

# President's Leadership Team Report

## April 29, 2020

**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*



**Guest:** Chris Clarke from RCCD's Strategic Communications and Institutional Advancement PLT had an engaging conversation with the new District Executive Director of External Relations and Strategic Communication Chris Clarke. The College will benefit from the advice of Chris as we strengthen our communication, marketing, web, and social media presence.

## PLT reviewed the following information topics:

### Accessibility Efforts

All members of PLT engaged in a lengthy discussion of the pressing issue of accessibility for students learning online.

- PLT shares the vision of the district and faculty leadership regarding the importance of making all instruction accessible to all students in the Canvas environment.
- In this emergency situation, the Academic Deans are reaching out to pair Faculty Mentors with instructional faculty and providing information about the document repair process that was created. In addition, Dr. Farrar recognized the work that many department chairs and other faculty have done to support their peers.
- PLT recognizes that like many students, many RCC faculty never intended to engage in online teaching and learning. RCC leadership recognizes the integrity and professionalism of the RCC faculty who have truly stepped up in these difficult times.
- PLT acknowledges and values the concern that all RCC faculty share for creating equitable access to instruction.

## **Retirement Recognition**

PLT discussed opportunities to acknowledge RCC's esteemed retirees this year. Faculty and staff from across the College have been asking the PLT members to create an opportunity to honor the many wonderful colleagues who are retiring.

Two initiatives were finalized through discussion:

- A virtual ceremony (date to be determined) for the RCC community to attend via zoom which faculty and staff retirees could be recognized for their contributions to the College.
- A companion video (possibly shared for the first time at the zoom event above and then added to the RCC website and/or social media), which would recognize retirees and their years of service. The video would also highlight retirees' contributions and commitment to College and District with possible selected video and/or stories from their years of service.

Natalie Hallsell, professional development coordinator is working with VP West on both of these initiatives.

## **Feeding Hungry Tigers Grab and Go Food Distribution**

- Starting May 5, the time of distribution of Hungry Tigers grab and go food bags will change to 9-11 am from 1-3pm.
- Distribution will continue to take place on campus in front of the warehouse by the tennis courts.

# **PLT considered the following policy items:**

## **2020 Virtual Commencement**

Student response to the survey on commencement was very strong, showing ongoing engagement with the College and investment in the ceremony celebrating graduates' success.

- Students eligible to participate in the Spring 2020 commencement will be informed next week about the plans to host a virtual commencement ceremony.
- Additionally, all faculty, staff, family, and community members can obtain details and additional information on the 2020 Commencement [webpage](#) which will go live next week.
- Marching Orders, professionals in executing virtual graduations, will coordinate and manage event logistics.

## **Enrollment Growth**

PLT is excited about exploring expanded student recruitment efforts through new advertising and marketing strategies for the coming academic year.

- College leaders remain focused on student need, faculty capacity, and the safety, health and well-being of everyone associated with RCC. These factors drive the multi-year marketing campaign, designed to increase awareness and enrollment.
- Focus groups of faculty, staff, community members, and students have been giving preliminary input on drafts of branding and marketing materials that may be used in this new campaign.
- The goal is to launch the new campaign on campus and in the community this summer.

## Student Equity Emergency Grant

Financial difficulties continue to cause obstacles to our students' success. Addressing these financial difficulties is part of the College's commitment to improving equitable access and creating every opportunity for students to succeed.

- The Student Equity committee, using guidance from [AB 943](#), drafted an application for students requesting Equity funds supplementing CARE Act funding.
- PLT has instructed the committee to prepare a comprehensive plan outlining distribution of Equity funds including communication to students, application timeline, and the precise amount of funding available for students.
- Interim VP Di Memmo will bring the plan to PLT for review at the next meeting.

## PLT took action on the following items:

### CARES Act Initiative

Students who demonstrate a COVID-19 related need are eligible for support from the Coronavirus Aid, Relief, and Economic Security (CARES) Act. These funds are being distributed as emergency cash assistance grants to help pay for housing, food, and other essentials. Information about CARES Act funding is on the [District website](#)

- The quick and easy application is accessible on WebAdvisor under the Financial Aid menu, "CARES Application." Please remind students that the deadline is the 8th of May and to apply right away. If students have any questions, they should contact [studentfinancialservices@rcc.edu](mailto:studentfinancialservices@rcc.edu).
- VP Carter has worked with her team to modify the RCCD CARES messaging that went to students at the end of last week. As many eligible students have not yet applied, the Student Services team is improving communication efforts.
- Emails were sent on 4/29/20 to 12,000 RCC Financial Aid eligible students through both their RCCD and personal email addresses. In addition, they will be sent text messages.

### RCC Alumni Mailer

College and RCCD Foundation staff developed a direct mail piece to be sent to RCC alumni, with a goal of connecting with them.

- The mailer includes a message from President Anderson and highlights a select few of the College's programs and ways to sign up to receive the RCC newsletter and follow RCC on social media.
- PLT approved the mailer for production and distribution.

### Technology for Students

VP West is working with his team to put together an online process for students to request laptops for use during the 2020 Summer Session.

- More than 350 laptops were distributed to students in the 2020 Spring Semester and we anticipate that need will continue or even possibly grow as we continue online instruction.
- A timeline and full implementation report will be presented at the next PLT meeting.