

**East Kern Center Department**  
**Annual Section Plan for Academic Year 2016-2017**  
November 2015

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## **Description Of Section**

### **Mission/Connection to College Mission**

The East Kern Center serves the communities of Edwards Air Force Base, North Edwards, Mojave, Boron, California City and Tehachapi.

The Edwards AFB site offers the Cerro Coso IGETC, CSU Certification, and Local pathways partially online and partially on-ground. Two degrees are available to students at this site: an AA in Liberal Arts: Arts and Humanities, and an AA in Liberal Arts: Social and Behavioral Sciences, which both require online and on-ground coursework. Students in the military can also take courses online and on-ground to complete their general education requirements for an associate degree from the Community College of the Air Force (CCAF) at the Edwards AFB site. This site offers one CTE program, an Emergency Medical Technician certification, which is 100% on-ground at California City High School.

The Tehachapi site offers the Cerro Coso IGETC, CSU Certification, and Local pathways, as well as associate's degrees in Liberal Arts: Arts and Humanities, Liberal Arts: Social and Behavioral Sciences, and Medical Assisting 100% on-ground. Additionally, students can complete an associate degree in Psychology almost entirely on-ground, with the exception of one online course. Available CTE programs at the Tehachapi site include Clinical and Administrative Medical Assisting certificates offered 100% on-ground.

East Kern is in the process of expanding course offerings at the California City Correctional Facility (CAC). This expansion will also provide course opportunities to CAC employees and California City community members.

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## **Review And Planning**

### **Performance and Equity Gaps Still to be Addressed**

Millennial students ages 20-24 years old fall short of meeting all pipeline milestones. Millennial students ages 25-29 years old fall short of meeting most pipeline milestones. Gen-X students ages 40 and older also fall short of meeting all pipeline milestones.

East Kern will "alert" and notify adjunct faculty about the Early Alert program, and request the usage of this program targeting at risk students during the first four weeks of the course. Early Alert provides student services staff with early warnings of at risk students so these students can be identified and referred to campus tutoring services for additional support.

East Kern will begin to address these three age groups and the gaps identified by looking into creating assessment preparation programs in order to prepare students in the areas of English and Mathematics. Also, we are interested in implementing activities that have been identified in the 2015-2016 Student Equity Plan targeting about equity gap groups. (i.e. Immersion coursework, etc.).

### **Progress Made on Prior Year Initiatives**

#### **Expand class offerings into Tehachapi**

In August 2015, CCCC opened the doors to the Tehachapi location. This location is being housed at the Monroe Education facility.

Tehachapi is currently offering 7 classes during the fall 2015 semester, and will be offering another 7 classes during this upcoming spring 2016 semester (all in the evening). East Kern hired a full-time Department Assistant II, and an Educational Advisor to assist with providing crucial student services.

Part of the action plan to expand class offerings in Tehachapi is focused on marketing. Advertisements were purchased in the community, brochures/flyers were created, and the site hosted multiple informational meetings at the school/district office. The East Kern Campus Manager regularly meets with the high school leadership team, and from these meetings it was decided to offer dual-enrollment mathematics courses, and coursework in the Medical Assisting program at Tehachapi High School.

## **Increase Student Success**

East Kern is dedicated to the goal of student success.

We understand that one component that supports this goal is the promotion of the priority registration steps (i.e. Orientation, Assessment, and Student Education Plan). One of East Kern's biggest challenges, in the past, has been getting students who are military personnel to complete the final step, which is the student educational plans. We are now partnering with CCAF, and together we are using their CCAP progress reports to assist with the creation of abbreviated student educational plans. This allows for CCCC's military students to complete matriculation components, and provides the ability for these students to not only have priority registration, but extra student supportive services in East Kern with a focus on student success.

## **Increase Outreach: Continue to develop and strengthen relationships with community members and High Schools at Edwards, Mojave, California City, Boron, and Tehachapi**

East Kern is focused on the development and strengthening of relationships with local high schools in the communities we serve. We continue to attend both community and high school events within the service area. Events attended have been College Nights at AVC fairgrounds, College Fair on Edwards Air force Base, and all high school career days. Marketing ads are continually run in the papers promoting what classes and programs CCCC has to offer in the service area.

## **Initiatives for Next Academic Year**

### **Expand Dual-Enrollment and Concurrent Enrollment in East Kern**

#### **Action Plan:**

East Kern College Center is servicing the following high school districts: Mojave Unified School District and Tehachapi Unified High School District.

1. Expand and add course offerings at the two above high school districts by a minimum of 2 classes in the fall 2016 semester and 2 classes in the spring 2017 semester.
2. Expand and begin to offer dual enrollment classes at Muroc High School District.
  - a. Offer a minimum of 1 dual-enrollment course offering at Boron High School during the fall 2016 semester.
  - b. Offer a minimum of 1 class (after school) at Desert High School facility in the fall 2016 semester and 1 class in the spring 2017 semester that targets high school students.
3. Expand and offer a minimum of 1 course targeted to meet the educational needs of East Kern high school home schools (i.e. Mojave River, Hope Academy, & Valley Oak).
4. Continue to grow and expand Career Technical Education (CTE) offerings in the East Kern High School Districts. Plan, develop/create, and implement a high school and parent survey to identify CTE areas of interest along with identify potential high school instructors who are qualified to teach CTE courses.
5. Expansion in the area of dual-enrollment and concurrent enrollment will require critical outreach and direct contact by the East Kern Campus Manager with East Kern School Districts throughout all 12 months of the academic year. This will show stability and an ongoing presence in the communities that we serve.

**Measure of Success:**

1. East Kern Campus manager position will increase to FTE 1.0 (12 month/40 hours/wk) beginning in July of the 2016-2017 academic year. Expansion in the area of dual-enrollment and concurrent enrollment will require critical outreach and direct contact by the East Kern Campus Manager with East Kern School Districts throughout all 12 months of the academic year. This will show stability and an ongoing presence in the communities that we serve.
2. Measure by identifying the number of dual-enrollment course offerings in the East Kern High School Districts during the 2015-2016 academic year in comparison to the number of dual-enrollment courses offered in East Kern High School Districts during the 2016-2017 academic year.
3. The ability to analyze the data (during the spring 2017 semester) obtained from the CTE interest survey that will have been administered during the fall 2016 semester to high school youth and their parents.

**Person Responsible:**

Lisa Stephens, Director of East Kern

**It directly addresses a college Strategic Goal or Objective**

Strategic Goal 3 - Ensure student access

Objective #1—Optimize Student Enrollment

Objective #2—Be the Higher Education Option of First Choice

**Growth and Expansion of East Kern**

**Action Plan:**

1. California City Prison – Enrollment Growth and Expansion
  - a. Identify inmate population (cohort) currently taking online college coursework at other educational institutions.
  - b. Develop a matriculation plan to get all students fully matriculated.
  - c. Identify specific courses meeting this targeted cohort's class needs.
  - d. Provide on-site offering of these identified courses in the fall 2016 and/or spring 2017 semester allowing for continuing students and new student access.
  - e. Identify and offer coursework that meet the needs of California City Prison employees and the community.
2. California City – BSIS skilled training for security guards (new program)
3. Growth and expansion of the relationship with Tehachapi High School District Adult Education program. Identify, plan, and offer a minimum of 1 course that targets basic skills (i.e. English or Math) needs of the adult education students.
4. Growth and expansion of Tehachapi student services with the planning and development of a "start-up" Learning Resource Center/Learning Assistance Center at the Tehachapi site. This will offer academic support to help students succeed with their academic goals. Initially, online tutoring services will be offered until the LAC grows and is able to support and offer onsite student tutoring.
5. Growth and expansion in East Kern requires an ongoing steady presence and stability. This will ensure student access, enhance community and base connections, and strengthen our ability to grow and expand East Kern (specifically in the Tehachapi area). The action of increasing the East Kern Campus Manager FTE to 1.0 (12 month/40 hours/wk) most definitely meets this need and promotes this strategic initiative.

**Measure of Success:**

1. The number of California City Prison Inmate students who have enrolled and completed a minimum of one course during the 2015-2016 academic year will have increased 25%, in comparison to the number of California City Prison inmate students who have enrolled and have completed a minimum of one course during the 2016-2017 academic year.
2. The acquirement of a partnership with Tehachapi Adult Education, along with the identification and offering of a minimum of 1 basic skills course targeting the needs of this student population (i.e. ENGL C040, MATH C050, etc.) during the 2016-2017 academic year.
3. The implementation of opening and providing basic Learning Resource Center/Learning Assistance Center student supportive services (i.e. online tutoring services, continued proctoring services, GED preparation) at the Tehachapi site during the 2016-2017 academic year.
4. East Kern Campus manager position will have increased to FTE 1.0 (12 month/40 hours/wk) beginning the 2016-2017 academic year.

**Person Responsible:**

Lisa Stephens, Director of East Kern

**It directly addresses a college Strategic Goal or Objective**

Strategic Goal # 3 Ensure Student Access:

Objective #1—Optimize Student Enrollment

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## **Resource Needs**

### **Facilities**

Tehachapi Facility Needs:

\$1200: Locking cabinet for RESERVE TEXTS in LRC

\$600.00: Locking filing cabinet for confidential files in counseling (Tehachapi does not have any locking file cabinets).

Increase in Mileage (Justification)

The Tehachapi site is requesting an increase in the mileage allotment for the 2016-2017 academic year to provide mileage reimbursement to the the Director of East Kern for travel throughout the communities of California City, Mojave, Boron, Edwards Air Force Base and Tehachapi. The distance between Kern River Valley (the Director's home base) and these communities are hundreds of miles round trip. The previous Director of East Kern was provided a college vehicle based on the extensive miles traveled; therefore, a college vehicle lieu of mileage reimbursement can be viewed as another viable option.

Please keep in mind the distance traveled from Ridgecrest to Bakersfield is equivalent to the distance the Director of East Kern travels from the KRV site to the Tehachapi site, along with closely equivalent to the distance the Director travels to Edwards Air Force Base and other East Kern Communities.

### **Information Technology**

1. East Kern's Strategic Initiative #2 that focuses on the expansion and growth requires the need to start a Learning Resource

Center/Learning Assistance Center at the Tehachapi facility. This need requires the purchase of necessary technology (i.e. desk top computers).

The Tehachapi site currently has four accessible computers for faculty and students to use at the facility.

East Kern is requesting the following:

- a. An additional 2 desktop computers for the use in the upcoming Learning Assistance Center/Learning Resource Center.
2. With the growth and expansion of courses at the Tehachapi facility, faculty's ability to instruct and use classroom videos, presentations, etc., require the use of a media cart. The site currently has one media cart and is in need of a second media cart if growth and expansion occurs. The goal is to offer 2-3 classes during the same time utilizing the block schedule.

East Kern is requesting the following:

- a. 1 media cart (projector, laptop, and other accessories of a cart)
3. Laptop cart with 15 laptop computers to be used for assessment testing at the Tehachapi site. Currently, there are only three computers for student's proctoring, assessment and general use.
4. Lastly, the Tehachapi site is requesting two additional telephones for the use of faculty, counseling staff, and management.

East Kern is requesting the following:

- a. 2 telephones - projected cost to be determined

## Marketing

In order to focus on expansion and growth in East Kern (Strategic Initiative #1 & #2), marketing will play a vital role with the success of this initiative.

1. East Kern's goal is to get CCCC's name and branding out in multiple Kern County communities. Even though the initial sticker price shock of the cost of a one year billboard rental off HWY 58 seems pricey (in the amount of \$10,000.00), please keep in mind the following:

- a. This ad is an ongoing ad, 24 hours per day, 7 days per week, for 365 days.
- b. The visibility of this ad is priceless. Several thousands of people travel on HWY 58 daily.  
The total amount of this request equates to \$833.00 per month, which in comparison to a daily ad in the Tehachapi News paper would equal \$6900.00 per month.
- c. This billboard would not only promote East Kern CCCC, but Cerro Coso Community College's main campus, and online courses (seen by thousands daily).
- d. Invest in order to gain a return. This return is on a large scale and can benefit CCCC in many positive ways.
- e. Amount requested: \$10,000.00

2. CCCC is in Tehachapi – East Kern is requesting (as part of their marketing plan) additional advertisement in the Tehachapi movie theater to target potential students of all ages. Movie ads have been done at the main campus and at KRV campus with great success. Cost is \$100.00 per month.

- a. Amount requested for 12 months: \$1,200.00

3. Banners are a great marketing tool to get CCCC's name out in high schools and the community. East Kern is requesting additional advertisement in this area.

- a. Amount requested: \$500.00

4. East Kern is requesting an additional \$500.00 for signage in the communities served.

East Kern is requesting an additional \$12,200.00 to the currently proposed East Kern marketing budget (which includes Edwards and Tehachapi).

This request is not only based on the need but based on the enrollment management committee recommendation of marketing. In order to expand and grow, investing in marketing will produce a return on the initial investment.

## Professional Development

East Kern is requesting the amount of \$4000.00 for professional development. This amount was granted during the 2015-2016 section plan.

### 1. Staff Development

- a. Provide the Everything DiSC® training to East Kern staff. Everything DiSC® profiles will help staff understand their own DiSC® styles and help reveal what it takes to build a truly cohesive and effective team in the most approachable, competent, and effective way possible. East Kern staff will partner with Kern River Valley staff during this training (Kern River Valley is requesting the same amount in their budget to cover KRV's employees' training costs).

- b. Amount of training – \$2000.00 (total of 4 employees)

### 2. Management Development

- a. East Kern Campus Manger – Attend ACCA conference in 2017. Projected cost is \$2000.00

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## Staffing Requests Not Already Listed In Unit Plans

### 1000 Category - Certificated Positions

### 2000 Category - Classified Staff

#### East Kern Campus Manager (Increase to 12-months)

**Location:**

EKC Edwards/Cal City, EKC Tehachapi

**Salary Grade:**

**Number of Months:**

12

**Number of Hours per Week:**

40

**Salary Amount:**

**Justification:**

For many two-year colleges, the era of "if you build it, they will come" is over. Community colleges need to be as strategic and planning oriented in attracting and retaining students.

The Need for Stability, Growth & Expansion

In August 2015, CCCC opened their doors in the city of Tehachapi.

With this new opening, East Kern's 2016-2017 strategic initiatives focus on growth and expansion. Because we are in the infant stages of this growth in Tehachapi, it is imperative that CCCC provides a presence of stability, confidence and reduces confusion. The request to increase the East Kern Campus Manager to a 1.0 FTE (12 month position) promotes this commitment to the Tehachapi community. Also, the area of dual-enrollment and concurrent enrollment will require critical outreach and direct contact by the East Kern Campus Manager with East Kern School Districts throughout all 12 months of the academic year. This too will show stability and an ongoing presence in the communities that we serve.

One Month Increase (to 12 months) Targets Equity Gaps

The East Kern Campus Manager will be responsible for the identification, implementation of plan prepared by the collaboration effort of both the Director of East Kern and East Kern Campus Manager, management, and evaluation of the interventions and/or activities identified to close the equity gaps seen in the 2015-2016 Student Equity Plan. This specific focus will occur during the East Kern Campus Manager's additional month added to the current position.

Expected Outcomes: Enrollment Management, growth, stability, confidence, and overall consistent community and student support.