

SEPTEMBER TOWN MEETING



- ❖ Welcome Diane Brady
- ❖ ASLPC Update Eric Pineda
- ❖ Announcements Diane Brady
- ❖ LPC Marketing Update Guisselle Nunez
- ❖ Accreditation Update Roanna Bennie
- ❖ Adult Education Update Lisbeth Coiman
- ❖ Basic Skills Update Don Miller

SEPTEMBER TOWN MEETING



ASLPC Welcome

Eric Pineda



SEPTEMBER TOWN MEETING



**REMINDER:
Fall Flex Day**

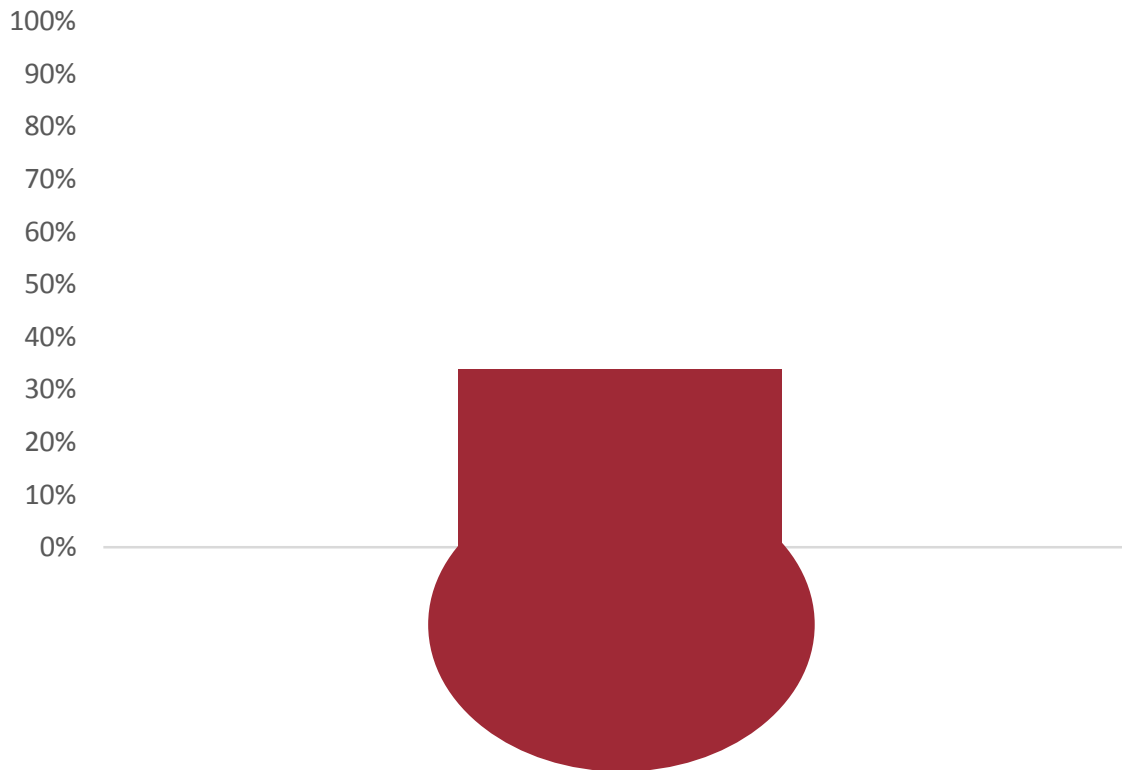
September 27, 2016

SEPTEMBER TOWN MEETING



Goal: 65 donors through payroll deduction

"Give Me Five" Campaign Donors





LAS POSITAS COLLEGE

SUMMER & FALL MARKETING CAMPAIGN 2016



DATA-DRIVEN MEDIA PLAN

Objective: Generate brand awareness and enrollment by developing and managing marketing and public relations activities

Strategy: Included advertising (online and print), social media, direct mail and e-mail, new collateral, integrated website messaging with promotion strategy (e.g. –unique URLs for tracking advertising response rates), public relations, and more

Market Research: District-wide market research results and data guided the marketing strategy. Research included—

1. Current Student Survey – to understand current insights about student behavior and mindset
2. Feeder High School Research Project – interviewed high school counselors to better understand why, or why not, what they said to their students about our Colleges

Market research

CLPCCD 2016 Student Survey

Goal: Understand student behavior and media preferences

EXCERPT



Primary Student Personas



Recent high school graduates, not yet fully employed



25%

of enrolled students



34%



Working adults pursuing a degree, certification, or career advancement



54%

of enrolled students



46%

Market research

CLPCCD High School Counselor Interviews

Goal: Understand what counselors say, or not, about our Colleges to prospective high school students

EXCERPT



College	Strengths	Weaknesses
Berkeley City College (n=2)	<ul style="list-style-type: none"> Academic focus Accessible- public transportation Close to UC Berkeley 	<ul style="list-style-type: none"> Lack of student gathering space Old facilities
College of Alameda (n=2)	<ul style="list-style-type: none"> College culture Available by phone 	
Diablo Valley College (n=5)	<ul style="list-style-type: none"> Reputation Concurrent program High transfers to UC Schools Football program Study abroad program Many courses – art/music, tech, science, health Online registration Assessment testing counseling Services for students with disabilities 	<ul style="list-style-type: none"> Counseling department – difficult to get an appointment Impacted Some holes in College Connect program No early enrollment
Laney College (n=3)	<ul style="list-style-type: none"> Easy to get to location / transit Good culinary program Readily available by phone Flexible deadlines for applications and concurrent enrollment Summer school offerings Math classes not impacted 	<ul style="list-style-type: none"> Lack of diversity Too much like high school – “feels like 13th grade”
Ohlone College (n=3)	<ul style="list-style-type: none"> Highly ranked Fire Science and Sign Language Programs Performing Arts and Music Programs Campus 	<ul style="list-style-type: none"> Traffic/ Busy area

ADVERTISING STRATEGY

April - Present

ONLINE / TV / RADIO

- Direct eMail
- Facebook
- Pandora
- Comcast Television
- KYLD Radio – Wild 94.9

PRINT

- Livermore Independent - Print and digital ads
- Pleasanton Weekly - Print and digital ads
- Tracy Press – Print and digital ads
- Stoneridge Mall - Skybanner
- Wheels Buses –Fall Fast Track (Late Start)
- Hacienda Movie Theater

TV AD: COMCAST



family®



CSCA - in Oakland A's games



TV AD

Advertising date: June 20th
to August 14th

Advertising zone: Hayward
Area

Target:

- Adults 18-35

Frequency: Avg. 25x per
week.

Program Focus: General
Overview



<https://vimeo.com/173807859>

FACEBOOK AD

Number of clicks to LPC
website: 18,025

Target Audience: Ages
16-55 with interests
related to LPC
programming and
activities



SUMMER: *Text was placed below ad on Facebook newsfeed*

LAS POSITAS COLLEGE

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TRANSFER. WORK.

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Classes begin August 17th—Financial aid is available.
www.laspositascollege.edu | 925.424.1015



PANDORA AD

Number of clicks to LPC
Website: 63,028

Target Audience: Ages
16-55 with interests
related to LPC
programming and
activities



A screenshot of a Pandora mobile app interface. At the top, it shows 'Carrier', signal strength, '11:04 PM', and battery level. Below that is a navigation bar with a back arrow, 'James Taylor Radio', and a thumbs-up icon. The main content area features a dark blue background with a red banner at the top that says 'THE VERY BEST OF'. Below this is a large image of two graduates in caps and gowns, with the text 'LAS POSITAS COLLEGE' overlaid. Underneath the image, the text reads 'SAVE. LEARN. TRANSFER. WORK.' followed by 'Apply or register now. Classes begin August 17th—Financial aid is available. www.laspositascollege.edu | 925.424.1015'. A 'CLICK HERE' button is positioned at the bottom right of the ad. Below the ad, the song '(Sittin' On) The Dock...' by Otis Redding is displayed with a play button icon. A progress bar shows '0:01' and '-2:40'. At the bottom, there are icons for a thumbs-down, thumbs-up, pause, and skip forward.

ONLINE (News Paper Ad)

Target Audience: Ages 16-55 with interests related to LPC programming and activities

Where: Tracy Press --
Livermore Independent --
Pleasanton Weekly



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[CLICK HERE](#)

STONERIDGE MALL SKYBANNER --2016

More than 1 million mall
visitors during time Skybanner
was displayed.



SAN FRANCISCO (LIVERMORE) PREMIUM OUTLETS--2016



Summer Sessions
Begin May 31 &
July 5. **Apply and
register today!**



LAS POSITAS
COLLEGE



Save



Learn



Transfer



Work


WWW.LASPOSITASCOLLEGE.EDU/SUMMER16

SAVE. LEARN. TRANSFER. WORK.




LAS POSITAS COLLEGE

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www.laspositascollege.edu
925.424.1015



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Apply or
register now.




PRINT AD

Tracy Press -- Livermore Independent -- Pleasanton Weekly

Danville Patch Find Your Patch 87° Clear Post on Patch

Calendar LocalStream Real Estate Jobs Advertise Bulletin Board Topics

TAKE THE X1 CHALLENGE xfinity Try us risk free for 30 days

JUL 28 Las Positas College Theater Presents: 'How to Succeed in Business Without Really Trying'

THE OFFICIAL WEBSITE OF LAS POSITAS COLLEGE ATHLETICS

HAWKS ATHLETICS

COMPOSITE SEARCH MENU

f t i

New Men's Soccer Coach

Posted: Apr 29, 2016 Like 52 Tweet

Andy Cimbo calls it a dream job, but his new position as Las Positas College's new men's soccer coach is a big responsibility.



Log in Register

Pleasanton Weekly.com

Home News Town Square Blogs A&E Real Estate Print Edition

NEWS

Updated: Mon, Apr 4, 2016, 7:27 am
Uploaded: Sun, Apr 3, 2016, 7:13 am

Las Positas College speech team wins second overall in international competition

Five students won first place in individual contests in Vienna, Austria

by Meredith Bauer / Pleasanton Weekly

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July 27, 2016 75°

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RAD LAB WORKERS W/ CANCER

Lawrence Livermore, 1950-1989 • Lawrence Berkeley, 1942-1981 • Sandia Livermore, 1956-1994
\$150,000 - \$400,000 CONTACT ME IMMEDIATELY
ALBERT B. FROWISS, SR. EEO/OPA CLAIMS ADVOCATE, Call 925.756.1494 or Click Here

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3 Remaining

Las Positas College Plans Expanded Work-Based Learning

Story

Posted: Thursday, May 5, 2016 12:00 am

Las Positas College has launched a Work-Based Learning Initiative, which supports the college's role in building the area workforce and provides new opportunities for employers, students and alumni. The

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CLICK HERE

Drafted and distributed 36 press releases: 21 picked up by media outlets



DIRECT EMAIL TO STUDENTS

Emails sent to students who (example)...

- who had not returned for more than one semester
- who had applied but not enrolled

Messages included: reminder to enroll for classes, or return, information on student services, and more

Dates: July 2016


SENT TO	Total Emails Sent	Opens	Click-through
Applied, Non-Registered & Registered	25,043	6,001	318

OTHER COLLABORATIONS

Assisted Las Positas College with additional marketing communication support-

Highlights:


- International Students Program
- Admissions – Summer/Fall Class Schedule
- LPC Folder Designs
- Website Re-design
- Wheels/LPC Partnership
- Athletics Public Relations Professional To Boost Social Media Content And Print/Online Stories
- *“One More Class”* Campaign



Planning & Paying for College

Whether you're earning your degree or continue or completing university transfer requirements, it's critical that you select the right courses to achieve your educational goals. Financial aid works the same way! It's just as important for you to choose the right financial aid resources to help you achieve your educational goals and avoid excessive student debt.

Las Positas College's financial aid office is ready to help guide you through the application process. Visit us in person, online at www.laspositascollege.edu/financialaid for more information on deadlines, application process, and more. OR—take a peek inside the next few pages for a quick overview!



All Students Should Apply!

All students who expect to have or are having difficulty meeting school expenses are encouraged to apply. Many students assume they do not qualify for aid when they actually do. To learn more, visit us today!

LAS POSITAS COLLEGE

Building 1600, Room 1650 | 925.424.2580 | E-mail: lpcfrwad@laspositascollege.edu | Federal School Code: 030327

FINANCIAL AID 101

www.laspositascollege.edu/financialaid

Las Positas College needs your input ...


International Student Program Community Roundtable

Wednesday, June 22, 2016
6PM - 8PM, Rm. 1687

LEARN MORE about our International Student Program and meet our international student.

STAY FOR THE ROUNDTABLE where we seek your ideas and input on how to help grow our international program.

RSVP by 06/16/2016 to Cindy Balero, EMAIL: cbalero@laspositascollege.edu PHONE: 925.424.1548



LAS POSITAS COLLEGE
2828 Campus Hill Dr, Livermore, CA, 94550
Rm. 1687

LAS POSITAS COLLEGE

TOP TEN REASONS

To make Las Positas College your first choice!

01. 2 out of 3 students who enroll in college are not prepared for success. Las Positas College provides the support you need to succeed.
02. Small class sizes and personalized attention allow you to get the most out of your education.
03. Many students who graduate from Las Positas College go on to earn advanced degrees.
04. Las Positas College offers a wide variety of programs, including transfer, continuing education, and professional programs.
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10. Las Positas College offers a wide variety of programs, including transfer, continuing education, and professional programs.

YOUR FIVE STEPS TO SUCCESS

Save. Learn. Transfer. Work.

STUDENT SERVICES TO HELP YOU SUCCEED • Academic Advisement and Records Assessment Center • Counseling • Disability Resource Center • Financial Center • Health & Wellness Center • Transfer Center • Reading & Writing Center • Open Path L&A • Transfer Test Program • CAPS@LPC • Bilingual Opportunity Program • Networks • Student Engage • Student Support

STEP 01 Apply for admission.

STEP 02 Complete an online orientation.

STEP 03 Take placement tests.

STEP 04 See a counselor for your Student Education Plan.



STEP 05 Register for classes. Pay fees!



COLLEGE

LAS POSITAS

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OTHER COLLABORATIONS



A flyer for Las Positas College's Summer and Fall schedules. It features the college logo, social media handles (#LPC2016, @LPC2016), and contact information for the Registrar's Office. The flyer includes a grid of photos showing students and campus scenes. Key text includes: 'SUMMER CLASSES START MAY 31 | FALL CLASSES START AUGUST 17', 'LAS POSITAS COLLEGE SUMMER FALL SCHEDULE', and '2016 OFFICIAL COLLEGE PAID LIVERMORE CA YEARBOOK NO. 31'. There is also a 'SAVE LEARN TRANSFER WORK' section and a 'THANK YOU TO OUR RESIDENTS FOR SHARE!' message.



"Las Positas Easy Pass is the Smart New Way to Get to Class!"
LPC Students Ride FREE Beginning This Fall


CLICK FOR DETAILS



Las Positas College Athletics added 2 new photos — at Las Positas College.
 March 12 · Livermore ·

There have been great crowds for the men's and women's CCCAA State Basketball Championships on a rainy weekend at Las Positas. The Hawks are hosting the Final Four for the first time, and what a treat "The Nest" has been for basketball aficionados. "When we petitioned to get it, this was the vision: being able to see the stands full," a beaming Las Positas Athletic Director Dyan Miller said as she gazed out at the packed house Saturday ni... [See More](#)



A wide-angle photograph of a basketball game in progress inside a large arena. The court is filled with players, and the stands are packed with spectators. The arena's high ceiling and structural beams are visible.



OTHER COLLABORATIONS


UP-COMING WEBSITE

Tentative Phase 1 roll-out: Fall 2016

DRAFT CONCEPT




Map Parking Find People A-Z Index




LAS POSITAS COLLEGE

Admission & Aid Academics Students Why Las Positas College? Athletics About



100 CLASSROOM BUILDING

[Apply to Las Positas](#) | [Register for Classes](#)




130+ degree and certificate programs [LEARN MORE >>](#)

Events

- JUN 28** TRANSFER: UC Davis Rep Visit
Tuesday, 10:00 am
- JUN 28** Drop in Resume Assistance
Tuesday, 11:00 am
- JUN 29** TRANSFER: CSU East Bay Rep Visit
Wednesday, 10:00 am
- JUN 30** Drop in Resume Assistance
Wednesday, 10:00 am

News

- Math League Student Places in top 1%
April 28, 2016
- Bonds Would Upgrade Community Colleges' Labs and Classrooms
April 28, 2016
- Las Positas College ready for NorCal final
April 28, 2016



SWIM AND DIVE WINS CHAMPIONSHIPS!
SCORES AT STATE, U.S.

Las Positas won championships for both men and women at the Coast Conference meet.

“One More Class” Campaign

DRAFT CONCEPT

Take one more step to
strengthen your future.



Take one more step
toward success.



Take one more class.

Have you registered for 9 to 11.5 units for the Fall semester? Yes?!
Take one more class and it could pay out big dividends
toward achieving your educational goals.

Research shows you will be more successful by taking just one more class:

Save on fees.

Maximize financial aid.

Finish sooner and get that job or degree you want!



laspositacollege.edu

**Fast Track Classes
start August XX**

UPCOMING MARKETING ACTIVITIES & COLLABORATIONS

- Advertising Late Start Classes – University newspapers, Facebook, Pandora
- Spring Recruitment Campaign planning begins September 1
- Spring class schedule production
- New marketing collateral...and **more!**

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SAVE. LEARN.
TRANSFER. WORK.

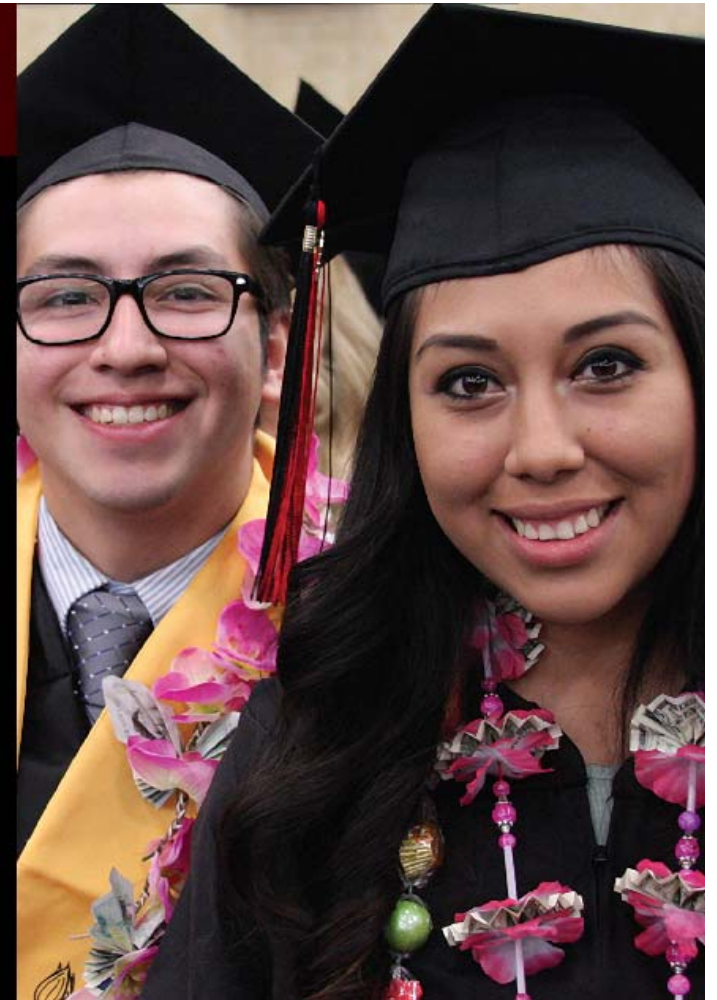
Apply or register now.

Classes begin August 17th—Financial aid is available.

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Accreditation: Recommendations and Report

“In order to meet the standards.....”

Roanna Bennie

Recommendations # 2 and # 3

-the team recommends that all full-time and part-time faculty assess instructional SLOs and communicate these outcomes regardless of delivery modality, on all course syllabi and official course outlines of record after engaging in a collegial self-reflective dialog about outcomes and improving student learning. (2.A.6)
-it is recommended that the instructional and administrative units engage in systematic and ongoing assessment and analysis of course, program, and general education outcomes in which the results are used for improvement and effective integrated planning processes. (II.A.1.c; IIA.2.f; IIA.2.i; II.A.3)

Recommendations # 2

-the team recommends that **all full-time and part-time faculty** assess instructional SLOs and **communicate these outcomes** regardless of delivery modality, **on all course syllabi and official course outlines of record** after engaging in a collegial self-reflective dialog about outcomes and improving student learning.

Recommendations #2 and #3

-the team recommends that **all full-time and part-time faculty assess instructional SLOs** and communicate these outcomes regardless of delivery modality, on all course syllabi and official course outlines of record after **engaging in a collegial self-reflective dialog about outcomes and improving student learning.**
-it is recommended that the **instructional and administrative units engage in a systematic and ongoing assessment and analysis of course, program, and general education outcomes** in which the **results are used for improvement and effective integrated planning processes.**

Student Learning Outcomes

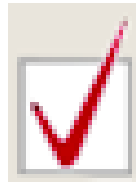
Category			2015 %	2016 %
Courses with SLOs			99%	96%*
Courses with On-Going Assessments			93%	88%*
Degrees, Certificates with Outcomes			100%	96%
Degrees, Certificates with On-Going Assessments			93%	88%*

* = Includes minimal data from 2016 since eLumen has been mostly unavailable



Recommendation # 4

-the team recommends that the College include the Academic Freedom Statement in the college catalog. (II.A.7; II.B.2.a)



D O N E !!

Recommendation # 5

-the team recommends that Student Services evaluate:
 - a. The method by which Student Services determines and monitors learning support needs they provide or need to provide DE students; and,
 - b. The comparability of face-to-face counseling and tutoring services with online counseling and tutoring services. (II.B.3)

Recommendation: District #5

-the Colleges and District should update and integrate their long range facilities planning process to reflect the total cost of ownership projections of facilities and equipment. (III.B.2.a; ER 19)

District led and coordinated.



Adult Education Block Grant

LPC Town Hall Meeting, 9/7/16

Lisbeth Coiman

What is the AEBG?

- State of California \$500 million awarded to CCCCO and the CDE to expand and improve the provision of adult education via consortia for the purpose of implementing regional plans for adult education.
- Las Positas College is part of the Mid-Alameda County Consortium and we share responsibilities in the development of Adult Ed programs and services with our 10 partners.
- Recommendations by the grant: Non-Credit pathways and bridge courses, wrap-around transition services, and assessment alignment, all in partnership with Adult Schools in the consortium.

AEBG Team

- In its initial stages the following members of our LPC community worked with MACC in the development of the strategic plan:
- Vicki Shipman
- Frances De Nisco
- Michelle Gonzales
- Meghan Swanson
- Jim Gioia

AENC Team

- Roanna Bennie
- Lisbeth Coiman

AENC Task Force

- Katie Eagan
- Jim Gioia
- Tom Fuller
- Ron Johansen
- Scott Miner
- Nadiyah Taylor
- Julia McGurk
- Kali Rippel
- Paula Schoenecker
- Meghan Swanson
- Mike Sato
- Vicki Shipman



Grant Timeline

- Grant work began in 2014-15 with Frances De Nisco, and others who attended MACC meetings and coordinated efforts to consolidate the Master Plan and identified the gaps and needs of the community.
- Lisbeth Coiman was hired as an Interim Adult Ed Non Credit Manager at the end of March to oversee the implementation phase of the program.

Grant Timeline

MACC Gap
Identification
and Planning
Stage

2014-2015

Implementation stage
AENC Project
Manager is hired.
Establish new office.
Open house to
introduce project to
community.

2015-2016

Course and program
development. Design
of wrap-around
services.
Outreach to Adult
Schools.

2016-2017

Serve adult students
from the Tri-Valley
region directly at LPC
AENC office and
through non-credit
courses and services

2017-2018

AENC
operates as an
established
program
sustained on
apportionment

2018-
beyond

The Areas We Serve

- **Adult Education**
 - ABE/ASE/ Basic Skills (Reading, Writing and Math)
 - ESL / Immigrants
 - Workforce prep (includes seniors) entering or re-entering the workforce
 - Short-term CTE with high employment potential
 - Programs for AWD
 - Programs for adults to help children succeed in school
 - Pre-apprenticeship
- **Non-Credit**
 - Basic Skills
 - ESL
 - Immigrant Education
 - Programs for Older Adults
 - Short term vocational with high employment potential
 - Programs for AWD
 - Parenting Education
 - Family and Consumer Services
 - Health and Safety



Gaps and Needs of the Tri-Valley Region

- The Tri-Valley region has a significant number adults with disabilities (AWD) that lack the post secondary education resources to train for employment, or for pursuing their educational goals. 85 % of the families with AWD are economically insecure.
- Similarly, there is a significant number of new immigrants in Dublin and Pleasanton who don't have access to financial aid because they have not met the 1-year residency requirement.



Goals and Objectives

A task force will implement the AENC program based on the identified gaps and needs and the overall MACC objectives.

- Integrate existing programs and create seamless transitions into postsecondary education or the workforce.
- Employ approaches proven to accelerate a student's progress toward his/her academic or career goals.
- Collaborate in the provision of ongoing professional development opportunities for faculty and other staff.
- Develop partnerships and leverage existing regional structures and resources.



How Does LPC Use the AEBG Funds?

- AEBG is a small grant with limited resources, available until June 2018.
- Faculty stipends to collaborate with our partners.
- Faculty stipends to develop ideas and do curricular work.
- Professional Development
- The continuation of funding will be secured through apportionment.



What is the LPC Community Role?

- Participate in staff development opportunities
- Attend AENC online meetings via BlackBoard.
- Present your idea for non-credit course development.
- Participate in MACC meetings to collaborate with our partners.
- Educate members of the community about Non-Credit.
- To participate, contact Lisbeth Coiman:
 - ✓ Office 4111B. Ext. 1109. lcoiman@laspositascollege.edu



A Few Words About Non-Credit

- Non Credit is the number one strategy we have to provide educational opportunities to undocumented immigrants who don't meet the one-year residency requirement.
- Non Credit is a significant resource for students who have performed too low in academic skills assessments; therefore, have a long basic skills program ahead of them that can exhaust their financial aid funds.
- Non Credit provides supplemental employment opportunities for adjunct faculty struggling to make ends meet.
- Non Credit is a valuable strategy to bring the community back into a community college.
- Non Credit can also support regular students.

Basic Skills and Student Outcomes Transformation Grant

Las Positas College

September 7, 2016

Ashley McHale, Don Miller, and Michelle Gonzales



Introduction

- \$1.5 million grant for Basic Skills over 3 years
- English and Math Departments will leverage funding to make targeted, sustainable institution-wide improvements that reinforce ongoing efforts to extend academic and student support services for disproportionately-impacted students at the college.
- Programs recommended by grant: co-requisite models, Multiple Measures Assessment (MMA) implementation, contextualized instruction



Grant Writing Team

- Ashley McHale
- Don Miller
- Jennie Graham
- Lisbeth Coiman
- Katie Eagan
- Kristy Woods
- Michelle Gonzales
- Roanna Bennie
- Vicki Shipman



Grant Timeline

- Both English and Math were working on implementing some of these interventions at first notice of grant
- Co-Coordinator for grant were selected by a committee in early August
 - Michelle Gonzales (English)
 - Ashley McHale (Math)

Grant Timeline

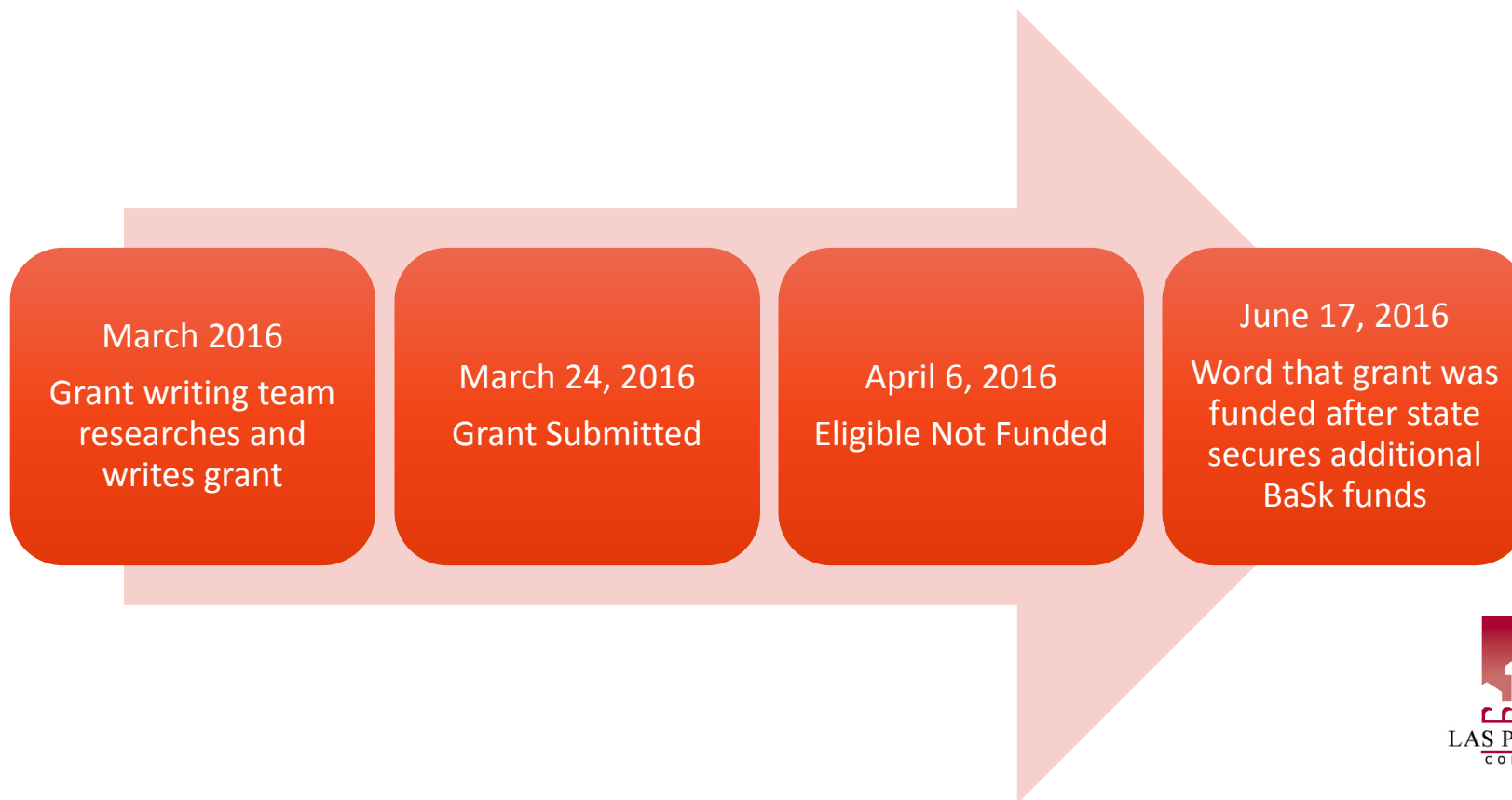
Feb 2016
Official Notice of
Grant

Feb 24, 2016
Grant Discussed in
BaSk Meeting

Feb 24, 2016
Began Assembling
Grant Writing Team

March 9, 2016
Michelle Gonzales,
in role of BaSk Co-
Coordinator
reported on grant to
Academic Senate

Grant Timeline



Grant Timeline

July 12, 2016
Official Letter
received; grant
funded

July 17, 2016
Grant Coordinator
positions announced
campus wide

July 26, 2016
Contractual Internal
Review Committee
reviews applications;
grant coordinators
selected

August 2 & 3, 2016
Grant team attends
grant summit in
Sacramento.

What this means for LPC

- English and Math will work on implementing high impact practices in Basic Skills to help students move more quickly through pathways to career, certificates, graduation, transfer, etc.
- An emphasis is on students who are failing to complete their basic skills Math and English sequences but also have a goal of earning certificates and degrees.

What this means for LPC

- These efforts will involve:
 - Professional development
 - Curricular work
 - Multiple measures assessment implementation
 - Integration of adult education work in the region.

How the Grant will be used:

- Hiring part-time positions
 - Staff development professional expert
 - Institutional research analyst
 - Assessment technician
- Faculty compensation for assistance in the areas of MMAP design and implementation for English and Math

How the Grant will be used:

- Research, design and implementation of an English 1A staff development program, rubric development for all levels of English.
- Research, design and implementation of a “Fast Track” mode of offering math courses, co-requisite courses for basic skills Math, Math Jam

How the Grant will be used:

- Professional development opportunities
 - Reading Apprenticeship
 - Growth Mindset
 - Habits of Mind
 - Classroom Management & Effective Student-Centered Activities

How can you get involved?

- Participate in professional development opportunities
- Attend monthly Basic Skills Committee meetings, 4th Wednesdays 2:30 – 4:00 in 2411a
- Apply for part-time professional development expert position
- Aid in research, design, and implementation of an English 1A staff development program
- Aid in development of English 1A rubrics
- Aid in promoting co-requisite courses and Math Jam to students
- Consider offering future “Fast Track” courses in your discipline