students with a guide the first year of college
- provide workshops (embedded in CNSL 50) that teach a student how to handle/juggle outside
- > family interruptions to school
- One charitable project per division (proceeds donated to the College) such as literary journal or
- > drama production
- Ask faculty to volunteer to support a group of advisees by meeting with them a few times to help
- > and hold accountable.
- mandate new students take a course with other students IN THE SAME FIELD OF INTEREST that
- > orients them to the college
- Communicate with the local business community about how the college can help meet their needs
- > by providing
- Develop workshops that promote communication between businesses and Foothill faculty and staff
- > - lets see what are mutual concerns and goals are, with an eye to where we can help each other.
- > improve public transportation to the campus

- > research student groups to better understand their needs (in and out of classroom)
Research needs of various students (underrepresented, transfer, career) to determine what barriers exist
- > promoting relationships with businesses that are technologically based
- > Assign new students to a faculty contact to act as Mentor
- > Fund and commit resources to programs and departments that support underrepresented students

Student Responses:

Promote Foothill in local businesses

Emphasis on how pretty the campus is

Asking ASFC students to give presentations promoting Foothill at high schools within the area (multiple responses)

Advertise successful statistics

Provide childcare for students with children, student run business

Stronger sport teams

- > Better counseling program for students with personal issues

Activity 5

- > Select a public-good cause (e.g., green tech) for Foothill College to support and partner with all those involved in the cause.
- > begin in middle school where research shows kids start to imagine or not imagine themselves going to college
- > Create a better system of communication/collaboration between already existing campus organizations/services that focus on student retention
- > Help more students access Pass the Torch -- the help is well worth their time, but many of the most disempowered students could use a helping hand to get registered with the program
- > Establish partnership with high schools to exchange teachers for a week.
- > Communicate with the local secondary/adult school community about how we can better serve the needs of their graduates. Assess what types of programs and training their graduates seek and respond to the expressed need by adjusting our curriculum and services as appropriate.
- > Develop public health courses short courses that can be offered with or without credit to increase knowledge regarding current epidemics (cancer, diabetes, cardiovascular disease, flu, obesity etc.), environment and political issues.
- > have off site flex days at companies, where the companies demonstrate, explain their work force needs
- > Fund and commit resources to innovative ideas and creative practices

Student Responses:

Bike friendly campus

Enlarge international student population

- > More campus activities allowing students from other college to come see what it is like

Activity 6

- > creating cohorts of students
- > Create alternative opportunities for outreach- for example, recruiting through community-based organizations, churches, social services etc.
- > Promote FH among middle schools as a viable path to college education or vocational training.
- > Communicate with the universities to which our students transfer most, examine how we can better prepare our students and develop a plan for meeting those needs.
- > Increase opportunities to develop car pools. Increase public transportation to campus - shuttles between Foothill and DeAnza, between Foothill and the train station.

Student Responses:

- > Buddy for Middle college, Big brother Big sister

Activity 7

- > making it an all college endeavor
- > Encourage and support the efforts of the Multicultural Staff/Faculty Association
- > Teach "access" in context of equal opportunity for all learners, which is everyone demonstrating respect for one another
- > Increase outreach to specific student populations (e.g. underrepresented, honors, re-entry, veterans, foster students) at events and locales where specific populations are likely to be (malls,

community centers, senior centers, VA, etc.).

Develop transportation options for students wishing to field studies courses, but do not own or

- > have access to a car.

Goal 1

- > To maintain a friendly educational atmosphere for students.
- > Position Foothill College in the marketplace as a dynamic and innovative educational leader.
- > Out of the box access strategies
Creating situations where their knowhow and learning is a valuable tool in the completion of a project
- > Extend outreach beyond traditional student recruitment
Increasing access for all students (especially those stuck in the purgatory middle class) to education
- > To reduce the incidences of chronic diseases
- > Increase faculty and staff participation in campus governance
- > Increase outreach of underserved populations in the surrounding area
To help academically and financially marginalized students acclimate to college and learn self-advocacy through understanding how to use support networks available on campus
- > Keep classes open.
- > establish a strong social network which supports current students and attracts new students
- > Reach high school students before they fall through the cracks.
Develop corporate, community, and educational systems relations to support programs, current students, and future students to succeed.
- > reduce the ignorance among our incoming new students as to what services are here for them
To add a new requirement of civic/community service to the requirement for students earning a degree or certificate.
- > Before any activity is produced, it must have a plan to measure, record and make public its results/expected outcomes
- > Improve student success and retention (1-3)
- > Ethnic students feel welcome and comfortable on campus.
- > To promote inclusiveness at all levels of campus life, focusing on underrepresented students
- > Translate access into SUCCESS! Close the revolving door by retaining the students who are here.
- > Increase success rates of underrepresented students
- > seek new relationships with other community-based services and businesses
- > Helping students to succeed without barriers.
Clearer access to the path of enrollment, counseling and financial aid via web, print materials and mentoring
- > Hiring practices that import persons reflective of the "achievement gap" we hope to reduce.
- > Increase access to underrepresented groups
Foothill campus administrators, faculty and staff are all well educated in accessibility and adaptive service issues
- > Create new opportunities to reach out to the underserved and underrepresented, particularly those from lower and modest SEC backgrounds.

Goal 2

- > Provide advocacy, safe haven, and services for the disenfranchised.
- > Infrastructure
- > Learn to operate technical equipment
- > Doors remain open to ALL students
- > Increase student participation in curriculum decision
- > Reduce the achievement gap among underrepresented students
- > Keep Foothill in the public eye.
- > give students opportunities
Teaching, training, educating FH community about issues of access as if it were like the "civil rights" lessons.
- > rights" lessons.

- > force deeper connections among our incoming new students by grouping them in support groups
- > with the same field of interest (humanities, pre-med, allied health)
- > To increase access to online campus promotional materials by supporting departments with the development of updated web pages and other online tools (You-Tube videos, Facebook pages, etc.)
- > Make campus wireless a reality.
- > Improve community support, involvement and services (4,5)
- > Transportation of students to and from campus be easier.
- > maintain and build upon current relationships with other community-based services and businesses
- > Better transportation available for public transit users
- > Funding practices that support the "achievement gap" that we hope to reduce.
- > Make the honors program stronger and more widespread and encourage greater participation
- > Work with partner agencies to reach out to new populations.

Goal 3

- > Collaboration among all levels
- > Learn the methods and theories of anthropology