INTRODUCTION

The 2015 Annual Convention of the Community College League of California took place on November 19-21, 2015 in Burlingame, California. The theme of the convention was Peace, Love, and California Community Colleges. The Host Colleges for the Convention included San Mateo County Community College District, the Santa Rosa Junior College, and the Contra Costa Community College District. A number of affiliated organizations were involved including, but not limited to, the Academic Senate for California Community Colleges, the ACCJC, the Association of California Community College Administrators (ACCCA), the Association of Community College Trustees (ACCT), the California Community Colleges Chancellor’s Office, the California Community College Association of Student Trustees, the California Community Colleges Classified Senate, the Network of California Community College Foundations, and the Foundation for California Community Colleges.

The Annual Convention was organized in General Sessions for all attendees, and Concurrent Sessions representing specific topics that attendees self-selected. This report will outline the sessions I specifically attended during the convention.

THURSDAY, NOVEMBER 19:

CONCURRENT SESSION

Communicating in Crisis: Why Teamwork and the News Media Matter [G] -- Something bad is bound to happen. It’s not only Murphy’s Law, but also human nature. How your institution responds in the crucial moments following a disaster or distraction is critical to keeping the trust of your students, employees and community. If EVERYONE is on the same page, you can turn bad news into positive educational opportunities. Mitchel Benson, Associate Vice Chancellor, Communication & Media Relations, Los Rios CCD; Rick Brewer, Communications and Public Information Officer, Sacramento City College

Application for Ohlone: The presenters discussed their active shooter event and how all parties responded and the aftermath [especially the media fallout surprises and opportunities] that they are still dealing with to this day. One of their initial surprises was how fast social media picked up on the situation and how unfiltered pictures and comments were already quickly spreading before ‘official word’ could be established. We also had a scenario breakout tabletop exercise titled ‘Fire in the Hole’ where we developed a communications plan that included messages to the Board, District Chancellor, Students, Employees, Community, Media and Social Media.

CONCURRENT SESSION

Creating a Successful Leadership Academy: Building Capacity for the Future -- In 2013, an intensive and experiential leadership academy was implemented at Glendale Community College to develop new leadership talent and restore a sense of community back to the college. During this session, the structure and outcomes of the academy will be discussed, and instruction given
on developing a leadership academy. Jim Riggs, Professor, Community College Education, California State University, Stanislaus; Kathy Bakhit, Dean of Social Sciences, Fullerton College; Isabelle Saber, Los Angeles Mission College

*Application for Ohlone:* The presenters discussed the positive outcomes that they have seen by establishing a Leadership Academy that included a cross section of their campus community members who were given the time to develop leadership skills in a positive team environment.

**OPENING GENERAL SESSION**

California Community Colleges: Building California’s Future One Successful Student at a Time
Brice Harris Chancellor, California Community Colleges

*Application for Ohlone:* Reminding everyone how much the CCC contributes to so many factors inside and outside the academy, one student at a time with a couple examples.

**FRIDAY, NOVEMBER 20:**

**GENERAL SESSION**

Engaging Generation Y (a.k.a. “Millennials”) in the Classroom and Preparing Them for Today’s Workforce
Josh Tickell Film Director

*Application for Ohlone:* An interesting overview of how to reach this latest generation of students, not always in time honored collegiate ways; and many examples of how to transform the classroom to better resemble what they might be used to. They are more ‘values’ driven as they have lived through 2008 and the economy downturns. They also grew up ‘sharing’ so they do not always understand ‘privacy’. Examples included: providing more feedback more often; turn ‘selfies’ back on them; turn lessons into games; and how does a course change the world. Include workplace training in the curriculum, such as: teach students how to build their online resume on LinkedIn; include a course or topics on ‘nailing the job interview’ and ‘how to succeed in the workplace’; and perhaps include details on ‘starting your own business’ as one-third of Gen Y’ers will likely run a side business at some point in their lives.

**CONCURRENT SESSION**

Bonding with the Community: Building Your Image Brick by Brick [G] -- You passed a bond – congratulations! Think you’re done marketing? Think again. Telling your college’s story continues after passing a local bond measure. Keeping community members informed about what you have accomplished with their tax dollars is just as important, if not more so, than sharing information before the election. The Community Colleges Public Relations Organization
(CCPRO) presents a panel of seasoned communications professionals who will share their strategies for effectively communicating with local media and voters in the years after their districts passed bond measures. Eric Harnish, Vice President, Public Information, Santa Clarita CCD; Laura Gropen, Director, Communications, Marketing and Public Affairs, Palomar College; Tim Leong, Director, Communications and Community Relations, Contra Costa CCD

**Application for Ohlone:** Discussed the minimum requirements after a successful bond measure which could include, but is not limited to: establishing the citizen oversight committee, Prop 39 Reporting, reviewing all efforts and cost savings measures, establishing a bond website, reporting publicly and including minutes, reports, and documents received. Remember to celebrate the people [everyone connected to the campus community – retirees, students, faculty, staff, board members, community members, alumni, etc]. Discussed several types of bonds and they provided many tips on what campuses can do throughout the processes to celebrate successes, stay engaged with all audiences internal and external, and retain consistent messaging and talking points regarding promises made and promises kept to the taxpayers.

**CONCURRENT SESSION**

Cybersecurity: Be Part of the Solution -- Cyber attacks are the number one threat against the US economy and our students can be part of the solution. The National Security Agency has created a designation: Center for Academic Excellence in Information Assurance and Cyber defense. Come find out how you can receive this gold standard designation for your institution. Nancy Jones, Dean CTE, Coastline Community College

**Application for Ohlone:** The presenter maintains that the CAE2Y which started in 2010 is a very doable two year skill based certification for campuses, but there are only a handful of CCC’s that have signed on for this important program. Also included a discussion of the NCL [National Cyber League], and a grant from the CWW [Cyber Watch West] at cyberwatchwest.org. Cyber crime will be the number one industry in the near future and we could be teaching these skills to our students now.

**GENERAL SESSION**

Public/Private Partnerships: Serving the Underserved Together John C. Molina Chief Financial Officer, Molina Healthcare Group Distinguished Alumni Award Chancellor’s Student Success Awards Sponsored by WLC Architects; Liebert Cassidy Whitmore; BRJ & Associates; KNN Public Finance Major General Peter James Gravett Secretary (Ret.), California Department of Veteran Affairs Long Beach City College Irasema Salcido Founder/School Administrator (Ret.) Cesar Chavez Public Charter High School for Public Policy Santa Ana College

**Application for Ohlone:** This session was about the Molina family and how they established a health clinic in a needed and underserved area and how they grew into the Healthcare Group that they are today – serving others in need, one patient at a time.
CONCURRENT SESSION

Lock Down: Managing People, Places and Expectations in a Campus Crisis [G,SS] -- In the event of an unthinkable event on a college campus, you might be confident that things will go smoothly at your college or district because you are well prepared. Think again. In this session, colleagues from Sacramento City College and the Los Rios CCD will share lessons learned from the September 3, 2015, fatal shooting at SCC, and discuss the challenges of managing a large campus, thousands of students, staff, faculty, neighbors, news media – and everyone’s expectations – when responding swiftly to a critical incident. In a real-time situation, even the best plans can be disrupted in unusual and unpredictable ways. Brian King, Chancellor, and Cheryl Sears, Police Chief, Los Rios CCD; Kathryn Jeffery, President, and Rick Brewer, Public Information Officer, Sacramento City College

Application for Ohlone: This was an extension of the Los Rios incident session from yesterday. They summarized a few brief highlights from their experience and what they did and what they might do differently next time; and they opened up the floor to have more of an open roundtable discussion of campus crime issues, responses, surprises, what other campuses have experienced, how we need to prepare ourselves better for our environment today, what positive opportunities and outcomes might occur, and generally learning from each other... no two events or incidents are ever exactly the same or like any other – debriefing every situation assists all players in learning more for the next time.

CONCURRENT SESSION

A Discussion Regarding the Future of Accreditation in California [A] -- On August 28th, the Chancellor’s Office released a report from its task force on the state of accreditation in California’s community colleges. Crafted by a task force composed of representatives from major organizations within the system, the report concluded that the current accrediting agency for community colleges, the Accrediting Commission for Community and Junior Colleges (ACCJC) is no longer operating in the interest of its member institutions and recommended that Chancellor Harris investigate the possibility of moving to another accrediting body. Please join members of the task force to hear a discussion about the future of accreditation in California. Stephen Blum, Trustee, Ventura County CCD; Rich Hansen, Secretary, Faculty Association of California Community Colleges; Cindy Miles, Chancellor, Grossmont-Cuyamaca CCD; David Morse, President, Academic Senate for California Community Colleges; Pam Walker, Vice Chancellor for Academic Affairs, California Community Colleges Chancellor’s Office

Application for Ohlone: Discussed what accreditation for improvement and not compliance might look like; the history of previous Task Forces and now the updates from Task Force 3.0; the status quo may no longer be serving us; what do we [CCC] want to be as a system; etc. Stay tuned...
SATURDAY, NOVEMBER 21:

BREAKFAST SESSION

Congratulations, the College and Career Pathways Act has passed! Now what? It’s time for implementation. Beginning January 2016, colleges will have the opportunity to form partnerships that can provide more students the opportunity to access college early. Research shows that dual enrollment can help students effectively transition to college – even those who may have struggled academically or who may be underrepresented in higher education. This session will provide an overview of the College and Career Access Pathways Act, opportunities and challenges secondary and postsecondary partners might face as they design and implement these programs, and best practices around dual enrollment. Vincent Stewart, Vice Chancellor External Relations, Pamela Walker, Vice Chancellor for Educational Services, California Community Colleges Chancellor’s Office; Sara Lundquist, Vice President of Student Services, Santa Ana College; and Rogéair D. Purnell, Principal and Founder, RDP Consulting

Application for Ohlone: Several ideas were discussed . . . just the beginning of a topic that is likely to take on a life of its own as time progresses and as each CCC is able to implement.

FOCUS SESSION

This session will focus on the College Promise as it applies to California. Presenters will share details in the context of the national campaign to make community college free for responsible students and the role of various segments of the community in meeting the objective. Eloy Oakley, Superintendent/President, Long Beach City College; Constance Carroll, Chancellor, San Diego CCD; Wade Randlett, CEO, Transportation Fuels, General Biofuels; Francisco Rodriguez, Chancellor, Los Angeles CCD

Application for Ohlone: Suggestions and examples from Heads Up America were discussed by the California College Promise Campaign Leadership Team members. At least eight California promise programs were identified, as well as, the Kalamazoo Promise in Michigan. This Initiative is attempting to work on possibilities to make community college for no cost and universal for responsible students by various partners and financing options.

CLOSING GENERAL SESSION

Redesigning America’s Community Colleges Thomas Bailey Director, Community College Research Center

Application for Ohlone: A bit of a historical and national perspective on what and how America’s Community Colleges were initially meant to be. The speaker stated that CC’s
were created to improve higher education enrollment, not necessarily completion . . . but the time has come for that mission objective to change.

CONCLUSION

As per usual, it was announced that many handouts from the presentations should be available online shortly at the CCLC web link. I brought back a couple handouts and provided them to our Board Chair and President with notes on some. If anyone is interested in further details regarding any of these sessions, I would highly recommend that you attempt to contact the presenters as listed.

Other CCLC Conferences that will be held in 2015-2016 include:

- Effective Trusteeship Workshop - January 29-31, 2016 in Sacramento
- Board Chair Workshop - January 30, 2016 in Sacramento
- Annual Legislative Conference - Jan. 31-Feb. 1, 2016 in Sacramento
- Annual Trustees Conference - Apr. 29-May 1, 2016 in Desert Springs
- Student Trustees Workshop - August 12-13, 2016 in San Francisco
- 2016 Annual Convention - Nov. 17-19, 2016 in Riverside