

President's Leadership Team Report

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FeRita Carter
Vice President, Student Services

Carol Farrar
Vice President, Academic Affairs

Kristine Di Memmo
Interim Vice President, Planning & Development

Chip West
Vice President, Business Services

Gregory Anderson
President



PLT reviewed the following information topics:

DRC - Workability III funding

VP Carter discussed the partnership with the California Department of Rehabilitation (CDR) to continue providing guidance to students that helps them acquire the tools necessary to obtain successful employment by providing vocational services to students with disabilities.

- In partnership with the CDR, Workability III is a part of a larger program established to assist students who are attending classes within specific California community colleges.
- The program goal is to teach students skills to help them develop meaningful careers.

Sustaining data-informed practices

In collaboration with the other two colleges, RCC developed a survey that was administered over the past few weeks to all students throughout the District. Interim VP Di Memmo reported the RCC specific results of the survey, and indicated that her office will be sending out a synopsis by the end of the week to communicate the results and report on the good work that departments all over the college are doing to meet student and College need.

PLT considered the following policy items

Future Distribution of Student Laptops

A limited number of laptops remains to serve the demand from students. To ensure that student needs are met utilizing the limited resources, VP West will reach out again to College deans to identify students requesting technology.

Virtual Commencement - Spring 2020

Despite having to forego traditional Spring commencement due to the COVID-19 pandemic, a survey was sent to RCC students who are eligible to graduate and participate in the 2020 Commencement requesting input about the format of this year's ceremony.

- Survey results showed that approximately 40% of the students are in favor of a virtual commencement this year and 60% supported the option of returning to participate in the 2021 commencement ceremony.
- Understanding the importance of hearing the students' wishes, the commencement committee is developing plans for two commencement celebrations for the Class of 2020. A virtual commencement will be held in Spring 2020 and the 2020 graduates will also have the opportunity to participate in a ceremony with the 2021 graduating class.

President's Dinner 2020

PLT discussed options for the 2020 President's Dinner. The current environment lends itself to new and innovative ideas in lieu of the traditional President's Dinner.

Proposed Marketing Campaign

VP West presented the proposed 2020-21 marketing campaign.

- In order to receive feedback from appropriate stakeholders, the campaign will be discussed in various college forums for feedback.
- The goal is to create a campaign that represents RCC as an institution. Therefore, it is essential that input is received from all College constituents.
- This proposal will help the College in meeting Strategic Planning Goal 3.6 to improve communication strategies internally by providing framework and tools to streamline and prioritize messaging, and with the communities we serve through robust marketing strategies.

PLT took action on the following items:

Faculty Survey

PLT continues to receive comprehensive feedback from faculty about the transition to the online environment, and recognizes that faculty are receiving several different messages and multiple surveys to complete. It was recommended that a follow-up survey be administered at a later date.

Strategic Plan Update

Interim VP Di Memmo provided an update on the Strategic Plan.

- It is critical that the Strategic Plan be completed on time and is considerate of the current environment.
- Vice presidents were given areas to update and deadlines to meet so that the plan can be completed within the established timelines.

Social Media

VP West discussed opportunities available to improve the College's social media efforts.

- Reports show that an overwhelming majority of community college students use social media to communicate with faculty and staff and to connect with peers for both academic and nonacademic reasons.
- The goal is to raise the profile of premiere programs, allow greater access, promote RCC programs during this digital time, and increase the use of social media to convey strategic messages.
- After careful consideration, the team approved to move forward using external resources to help guide and strengthen communication through social media.
- These opportunities align with Strategic Plan Goal 3.6 to improve communication strategies internally by providing framework and tools to streamline and prioritize messaging, and with the communities we serve through robust marketing strategies.