

## Highlights:

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## Statewide Student Scorecard Press Conference Held at Diablo Valley College (DVC)



California Community Colleges Chancellor Brice Harris was at DVC last month to officially announce the system's new student success scorecards that detail student outcomes at all 112 colleges. The scorecards give college-by-college views of student performance and were a major recommendation of the Student Success Task Force.

"This new set of performance metrics makes the California Community Colleges the most transparent and accountable system of public higher education in the nation and is designed to help more students achieve their educational goals," says Harris.

"We have been talking about student success at Diablo Valley College for many years now, but we don't always share a common understanding of what student success means," said DVC President **Peter Garcia**. "The scorecard will give us a common language and a common measure, so when we initiate new projects to support student success we will be able to look for a change in the scorecard and know for certain if we are focusing our energy and resources on the things that will make a meaningful difference. I anticipate that the scorecard will become an important part of our ongoing dialogue."

To take a look at the student success scorecard, visit <http://scorecard.cccco.edu>.



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Office at [info@4cd.edu](mailto:info@4cd.edu).

## Districtwide Summer Marketing Campaign Underway

In an effort to bolster sagging spring enrollment figures, the District decided to implement an external marketing campaign to build awareness of over 1,000 Districtwide courses being offered this summer.

The campaign utilized bus ads that were visible throughout the county, and interior BART car ads and banners were posted at strategic BART stations. Print ads were purchased in the Bay Area News Group that included both daily and weekly publications, and ads were placed in six college newspapers at local four-year institutions. A special url was created to monitor and measure the effectiveness of the campaign, and college logos were prominently displayed in all the ads.

College marketing efforts were also implemented that targeted local high schools and current community college students. Direct mail pieces and targeted communication with students who recently applied, but could not get the classes they wanted, were also part of this campaign.

So far, the District has seen a nearly 24% increase in the number of students registered for summer classes compared to this time last year. Marketing efforts are scheduled to continue right up to the start of the summer session on June 17, 2013.



**Maximize Your Future**  
Register for summer classes today!

- More classes added
- Most are transferrable courses to UC & CSU
- \$46 per unit

Learn more by visiting  
[www.maximizeyourfuture.org](http://www.maximizeyourfuture.org)  
A Message from the Contra Costa Community College District

Logos for Contra Costa College (San Pablo), DVC (Diablo Valley College, Pleasant Hill, San Ramon), and Los Medanos College (Pittsburg, Brentwood).

## Districtwide Service Recognition Awards

The annual Districtwide service awards recognition ceremony was held on May 2, 2013, in DVC's Trophy Room. Presenting the awards to employees who have dedicated 20, 25, 30, and 35 years of service to the District were Governing Board members Sheila A. Grilli, John E. Márquez and Greg Enholm. Board President Grilli noted that this year's honorees contributed a total of 2,070 years of service to the District.



### 20 years of service

Front row, left to right: **Claudia Hein (DVC); Liling Lin (DVC); Donna Floyd (CCC)**

Middle row, left to right: **Paul Sasse (DVC); Maureen O'Leary (DVC); Lee Rode (DVC); Ted Wieden (DVC); Donna Wapner (DVC); Marco Gomes (DVC); Alisa Scanlin (CCC)**

Back row, left to right: **Fenno Ogutu (DVC); Angela Hill (DVC); Rick Gelinias (DVC); Sue Rohlicek (DVC)**

Not pictured: **Mike Gonzalez, DVC; Jeffrey Mitchell, LMC; Bradford Nash, LMC; Josephine Perry, LMC; Guadalupe Rubalcava, DVC; Myra Snell, LMC; Danni Vilas, DVC; Elisabeth Xiezopolski, CCC; Michael Zilber, LMC**



### 25 years of service

Left to right: **Maria Giuli (DVC); Jorene Elsberry (DVC); Liz Cabiles (DVC)**

Not pictured: **Eugenia Bersano, CCC; John Gregorian, CCC; Seyyed Khandani, DVC; Lynn Knight, DVC; Michael Lang-Moreland, DVC; Christopher Leivas, DVC; Robert Peters, DVC; Sandra Schmidt, LMC; Ellen Smith, CCC**



### 30 years of service

**Sherry Diestler (CCC)**

Not pictured: **Hilton Carter, DVC; Jeannine Stein, LMC; Kathleen Wothe, DVC**



### 35 and 40 years of service

left to right: **Emanuel Baptiste (CCC) with 40 years of service; Dana Paniagua-Budd (DVC) with 35 years of service; Len Price (LMC) with 40 years of service**

## Civil Rights Leader Julian Bond Headlines CCC Event

More than 200 enthusiastic students and community members came to the John & Jean Knox Center for the Performing Arts last month to greet and hear famed civil rights leader Julian Bond.

The event was held to build awareness and support for Single Stop USA, a national nonprofit organization aimed at helping low-income families and students navigate the web of public and private resources available to the working class. Contra Costa College is a Single Stop site and so far has helped over 1,400 students attain more than \$1 million in services and economic support since January 2012.

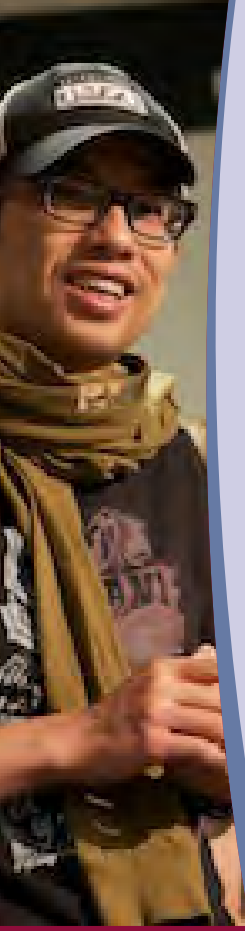


Many community and political leaders came out to welcome Julian Bond including County Supervisor John Gioia and his wife Jennifer Peck.

“Working to create equal opportunity for more people in America must be the paramount goal,” said Bond. “Creating economic opportunity was always part of (the civil rights movement’s) mission, and the Single Stop program is a 21<sup>st</sup> century-type solution.”

Also on the program was the Dimensions Dance Theater, which delivered a performance in honor of civil rights icons Rosa Parks and Fannie Lou Hamer, and songs by the Freedom Singers Rutha Mae Harris and Emory Harris.

For more information on the CCC Single Stop program, visit <http://www.contracosta.edu/studentservices/sfp/Shared%20Documents/default.aspx>.



### Cabinet Highlights

To review highlights of the April 2013 Chancellor’s Cabinet meetings, click on the link below:

[http://www.4cd.edu/crpa/chancellors\\_cabinet/April%202013.pdf](http://www.4cd.edu/crpa/chancellors_cabinet/April%202013.pdf)

### District Welcomes New Employees

Please welcome the following new employees who were approved by the Governing Board in May.

Location	Name	Title
CCC	Jennifer Dyment	Scholarship Program Coordinator
DO	Darryl Saffold	Police Services Officer
DVC	Caitlin Crittenden	Admissions/Records Assistant II

## California Leadership and Diversity Conference

District representatives recently attended the 4<sup>th</sup> Annual California Diversity & Leadership Conference at the Concord Hilton. The conference theme was “From Awareness to Action,” and the purpose of the two-day event was to give participants the opportunity to share the tools necessary to build a diverse talent pool that can accomplish organizational goals.

“This was a very inspirational and informative conference that had a strong message to everyone, but an even stronger message for women, to speak up about what you believe in and are passionate about,” says LMC professional development coordinator/senior administrative secretary **Mary Oleson**. “I came back to work energized and encouraged to use my voice and actions to engage our employees in conversations about things that matter.”

“On behalf of the staff, I would like to personally thank Dr. **Helen Benjamin** and **Gene Huff** for giving us this valuable opportunity to help our District embrace, celebrate, and maintain diversity amongst our employees,” said District HR director **Dio Shipp**. “It was truly filled with powerful and motivating speakers who are leaders throughout our nation in the area of diversity, and gave us an education which will not be forgotten.”

The Governing Board is also taking steps to build a diverse District talent pool to serve students. A number of community leaders and elected officials have spoken at recent meetings to share their thoughts on the subject, and the Governing Board held a public meeting on May 9, 2013, to further define the District’s diversity challenge and identify next steps.



District attendees had the opportunity to meet CNN's Emmy Award winning news anchor **Soledad O'Brien**. Pictured left to right: **Dio Shipp** (DO), **Andrea Gonzalez-Lewis** (DO), **Mary Oleson** (LMC), **Linda Kohler** (LMC), **Soledad O'Brien**, **Mariles Magalong** (CCC), **Katherine Jinter** (DVC), **Sophia Lever** (DO).

### Board Report

To review the highlights of the April 24, 2013, Governing Board meeting/study session, click on the link below:

[http://www.4cd.edu/crpa/board\\_reports/April%202013.pdf](http://www.4cd.edu/crpa/board_reports/April%202013.pdf)

*The Contra Costa Community College District, founded in 1948 and governed by a publicly elected five-member board, is one of the largest multi-college community college districts in California. The mission of the District is to attract and transform students and communities by providing accessible, innovative and outstanding higher education learning opportunities and support services.*