

# Santa Rosa Junior College



**PETALUMA CAMPUS  
YEAR-END REPORT 2006-2007**

OBJECTIVE REFERENCE	ACCOMPLISHMENTS	SUPPORT/EVIDENCE/ COMMENTS
<p><b>1.0</b></p> <p>Objective 1.1 (Review institutional, component goals)</p>	<p><b>In collaboration with Academic Affairs, Administrative Services, Business Services, and Student Services, the Petaluma Campus administration will facilitate the successful implementation of institutional and component goals related to the Petaluma Campus.</b></p> <p><b>Institutional Goals</b></p> <ul style="list-style-type: none"> <li>• Fiscal Responsibility – participated in development of a revised program review program and on the Budget &amp; Planning Linkage Task Force.</li> <li>• Institutional Advocacy – participated in local chambers of commerce activities and committees, Board of Directors for Petaluma Community Access, and Board of Director for Healthy Community Consortium (HC2).</li> <li>• Faculty and Staff Diversity – facilitated faculty hiring process resulting in faculty from diverse backgrounds being forwarded to the President. Hired bilingual staff to support matriculation efforts.</li> <li>• Multi-Campus Organization – participated in governance review of multi-campus organization with Academic Senate, Petaluma Faculty Forum and DCC/IM.</li> </ul> <p><b>Component Goals</b></p> <ul style="list-style-type: none"> <li>• Supported all component goals related to Petaluma Campus.</li> </ul>	<ul style="list-style-type: none"> <li>• Program Review proposal; Linkage Task Force minutes and report.</li> <li>• PACC Business Expo; minutes of PCA Board; HC2 meeting minutes.</li> <li>• New faculty hire for 2007-08; expanded outreach and on campus programs to address non-English speaking students' needs.</li> <li>• Minutes of college organizations</li> <li>• See respective Component year end reports.</li> </ul>

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<p><b>2.0</b></p> <p>Objective 2.1 <i>(Educational Planning)</i></p> <p>Objective 2.2 <i>(Update Ed Plan)</i></p>	<p><b>In cooperation with college constituent groups, the Petaluma Campus administration will facilitate development of the long-term Petaluma Campus education plan.</b></p> <ul style="list-style-type: none"> <li>• Deans worked with individual departments and programs to update existing plan.</li> <li>• Revised Petaluma Campus Educational Plan under development in consultation with the departments, cluster dean and student service managers.</li> </ul>	<ul style="list-style-type: none"> <li>• Draft updates provided to departments and programs.</li> <li>• Update to be implemented by July 1<sup>st</sup> and ready for college review in fall 2007.</li> </ul>

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<p><b>3.0</b></p> <p>Objective 3.1 <i>(Review and discuss options)</i></p>	<p><b>In collaboration with Academic Affairs, the Academic Senate, the All Faculty Association, and the Petaluma Faculty Forum, the Petaluma Campus administration will facilitate review of organizational options to support departmental operations at the Petaluma Campus.</b></p> <ul style="list-style-type: none"> <li>• Meeting held with Department Chairs and Institutional Managers to gather input.</li> <li>• Meetings held with Petaluma Faculty Forum and the PFF Executive Committee to gain input.</li> <li>• Meetings held with Petaluma Deans to assess input and discuss options.</li> <li>• A discussion draft of an organizational plan for departmental operations is under development.</li> </ul>	<ul style="list-style-type: none"> <li>• Reports from Department Chairs.</li> <li>• PFF Minutes.</li> <li>• Discussion draft to be completed by July 1, 2007.</li> </ul>

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<p><b>4.0</b></p> <p>Objective 4.1 <i>(Collaboration with college offices and staff)</i></p> <p>Objective 4.2 <i>(Schedule Expansion)</i></p>	<p><b>In cooperation with other component areas and academic departments, the Petaluma Campus administration will continue implementation of the transition plan leading to construction of the Petaluma Campus Phase II expansion.</b></p> <ul style="list-style-type: none"> <li>• Attended frequent meetings with college staff, consultants, contractors and architects to help facilitate the expansion project without disrupting current operations.</li> <li>• Provided frequent updates on the expansion project to faculty and staff through newsletters, PDA presentations and meetings of the Petaluma Faculty Forum, Petaluma Classified Leadership Team, Academic Affairs Council and others.</li> <li>• Increased available student and staff parking to reduce shortages during peak hours.</li> <li>• Held initial meeting with consultant (Patty Kolin) to devise a transition plan for the moves into the new facilities.</li> <li>• The fall, spring and summer schedules have been expanded to accommodate an increase in enrollment. Enrollment increases did occur in both fall and spring as anticipated.</li> <li>• Additional classrooms rented at Casa Grande High School as well as space in Rohnert Park, Cotati and Sonoma.</li> <li>• Expanded offerings taken by students seeking Associate Degrees and Transfer Majors.</li> </ul>	<ul style="list-style-type: none"> <li>• Meeting minutes.</li> <li>• Written reports such as “Institutional Notes.”</li> <li>• More yellow and white curbside parking.</li> <li>• Overflow parking at adjacent church.</li> <li>• Printed class schedule.</li> <li>• Dean’s guidelines to department chairs.</li> <li>• Rental contracts.</li> </ul>

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<p>5.0</p> <p>Objective 5.1; 5.2 (Expand Outreach)</p>	<p><b>In partnership with the Petaluma City School District, the Petaluma Campus will increase its outreach to local elementary, junior high and high school students.</b></p> <ul style="list-style-type: none"> <li>• Latino enrollment grew by 158 (18.81%), students in fall 2006 and 123 students (14.57%) in spring 2007.</li> <li>• McDowell Elementary school Early College Scholars attended Mexican Independence Event.</li> <li>• Petaluma staff and faculty hosted the Corona Creek Elementary School Latino student club.</li> <li>• Hosted Latino College Awareness Day in partnership with Petaluma City Schools and Sonoma Valley Unified school district.</li> <li>• Hosted Kenilworth Junior High School visit.</li> <li>• Hosted Petaluma Junior High School Latino students.</li> <li>• In cooperation with Academic Affairs Student Affairs sponsored the second annual Dia de la Familia/Day of the Family.</li> <li>• Offered a First Year Experience in partnership with EOPS and counseling.</li> <li>• Offered a Puente Project.</li> <li>• Extended invitation to local high schools for Career Awareness Day.</li> </ul>	<ul style="list-style-type: none"> <li>• High School Career Night exhibits.</li> <li>• Onsite activities.</li> <li>• Leadership Petaluma Education Day Host.</li> <li>• First Census.</li> <li>• Arts &amp; Lectures Event.</li> <li>• On-site activity.</li> <li>• On-site activity.</li> <li>• On-site activity.</li> <li>• On-site activity.</li> <li>• On-site activity.</li> <li>• On-site activity.</li> <li>• Class schedule.</li> <li>• Career Awareness Day held March 22.</li> </ul>

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<p><b>6.0</b></p> <p>Objective 6.1 <i>(Outreach Strategies)</i></p> <p>Objective 6.2 <i>(Departmental Outreach)</i></p> <p>Objective 6.3 <i>(Outreach to special populations)</i></p>	<p><b>In cooperation with other component areas and academic departments, the Petaluma Campus administration will develop a comprehensive community outreach strategy to increase the enrollments of students from southern Sonoma County.</b></p> <ul style="list-style-type: none"> <li>• Met with Petaluma area school officials on numerous occasions to develop cooperative projects including Career Night and elementary school outreach.</li> <li>• Cooperated with the SRJC School of Relations Office in the career exploration project for middle school students.</li> <li>• Increased public exposure for the Petaluma Campus through newspaper articles, events such as the groundbreaking and Blackwill Clock Tower Dedication and tours/reception hosted by the Friends of the Petaluma Campus.</li> <li>• Applied Tech, Work Experience, BOT, Tech Academy and High School Initiatives office sponsored exhibits at the High School Career Night.</li> <li>• Counselors and administrators have several initiatives for outreach to English Language Learners.</li> <li>• DRD and College Skills services continue to expand as the departments reach out internally to students.</li> <li>• Hosted a Latino Film Festival.</li> <li>• Hosted a Women’s History Month event.</li> <li>• Brainstorm session to discuss scheduling strategies for Sonoma Valley High School.</li> </ul>	<ul style="list-style-type: none"> <li>• Newspaper articles.</li> <li>• Grant documents.</li> <li>• Class schedule.</li> <li>• Mailings and event programs.</li> <li>• Event program.</li> <li>• Special event programs.</li> <li>• Flyers and brochures.</li> <li>• Arts &amp; Lectures event.</li> <li>• Arts &amp; Lectures event</li> <li>• Meeting with Sonoma Superintendent of Schools.</li> </ul>

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<p><b>7.0</b></p> <p>Objective 7.1 <i>(Needs Assessment and Marketing)</i></p> <p>Objective 7.2 <i>(Environment Tech Program Development)</i></p>	<p><b>In collaboration with college constituent groups, the SRJC-Petaluma Campus Technology Academy with assistance from the Technical Services Department will continue to enhance access to education and training opportunities in southern Sonoma County through incremental, efficient growth.</b></p> <ul style="list-style-type: none"> <li>• The Tech Academy is continually assessing the training needs of the area. A highly successful course was offered at Agilent as a result of the assessment effort.</li> <li>• The Tech Academy is marketed through personal contact with high tech firms and the programs website.</li> <li>• The Advisory Committee has been re-energized and new program elements are being explored including air quality management, green design and construction.</li> </ul>	<ul style="list-style-type: none"> <li>• Tech Academy website and schedule.</li> <li>• Phone &amp; email contacts.</li> <li>• VATEA grant for promotional materials, roll into 07/08.</li> <li>• Potential board members contacted.</li> <li>• Meeting to be scheduled for June.</li> </ul>

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<p><b>8.0</b></p> <p>Objective 8.1 <i>(Modify Course Offerings)</i></p>	<p><b>The Petaluma Campus administrative staff shall continue to enhance access to education and training opportunities in Sonoma and Rohnert Park/Cotati through incremental, efficient growth.</b></p> <ul style="list-style-type: none"> <li>• The class offerings in Rohnert Park and Sonoma were expanded as a result of an assessment completed by the campus administration.</li> <li>• The total enrollment increased as a result of the expanded offering but so did the number of sections cancelled.</li> </ul>	<ul style="list-style-type: none"> <li>• Class Schedule.</li> <li>• Cancellation Report.</li> </ul>