

M O R In Motion

Madera, Oakhurst, Reedley Continuous Quality Improvement

Vol. 4 • May 2014

Message From the President

Dear Madera, Oakhurst, and Reedley College –

As my first year comes to a close, and I reflect on the year, I am just amazed at the work and dedication that all of you have committed on behalf of students. I have truly enjoyed working here and getting to know all of you. Whether getting to know you at college events, social events, or visiting classes, there is always such pride in what each of you do and why you do it – student learning and success.

This was a year filled with many transitions and opportunities. Through all of it, Reedley College stayed focused on our core purpose. This “can-do” attitude of Reedley College certainly made working on my aggressive first-year plan energizing.

We have had some significant efforts this year that set the stage for Reedley College to move from good to GREAT. This is what I see when I look at the big picture of Reedley College in Madera, Oakhurst and Reedley. We have:

1. Unified behind a singular Wildly Important Goal: “We motivate and inspire students to succeed.”

See **‘PRESIDENT’** on page 3



Dr. Sandra Caldwell

Districtwide Plan to Attract More Students

A comprehensive Districtwide plan was created to promote the summer sessions and fall semester in order to increase FTES. The strategy is to use an advertising campaign that incorporates print, radio, social media, cinema, SCCCD/campus websites, automated phone calls and targeted email. A public relations campaign that includes press releases, public affairs shows, calendar sections and interviews is being used to promote the 4-week summer session, 6-week summer session, Extreme Registration, and fall semester.

Email notices, SARS telephone calls, fliers, posters, website information, college Facebook, ASG communications, plasma screen monitors, student newspapers, Districtwide emails, and PowerPoint slides are being used to relay information.

In order to reach our external audience, an advertisement in a Special Education Section of the Fresno Bee is being released quarterly. There are radio advertisements on B95, Q97, Y101, KISS Country, and KLLS Spanish Radio.

Service area target marketing on Pandora and Facebook is also being used. An advertisement has been placed in the school newspapers of local universities and the Clovis Unified Magazine. Targeted postcards are being mailed to homes. An advertisement was created and is airing for moviegoers as they sit in the theatre before the movies begin at Edwards, Manchester, Broadway and Clovis Movies 8 Theaters. You can view the 30 second spot at <http://www.youtube.com/v/li5G-wOJSujM?autoplay=1&version=3&autoplay=1>. In addition, signage was created that has a photo of The RC Tiger and FCC Ram with face cutouts, so individuals who take photos will have our message as part of their photo. This will be



This fun photo opportunity with the mascots will be on display at several local movie theaters.

displayed at Manchester, Broadway Faire, and Clovis Movies 8 Theaters. We will also have a table with information in the theatre lobby on specific dates at Edwards Theater. Radio station live remotes will be used at Fresno City College, Madera Center, Reedley College, and Willow International Center to promote Extreme Registration.

BUDGET UPDATE

In December, College Council took a stance to support Academic Senate in regards to the new Budget Allocation Model. The bodies requested that a tiered funding model be considered in order to account for high cost programs including courses which require small class sizes for safety reasons. Academic Senate researched models and sent them to the DBRAAC who then tabled the item. Dr. Caldwell reviewed the current model which was not sustainable with yearly increases in fixed costs and requested that the group meet again before the end of the semester to consider an alternative funding model. DBRAAC met May 2 and accepted the proposed change to the District Resource Allocation Model (DRAM). A balanced Reedley College 2014-2015 budget has been developed. Tentative budgets will be uploaded into Datatel on July 1, 2014.

Progress Report on the Strategic Plan

Reedley College's Strategic Plan has six Strategic Directions:

1. **Student Success**
2. **Student Access and Services**
3. **Teaching and Learning**
4. **Economic and Workforce Development**
5. **Organizational Development and Effectiveness**
6. **Communication**

Within these six directions there are 25 objectives that are being addressed over the next four years. These objectives will be addressed in a systematic fashion in hopes of fostering a culture of continuous quality improvement at Reedley College. This year we focused on three of the 25 objectives: to improve program review (SP 3.2), to provide equitable programs and services across all locations (SP 5.2), and develop a human resources staffing plan in alignment with the district plan (SP 5.3). Progress has been made on all three of these goals. A report form was given to each of the committees involved in addressing those areas which provides room to document activities, measurable data, whether it is action result focused, and the timeline. The snapshot provided is for SP 3.2 "to improve program review." In this example, under specific activities, the Program Review Committee revised the Program Review Handbook for Cycle Four reporting. Measurable data will be captured by using an ongoing survey at the end of each spring semester. There were

Phase I - Implementation of the Strategic Plan				
Goal 1a: Strengthen Program Review Purpose, Process and Use				
1. Committee to examine and revise the process				
2. Assessment, evaluations, and continuous improvement process				
3. Tie to curriculum, budget, and Strategic Plan				
4. Incorporate within integrated planning process				
Program/Department Name: Program Review Committee & Integrated Planning Taskforce				
Proposed Implementation				
Strategic Direction: <u>3</u> Teaching and Learning		Goal Statement: Reedley College is committed to providing the highest quality instructional programs utilizing current and emerging instructional methods that focus on student success.		
Objective: <u>3.2</u> Improve courses and programs through the analysis of multiple measures for basic skills courses, transfer level courses, career technical education and distance education.				
SPECIFIC Activity/Project Manner in which activity supports objective	MEASURABLE Qualitative Data Baseline Measures Quantitative Data	ACTION How will you implement this activity/project?	RESULT FOCUSED	TIMELINE
The Program Review Committee revised the Program Review Handbook for Cycle Four reporting. The Cycle Four Handbook further strengthened the strategic plan, curriculum and budget alignment to programs. The revised handbook also further integrated the program review and SLO process to the strategic plan, curriculum, and budget processes.	Will conduct ongoing survey (the end of each spring semester) of program review and SLO process to all programs to recently complete their reports	Constituency groups approved the Cycle Four Handbook Programs reporting in 2013 were sent a survey to assess the program review and SLO process.	☑	Fall 2013- Spring 2014

two actions taken: constituency groups approved the Cycle Four Handbook and Programs reporting in 2013 were sent a survey to assess the program review and SLO process. The actions were result focused and the timeline is fall 2013 – spring 2014.

All committees and all programs should have filled out their end of the year reports. Programs fill theirs out when they do their annual program review report. Committee chairs were sent their report and need to be returned by finals week. The final report will be made available in the fall.

The next step will be to narrow down the next set of objectives that the college will address. Look for the fall Opening Day Conference to include campus discussion and activities on the Strategic Plan objectives.

Oakhurst Update

The Oakhurst Center has been working hard on Strategic Direction 2.1: "Evaluate course offerings to ensure sequencing that will allow students to finish a program in a reasonable amount of time." The Oakhurst Center schedule got pretty unbalanced with the class cuts over the last five years. So, now they have re-balanced the face-to-face classes between MW, TTH, and F classes. Since the center is small, they often only offer 1-2 sections of a given class. So, they are trying to balance the classes that students might take together. For instance, ENGL 125 and ENGL 1A can be offered at the same time, but ENGL 126 should be offered at a different day/time than ENGL 125. This is because students often take 125 and 126 together in the same semester. Oakhurst is also building an international education program and will have three students from China in the fall. The students will be living with host families.



Madera Update

The Madera Center will increase staff parking and go from the existing 10 spaces to a total of 35 spaces. There will now be staff parking in Parking Lot A, B, and C. The Madera Center is moving forward with its plans to have a Career and Transfer Center on campus. Fundraising efforts for the center have begun.



PRESIDENT continued from page 1

2. Fulfilled accreditation requirements and are moving into an era of continuous quality improvement.

3. Implemented an approach to achieve the Strategic Plan through identifying the primary drivers and outcomes.

4. Implemented transitions and pathways for student success via K-12 partnerships, community connections, higher education collaboration, and strategic enrollment management.

5. Focused on student engagement as a driver to achieve student success. As coined by the Institutional Learning Outcomes Taskforce, "We engage students from application to graduation."

Of considerable note is the work and collaboration of the Reedley College Academic Senate, College Council, and the Reedley College DBRAAC (District Budget and Resource Allocation Advisory Committee) members. The willingness to work together as a college on behalf of all the institutions is commendable. The result will be a districtwide funding allocation process of fixed and variable costs that will allow for the unique aspects of the institutions while front loading Willow International Center – Clovis Community College as it seeks independent accreditation status.

I know the next year will be full of more transitions and opportunities. But, I know it will be a great year. As we are looking at the next academic year there will be a concerted effort toward strategic enrollment management planning for growth in the fall semester. A robust fall semester with a well-planned two year schedule not only stabilizes FTES projections, it also leads to degree completion, a primary driver in student learning and success.

This summer, President's Advisory Cabinet along with our Institutional Researcher, Strategic Planning, Standing Accreditation, and Student Success committee co-chairs will hold a retreat to identify the next drivers in the Strategic Plan for the coming year and to plan Opening Day activities.

In the meantime, have a great summer and I'll see you all in the fall!!

Dr. Sandra Caldwell, President

Campus Security

Madera, Oakhurst, and Reedley will have several construction projects over the summer. The old security system will be replaced with a Verex System which allows an entire building to be armed at one access point. The District has created a new emergency procedure poster which provides students with the building name and room number, plus the emergency telephone number to dial when using a cell phone. That number is 559-244-5911.



The Child Development Centers at Madera and Reedley have new locks on the doors. Parents must key in a code to access the buildings and staff must use a Tiger One Card to enter.

The Madera Center will undergo remodeling in the student services building, bookstore buyback, and large group instruction classroom. In addition, the food service area will be expanded, a small air conditioner will be added to the telecom room, and lighting controls will be updated. There will be an upgrade of door hardware as well as replacement of some doors.

The biology lab, LFS 6, will be remodeled to complete the Reedley College Life Science Building project. All exterior lights in the parking lots, walkways and buildings will be replaced with LED lighting. The Animal Science Herdsman Housing will begin construction in July. Upon completion it will add security to the animals and the north end of campus.

Student Services More Student Friendly

There are plans to make the RC Student Services Building more user friendly for students. The proposal replaces the former EOPS area with a Financial Aid Quick Stop which will be a collection point for Financial Aid documents and referral site for individual appointments using SARS software. With a financial aid appointment, students will no longer need to stand in line. Students will have access to the 12 computers in the Web Room to complete online FAFSAs, PIN applications, etc. Behind the scenes accounting and financial aid functions will move upstairs, which will provide confidential rooms for individual appointments downstairs. The Admissions & Records staff will move to the Business Services area and students will be allowed to pay for their classes at the time of their A&R inquiry. Students will no longer have to wait in a second line at the Business Office to pay their fees. The architect will be drawing up plans in the next few weeks to submit to the state for approval.

New Smoking Policy

The Associated Student Government (ASG) of Reedley College has requested a new smoking ordinance. ASG has urged the administration to implement a policy of strategically located, designated smoking areas on the campus. Each smoking area will include a bench, ashtray, umbrella or object for shade and signage. Under the new ordinance, parking lots would be exempt from the ordinance except for the daycare parking lot and part of Parking Lot D that is within 100 ft. of the daycare facility. The Madera/Oakhurst ASG has not made a decision on its smoking policy.



School Dude

The District will be moving to an online Maintenance Service Request system called School Dude. Reedley College will pilot the system beginning this summer.

ACADEMIC SENATE CORNER

To say this has been a busy year for the Reedley College Academic Senate (RCAS) would be a huge understatement, but we can also look back on this year as a year of accomplishments. The RCAS worked on local issues of: learning outcomes, strategic planning, program review and resource allocation. We also approved district plans for technology and human resources. At the district level we continue to work to amend the District Resource Allocation Model to take into account the realities of high cost programs district wide. All these accomplishments were made possible by the hard work of our faculty at all of our locations, serving on a multitude of campus and district committees. It was our faculty's willingness to serve that allowed the RCAS to be an informed, active and responsive Senate. The RCAS Executive Committee would like to thank all of our faculty who served on committees this year and also our senators who were asked to make several tough decisions. Our work on the "academic and professional" matters of the college continues. In the beginning of the semester we will be sending out a poll asking faculty to serve as Academic Senate representatives on college and district committees next year. Please consider serving on one more committees, your voice and expertise is needed. You might also consider serving at the statewide level through the Academic Senate for California Community Colleges (ASCCC). Your discipline and regional expertise is needed on these committees. To sign up to serve statewide go to the ASCCC website (<http://www.asccc.org/content/application-statewide-service>) and fill out an Application for Statewide Service. This is a great opportunity to represent Reedley College.

Have a great summer!

Stephanie Curry

Academic Senate President

CLASSIFIED SENATE CORNER

Classified Senate had a very strong, successful year and it's only going to continue to get better. We have a new executive board starting July 1 which will be led by President Jim Mulligan, Vice President Corinna Lemos, Secretary Stephanie Doyle, and Treasurer Mary Lou Wright. CSEW week will be celebrated May 27 – 30; you can count on some good fun and company during the week. We have a classified leadership conference in June that members of the executive board will be attending. We also had our third successful student food pantry distribution. Keep in mind that we can always use donations to help with this awesome program for our students which provides food to individuals and their families. If you have any questions please contact Emilie Gerety at extension 3202. One last thing, we are still looking for area senators, so please send your nominations to Juan Tirado. Everybody have a great summer and keep up the good work. You all deserve a campus kudos!!!

Stephanie Doyle

Classified Senate President

Tech Byte



The student email project for summer is on target. The goal is to provide students with a single sign on (one user ID and one password) in order to access student email, BlackBoard and the wireless system. The tentative new user ID will be first name, last name (sequence number), @myscccd.edu. This new program features a self-serve password reset. Initially, when students are being issued their single sign on

they will be required to provide an alternate email address or text number. When the student requests a new password, the system will send it to one of those two places. Phase two of the project will be to incorporate WebAdvisor which will be completed next summer. At the Madera and Oakhurst Centers, the wireless system will be easier to use and much faster because the wireless access points will be replaced. Reedley College will have its old wireless system removed. The five-year replacement plan has already begun at Reedley College and will continue at Madera and Oakhurst. All instruction PC stations in all of the classrooms will be replaced. At the Madera Center, virtual desktop infrastructure to replace old PC's will begin in room 81240, room 81242, and the library. Oakhurst will see its replacement plan begin in the fall.

