

**North Orange County Community College District (NOCCCD)**  
**Strategic Conversation #6: "Serving the Community – Measuring Up"**  
**April 26, 2005**  
**Summary Paper**

Over 100 students, staff members, and Board of Trustee members participated in the North Orange County Community College District's Strategic Conversation #6: "Serving the Community – Measuring Up" held April 26, 2005, at the Anaheim Campus.

**Program Presentations**

The event began with a quick-paced, high-energy series of presentations on six successful community outreach and partnership projects throughout the NOCCCD:

- From Cypress College – Career Mobility/Nursing and T-Ten/Toyota
- From Fullerton College – International Student and Guardian Scholar
- From School of Continuing Education – English As A Second Language Family Literacy and the Patrick Henry Elementary School Partnership

**Discussion of Programs: Commonalities & Contributors to Success**

Following these presentations, participants were assigned to small groups that focused on the following questions:

1. What are the commonalities between the programs that were presented?
2. Which of those aspects contributed to the success of the programs?

Here are the themes that emerged in this first round of group discussions:

**Commonalities –**

- Student centered; improving the lives of a diverse group of students, including first-generation students
- Targeted student populations, frequently non-traditional students
- Passionate and dedicated staff members, extending high effort
- Development of close, personal relationships through variety of support systems (mentors, peers) for different purposes (personal, professional, educational)
- Multi-level opportunities (elementary through college)
- Family focused, conscious
- Community driven and/or supported through partnerships that contribute back to the community
- Instructional supplement, structured around classes; extra-curricular options
- Supportive of college attendance and retention
- Non-transfer, vocational/workforce prep focus; tied to jobs
- Creative
- Flexible
- Small in size
- Focused on the future, growth, and excellence
- Comprehensive and holistic
- Need-specific and outcome-based
- Minimum resource requirements
- Marketed well

### **Contributors to Success –**

- Targeted student populations and focused strategies
- Passionate, dedicated, and knowledgeable staff members; teamwork; strong leadership
- Evolving programs; ongoing staff learning
- Connections with students; personal contact; mentoring
- Open access for all ethnic groups and economic backgrounds
- Increased opportunity; enriched lives
- College retention focus
- Need-specific and outcome-based; with clear, measurable goals; based on community input
- Community and district supported; resources for current equipment; creative financing and human resources
- Financial incentives and aid for students
- Recognition as successful programs, with success stories

### **Discussion of Identified Topics: Retention, Planning, & Marketing**

Based upon the responses to the first two questions above, three topics for further discussion were identified: marketing, planning, and retention. Participants then were given the opportunity to pick from among these three topics the one that interested them most to address the following questions:

1. What can we do to maximize and/or institutionalize the positive strategies identified earlier?
2. What resources are needed and how should the planning be accomplished?

Here are the themes that emerged in the topic discussions:

### **Marketing –**

#### ***Maximize/institutionalize positives:***

- Use programs to develop community support
- Network and share successful programs
- Share campus publications and information (ex. Cypress and Fullerton class schedules at SCE)
- Brag about program successes through testimonials
- Establish a speakers bureau for community groups/meetings
- Conduct public relations and public service activities
- Conduct research to gauge community knowledge and needs
- Recognize community support through “thank-you” events
- Invite public to participate in campus events; create unique forums to highlight programs
- Serve on community boards and in community groups
- Establish community advisory groups on campuses
- Establish more partnerships with elementary through high schools to promote going to college
- Sponsor community events
- Change the district’s name (from NOCCCD)

***Resources & planning:***

- Determine goals with students
- Develop staff training around goals
- Utilize budgets beyond marketing: Outreach and name recognition are everyone's job
- Partner with cities to promote efforts (ex. fliers in water bills)
- Reach out to community groups that serve diverse populations
- Go out of our way; be service oriented
- Demonstrate more receptivity to and patience with limited-English speakers

***Planning –***

***Maximize/institutionalize positives:***

- Develop innovative program requests again
- Develop a Master Plan
- Be proactive, not reactive

***Resources & planning:***

- Develop enthusiasm, personal responsibility, and teamwork among staff
- Develop partnerships
- Support students
- Conduct outreach
- Meet community needs
- Personalize contacts
- Address language needs

***Retention –***

***Maximize/institutionalize positives:***

- Assess community needs and create programs to meet them (ex. focus groups of current students and alumni)
- Become active in the community; listen to industry needs
- Create a communal attitude in which all employees share in the role of assisting with retention; develop a culture of concern
- Establish an early-warning system to share concerns with students; be present and attentive to immediate student needs
- Provide opportunities to meet with faculty
- Provide peer support
- Establish phone and e-mail contact avenues
- Establish learning communities
- Develop more partnerships
- Establish a grant support system
- Hold students accountable
- Focus on parents and children
- Document what meets program goals and works
- Market internally and externally; publicize statistics and stories that show success; share testimonials in outreach efforts

- Reward student referrals
- Think outside the box

***Resources & planning:***

- Involve students; ask students what their needs are
- Reach out to the community to determine needs (ex. survey)
- Work with Human Resources to make changes; seek staff who are passionate advocates
- Promote positive behavior
- Identify resources and funds needed
- Establish a network of peer-to-peer Student Ambassadors
- Be creative in obtaining funding (ex. grants); allocate seed money for new ideas; allocate funds to successful programs and re-allocate funds from unsuccessful programs
- Establish agreements with sources outside the District through partnerships; seek corporate funding
- Package programs differently
- Create a tip sheet of best practices
- Advertise; communicate and market where the students are; promote word-of-mouth about programs among students
- Use websites and alumni to communicate and promote
- Distribute printed schedule of classes at local libraries; sell schedules at convenience stores
- Make planning a priority

**Strategic Conversation Background**

Strategic Conversations have been held in the NOCCCD since 1999 to encourage communication, interaction, and trust among staff, community, and Board of Trustee members. The comments and ideas shared at these informal conversations are compiled into follow-up reports, which serve as a reference for the Board as it addresses future policy matters.

Representatives from Cypress College, Fullerton College, and the School of Continuing Education (SCE) take turns planning and conducting each of the Strategic Conversation. April's Strategic Conversation #6 was planned by SCE around the topic of "Serving the Community – Measuring Up" after polling District staff and reviewing suggestions from earlier conversations.