Dear Colleagues:

Fall 2014 Semester In Motion
The semester began last Wednesday. Many students have returned and new ones have arrived. The enrollment picture looks like this:

- Steady growth in registration (unduplicated headcount). At the peak of registration on August 16, we had 10,144 students (higher than the past 2 years). As students settling on their selection of classes this week, we had 10,104 student as of this morning.
- Average FTES per section is higher this Fall (3.46) than last Fall (3.42)
- Fill rates have increased to 82.70% from last year’s figure of 79.56%.

My thanks to Pei-Lin Van’t Hul, Lead Research Analyst, for sending the above to me today.

In three weeks we will have more accurate information regarding our “true enrollment” for fall and any increase ought to be taken as encouraging.

This semester, we engaged in some very deliberate steps to assist students. On the recommendation of Trustee Brown, for example, we deployed even more people to help incoming students. A welcome table with “Ask Me” signs was set up at the Fairfield campus and “Ask Me” staff were ready for new students at the Centers.

The greatest problem that occurred during the week was that financial aid disbursement was mistakenly delayed by a day. This delay was the result of changes initiated by the Fiscal office; however, the IT staff worked quickly with Fiscal staff to solve the issue. My appreciation goes to the IT and Financial Aid staff who worked hard to keep students calm. Furthermore, I want to thank the faculty who responded flexibly to students who could not obtain books and supplies on the first day.

First Academic Senate Meeting of the Year
I met with the Academic Senate for its first meeting of the year. Professor Michael Wyly, new Academic Senate President, presided over his first meeting. I shared my appreciation for the Academic Senate’s service to the College and discussed the following:

- The development of a calendar for faculty recruitment to ensure that both candidates and the College community are aware of the timeline of our searches.
• The progress on our “Image” Campaign. I announced the selection of KPSI3 (pending Board approval) as the organization selected to assist us with the College’s public image.

• The need for continued support of the Accreditation Midterm Report, as well as the next comprehensive study (Self-Study).

Adjunct Faculty Forum (New Center for Adjuncts)
Almost three years ago I had conversations with faculty leadership suggesting that we develop an Adjunct Faculty Center. After much exploration, we settled on a spot connected to the Print Shop in the 100 Building. The Kitchell CEM team, Leigh Sata, and I/VP White worked with several adjunct faculty, including Carlene Coury and David Pyle, to get the Center started. Professor Ferdinanda Florence, Lab Tech Kathy Kearns, and some Art students painted a mural for them. The Center is now open for adjunct faculty use, and provides adjunct faculty a modest home.

Regional Collaboration Meeting at Los Rios District
CEOs from Los Rios, Delta, Yuba, Lake Tahoe, Sierra, and Solano met recently. We discussed common challenges, including legislative and student issues. The meeting provided a good networking opportunity with my peers. We intend to learn from one another, as we collaborate to enhance our students’ success and employees’ well-being. I volunteered to host the next meeting in October at the Vallejo Center.

Academic Decathlon
I met with two representatives from the Solano County Office of Education (SCOE) to discuss SCC’s hosting the next Academic Decathlon. This event brings together high achieving students from the surrounding counties to compete in academic activities at regional, state, and national levels. SCOE explained the importance of the College serving as the venue of this event. The event welcomes participation of SCC faculty, staff, and students.

Invitation to Visit Kapi’olani Community College
ACCJC has asked that I lead a team for a follow-up visit to Kapi’olani Community College in Honolulu, Hawaii. The visit, which I accepted, will take place between November 7 and 8.

Marketing Update from Shemila Johnson
The Summer/Fall Registration “push” consisted of the following actions:
The target for the radio, and digital ads encompassed Solano County, American Canyon, Crockett, Davis, Pinole, Martinez, and Winters. All other ads were focused on Solano County, Winters, and Dixon (limited by cost).

• Pandora Radio and Display ads ran March 10 through June 15. It delivered 1,050,009 impressions to listeners; SCC received 10,888 visitors to our Web site from the campaign.

• Digital First Media mobile and pc ads on searches containing the words: “Education/Women’s Channels”; “Entertainment, News”; “Education”. Average monthly ad serving (times ad popped up) was approximately 404,000 times. Average monthly clicks to our Web site from those ads was approximately 4,000.
Comcast Television: Ran January through June on the following channels: AMC, Comedy Central, E, FX, MTV, SPIKE, Cartoon Network TOON, VH1

Greater Vallejo Recreational District (GVRD) print ad in household mailer: summer/fall is mailed to homes in January; spring push is mailed to homes in September (we advertise in both editions).

Bus signs throughout Solano county.

Posters in various restaurants and businesses such as: barber shops, nail salons, tutoring centers (i.e., Sylvan, Math Masters, etc.), libraries, coffee shops, etc., are posted each start of the term to advertise the next term.

Posters sent to high schools each term to advertise the upcoming term.

Continual press releases sent to local media.

Hometown Happenings recordings at KUIC quarterly.

Movie theater ads.

Travis Tailwind ads.

Spring 2015 Registration push will begin mid to late September to start advertising the Spring 2015 semester.

Continuance of the mediums above will be utilized.

New advertising opportunities to be considered are: Solano Mall advertising, Vacaville outlet advertising, freeway billboards (static, not electronic); Fairfield/Suisun, Vacaville, Dixon, Winters mailer ads, local Bay Area, and Sacramento radio station ads.

Completion Agenda Workshop
This Friday, August 22, from 12:00 p.m. – 3:00 p.m. (Board Room), a workshop will be held for the President’s Solano Leadership: Empowering Community Colleges to Build the Nation’s Future. Participants will be asked to write a report on this workshop, which I intend to share with all of you, to take the information back and work within their departments and schools to determine what each area can contribute or is contributing to the Completion Agenda in September. A presentation of the ideas will be made to the Governing Board in October and shared with the College community.

Jowel C. Laguerre, Ph.D.
Superintendent-President

The difference between school and life? In school, you're taught a lesson and then given a test. In life, you're given a test that teaches you a lesson.

Tom Bodett