



500 Court Street ~ Martinez, CA 94553

District publications are posted online at <http://www.4cd.net/publications/Default.asp>

Your comments and suggestions are welcome. E-mail the Community Relations Office at info@4cd.net

"The News" for November 2007

~

Market Assessment Progress

REPORT TO NOVEMBER BOARD

The Governing Board approved a District Market Study in February 2007. CLARUS Corporation was selected through a Request for Proposal (RFP) to conduct the study, the first since the last comprehensive study in 2001.

College Project Management Groups and a District Project Management Group, comprised of key college and District representatives, were formed. Their initial charge was to review and give input on the surveys (scans) conducted by CLARUS. Scans were conducted in the following areas: customer service, non-enrolling students, current students, junior high school students, high school guidance counselors, adult learners, business and industry, and non-returning students. Surveys were conducted electronically, in person, and by telephone. The telephone surveys were conducted by CLARUS representatives, proficient in both Spanish and English. CLARUS President Kathi Swanson conducted in-person interviews with business leaders and junior high school students throughout Contra Costa County.

A draft report was shared with the Cabinet and the District Project Management Group in early October, after which, meetings were held at each of the colleges to share the findings through individual college PowerPoint presentations.

The final phase of the project will be the development of the brand positioning statements for the colleges. Branding is a promise, a pledge of quality. It is the essence of an experience at a college, including why it is great, and how it is better than all its competitors' offerings. It is both an image and the process in which the character of an organization is communicated. In today's increasingly competitive marketplace, sending targeted, effective messages is vital to marketing success. Upcoming brand positioning workshops will provide the colleges an opportunity to scrutinize the research results and begin to develop strategies to address the findings. After the brand positioning statements are developed for the individual colleges and each of the

audiences for the colleges, the common themes will be consolidated for the Districtwide brand. This will provide for a common unified message to be used at all levels of marketing and will provide specific messages at each college.

The colleges have been consulting with CLARUS to individualize their next steps. Los Medanos College has determined a need for a planning session to further disseminate the market assessment prior to their brand positioning workshop. The planning session is scheduled for December 4. Contra Costa and Diablo Valley Colleges are ready to move forward with their brand positioning workshops.

BRAND POSITIONING WORKSHOPS

Brand Positioning Workshops will be facilitated by branding specialist Kelly Horst (pictured at right). The workshops are three, 90 minute sessions at each of the colleges with a maximum of 25 attendees at each session, totaling 75 participants at each college.



The schedule is as follows:

- Diablo Valley College: December 3
- Contra Costa College: December 4
- Los Medanos College: To be determined

Employees interested in participating in a workshop or who would like to review the draft PowerPoint presentation for their college should contact their CLARUS representative listed below:

- Contra Costa College: McKinley Williams
- Diablo Valley College: Ted Wieden
- Los Medanos College: Peter Garcia/Dan Henry

PRELIMINARY REPORT NOVEMBER 19



CLARUS Corporation President Kathi Swanson (pictured at left) will present a preliminary report to the Governing Board at its November 19 meeting to be held at Contra Costa College in **room LA 100, beginning at 5:00 p.m.** The final report is due early next year.

District Ethics Committee Formed

WATCH FOR “TEST YOUR ETHICS” E-MAILS IN THE SPRING

How do you handle situations after being faced with an ethical dilemma?

Fostering an ethical workplace culture is the goal of the new District Ethics Committee. The Committee met in October to define their work, which will include drafting policy

and procedures and providing training so that employees gain the ability to engage in problem-solving practices when faced with an ethical dilemma.

The District Ethics Committee was developed as a result of a recent Governing Board report on fraud prevention and detection by District Auditor Judy Vroman. Auditor Vroman defined occupational fraud and provided background information; discussed fraud prevention and detection tools; and made recommendations for consideration by the Chancellor and the Governing Board about how the District can improve its fraud prevention and detection program.

Vroman recommended that a good place to start to improve fraud prevention and detection is with the development of a strong ethics code or code of conduct. Employees and students face ethical decisions on a regular basis. Because of the diverse nature of our workforce and student body, it is important that management and the Governing Board clearly define appropriate and inappropriate conduct. In addition, the code of conduct must be communicated frequently and appropriately enforced. Vroman also noted that many people are not aware of the District's current Employee Code of Ethical Behavior.

The Committee chair is Principal Human Resources Representative Sandi McCray. District Auditor Judy Vroman will assist the Ethics Committee by providing situation scenarios, which will be periodically e-mailed to employees during the spring semester under the heading "Test Your Ethics." While these scenarios are optional, it is hoped they will provide dialogue between co-workers and spark discussions at department meetings.

Committee members are: **Taeko Colbert** (LMC/Student Senator), **Sherry Diestler** (CCC), **Donna Floyd** (CCC), **Raja Hudson** (CCC/Student), **Nancy Ryanen-Grant** (DVC), **Bernadette Green**(CCC), **Sandi McCray** (DO), **Sandy Ngai** (DVC/Student), **Kristina Sajan** (DVC/Student), **Jeannine Stein** (LMC), **Judy Vroman** (DO), and **Ted Wieden** (DVC).

If you have an ethical question that you would like answered, e-mail question(s) to Judy Vroman at jvroman@4cd.net. Depending on the nature of the questions, a question may be selected to highlight for a response in "The News."

ONLINE RESOURCE:

- Fraud Prevention and Detection Governing Board report—September 26, 2007
http://www.4cd.net/agenda/july07-june08/092607a_agenda.pdf

CalPERS Relocating to Walnut Creek

CalPERS has announced it will be moving its San Francisco Regional Office, currently at 301 Howard Street, to Walnut Creek. The last day of business in San Francisco will be December 27, 2007. The new office, at 1340 Treat Boulevard, Suite 200, officially opens January 2, 2008.

Current CalPERS information is available online at <http://www.calpers.ca.gov/> or call CalPERS at 888 CalPERS (or 888-225-7377).

The District's expert and point person for PERS and STRS questions is Diane Bradford. She can be reached at (925) 229-1000, extension 1241, dbradford@4cd.net.

New Employees

Congratulations and welcome to the following new employees, whose employment will be confirmed at the November 19 Governing Board meeting, additionally, there are two interim management assignment changes. *

CLASSIFIED

Location	Name	Title
District Office	Robin Butler	Office Assistant II
	Jamie Lualhati	Office assistant II
	Renita Mack	Senior Payroll Technician
	Kary Richardson	Accounting Operations Specialist
	Raquell Saper	Accounting Operations specialist
DVC	Lesley Agostino	Administrative Assistant
	Baron Bredenber	Senior Inventory and Receiving Clerk
	Shirley Cortez	Science Laboratory Technician II
	Angela Galindo	Administrative Assistant
	Emilia Madejska	Science Laboratory Technician II
	Melissa May	Science Laboratory Technician II
LMC	Richard Woodruff	Electronics Specialist –video
	Daniel Amare	Science Laboratory Technician II
	Ellen Ellsworth	Customer Services Clerk
	Rhodora Herrera	Customer Services Clerk

FACULTY

Location	Name	Title
CCC	Maritza Vande Voorde	Counseling Counseling (Marriage, Family & Child Counseling)
DVC	Markel Isham	Counseling Equivalency Process

MANAGEMENT

Location	Name	Title
District Office	Daniel Abbott	Director of Administrative Information Systems
	Adam Jacobs	Information Security Officer
CCC	Marva Lyons	Director of Early Childhood Lab School

Location	Name	Title
DVC	Ileana Dorn	Director of Admissions and Records
	Robert Burns*	Interim Executive Dean Information Technology Services
	Ted Wieden*	Interim Senior Dean General Education and Transfer
LMC	Kathryn Nielsen	Director of Early Childhood lab School

District Award Spotlited

START! FIT FRIENDLY

The November issue of "Crossroads," a monthly health and safety newsletter designed especially for school district employees in Contra Costa County, contains a front page article recognizing the District for its American Heart Association Gold Level *Start!* Fit Friendly Company award.



Proudly displaying the award at right are Principal Human Resources Representative of Staff & Organizational Development Andrea Gonzales-Lewis, Chancellor Helen Benjamin, and District Office Staff Development Chairperson and Executive Coordinator Pat Kaya. Use this link to view "Crossroads:" <http://cccsig.org/publications/CrossroadsNov07.pdf>. The publication includes tips for a healthier Thanksgiving.

The *Start!* Fit Friendly company program recognizes companies that contribute to changing attitudes by creating a culture of fitness at the worksite. The District has been actively involved in creating this culture by offering employee walking programs, health trainings and annual health-risk assessments, among many other health-related opportunities.

Complete information about the program is available on the American Heart Association website at <http://www.americanheart.org/presenter.jhtml?identifier=3040830> .

Start! Fit-Friendly programs are available at the colleges and District Office. Take your first step to learn how you can participate by contacting one of the Districtwide Staff Development Representatives listed below:

- CCC: **Ellen Geringer**
- DVC: **Cherri Taylor, Ted Wieden**
- LMC: **Ruth Goodin, Jennifer Victor**
- DO: **Andrea Gonzalez-Lewis, Pat Kaya**

Climate Survey – Friendly Reminder

Recently, Chancellor Helen Benjamin e-mailed the third annual Climate Survey and solicited your response by ***no later than Wednesday, November 21, 2007.***

Please take this opportunity to contribute your thoughts and ideas. Your candid opinion on each question is important and appreciated. For each statement, please consider your response based on the District overall.

Once again, to ensure confidentiality of your responses, we have enlisted an independent survey company named Survey Monkey. Your responses will be maintained on their servers and will be kept completely confidential and reported anonymously.

To complete the survey, please go to:

http://www.surveymonkey.com/s.aspx?sm=Qqavs7y3U8kCgJ_2b52P9AkQ_3d_3d.

