



President's Report to the Board of Trustees

Dr. Regina Stanback Stroud



Skyline College has launched Funnelback;
a search engine that analyzes trends and statistics on our website

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TECHNOLOGY & THE COMPREHENSIVE REDESIGN

Technology is a critical and integral part of every piece of our comprehensive college redesign – and the progress we have made, and will continue to make in the months and years ahead, will reshape how we interact with students, and how students interact with the college.

This semester, we've capitalized on foundational work to take concrete first steps in our technology implementation. Here's what we've accomplished so far:

Kennedy & Company

The San Mateo County Community College District engaged consulting firm Kennedy & Company to guide us through the discovery phase to determine exactly what technologies we need and where we need them. They've already embarked on exploration by holding forums with campus stakeholders, asking questions about key needs and identifying existing holes in our capabilities that need to be filled. From here, Kennedy & Company will provide recommendations on Customer Management Systems (CMS) that can help to meet our needs. This may be a single tool that involves additional plug-ins, or it may be a combination of several different tools. The District will be looking to move to the Request For Proposal (RFP) process around April 2018.

The ultimate goal with any CMS solution, is to create streamlined user interfaces for both faculty/staff and for the students we serve. These interfaces will allow students to easily navigate between a variety of information all in one place – things like notes from their counselor, access to degree progression, and browsing student services could all be in one web-based portal. And admissions staff could have easy access to information from the entire lifespan of a student's Skyline College experience.

Ad Astra

AdAstra is a new, easy-to-use software that all faculty and staff will use to schedule events on campus and book event space. Launched in December 2017, this technology will allow faculty and staff to be more efficient and will eliminate a paper-based system that can often be slow and cumbersome.

It's now easier than ever to see exactly when a room is booked and what's available across campus at any given moment. The tool also allows us to be more accountable with our space, providing us with a mile-high view of our campus spaces at any given moment.

Funnelback

The Skyline College website launched a brand new search engine this semester. The new engine, called Funnelback, provides students, faculty and staff a vastly improved search experience. With this search engine, available on every page of the website, the campus community will now be able to quickly and efficiently find and sort any information within our site.

The advanced search function allows students to filter by professor, degrees, .pdf, class schedule, course number, phone number etc. Funnelback also offers powerful backend tools we can use to analyze trends and statistics on our website to customize the results, and ultimately provide a better, more cohesive experience to students, faculty and staff.

Article by Connor Fitzpatrick

MARKETING CAMPAIGNS GARNER MAJOR VALUE FOR COLLEGES

The Skyline College marketing department has just wrapped up a major marketing campaign to support Spring 2018 enrollment and also launched a campaign to recruit students to the Promise Scholars Program (PSP)

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for the 2018-2019 Academic Year. The multifaceted campaigns targeted potential students in San Mateo County ages 18-34 and the PSP creative focused on the tagline “We’ve got your back.”

The campaigns capitalized on a variety of media. Digital advertising included geo-fencing ads at local malls and high schools and broader format digital ads served on a wide variety of high-traffic websites – these ads could be seen on both mobile and desktop devices. Transit ads were placed on SamTrans busses, ads were placed in Saramonte Shopping Center, and print ads were secured in Pacifica Magazine.



Skyline College and Cañada College also launched a joint comprehensive media campaign in partnership with iHeart Media, owner of iHeart Radio, to be the exclusive educational sponsors of the Jingle Ball concert event. This exciting marketing opportunity, promoted across multiple platforms and media channels, revolved primarily around a contest to win tickets to Jingle Ball and a chance to meet Niall Horan, a member of One Direction. Contestants had to visit meetniall.

com to enter the contest, a promotional webpage with information about Skyline College and Cañada College including buttons to apply and basic information on both college promise programs. The campaign, secured for \$15,000 each from both colleges, garnered engagements and impressions whose total media value surpassed \$575,000, a massive return on investment for a marketing campaign.

Launched with hundreds of radio broadcasts and streaming ads on the iHeart app producing hundreds of thousands of impressions and a strong web presence with call-outs of Skyline College and Cañada College on social media leading up to the event, iHeart Media saw contest engagement 50% higher than their average online contests. At Jingle Ball, both colleges received live call-outs on the jumbotrons in front of all 20,000 attendees, and student ambassadors actively engaged at outreach tables at the venue.

These campaigns proved an exceptional value, ultimately helping to promote both Skyline College and Cañada College to target audiences across San Mateo County. Beyond that, brand association with iHeart Media, a growing media resource, and Jingle Ball, one of the largest concerts of its kind in the Bay Area, helps to ensure that our colleges stay relevant and top of mind in an ever-evolving media landscape.

Article by Connor Fitzpatrick

CLASSIFIED SENATE VOLUNTEER AND FUNDRAISING EFFORTS SUPPORT STUDENTS AND COMMUNITY

This past semester has been a busy one for our Classified Senate members! Outside of the day-to-day support we provide to the campus, we have been hard at work volunteering and fundraising!

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On Saturday, October 14, a total of 9 Classified Staff members participated in land restoration on Alcatraz Island! Our volunteer efforts included pruning and weeding a large hillside to help support the growth of native vegetation and to prevent soil erosion due to the harsh climate on the island. And as a result of our participation in this conservation and land restoration effort we received free transportation to and from the Alcatraz Island via the ferries, an insider look into the rich history of horticulture and gardening ideas spanning many different eras, and access to areas on the island that are not accessible to the public. And as an added bonus our volunteers arrived on Alcatraz before other visitors to experience the island during the most tranquil time of day and we were treated to free Audio tours! For our volunteers this was a great way to “participate in community volunteer efforts to support Golden Gate National Park conservation efforts designed to help restore Alcatraz Gardens and Landscaping” for all future visitors to enjoy.



Volunteering to support our communities didn't stop there. Classified staff members also participated in a 5K Run/Walk Fundraiser to raise awareness and funds for those in our local communities and out of state that suffered terrible tragedies due to the natural disasters that decimated lands, properties and lives. If you're still interested in donating, the link is still up and you are more than welcomed to do so. Special thanks to

Linda Bertellotti, Joe Morello, Christina Trujillo, Alana Utsumi, and the many other Classified Staff members who supported this event.

And because the staff love fundraising, we also hosted our annual See's Candy drive to support Classified Staff Scholarship Award and Classified Staff! With over \$1,000 raised thanks to the candy sellers and buyers, the Classified Staff will be able to continue to support our donation to the scholarship! Special thanks to Kathy Fitzpatrick and Jacquie Espino for supporting our efforts!

Lastly, to round out our busy year and take some time to give thanks, the Classified Senate also hosted our Annual Holiday Potluck on Thursday, November 16. With over 50 staff members participating laughs, stories, and special moments were shared over a delicious meal provided by all those in attendance. It was a great way for staff to take a break from our hectic schedules and to reconnect before the rush of what the end of the semester usually brings. Special thanks to all the staff members who took time out of their day to organize, plan, and decorate for the event.

With that, Classified are very much looking forward to the coming year as we have so much more fundraisers, volunteering, and work to do to continue to support our local communities, students, and colleagues.

From all of us to all of you, may you have a holiday break filled with love, laughter, and some R&R!

Article and photos by Michele Haggar

SKYLINE COLLEGE STUDENTS VISIT GOOGLE, AND CONNECT WITH EMPLOYERS THROUGH THE CAREER SERVICES CENTER!

Over this past semester the Career Services Center is excited to share that we have been hard at work

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connecting students to employers via the various programs and services we provide.

Since August we hosted a total of 13 Get Work Wednesdays, along with a hiring event for both Sprouts Groceries and San Francisco Unified School District. These visits allowed us to host over 32 employers from various careers and industries who were able to share with over 248 students various job announcements for both full and part-time positions. These same students also had the chance to explore various career options and industries they hadn't initially thought about as options when they engaged in conversation with these employers. Additionally, of these employers who participated in a recent survey, almost 30% of them reported that they were able to hire between 1- 3 students as a result of their participation in our Get Work Wednesdays. This is higher than what was previously reported, so we are excited to see an increase!

We are also happy to share that the connections didn't stop there. In anticipation for seasonal job opportunities, the Career Services Center also hosted a Seasonal Job fair on November 1. Despite the small scale event, approximately 40% of students in attendance reported that they learned more about their major to be able to make more informed decisions, while approximately 60% reported feeling prepared to discuss their goals.

In conjunction to connecting students with employers who visit our campus, we also recently hosted an employer visit to Google headquarters in Mountain View on November 28. The tour included free transportation to and from Google headquarters, a visit to their campus store, a tour of the headquarters, and a panel presentation consisting of Google employees ranging from positions within Human Resources, Project Managers, Google Technicians, and Technical Recruiters. Our panelists shared stories about their own career exploration, their professional and educational journeys that eventually led them to a job with Google. They also shared advice with our students around

resume and interview tips, the importance of volunteer work and establishing connections by participating in networking events and internships.



For the students who were selected to attend, it was an extraordinary experience. All students reported that attending the tour greatly contributed to career exploration, over 60% of them reported having more confidence in what they are majoring in, and over 80% of them reported that attending this tour has contributed to their potential in finding employment. Additionally, one student shared that “visiting Google HQ and having a panel discussion was very informative, especially listening to the personal journey. I felt like I was able to relate. They all came from diverse backgrounds and went through different journeys, yet they all ended up working at Google.” Another student reported that it was “especially encouraging to hear panelists’ share that they attended community college. It gave a student like me hope for success in the future.”

With that, Career Services is looking very much forward to our up-coming spring semester as we prepare to host more employer visits, our Career Fair on April 17, more resume and interview workshops, and much more to continue to support career exploration and job readiness.

Article by Michele Haggar | Photo by Will Nacouzi

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FACULTY AND STAFF CONDUCT SITE VISIT IN COSTA RICA



SMCCCD Study Abroad is excited to offer students the opportunity to participate in several short-term study abroad programs this summer: Costa Rica, South Africa, Ghana, Florence, or Brazil. These courses are two or three weeks over the summer and offer students a chance to complete three units of college credit outside the classroom walls. Classes are CSU and/or UC transferrable and are led by SMCCCD faculty.

From July 25 - August 11, 2018, students will have the opportunity to take Communications 130: Interpersonal Communication in Costa Rica with Skyline College Communication Studies Professor Brielle Plump. Professor Plump submitted a proposal for this program in the summer of 2017 and received approval from the Study Abroad Advisory Committee in September 2017. For all new Faculty-Led Study Abroad Programs, faculty and staff conduct site visits through the Faculty Travel Grant, a President's Innovation Fund Grant received by Study Abroad. In preparation for the Costa Rica Program this summer, Professor Plump, accompanied by SMCCCD Study Abroad Program Coordinator Stephanie Wells, conducted a site visit to San José, Costa Rica this past December. These visits are essential in

order to review all safety and security considerations and forge academic collaborations.

During the site visit, Professor Plump met with several academic organizations and institutions to plan for the onsite lecture series in Costa Rica next summer. For example, the Centro de Estudios para la Paz (Center for Peace Studies/CEPPA), will conduct a multi-day workshop focusing on "Creative Conflict Resolution," ideal for an Interpersonal Communication course, where relationships and everyday communication are a prime focus. With CEPPA, the students will have the space to learn more about power dynamics as they try on different approaches to conflict.

Another exciting collaboration will be with Dr. Delia Peña, an Intercultural Communication and Psychology professor at Veritas University in San José, Costa Rica. By working with Dr. Peña, students will have the opportunity to engage in deep conversations about how the culture in the US and Costa Rica differ, and how these differences influence both identity and relationships. At the end of the program, the students will return to Skyline College's campus to share these learnings with the wider community.

SMCCCD Study Abroad recognizes that study abroad can often be out of financial reach for our students, and for this reason we make it a priority to help students find and apply for scholarships for study abroad. Students can attend workshops this February to learn more about the summer study abroad programs and scholarship opportunities for study abroad.

Article by Brielle Plump and Stephanie Wells

PROMISE SCHOLARS PROGRAM UPDATE

The Skyline College Promise Scholars Program continues to build momentum as it prepares to double its cohort in fall 2018. The program, which is the college's commitment to provide a full scholarship and

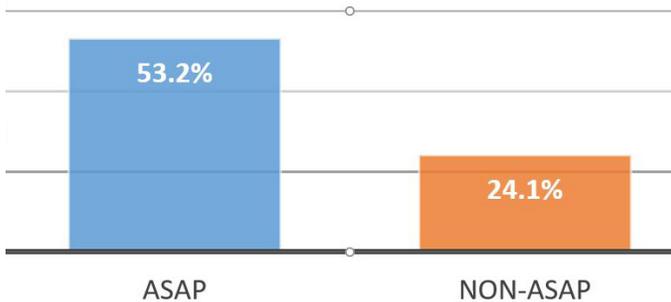
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we've got
your
back.

comprehensive support services for first-time, full-time, students for one year, is a key component of the college's comprehensive redesign aimed at empowering more students to reach their educational goal on time. All elements of the redesign are part of the College's replication of the City University of New York (CUNY) Accelerated Study in Associate Programs (ASAP) model, which will launch here on our campus beginning in fall 2018.

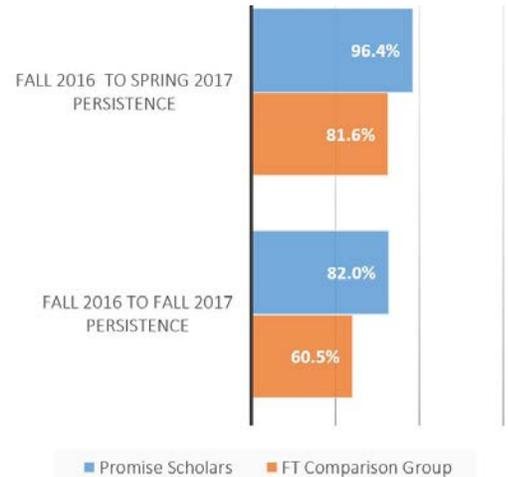
3 Year Graduation Rate



The decision to replicate the ASAP model represents a transformational opportunity for Skyline College, and one that comes as a result of years of careful study. The ASAP model itself is a successful initiative proven to increase timely graduation rates among community college students. ASAP students at CUNY graduate from college within three years at more than double the rates of students who do not participate. To date, across seven cohorts, ASAP has an average graduation rate of 53.2%, in contrast to only 24.1% graduating of comparison

group students. These results speak for themselves and provide a driving force for the work being done at Skyline College.

The Skyline College Promise Scholars Program piloted key components of the ASAP model in Fall 2016 (with 139 participating students) and in Fall 2017 (with 253 participating students). The program currently provides students with dedicated counselors, fee waivers and book support for the first full year (Fall, Spring and the following Summer semester) of college.



So far, the Promise Scholars Program has seen a positive impact on student persistence. For students who participated in the program in Fall of 2016, 96.4% persisted to the Spring 2017 semester (only 81.6% of the comparison group persisted). From Fall 2016 to Fall 2017, Promise Scholars achieved a persistence rate of 82% (only 60.5% of the comparison group persisted). While it is a little too early in the semester to report results on the Fall 2017 cohort's persistence rate, it is expected to be above 90% from the Fall 2017 to the Spring 2018 semester. Ultimately, the Program hopes to substantial increase graduation and successful transfer (CSU GE or IGETC completion) rates within both 2-year and 3-year timelines for participating students.

The Promise Scholars Program team welcomed Scholars back for the start of the Spring 2018 semester with new

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supports and renewed access to lending library materials. Kim Davalos and Ivan Silva, both Promise Scholars Program counselors, will offer drop-in counseling to students and are excited to launch group advising sessions – a new component of the ASAP replication model – to Scholars this semester. Jessica Lopez, the Promise Scholars Program career counselor, will offer additional workshops and 1-to-1 appointments to Scholars looking to further their professional and career goals.

continue to run throughout the rest of the school year and beyond. Lauren Ford, campus recruiter, has helped strengthen relationships with surrounding high schools, and will provide on-site support for feeder high school students interested in matriculating into Skyline College and applying to the Promise Scholars Program.

The application for the Fall 2018 Promise Scholars Program is open on WebSMART, and prospective students can find information about eligibility and applying to the program here. The program has already received more than 65 applications, so please encourage interested students to apply for the program as soon as possible.

Article by Ellen Murray



we've got your back.

and your books.

and your first year FREE.

skyline college
PROMISE SCHOLARS PROGRAM

skylinecollege.edu/promise
 APPLY STARTING IN DECEMBER FOR FALL 2018

HERMAN@S CONNECTION TO COLLEGE MIDDLE SCHOOL CONFERENCE



In Fall 2018, the Skyline College Promise Scholars Programs will expand to serve 500 students and implement final components of the ASAP model, including monthly transportation incentives, blocked courses, and a peer mentoring program. In an effort to reach a broader range of students, the Marketing, Communications, and Public Relations team at Skyline College has launched a comprehensive marketing campaign centered around the tagline “We’ve got your back.” This campaign aims to capture a youthful, friendly tone that catches eyes and sparks imagination. With marketing collateral appearing in traditional, digital and social media, the campaign will

The 6th Annual Middle School Conference took place on Tuesday, December 12. With the primary goal of exposing middle school students to college, Skyline College hosted thirty eight middle school students at Skyline College.

The Herman@s Connection to College (C2C) program serves Latino and Latina youth starting in the 8th grade. The program works directly with students at Parkway Heights Middle School and South San Francisco High School. The program seeks to provide information about college and financial aid to students at a young age.

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Students started their day with a light breakfast and a motivational welcome from Jorge Murillo, EOPS program coordinator, and former Hermano and Skyline College Puente student. Students then participated in a college panel with current Skyline College students where they heard about their personal experiences in college and offered words of encouragement. Counselors, Alberto Santellan and Suzanne Poma presented to the middle school students about college and played a fun game of BINGO. Madison Steele presented on financial aid and later in the day students enjoyed lunch, participated in a campus tour, and visited the soccer/track field.

The Middle School Conference would not have been possible without the support of Jorge Murillo, Alberto Santellan, Suzanne Poma, Madison Steele, CTE faculty, former Herman@s students, and student ambassadors. Students went home with a drawstring bag with school supplies inside. Thank you for your kind donations; Skyline College Bookstore, EOPS program and Financial Aid Department.

Article and Photo by Liliana Rivera

SPARKPOINT & NOVA JOB CENTER HIGHLIGHTED IN LOCAL MEDIA

In December 2017, a reporter from the San Mateo Daily Journal visited the SparkPoint Center at Skyline College. The article was originally intended to cover the newly launched NOVA Job Center at Skyline College and the workforce services that are offered to assist unemployed individuals in San Mateo County. However, the reporter chose to expand the article to cover the complete set of services that SparkPoint at Skyline College offers to students and community members. In particular, the article addressed the synergy of different services on offer at the SparkPoint Center, with the goal of assisting community members in San Mateo County achieve long term financial prosperity. The NOVA Job Center is a critical piece because increased income from a successful job search directly improves the financial situation of a family, enabling better housing options, increased ability to afford education, and more capital to account for in a budget.



A PROUD PARTNER OF  America's JobCenter
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Many thanks to Anna Schuessler from the San Mateo Daily Journal for taking the time to visit us. You can read the article at the San Mateo Daily Journal Website.

The NOVA Job Center at Skyline College provides job search support for students and community members seeking immediate employment. We offer individualized one-on-one career counseling, job search workshops, labs, an advice line, and more at no cost. If you know of any students or community members who are interested in obtaining a job or internship, please invite them to stop by room 1-221A or contact us at skylinenova@smccd.edu or 650-738-7904. For more information about the NOVA Job Center, please visit the website.

Article by Kathleen Velasquez

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UPCOMING EVENTS

NOVA “GENERATING JOB LEADS” WORKSHOP

January 23, 2018
9:30 a.m. - 12:30 p.m.
Skyline College,
Building 7, Room 7-205

NOVA “RESUME FACTS” WORKSHOP

January 24, 2018
8:30 a.m.- 10:00 a.m.
Skyline College,
Building 7, Room 7-115

ETS: THE VALUE OF EQUITY IN EDUCATION

January 26, 2018
12:00 p.m.- 3:00 p.m.
Skyline College,
Building 6, 6-202

APPRECIATION RECEPTION

HOSTED BY THE PRESIDENT’S COUNCIL

February 15, 2018
4:30 p.m.- 6:00 p.m.
Skyline College,
Building 1, Art Gallery