



# President's Report to the SMCCCD Board of Trustees

President Michael Claire ~ February 22, 2019

## Inside...

Former CSM Quarterback  
Julian Edelman Named Super Bowl  
MVP .....1

CSM's Nicole Carroll Lewis to be  
inducted into Peninsula Sports  
Hall of Fame ..... 3

Digital Marketing Class Gives a Boost  
to New Accounting Website ..... 3

Mobile Black History Museum on  
Campus Feb 19 ..... 5

CSM Engages the Community with  
Black History Month Events ..... 7

CSM Marketing Director Appointed  
to Board of Directors for Thrive  
Alliance for Nonprofits..... 7

Middle College Celebrates  
Korematsu Day ..... 8

Upcoming Events ..... 9

## “Student Voice

*“The student team went from, ‘Wow, we have never done that.’ to ‘Hey, let’s do that again better!’*

*- Winona, Digital Marketing Student*

## Former CSM Quarterback Julian Edelman Named Super Bowl MVP



Former Bulldog Julian Edelman was named Most Valuable Player of Super Bowl LIII, played on Feb. 3 in Atlanta. The wide receiver for the New England Patriots caught 10 passes for 141 yards in the Patriots’ 13-3 win over the Los Angeles Rams.

College of San Mateo

Now a three-time Super Bowl champion, Edelman has become the most prolific pass receiver and punt returner in NFL postseason history. He holds NFL postseason records for most punt returns (39) and yards returned (443). He is number two in postseason pass receptions (115) and pass receiving yards (1,412). Both records are held by former 49er Jerry Rice.

Edelman's star status in the NFL was cemented in 2017 with his reception of a tipped pass that set up New England's overtime victory over the Atlanta Falcons in Super Bowl LI. NFL Films called the catch, which was featured on the cover of Sports Illustrated, "the greatest catch in Super Bowl history."

Edelman, who also played quarterback locally at Woodside High School, played quarterback for the Bulldogs in the 2005 season. A product of CSM's innovative Writing in the End Zone program, he transferred to Kent State University where he played quarterback and majored in business.



Edelman was inducted into the Bulldog Athletics Hall of Fame in 2018 (see photo with his former coaches). He returns to CSM whenever he can to visit his former coaches and provide inspirational talks for CSM football players.

Edelman's three Super Bowl rings are among the 19 total worn by former CSM players and coaches. CSM's Super Bowl club includes the likes of Bill Walsh, John Madden, Bill Ring, Dick Vermeil, Steve Shafer and Neal Dahlen. ■

## CSM's Nicole Carroll Lewis to be inducted into Peninsula Sports Hall of Fame

Former Olympian and CSM track star Nicole Carroll Lewis will be inducted into the Peninsula Sports Hall of Fame on April 25. The world-class javelin thrower, who went on to star at Fresno State, was a two-time American champion and a member of the 1996 U.S. Olympic team. Carroll Lewis was inducted into the Bulldog Athletics Hall of Fame in 2011.



The Peninsula Sports Hall of Fame honors local legends who have inspired others with their athletic ability, coaching skills, and/or sports management skills and have raised the level of importance of sports on the Peninsula. The Hall of Fame, located at the San Mateo County History Museum, has grown to include more than 250 people including Olympians, professional athletes, coaches, and many others.

The San Mateo Historical Association will host an induction ceremony on Thursday, April 25, at 5:30pm, at the San Mateo County History Museum. Cost is \$20 for members in advance or \$25 at the door, and \$35 in advance for non-members or \$40 at the door. Visit [www.historysmc.org](http://www.historysmc.org). ■

## Digital Marketing Class Gives a Boost to New Accounting Website

Accounting is a terrific career option for CSM students, with many professional entry points and a variety of specializations, such as CPA certification, tax preparation, or transfer to four-year business programs. But it can be hard for a potential student to understand the options and make decisions about what courses and pathways are best for them.





CSM Accounting faculty members have worked with CSM's marketing department to produce videos to help explain the educational and professional options available in accounting. The first video debuted in January (more will follow this spring). The video is online at <http://collegeofsanmateo.edu/studyaccounting.php>.

In order to drive traffic to the new accounting video, CSM teamed up with the Digital Marketing Science Certification program from SMCCCD Community Education. The program debuted at SMCCCD this fall as a partnership between Community Education and CSM's Digital Media program. The online class is aimed at students looking to advance their marketing careers.

“We wanted to offer hands-on application of learning through team-based projects for real-world organizations,” said

Jonathan Bissell, director of Community, Continuing and Corporate Education. The course culminates in team presentations and the beginnings of a professional portfolio for the students.”

After their fall coursework in digital marketing strategies and tools, a team of five enthusiastic students took on the task of promoting CSM's accounting video for Spring 2019 enrollments. The results were exciting. Working with a \$2,000 budget provided

by CSM's Strong Workforce initiative, the students researched target markets, analyzed competitive accounting programs, developed marketing messages, and built a Google Adwords campaign to drive traffic to CSM's video.

"We were newbies in the digital ads world, says Winona Johnson a member of the student team. "The project accelerated our digital advertising expertise by giving the opportunity to translate theoretical knowledge into practical solutions."

The two week campaign generated:

- 26,000 impressions
- 612 clicks
- 492 visits to CSM's website
- More than 70 video views
- 19 clicks to CSM's online application

The project drove valuable traffic to CSM's accounting pages and gave the students gained real-world experience that will help in their careers. ■

## Mobile Black History Museum on Campus February 19

The Black History 101 Mobile Museum visited CSM's Bayview Dining Room on February 19, giving students an emotional and thought-provoking look at the black



experience in America. The Mobile Museum is also visiting Skyline College and Cañada College.

An award winning collection of over 7,000 original artifacts of black memorabilia dating from the trans-Atlantic slave trade era to hip-hop culture, the Mobile Museum offers a fresh and creative lens to view history while developing a broader appreciation for museums in general and providing a “safe space” to have honest conversations about race and social justice. The collection presents rare artifacts that are seldom seen in-person, resulting in a powerful experience for the viewer. There are objects from slavery, politics, Jim Crow, science, religion, education, music, sports and the civil rights movement. Highlights include documents signed by Frederick Douglass, Booker T. Washington, Mary Mcleod Bethune, W.E.B. Dubois, Paul Robeson, Rosa Parks, Marcus Garvey, Malcolm X, Martin Luther King, Jr., George Washington Carver, Lena Horne, Carter G. Woodson, Angela Davis and many more.



The exhibit was created by scholar Khalid el-Hakim, who has been called the “Schomburg of the Hip-Hop generation” because of his passionate commitment to carry on the rich tradition of the Black Museum Movement. The Black History 101 Mobile Museum has traveled to 32 states, visiting more than 300 colleges, K-12 schools, corporations, conferences, libraries, museums, festivals, religious institutions and cultural events.

CSM Director of Equity Jeremiah Sims arranged the visit to CSM, working with the equity partners from Skyline and Cañada. Additional information on the exhibit and its tour dates can be found on their website. ■



## CSM Engages the Community with Black History Month Events



**BLACK HISTORY MONTH 2019**

**STAY WOKE! STAY WOKE!**

CSM students step back into history for the inspiration to lead us into a brighter future!

HEALTH • WEALTH • HISTORY

**Movie Fridays - "The hate u give"**  
Friday, February 1 • 1:30–3:30 pm  
North Hall Building 18, Room 112, The Village

**Africans Vs. African Americans Discussion**  
Tuesday, February 5 • 12:45–2 pm  
College Center Building 10, Room 193

**Movie Fridays - "Malcolm X"**  
Friday, February 8 • 1:30–3:30 pm  
North Hall Building 18, Room 112, The Village

**The Art of Spoken Word**  
Wednesday, February 20 • 12:20–1:45 pm  
College Center Building 10, College Heights Room 468

**Movie Fridays - "Moonlight"**  
Friday, February 22 • 1:30–3:30 pm  
North Hall Building 18, Room 112, The Village

**"Homecoming" - History Through Wearable Art**  
Tuesday, February 26 • 12:20–1:50 pm  
College Center Building 10, College Heights Room 468

**Vegan Soul**  
Thursday, February 28 • 11:45 am – 1:15 pm  
College Center Building 10, Bayview Dining Room

**Current schedule of events**  
[collegeofsanmateo.edu/bhm](http://collegeofsanmateo.edu/bhm)



CSM's Umoja Learning Community has again organized a wide variety of events to celebrate Black History Month. So far, Umoja has presented films, discussions and a spoken word event for CSM students. Still to come are a wearable art exhibition and fashion show celebrating cultural traditions in Africa (Nigeria in particular) on February 26; as well as a workshop on plant-based food, Southern soul food and black culture by the owner of Souley Vegan in Oakland on February 28. See [collegeofsanmateo.edu/bhm](http://collegeofsanmateo.edu/bhm) for details. ■

## CSM Marketing Director Appointed to Board of Directors for Thrive Alliance for Nonprofits

As the College works to build on its strong community connections, CSM Director of Community Relations & Marketing Richard Rojo has been named to the board of Thrive, The Alliance for Nonprofits in San Mateo County. Thrive provides thought leadership, professional development, advocacy and networking for nonprofits and other organizations across the county.

“Thrive is an increasingly vibrant and visible part of the thought leadership in this community,” said Rojo. “I look forward to helping them plan how they can provide the most benefit for San Mateo County in the coming years.”

CSM has been an active partner with Thrive for many years, helping to organize and sponsor community forums, job and networking events and other initiatives. Rojo’s predecessor, Beverly Madden, was a longtime Thrive board member.



Last month, CSM President Mike Claire was named to the board of directors of San Mateo Credit Union. ■

## Middle College Celebrates Korematsu Day

Students from CSM Middle College showed the community exactly why US history is still important to learn and relevant to our society, by commemorating Fred Korematsu Day of Civil Liberties and the Constitution on January 30.

Middle College students, who are concurrently enrolled as both high school and CSM college students, created displays and stood in the quad in front of College Center Building 10, educating passersby about Japanese internment during World War II. They talked about Fred Korematsu, a young American of Japanese ancestry who challenged authority and stood up for his rights as an American citizen.

The students presented different aspects of Japanese internment and how they connect to recent events and ideas, such as the travel ban and proposed border wall. They covered topics such as the Pyramid of Hate, a theory to explain how a biased society can stoop to commit genocide if bias is left unchecked. They also presented displays on groups such as the Quakers who aided Japanese Americans in World War II and the Airport Lawyers who educate people affected by the travel ban about their rights.

People who listened to the presentations had a better understanding of why Japanese internment and the eventual supreme court ruling that it was unconstitutional was so important.

“One of my relatives was in one of the internment camps and my mom talked about it so much,” offered one student after listening to a presentation. “After listening to you I realize why it was such a big deal.” ■



# UPCOMING EVENTS

## **'Homecoming' - History Through Wearable Art**

**Part of Black History Month at CSM**

**Tuesday, February 6 • 12:20 pm - 1:50 pm**

CSM College Center Building 10, Room 468,  
College Heights Conference Room

Come see the wearable art exhibition and fashion show celebrating cultural traditions in Africa, Nigeria in particular.

## **Free 2018 Income Tax Preparation (VITA)**

**Saturdays, through March 30 • 9:00 am - 12:30 pm**

CSM South Hall Building 14, Room 104

CSM Accounting students will prepare non-complex income tax returns for free for individuals/families with income less than \$55,000. No appointment necessary. See requirements at: [collegeofsanmateo.edu/freetaxes](http://collegeofsanmateo.edu/freetaxes). Funding for this free service provided by United Way of the Bay Area.

## **Vegan Soul**

**Part of Black History Month at CSM**

**Thursday, February 28 • 11:45 am - 1:15 pm**

CSM College Center Building 10, Bayview Dining Room

Come join our workshop on plant-based food, Southern soul food and black culture by the owner of Souley Vegan in Oakland.

## **SMCAS Monthly Astronomy Presentation**

**Near Earth Asteroid Hazards, Research and Space Missions**

**Friday, March 1 • 8 pm - 9pm**

CSM Science Building 36, Planetarium

Dr. Michael Busch, research scientist at SETI, will review the near-Earth population, efforts to discover and characterize NEAs from

the ground, and past, current, and future missions to near-Earth asteroids. More information; <https://tinyurl.com/y7rl8sgt>

Cost: **Free**

## **CSM Softball vs. Diablo Valley**

**Saturday, March 2 • 2 pm**

Come out and cheer on the Bulldogs!

## **CSM Baseball vs. West Valley**

**Thursday, March 7 • 2 pm**

Come out and cheer on the Bulldogs!

## **The Sky Tonight Planetarium Show**

**Secret Lives of Stars**

**Friday, March 8 • 7:30pm - 9:30 pm**

CSM Science Building 36, Planetarium  
Come for a live presentation about what's visible in the night sky tonight, followed by a full dome immersive movie about fascinating topics in astronomy! The first 50-minute show begins at 7:30pm in the CSM Planetarium, and is repeated again at 8:30pm.

## **CSM Beach Volleyball vs. Fresno**

**Friday, March 15 • 1 pm**

Fresno City College

Come out and cheer on the Bulldogs!

## **CSM Softball vs. Hartnell Friday,**

**Tuesday, March 19 • 3 pm**

Come out and cheer on the Bulldogs!