

## **A.2 Analyze and assess student group needs and ensure college climate and infrastructure is inclusive, nurturing, informed, accessible and affirming of all student groups**

### **CALWORKs**

Based on achievement gap data from GCC's Office of Research and Planning, parenting students have been identified as a student population with documented achievement gaps. GCC CalWORKs administers programs and services to create an inclusive, nurturing, informed, accessible, and affirming climate for GCC's parenting students.

Projects include:

- Twice-yearly Family movie nights, each event attended by approximately 300 people (GCC students and their children). Attendees enjoy activities for children, information about supportive services for parenting students, and a welcoming, affirming environment that sends a message that parenting students and their families belong at GCC.
- Annual Family Halloween events, including entertainment for children of parenting students
- The CalWORKs Department sponsors and advises the Student-Parent Club, which is a part of student government.
- CalWORKs staff created GCC's parenting student website, <https://www.glendale.edu/students/student-services/parenting-students>, which is a compendium of resources, services, words of encouragement, and Title IX resources for parenting students.

### **Health Center**

- The Health Center has weekly meetings to discuss and review current services provided to students that will increase their wellness. Our staff provides education regarding illness prevention and wellness promotion through discussions with the students and provide referrals for services to community agencies that is not provided at the Health Center. We created a student survey for nursing services and mental health counseling services to help assess current services provided. We will use responses to improve services.
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services to help assess current services provided. We will use responses to improve services.

### **Student Affairs**

- Welcome Day – opening the academic year with a welcoming event filled with resources, workshops, activities, etc.
- Welcome Week activities include family welcome events for unique identity groups.
- High School Senior Night – Welcoming perspective high school seniors to GCC to experience student life and supportive programs and services, hear presentations, etc.
- GCC Community Open House
- Annual IDEA (Inclusion, Diversity, Equity, and Accessibility) Student Leadership Conference
- Understanding our Student Populations – ASGCC Training
- Governance 101 for Student Leaders – ASGCC Training
- ASGCC Orientation/Onboarding
- ASGCC Leadership Retreat
- Inter-Organizational Council (IOC) Orientation/Onboarding

### **Multicultural & Community Engagement Center**

- The Multicultural & Community Engagement Center (MCEC) staff advise several students club and support several others through various means.
- System Impacted Intellectuals Meeting (SII) – These club meetings are for students who may be formerly incarcerated or impacted by the criminal justice system. Club meets at the MCEC.
- Sexuality and Gender Alliance (SAGA) – Student club and for students who identify as LGBTQIA+ and their allies. Club meets at the MCEC.
- Voices Organizing Immigrant Communities for Educational Success (VOICES) – Student club for those who identify as undocumented/AB 540/Dreamer and their allies. Club meets at the MCEC (when they are in person).
- Let's Chat – A facilitated group discussion for students who identify as LGBTQIA+. Students guide the topics they would like to discuss and the group is led by a professional.
- UndocuTalks – A facilitated group discussion for students who are undocumented, AB 540, or Dreamers.
- Hot Chocolate Days – Free hot chocolate is served to all students, staff, and faculty during finals week in the fall semester.

- Ice Cream Days – Free ice cream sundaes are served to all students, staff, and faculty during finals in the spring semester.
- Coloring Circle – This is open to all students who want to destress, reduce anxiety, and make connections with others.
- Dreamer Support Committee – Staff, faculty, students, and allies of undocumented/AB 540/Dreamer students come together to support these students in a variety of ways (fundraising, events, etc.).
- Annual Family Welcome/Welcome Back Events – These events are organized for LGBTQ+, Latinx, Undocu, and formerly incarcerated students to provide new students with vital information on financial aid, basic needs resources, and success tools. Students are invited to bring parents or other family members and the event take place at the beginning of each academic year.
- Self-Care Workshop – This workshop helps everyone on the campus community to develop ways to care for themselves physically, mentally, and emotionally with a focus on marginalized individuals and groups.
- Intersectionality Workshop – Join us in exploring the intersectionality of gender, age, sexuality, race and ethnicity and how it impacts our values, thoughts, and behaviors. Learning about our own prejudices and privileges will ultimately result in creating an all-inclusive environment in our personal lives and society.
- Pride Week – Organized by the Pride Center, includes activities organized to highlight historical LGBTQ+ figures, explore current LGBTQ+ issues, and to enjoy and partake in activities that are fun and educational.

### **A.3 Review institutional policy and establish ongoing professional development and student workshops for leadership related to inclusivity and equity-mindedness to ensure campus climate is inclusive, nurturing, informed, accessible and affirming to all campus members**

#### **CALWORKS**

GCC CalWORKs has provided multiple professional development workshops on parenting students, including at the 2022 Faculty Institute Day and Classified Institute Day. GCC CalWORKs works with the Office of Research and Planning to publish Resources to Faculty and Staff pertaining to parenting students on our website, <https://www.glendale.edu/students/student-services/parenting-students/parenting-student-resources-for-faculty-and-staff>.

#### **Student Affairs**

- Annual IDEA (Inclusion, Diversity, Equity, and Accessibility) Student Leadership Conference
- Understanding our Student Populations – ASGCC Training
- Governance 101 for Student Leaders – ASGCC Training
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#### **Multicultural & Community Engagement Center**

- **Dreamer Support Committee** – Staff, faculty, students, and allies of undocumented/AB 540/Dreamer students come together to support these students in a variety of ways (fundraising, events, etc.)
- **Immigration & DACA Updates** – Important immigration related legislation updates for immigrant and undocumented student population and community members.
- **Rising Scholars Ally Training** – This is a training for staff and faculty who wish to learn more about formerly incarcerated and system impacted students and their challenges and support them in and outside of the classroom.
- **Trans Awareness** – In this workshop, faculty, staff, and students learn what it means to be an ally to transgender individuals and how everyone can support them in a variety of ways.
- **(16<sup>th</sup> Annual) Dreamer Student Conference** – Annual conference for local high school students who may be undocumented and interested in attending college.
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- **Self-Care Workshop** – This workshop helps everyone on the campus community to develop ways to care for themselves physically, mentally, and emotionally with a focus on marginalized individuals and groups.
- **Standing Up Against Violence** – What societal norms create an unsafe environment for women and LGBTQ+ people? What behaviors can we shift to make everyone safer in our communities? Join our discussion on how we can stand up against sexual assault and violence, and protect the people we care about.
- **Suicide Awareness** – Let's raise awareness of how we can support a friend coping with suicidal ideation, and how simple actions can make profound and lasting differences.
- **Intersectionality Workshop** – Join us in exploring the intersectionality of gender, age, sexuality, race and ethnicity and how it impacts our values, thoughts, and behaviors. Learning about our own prejudices and privileges will ultimately result in creating an all-inclusive environment in our personal lives and society.
- **UndocuAlly Training** – This workshop assists staff, students and faculty in understanding laws governing legal and educational rights of undocumented, AB 540, DACAmented, and Dreamer students and provides a variety of ways that we can serve as allies to these students.
- **Safe Zone Training** – Faculty, staff, as well as students are invited to help create a welcoming and safe campus climate for our LGBTQ+ students.
- **Prideful Conversations** – This workshop centers on how faculty, staff, and students can realize their role as allies for students who are LGBTQ+. Participants will leave with a better understanding of what LGBTQ+ means, an awareness of prejudice, as well as allyship and the many ways in which it can be embodied.
- **(8<sup>th</sup> Annual) MLK Birthday Celebration** – A breakfast that is hosted by the Multicultural & Community Engagement Center, featuring speakers from different fields on the importance of keeping the values of Dr. King moving forward.
- **Black History Month** – A series of events highlighting as well as celebrating African American and Black culture, history, artists, activists, community members, professionals, and entrepreneurs.
- **Pride Week** – Organized by the Pride Center, includes activities organized to highlight historical LGBTQ+ figures, explore current LGBTQ+ issues, and to enjoy and partake in activities that are fun and educational.
- **Undocumented Student Action Week** – Various workshops and activities during the week that support and acknowledge undocumented students, their assets, their challenges, and the importance of serving as allies.
- **Free Immigration Legal Services** – A partnership with the CCC Chancellor's Office and our local CARECEN office, monthly clinics are held to assist all students as well as faculty and staff with assistance on legal immigration issues such as citizenship applications, various types of immigrant visas, and applying for DACA and other supports.
- **Free Expungement Clinics** – Offered in partnership with Loyola Law School Collateral Consequences of Conviction Justice Project, these clinics are designed to assist all students, staff, and a limited number of community members (space allowing) to clear past criminal records that qualify for expungement in order to improve access to housing and employment.

### **C.3. Maximize access into appropriate pathways through increased class scheduling options, modes of delivery, and improved student awareness of scheduling patterns and pathways**

#### **Career Services**

- Career Services has expanded course offerings of STDV 125 - Career Planning and STDV 145 - Achieving Academic and Career Success. We offer these classes in all modalities - in person, online, synchronous, asynchronous.
- We also revised SD 127 - Major Exploration - which had not been taught for approximately 20 years.
- We wrote a brand new course - Business 130 - a three unit UC/CSU transferrable course for Business majors and Learning and Professional Pathway (LPP) Business students. These classes all support Guided Pathways and students navigating their LPP process, leading to increased student retention, completion, and employability.
- As of Fall 2020, the STDV 125 class is now approved to be part of the California Virtual Campus – Online Education Initiative (CVC-OEI), a collaborative effort among California Community Colleges (CCCs) to ensure that significantly more students are able to complete their educational goals by increasing both access to and success in high-quality online courses.
- Our STDV 125 is now also offered year-round in all modalities - in person, online, synchronous, asynchronous - and includes both winter and summer offerings. GCC's Title V program launched its First Year Experience (FYE) program, requiring all new students to take STDV 125 their first semester. This has resulted in increased class sections, career assessments, and career counseling appointments to support new students at GCC and help them with their Guided Pathways process starting at the college. These courses are currently offered to dual enrollment students and will be incorporated into GCC's Promise Plus Program.

#### **Student Outreach Services**

College presentations where Student Outreach Services can promote different modes of delivery and increase awareness of all degrees, certificates, and programs for potential GCC students.

#### **C.4. Improve the effectiveness of external and internal communication about the value of college, its relationship to job and transfer opportunities, and the value of GCC programs.**

##### **Student Outreach Services (SOS)**

- Currently, we are visiting 17 high schools from LAUSD, GUSD, BUSD on a weekly, biweekly, and monthly basis. During these visits, we help students apply to GCC, share the benefits of our programs and work with students inside the high school's college center.
- 9 college presentations and workshops discussing the benefits for Glendale Community College connecting with over 200 students in a group setting.
- 52 college and community fairs attended in southern California helping to connect with over 2000 students during the fall and spring semester have taken place year to date (4/21/2023). 10 more upcoming college/community fairs are scheduled for the outreach team by the end of this academic year.
- 600+ high school students have visited Glendale Community College through our Early College Acceptance Program. These students participated in 1 of 17 college field trips touring the campus, and getting workshops on our college overview, College Promise, College Corp and our transfer center.
- 82 counselors and administrators from 49 post-secondary high schools across BUSD, GUSD, LAUSD and other local private school districts visited Glendale Community College in the spring semester to learn about Promise Plus and other exciting new updates across our campus regarding our transfer center, counseling services, and financial aid (Counselor Day 2023).
- 16 group tours for local schools outside of our ECAP field trips for approximately 250 students. These tours allow student ambassadors from the Welcome Center to connecting students with programs and services on campus while introducing them to staff in those areas.
- In addition to group and high school tours, our Welcome Center has conducted over 130 tours with individual family and/or potential students year-to-date.
- Outreach has been able to hit these marks while keep the Welcome Center open virtually and in person helping over 7,000 both in-person & remote regarding onboarding, enrollment, navigating campus resources and complete the appropriate enrollment steps at GCC.

## **Office of Communications & Community Relations**

The Office of Communications and Community Relations oversaw and collaborated on multiple paid marketing campaigns using a combination of cable TV, digital, print, mail, email, and texting. The Comms Team also delivered messages by leveraging in-house opportunities via the GCC website, 3D interactive map/virtual tour, digital monitors, monthly newsletter, and videos produced in-house. In addition, the college contracted an outside agency to assist in the following projects:

- Create a comprehensive marketing plan to begin implementation in May 2023.
- Social media audit and training for best practices.
- Streamlined digital and social media ad buying for college divisions.
- Spring 2022 campaign targeting prospective students who applied but never enrolled over the last three years.
- Develop tagline and marketing campaign for Promise Plus program.

### **Marketing Campaigns**

- Spring 2022 Campaign: Targeted prospective students who applied but did not enroll between Summer 2019 and Fall 2022. Campaign featured student survey, direct phone calls, social media ads, digital ads, robocalls, texts and emails. 222 students from the targeted list enrolled in Spring 2022.
- Career Education: Extensive digital, cable TV and streaming TV ad campaigns targeting prime demographics in Glendale, Burbank, and Los Feliz.
- Fall 2022: Fifteen-week campaign focused on digital, cable TV and streaming resulted in more than 16,000 website visits.
- Spring 2022: Ten-week campaign ran 8,600+ TV ads targeting nearly 676,000 households.
- Upcoming Summer/Fall: Five-week campaign targeting nearly 900,000 households.
- Promise Plus Campaign: Email, text message, postcard and digital ad campaign targeting local high school seniors.

### **Other Projects and Campaigns**

- Developed comprehensive marketing plan which incorporated directives gleaned from multiple focus group sessions with students, faculty, and managers. Plan will be implemented beginning in May 2023.
- Conducted audit of college's social media channels followed up with training on best practices to improve messaging and engagement.
- Print advertising in Glendale News-Press, Burbank Leader, Boulevard Sentinel, Business Life, Asbarez, LA Daily News.
- Community engagement with neighborhood groups including coordinating on campus visits to share information about programs, events, and use of facilities.



- Hosted media event announcing GCC GoPass covered by multiple TV, radio, and print news organizations in LA metro media market.
- Produced impactful videos showcasing signature programs (Baja Field Station, Theatre Arts, Community Art Night, Child Development Center, and Food Pantry).

### **Virtual Tour and 3D Map**

Introduced a comprehensive virtual tour of the Verdugo Campus allowing prospective students and the public to experience the college via 360-degree photos. The virtual tour is part of the interactive 3D digital map that also serves as a marketing tool for various programs and services.

### **Digital Signage**

Expanded digital monitors on Verdugo and Garfield Campuses to promote college programs, clubs, events, and COVID-19 safety. In May, will install new large digital marquee on corner of N. Verdugo and E. Washington to market college programs and events to thousands of commuters who drive past the campus each day.

### **Internal Communication**

Produced eleven (11) issues of monthly “Staying Connected” newsletter to keep employees informed of important programs, projects, policies, and announcements in addition to sharing success stories of students and faculty/staff to build college morale.

### **Website**

Assisted divisions in redesigning webpages to promote programs. Expanded training opportunities for web content editors to maximize web presence.

## **D.2. Improve student engagement through increased support for student life at all campuses (e.g. student clubs and campus events, as well as other collaborative efforts and activities)**

### **Garfield Student Services**

- Fall Welcome Day for all noncredit students starting classes Fall semester.
- Various campus events that celebrate the diverse students at Garfield including a Ukranian, Armenian meet and greet.
- Film series and discussions for the students ie, 45 Days, the Fight for a Nation
- ESL Learning Café
- Norooz Celebration at Garfield. Music was included as part of the celebration.
- Campus Tour to Verdugo campus for noncredit students interested in transitioning to credit programs in collaboration with ESL and Short Term Voc/Bus division.
- Dia de los Muertos event for Fall 2023
- Multicultural Center visitation weekly beginning Spring 23
- Student Success event done by ESL during Thanksgiving week
- Credit Welcome Center weekly visitation
- Career Workshops to help students prepare for applying for jobs (Resume writing, Cover Letters, Networking etc.,)
- Macys and Porto's job fair in collaboration with Credit Career Center.

### **International Students Office**

- ISO hosted campus events in mid-November as part of the national celebration of "International Education Week" – highlighting the benefits of International Higher Education; contributions made by our International Students; study abroad opportunities offered by the College, along with spotlighting the global representation of GCC's Garfield Campus. The keynote speaker for the week's events was Dr. Henan Joof – former GCC International Student from The Gambia and also former Glendale employee as part of the Outreach Program.
- All of these activities held each year in mid-November are intended to emphasize the College's commitment towards the ILO themes of "global awareness and appreciation."
- The International Student Club over the past year hosted an off-campus "movie night" for International Students, along with hosting a "bowling night" this spring, and will be coordinating a field trip to Sea World/San Diego in May.
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### **Health Center**

- The Health Center attends most campus events to showcase the services offered and available to students for illness prevention and wellness promotion. We offer workshops/events to students regarding mental wellness and collaborate with the Multicultural and Community Engagement Center. For example, Black Mental Health Matters and Let's Chat conversations.
- We have also partnered with the EMT program to provide physical exams to the students enrolled in the program.
- The Health Center offers mental health/wellness personal counseling to students in person and remote. We are on campus 5 days a week and are available for extended hours 3 days a week.
- The Health Center offers doctor's visits, free immunizations and nursing wellness care. We have created a Health Center zoom room, email and are available by phone on campus and remote. We provide classroom visits to promote our services to students (and faculty).

### **Student Affairs**

Student Leadership trainings:

- ASGCC Orientation (Fall + Spring)
- ASGCC 3-day Leadership Retreat (Fall + Spring)
- Inter-Organizational Council Training/Club Orientations
- IDEA Student Leadership Conference
- Inclusion, Diversity, Equity, and Accessibility Student Leadership Conference

Registered Student Clubs: 48 (fall + spring total)

- GCC Club Rush: This happens every second week of each month during Fall and Spring.
- GCC Club Orientation: Information about our Student Club Handbook and important dates/deadlines.



#### **D.4. Improve student retention through early alert, intrusive interventions, flexibility of pathways, and improved awareness of services available to students**

##### **International Students Office**

- As part of the annual SLO's related to program review and assessing outcomes, the program has aimed to increase student success related to retention/persistence and related to student's education plans, transfer rates and career goals.
- As part of this ongoing effort, ISO for the past two years has implemented "ISO Cares Month" each semester – whereby each International Student (currently 250 students in Spring 2023) is scheduled for a 45-minute appointment with an International Academic Counselor. These appointments are meant to ensure that students are on-track with their SEPs, maintaining their academic and immigration status and assessing their general well-being. In effect, ISO Cares Month acts as an "early alert" or action initiative by the Program and its Academic Counselors to ensure our student group is staying engaged with the campus and services available; thereby increasing retention and completion success rates.

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- We have created a Health Center zoom room, email and are available by phone on campus and remote.
- We provide classroom visits to promote our services to students (and faculty).

##### **Vaquero Success Center**

- Vaquero Success Center team calling all new students at the start of every semester to do a "check-in" and provide guidance and support.

- Vaquero Success Center supporting “positive calls” for Early Alert pilot program.
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### **Student Outreach Services**

- Conducting campus tours for individuals, groups, and fieldtrip showing the campus culture and support services on campus.
- Advertising resources from campus when we visit local high schools and community events regarding GCC pathways, majors, and college opportunities.