



# President's Report to the SMCCCD Board of Trustees

President Michael Claire ~ April 19, 2019

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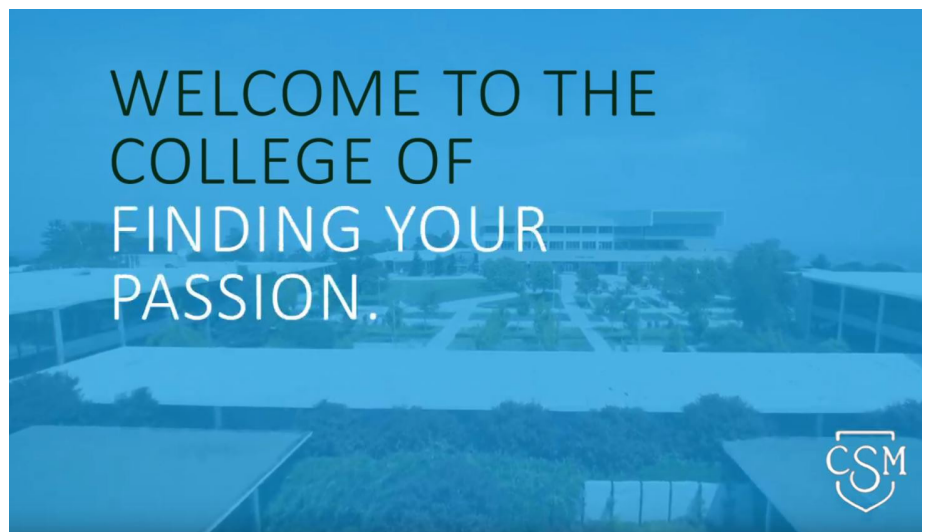
## “Student Voice

*“At CSM I have met more professors, faculty, staff and administrators who have been more than willing to go out of their way to help me with things”*

- **Carlos Ruiz, CSM Student**

## CSM Digital Marketing Campaign Launches

College of San Mateo launched a digital marketing campaign in April, intended to build enrollment and raise community awareness of its programs. The campaign features interviews with CSM students and faculty talking about the value of attending community college.



College of San Mateo

Video ads debuted in the form of short video messages running on Facebook, Instagram and YouTube. Ads will run from April to August, ending just before classes begin in Fall 2019.



CSM has also produced a new introductory marketing video, viewable on YouTube: <https://www.youtube.com/watch?v=MtpO8gAbyYU&feature=youtu.be>. The campaign was designed by San Francisco-based agency School of Thought. ■

## CSM Students Moved by “Send Silence Packing” Exhibit

On April 10, CSM’s Wellness Center brought the mental health awareness exhibit “Send Silence Packing” to the campus. The exhibit’s title refers to the silence that so often surrounds mental illness and suicide. It is a call to action to prevent suicides and get students the help they need.



The exhibit included a striking display of backpacks that were donated by families who have lost a student to suicide, along with photographs and personal stories from individuals. Wellness Center staff were on-hand to talk with students, provide information on how to access CSM's mental health resources, and how to take action on suicide prevention. The exhibit was organized by Active Minds, an nonprofit organization dedicated to supporting mental health awareness and education for students. ■

## Transfer Students Visit Southern California Universities for Spring Break

For the fourth straight year, CSM's Transfer Services office organized a spring break trip to CSU and UC campuses for students interested in transferring. This year's trip featured five Southern California campuses: Cal Poly SLO, UC Santa Barbara, San Diego State University, UC San Diego and UCLA. The CSM delegation included 40 students and 5 faculty members and counselors.

The Transfer office organizes these spring break trips as a way of informing and inspiring CSM transfer students. The campus visits included campus tours admissions information sessions and transfer student panel discussions. At UCLA, the panel even included transfer students from CSM.

Each year, the trip alternates between Northern and Southern California campuses. It is

co-hosted by Transfer Services and the Promise Scholars Program. ASCSM provides funding for the cost of the hotel as part of its support for the Transfer Club. Promise Scholars Program also provides funding for the hotel and snacks on the bus, and Counseling Services funds bus transportation. ■





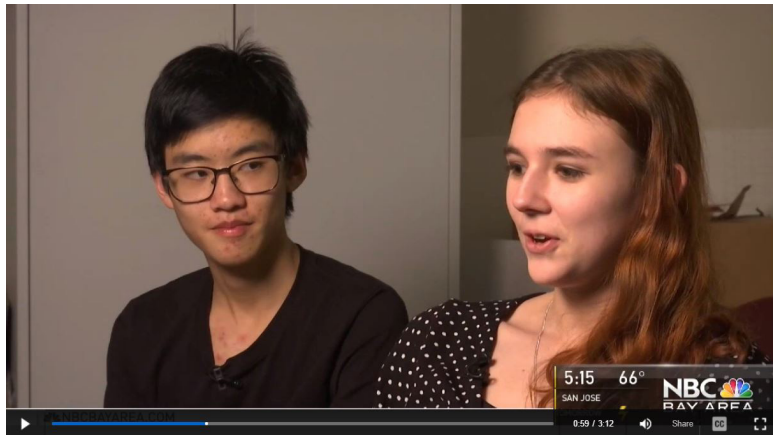
# CSM Middle College Students Make the News — By Remaking the News

Students from CSM Middle College were featured in a story on NBC Bay Area, thanks to their innovative approach to covering news. The students created a news podcast called “Something Good Happened,” which features people and stories identified by the students as positive news worth talking about.



NBC Bay Area learned of the podcast and ran a story about the Middle College students in March. The story is viewable online at NBC Bay Area.

Middle College Student Caroline Rumer thought of the idea after a class discussion about negative events in the news. Instructor Jennifer Rohrbach had suggested the students do something about negative news coverage, so



Caroline pulled together some classmates and created the podcast. You can hear the podcast at the students' website: <https://www.stitcher.com/podcast/anchor-podcasts/something-good-happened> ■

# Athletics Roundup: Bulldogs Having a Stellar Spring Season

## **Softball**

The Bulldog Softball team (35-2) leads the state in wins, including a pacesetter 28-game win streak, and is 12-0 in Coast League play. CSM is also the top hitting team in the state with a .568 average.



Sophomore Emily McAdams leads the state in pitching with a record of 25-1 (also the most wins). She ranks fifth in the state for strikeouts with 167 for the season. Her 0.71 E.R.A. is tops in Northern California and No. 2 in the state.

The Bulldogs host a Northern California playoff series on May 3-4.

## **Baseball**

The Bulldogs are in a first place tie with Mission College in the Coast Golden Gate Conference baseball race with a seven-game winning streak — fourth longest in the state. Righthander Brett Karalius (2-0) pitched the Bulldogs' first no-hitter in more than a quarter century in early April at De Anza.

## **Track @ Field**

CSM track phenom Yan-Jun (Sophie) Liao ran her first 400 meter race in three years and breezed to an easy win in 59.74 seconds at College of San Mateo's Mini Open meet Friday April 12. That time ranks the CSM freshman from Foster City No. 15 in the state. She currently holds the top times in the California Community College Athletic Association for the 100 and 200 meter sprint events. Liao won the Taipei 100 meter title last year, running 11.64 in Kaoshiung. ■

# UPCOMING EVENTS

## **Spring Job Fair**

**Tuesday, April 30, 2019 • 10 am - 1 pm**

College Center Building 10, Bayview Dining Room

Join us for our Spring Job Fair! Meet with Bay Area employers eager to hire CSM students and alumni. Presented by Career Services and Strong Workforce.

## **10th Annual Asian Pacific American Film Festival**

**Friday - Saturday, May 3 - 4 •**

**5:30 pm - 8 pm**

CSM Theatre Building 3

We will be celebrating our 10th year of operation on May 3-4, 2019. Films selections include: *The Worlds of Bernice Bing*, by Madeleine Lim; *Leitis in Waiting*, by Dean Hamer, Joe Wilson and Hinaleimoana Wong-Kalu; *3 Boys Manzanar*, by Preeti Mankar; *Keepsake*, by Megan Lau; *I Say Dust*, by Darine Hotait; *Our Man in Tokyo: The Ballad of Shin Miyata*, by Akira Boch; and a performance by Aileen I. Cassinetto, San Mateo County Poet Laureate.

## **2019 Scholarship Awards Ceremony and Reception**

***A Celebration of Achievement through Scholarship***

**Friday May 10, 2019 • 6 pm - 7:30 pm**

College Center Building 10, Bayview Dining Room

Each year, CSM and the San Mateo County Community College Foundation honor graduates for scholarships they have earned. Join us for this special evening. Reception will immediately follow.

## **College of San Mateo Jazz Ensemble Concert**

**Friday, May 17, 2019 • 7:30 pm - 9:30 pm**

CSM Theatre Building 3

Come and hear the award-winning College of San Mateo Jazz Ensemble in concert with the Aragon High School Jazz Ensemble. Cost is \$5 at door

## **Stepping Up: A Transfer Tribute**

**Thursday, May 23, 2019 • 4 pm - 6:30 pm**

College Center Building 10, Bayview Dining Room

Join us for this festive celebration of transferring CSM students, with food, music, speakers and entertainment! All members of the CSM community are welcome.

## **97th Commencement Ceremony**

**Friday, May 24, 2019 • 5:30 pm**

CSM Gymnasium

The CSM community celebrates student achievement with its 97th Commencement Ceremony, featuring keynote speaker Alfredo Aguirre (Class of 1973), LCSW, Director of Behavioral Health Services of San Diego County. Tickets are limited. See [collegeofsanmateo.edu/commencement](http://collegeofsanmateo.edu/commencement).