

STRATEGIC INITIATIVES & ECONOMIC DEVELOPMENT

Organizational Unit on Campus established July 1, 2022

STRATEGIC INITIATIVES & ECONOMIC DEVELOPMENT

Organizational Overview



Internal / External
Partnership Development



Middle College



Adult Education (ACCEL)



Strong Workforce Program
& Career Education



President's Advisory
Council



Learning Aligned
Employment Program &
Job Placement Assistance



Perkins V and Perkins
Reserve



Innovation Grant



Industry Engagement



Dual Enrollment and High
School Transitions



Coast to College Program



Apprenticeship

OPPORTUNITY TO MAXIMIZE IMPACT

System-Aligned Goals



Increase the Number of Students
Securing Employment in Their Field of
Study



Increase the Number of Students
Earning In-Demand Skills, Certificates
& Associate's Degrees



Increase the Number of Students
Realizing Higher Median Annual
Earnings



Increase the Number of Students That
Transfer to Four-Year Institutions



Increase the Number of Students
Earning a Living Wage in San Mateo
County



Implement Innovative Approaches to
Reducing Equity & Achievement Gaps

INTERNAL ENGAGEMENT STRATEGY

Build Trust, Increase Connections, and Collaborate in Service of Students and Community

- ✓ Academic Senate
- ✓ Classified Senate
- ✓ Student Senate
- ✓ Division Meetings
- ✓ Dean / VP Meetings / Management Council
- ✓ Specialty Programs
- ✓ Institutional Planning Committee
- ✓ 1-on-1 Meetings
- ✓ Coffee, Tea & Community
- ✓ Career Education Team Meetings

COMMUNITY & ECONOMIC NEEDS ASSESSMENT

A tool to assist our campus in further determining the needs of the community we serve and to support our continuous improvement efforts

1

Assessment of service(s)

2

Find gaps between current conditions (*what is*) and desired conditions (*what should be*)

3

Place these gaps or needs in priority order

4

Implement strategies, practices, and evidence-based interventions aligned to needs

5

Secure resources and respond to needs

STAKEHOLDER ENGAGEMENT

Strategies: interviews, surveys, town halls, observations, asset mapping, data collection

- Faculty
- Classified Team Members
- Administrators
- Students / Families
- Board Members
- Community Members
- K-12 Educational Partners
- Government / Civic Leaders
- Community Based Organizations
- Major Employers
- Chambers of Commerce
- Economic Development Centers

SHAPE A SHARED VISION

One, Three, & Five Year Plans



FALL 2022 HIGHLIGHTS

Strategic Initiatives & Economic Development



Career Education Meet-Up



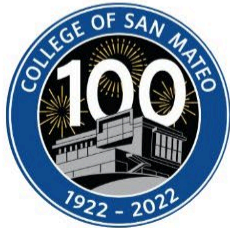
PAL Pathway to College Program



Amazon Web Services (AWS)



Dual Enrollment



President's Advocacy Council



Adult Education



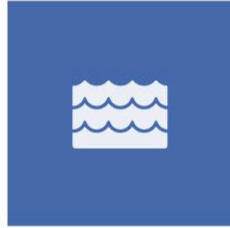
Stanford Equity-Forward Advisory Council

CAMPUS WORK TEAMS

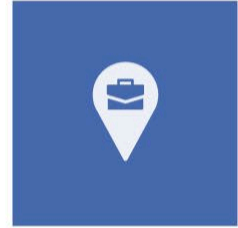
Opportunities to Get Involved



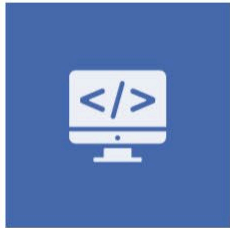
Dual Enrollment Design & Process



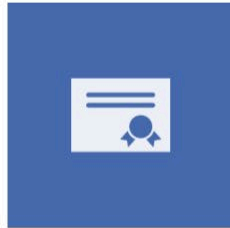
Coast to College Design & Implementation



Paid Internship Programming On Campus Design & Strategy



Tech Institute @ CSM



Associate Degree for Transfer Innovation & Design



Spring Block Party Planning