



# Serving the Coastside

CSM Institutional Planning Committee | November 17, 2021

College of San Mateo

# Coastside: First 100 Days

- Embark on a listening tour to better understand community needs
- Model presence, visibility, and accessibility to facilitate communication and build trust with community partners
- Conduct a comprehensive assessment and develop a Coastside plan for programming

# CSM's Coastside Service Area (Responsible To)

- Half Moon Bay
- Miramar
- El Granada
- Moss Beach
- Princeton
- Montara



# Coastside Residents by

		Half Moon Bay	El Granada	Moss Beach	Montara	San Mateo County
<b>Population</b>	2020 Census Population	11,795	5,481	3,604	2,504	764,442
	2010 Census Population	11,324	5,467	3,103	2,909	718,451
	10-year Change in Population	4.16%	0.26%	16%	-14%	6%
<b>Age</b>	Under age 18	18%	19%	23%	32%	20%
	Age 18 to 64	60%	66%	65%	56%	63%
	Age 65 and over	23%	16%	12%	12%	17%
<b>Gender</b>	Female	54%	51%	48%	54%	51%
	Male	46%	49%	52%	46%	49%
<b>Ethnicity</b>	White Not Hispanic / Latinx	61%	78%	62%	85%	38%
	Hispanic / Latinx	30%	13%	26%	4%	24%
	Black or African American	0%	1%	0%	1%	2%
	Asian	7%	5%	3%	2%	30%
	Pacific Islander/Hawaiian	1%	0%	0%	1%	1%
	Native American	0%	0%	1%	1%	1%
	Two or More Races	2%	4%	8%	6%	4%

# Coastside Students at CSM

	Course Enrollments (duplicated)	Unique Headcount (unduplicated)
Academic Year*	Count	Count
2018-19	2025	570
2019-20	1898	521
2020-21	1463	429
Summer-Fall 2021	689	290
<b>Grand Total</b>	<b>6075</b>	<b>1810</b>

*\*Academic Year = Summer + Fall + Spring terms*

# Coastside and Community Partners

- Cabrillo Unified School District (President's Communication Page)
- Latinx Leaders
- Ayudando Latinos A Soñar (ALAS)
- Half Moon Bay Library
- Boys and Girls Club of the Coastside
- Half Moon Bay City Council
- Half Moon Bay Rotary
- Senior Coastsiders
- Greater Coastside Regional Economic Development Coalition

*“The willingness to show up changes us. It makes us a little braver each time.”*

—Brené Brown

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It is everyone responsibilities to reflect, decide, and demonstrate through action our intent and purpose in serving our communities.



# Shared Challenges

- Transportation
- Lack of CSM visibility in community
- Lack of emphasis on education as part of economic stability
- Socioeconomic divide
- CSM's reputation as the college on the hill



# Shared Opportunities

- Education integrated into Coastside Economic Recovery Plan
- Instruction and services
  - Dual enrollment, Promise Scholars, Career Education, ESL in the Community
- We are the community's college so take the college to the community
- Sustainable and varied partnerships with community organizations
- Prioritize pathways from early education to college
- Workforce development: local business partnerships, apprenticeships, curriculum innovation

## Next Steps: Consider this an Invitation

- Townhalls
- Drafting a Coastside Plan
- What would a Coastside Plan look like?



# The Coastside Mission is Simple

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“At the core of it and in the most basic humanizing terms, in order for our educational institutions to succeed in their grand missions, we all must care about other people’s children.” —JTM