



Serving the Coastside

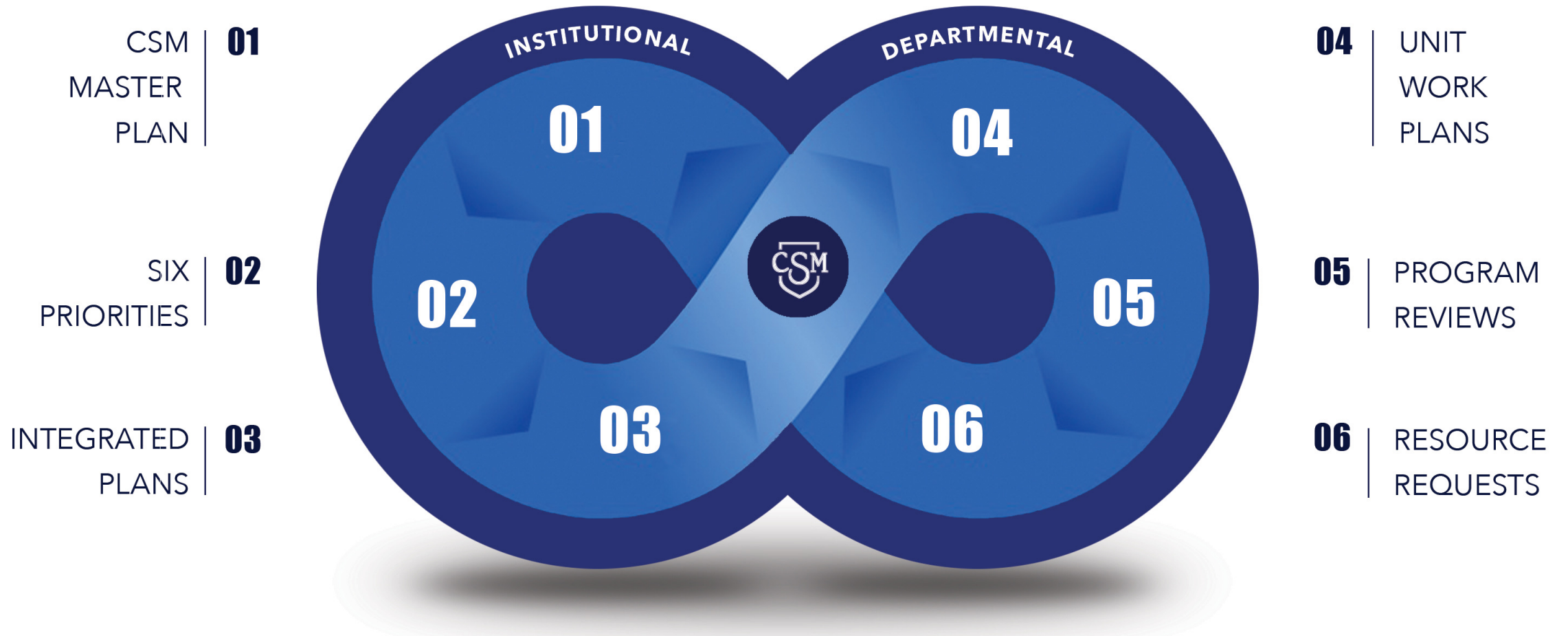
CSM Institutional Planning Committee | March 16, 2022

College of San Mateo

What you will see in the 2022–2027 EMP

- Moving away from “initiatives” to recenter core processes to serve the college mission
- Comprehensive approach to serving students as we move away from siloed efforts
- Reaffirmation of our role as the community’s college
- Intentional focus on continuous improvement and measured outcomes/metrics
- Practical activities “To-Dos”
- Planning that articulates budget to values

CSM Planning Cycle



FRAMEWORK: DISTRICT STRATEGIC PLAN

Priorities *(The Work)*



Antiracism/Equity



Strategic Planning



Community Partnerships



Student-Focused Support



Effective Communication



Teaching and Learning

The Coastside Mission is Simple

“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

Coastside: Focus in Year One of Presidency

- 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

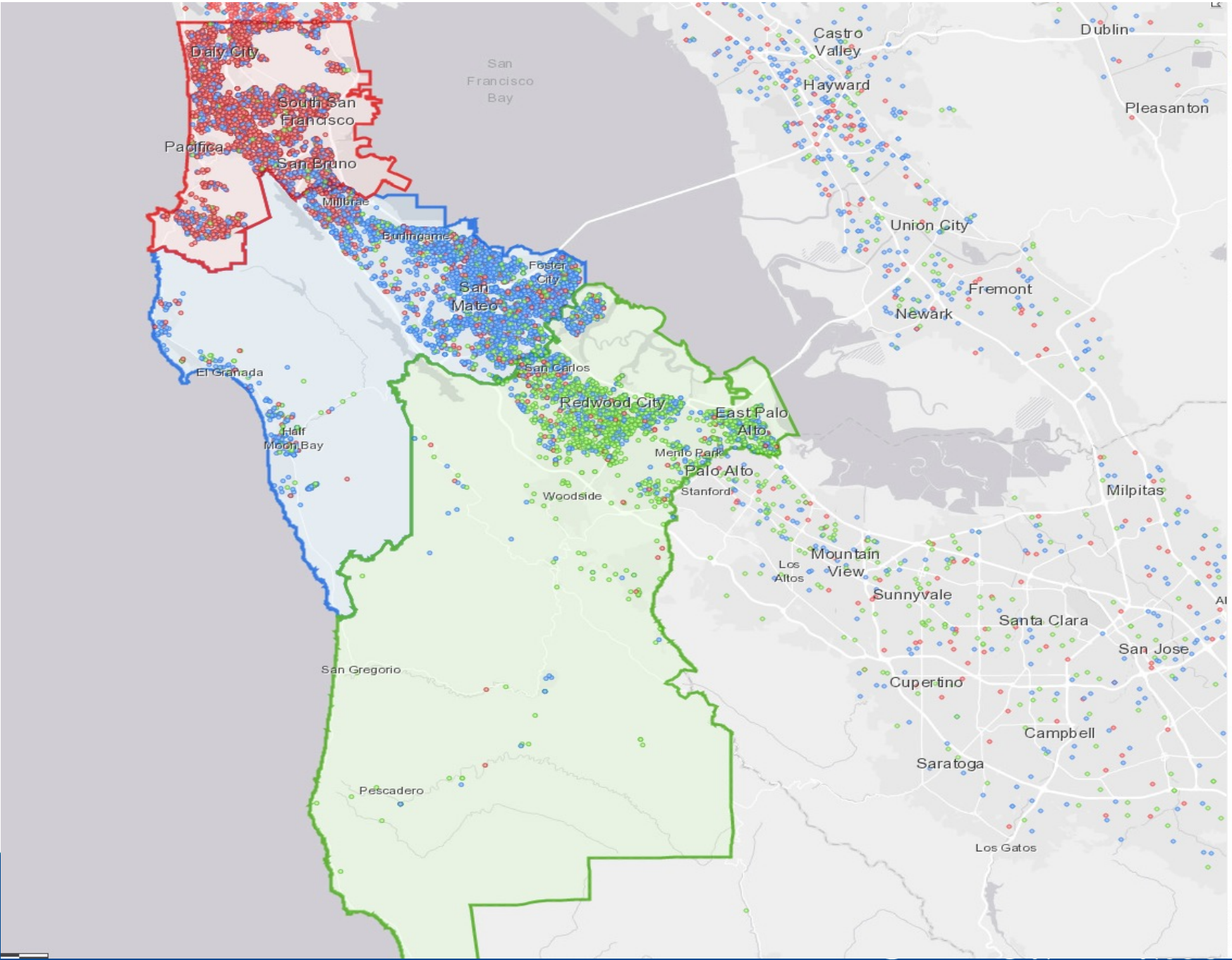


Coastside Population

Total Coastside population (all ages)	25,044
Coastside population 18+ years old	20,427
Coastside population 18+ with high school diploma, no college degree	6,179
Coastside college eligible population	30.25%

*Source: American Community Survey 2019

Current Coastside Students



Coastside Employee Key Points – February 28

- Transportation barriers
- Childcare barriers
- Internet bandwidth barriers
- Better academic pathways for coastside students
- Learning community format tailored for the coast
- Permanent CSM location on the coast
- Stronger coastside partnerships
- Applied learning opportunities tailored to the coast
 - Business classes for artists
 - Marine science
 - Biology/horticulture

Coastside Community Key Points – March 2

- Vans/carpools to help with transportation and advertise
- CSM coastside advocates
- More short courses
- Educational support for small businesses and entrepreneurs
- More internship programs for non-profits and small businesses
- More trade degrees
- Robust partnership between HS, industry, and CSM for CTE/skilled trades
- More communication about CSM's support services
- Multi-use locations to expand CSM offerings on the coast

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

Coastside 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

Coast to College: Lyft Rides for CSM Students



- Pilot program offers current CSM Coastside students one free roundtrip trip ride per day to/from CSM.
- Intended to help address transportation needs between CSM and Coastside communities by providing on-demand rides for CSM students.

Coast to College: Education Plan

Presented at April BOT Meeting

- Programs and Services
- Transportation
- Education Offsite Center
- Marketing and Outreach
- Economic Development and Sustainability
- Data and Accountability
- Impact and Return on Investment

Breakout Rooms

Imagine that in five years CSM's Coast to College Education Plan is fully implemented.

What do we hope to have achieved?

What at the college and in the community will let us know we have succeeded?

Share Out & Next Steps

- In-Person Coastside Listening Session – Early May
- Coast to College Education Plan Presented at April Board Meeting

