CITY COLLEGE OF SAN FRANCISCO

San Francisco Adult Education Consortium Public Meeting

October 1, 2018 || 12:30-2:00 PM || MUB 238

City College of San Francisco

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Time	Activity
12:30-12:40	Welcome & Introductions
12:40-1:00	Updates and Action Items
1:00-1:15	Marketing Campaign for Noncredit
1:15-1:25	Office of Research and Planning: Noncredit Data at a Glance
1:25-1:35	SF Unified School District and CCSF Program Updates
1:35-1:50	Public comment
1:50-2:00	Next Steps
2:00	Adjourn

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Who are we?

Why do we meet?

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Name change!

AEBG → AEP

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AEP's Five Objectives

- Align **regional academic and career pathways** leading to employment and student transition into postsecondary education and/or the workforce.
- **Address gaps in programs and services** within the region.
- **Accelerate student progress** toward academic and/or career goals.
- Implement collaborative **professional development** strategies designed to foster program alignment and support ongoing assessment and improvement of student outcomes.
- Leverage resources to **create or expand programs and services** to adult learners in the region.

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AEP Program Areas

Services to students 18 years or older in:
ESL and citizenship
Short-term noncredit Career & Technical Education
Adult basic education, high school equivalency, or GED
Adults training for child school success
Programs for adults with disabilities
Noncredit pre-apprenticeship training

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Public Comment

- Complete a speaker card to be recognized.
- Comments limited to two minutes per speaker.
- See www.sfadulted.org for more information and copies of plans and meeting materials.

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Updates & Action Items

Noncredit Marketing Campaign

Charlie Cardillo

Underground Agency

City College of San Francisco

Adult Education: ESL & Transitional Studies Awareness Campaign

underground*

Assignment Overview

Through the Adult Education Block Grant, Underground teamed with CCSF team to build awareness and drive enrollment for non-credit programs at CCSF through strategic messaging and creative advertising services.

- **Authentic Visual Storytelling.** Develop and share multigenerational stories of City College's diverse student population in ESL and Transitional Studies programs.

- **Community Outreach.** Highly targeted media strategy focused on community outreach and local activation. Flyers, posters, and postcards throughout San Francisco's most common gathering spots - public libraries, barber shops, laundromats, and other community centers. Postcards in multiple languages to support the diversity of our core audiences. Multi-channel paid media campaign.

Bus Shelter

underground

Bus Shelter

underground

Bus Shelter

underground

Bus Shelter

underground

Bus Shelter

underground

Bus Shelter

underground

Bus Shelter

underground

Bus Shelter

underground

Billboard

underground

Multi-lingual postcards

underground

:30 Television. Also created a :15 version

underground

Radio in Spanish

Next Steps

- Interview of ESL student and co-owner/chef of Nopalito, Gonzalo Guzman on radio station La Raza, 93.3 with CCSF ESL staff member

- Assess media effectiveness of current campaign. Continue to target ESL and transitional studies students

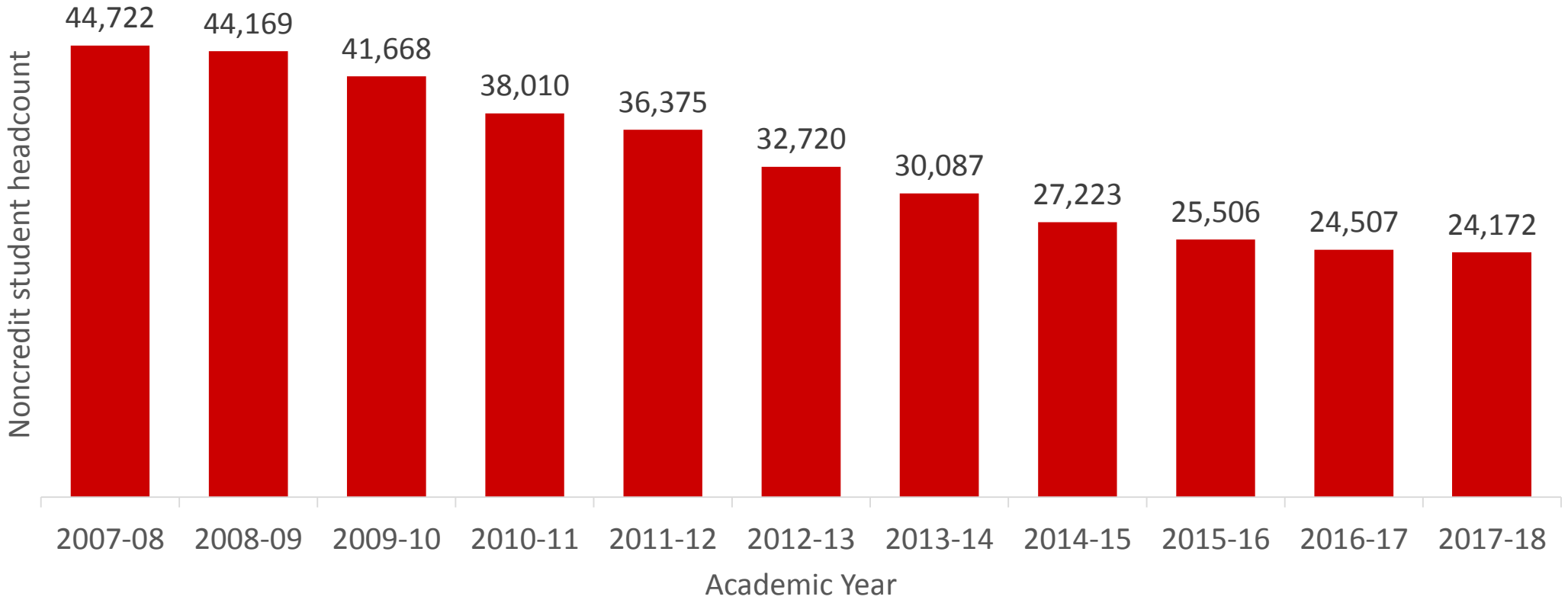
- Focus on Certificate Programs/Classes based on enrollment needs, attain feedback of program staff, respond to needs

Noncredit Data at a Glance

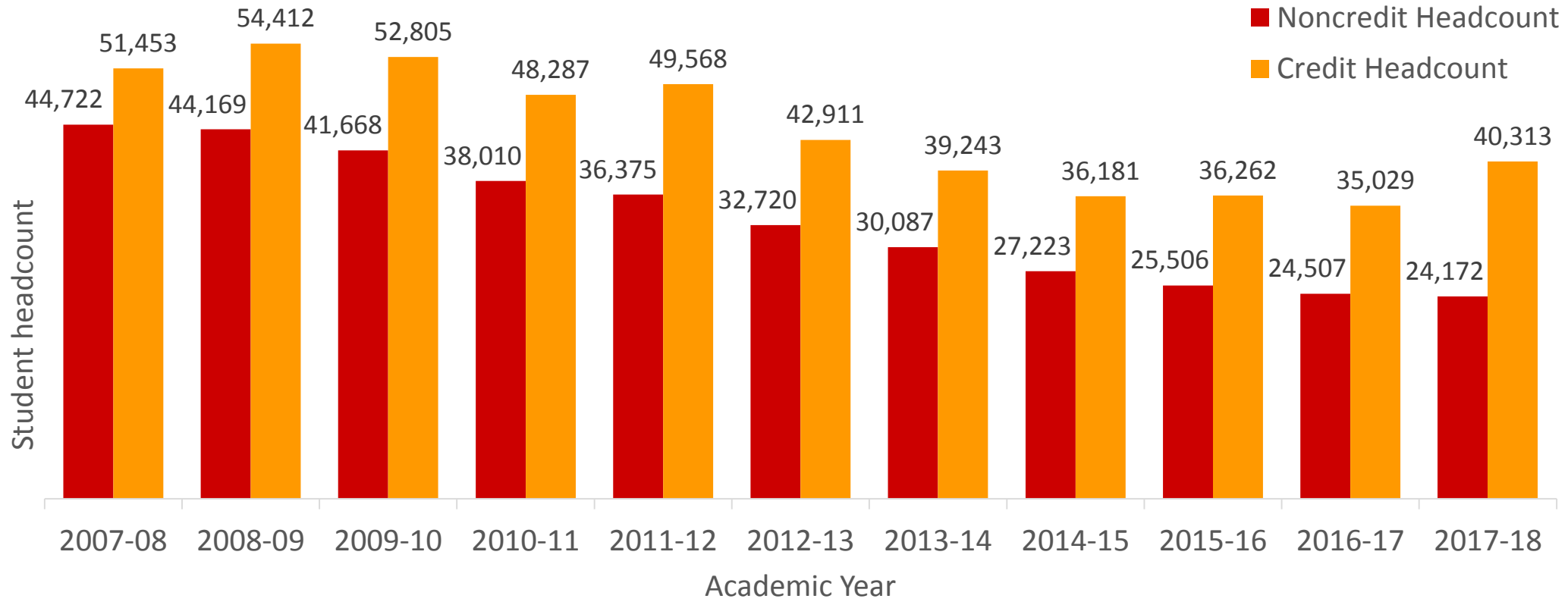
Elizabeth Leiserson, Senior Research Analyst

CCSF Office of Research & Planning

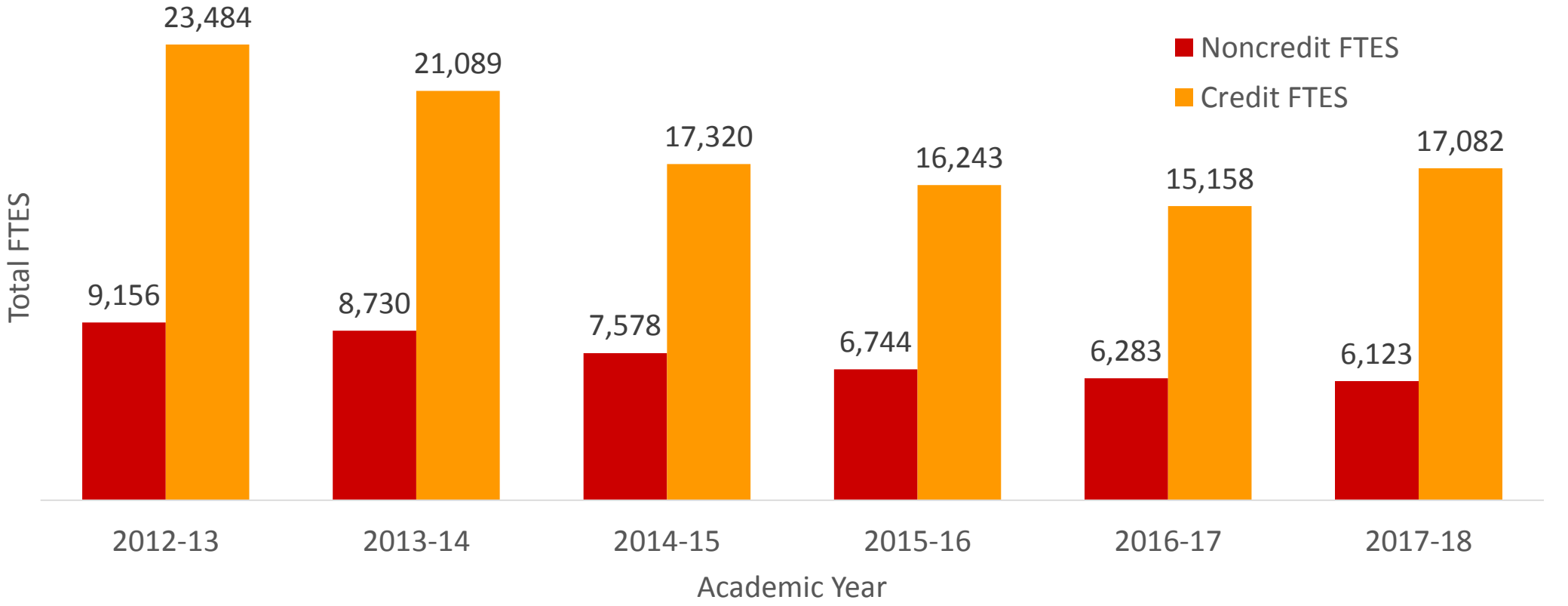
How many students take noncredit classes?



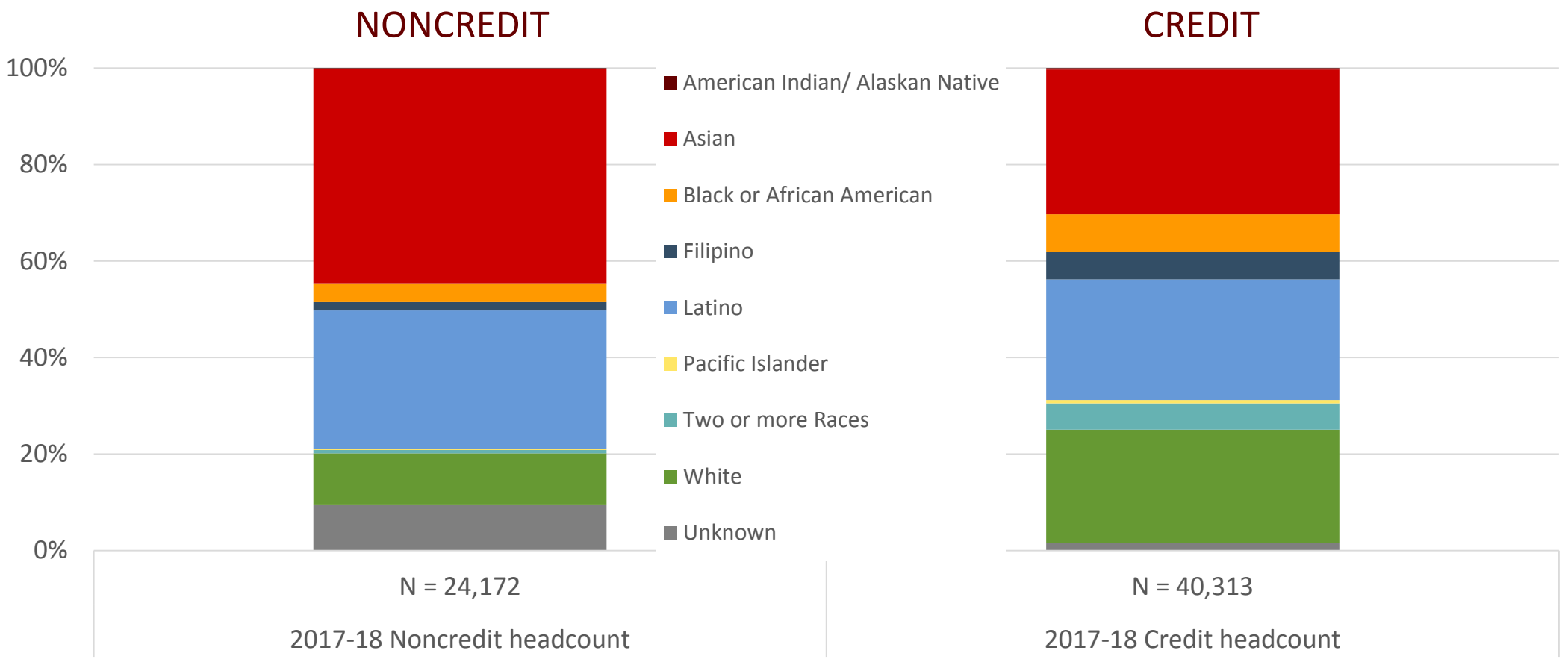
How many students are in noncredit v. credit?



How much of the college's FTES enrollment is in noncredit v. credit?

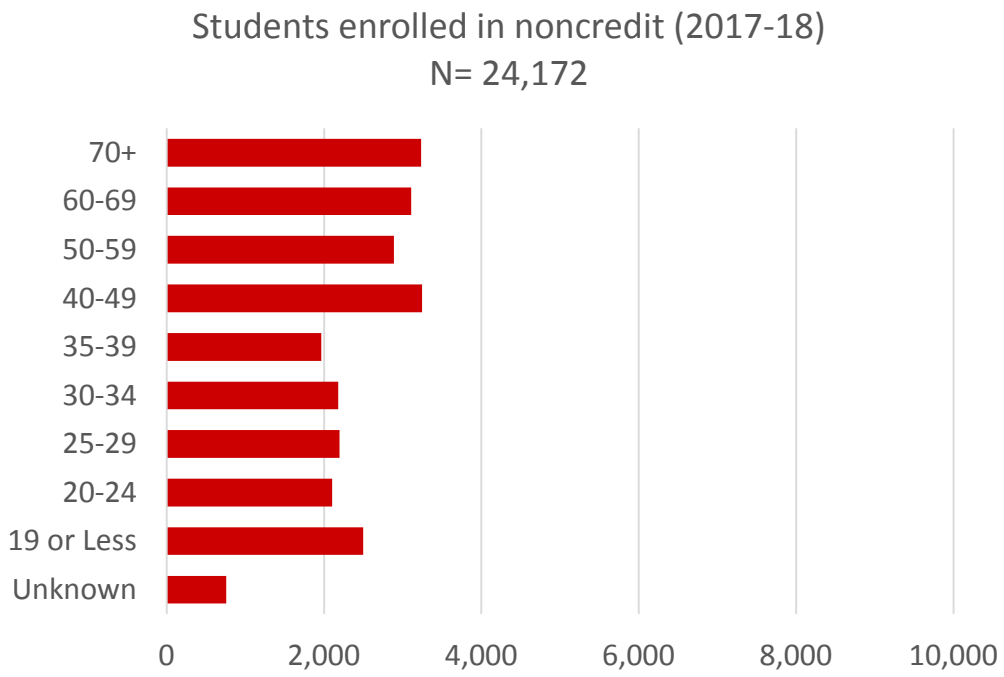


What is the ethnicity distribution of students in noncredit v. credit?

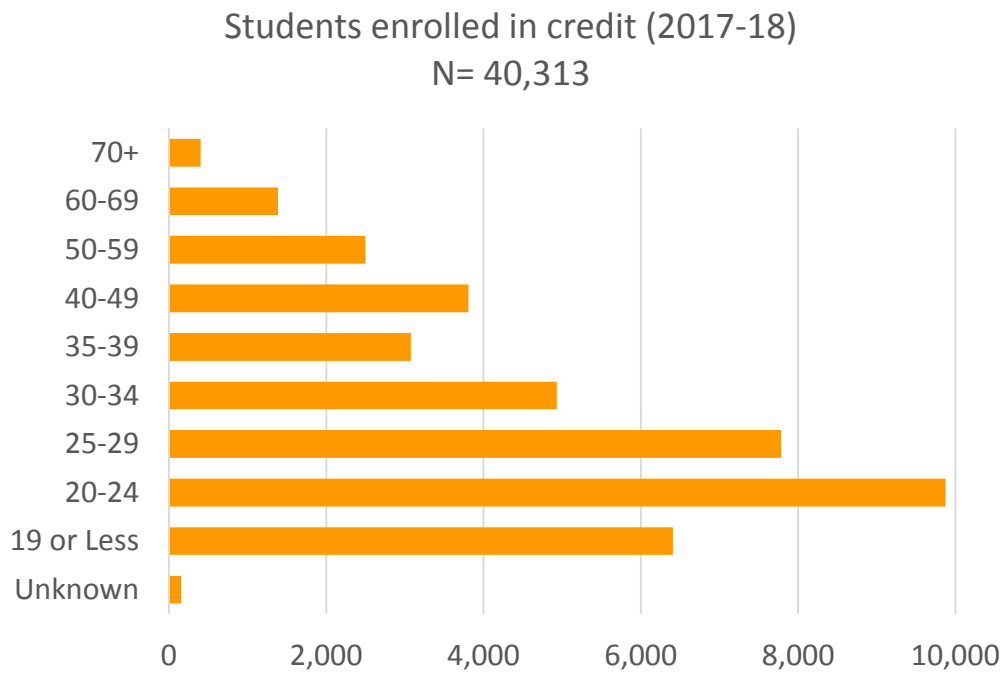


What is the age distribution of students in noncredit v. credit?

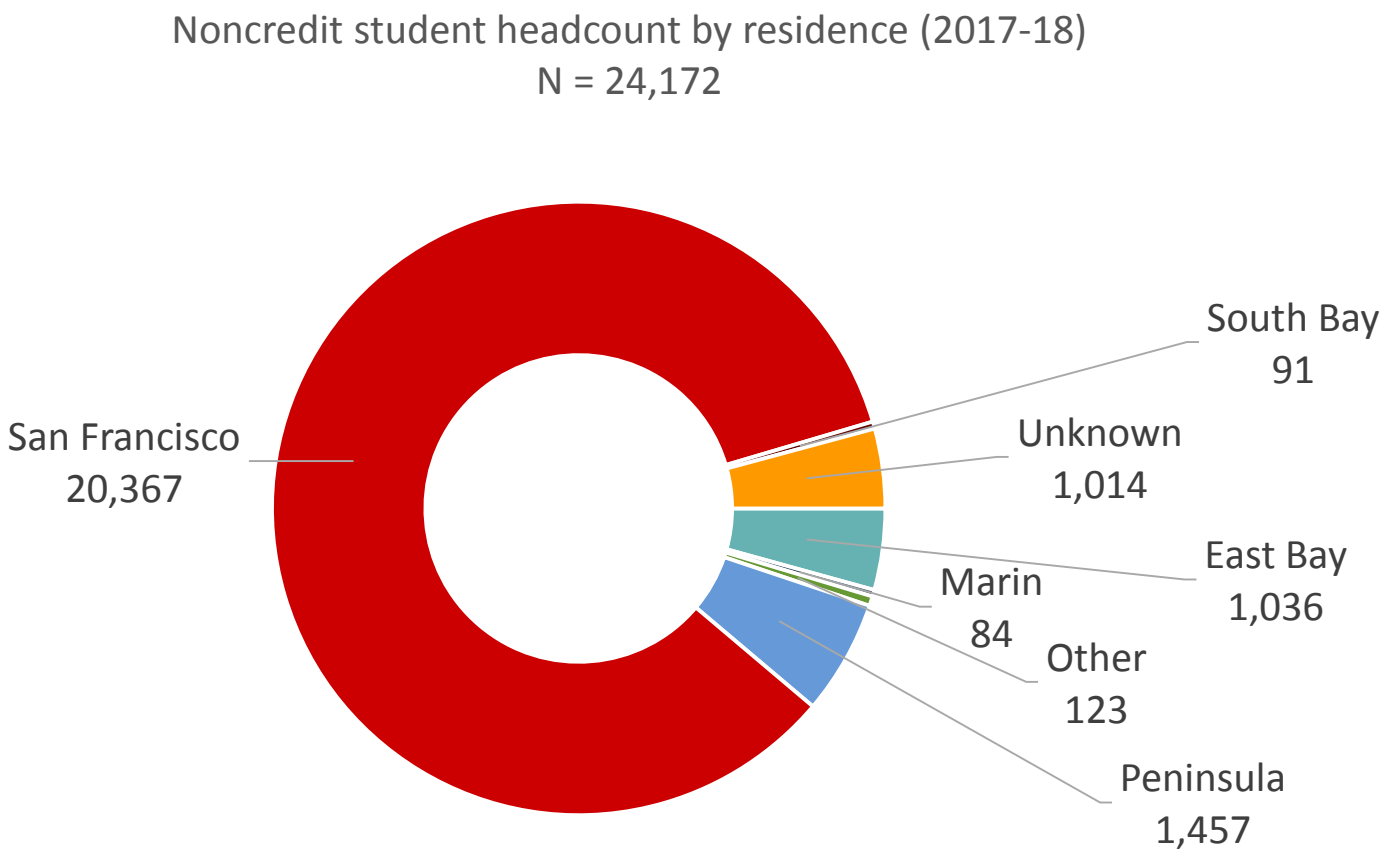
NONCREDIT



CREDIT

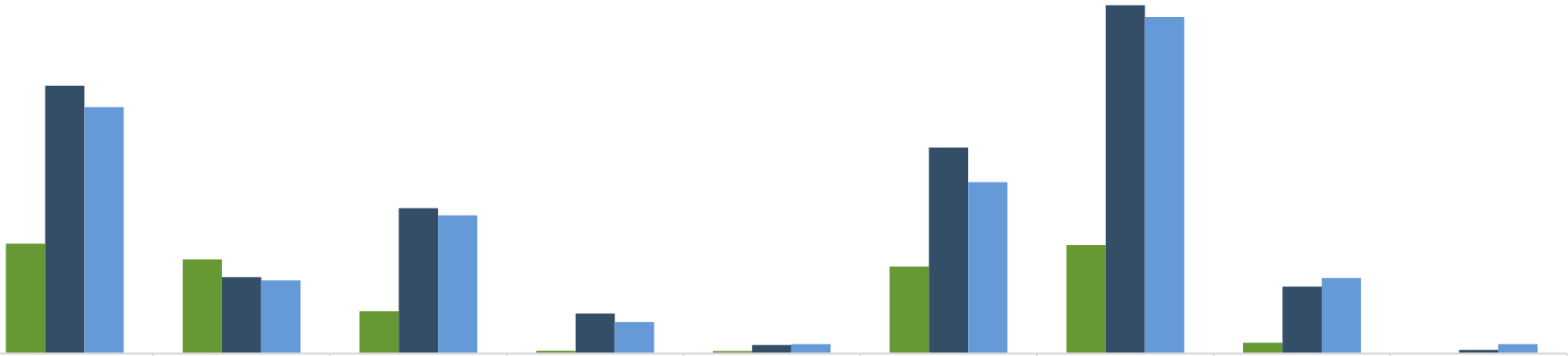


Where do students in noncredit classes live?



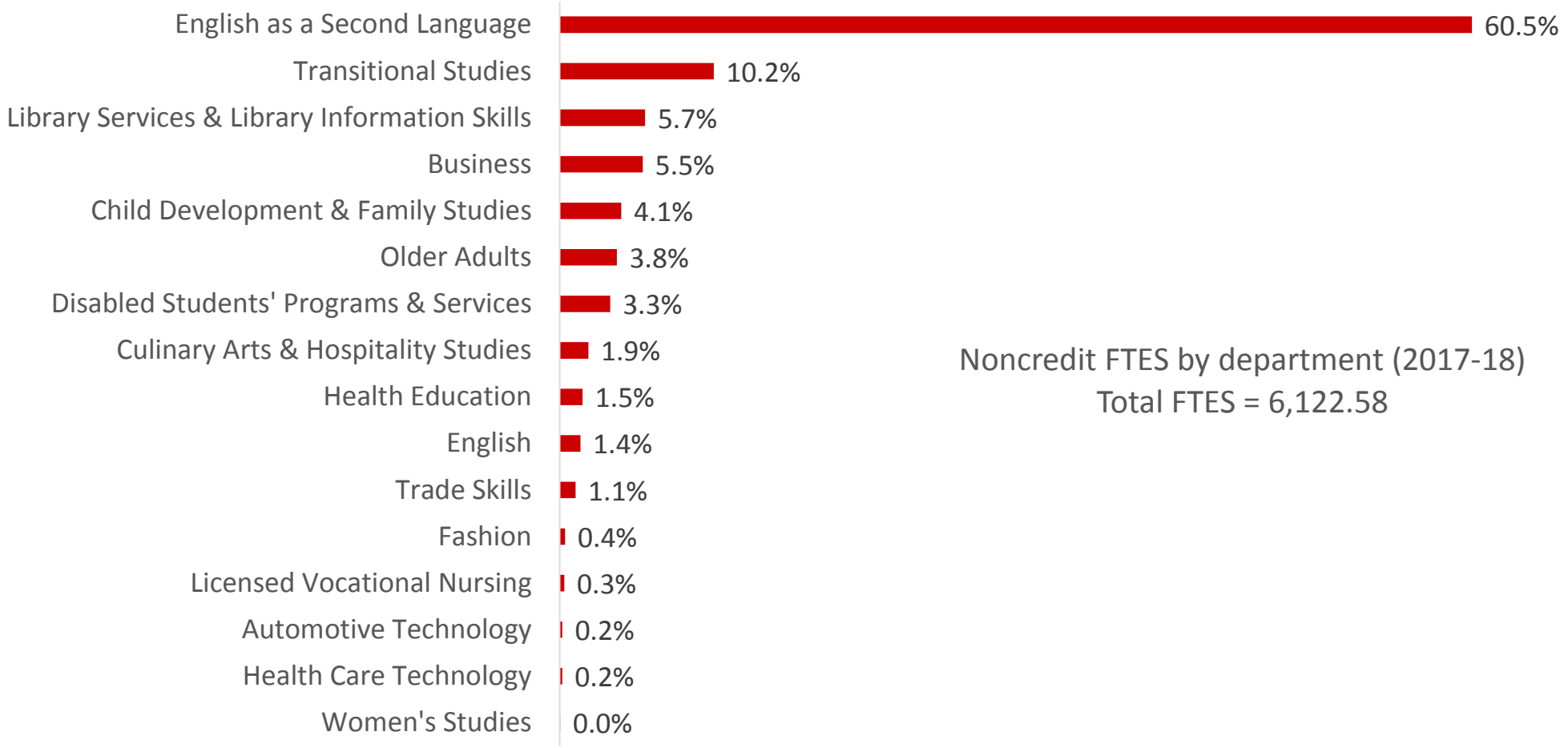
How many students attend noncredit classes at each of the centers?

Noncredit student term headcount by center (2017-18)

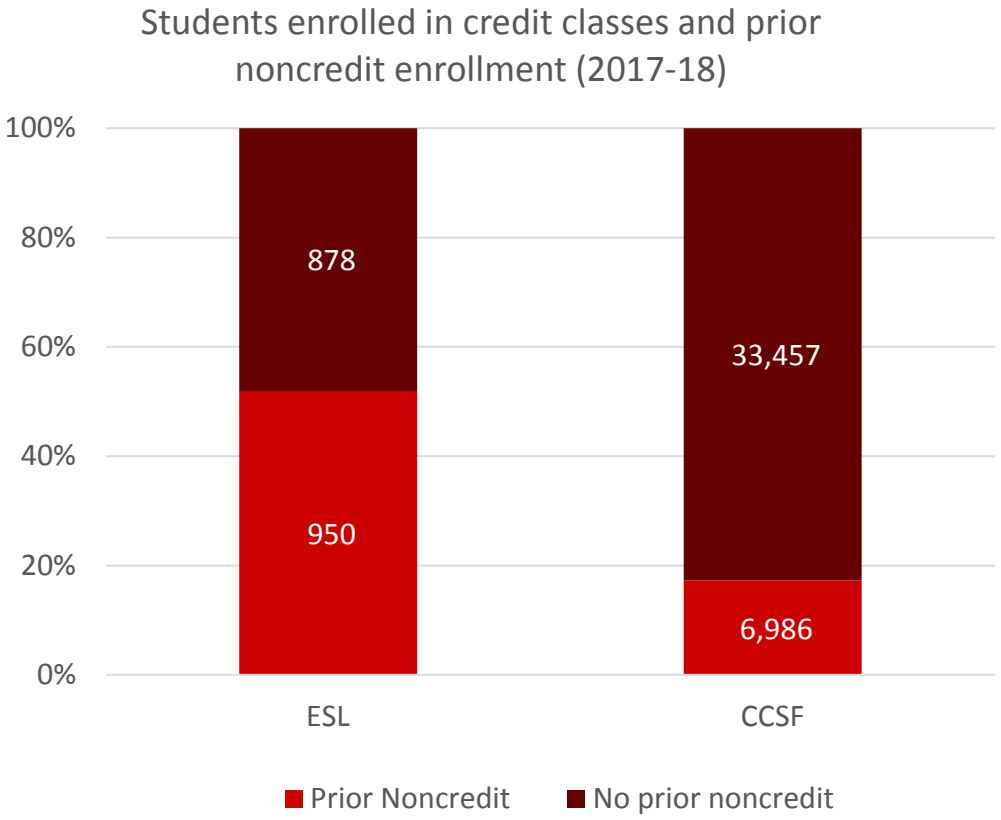


	Chinatown/ North Beach	Civic Center	Downtown	Evans	Fort Mason	John Adams	Mission	Ocean	Southeast
Summer 2017	1,613	1,384	620	41	39	1,277	1,594	159	0
Fall 2017	3,936	1,122	2,137	587	125	3,027	5,116	985	53
Spring 2018	3,618	1,077	2,031	463	139	2,518	4,943	1,110	139

In which departments are students taking noncredit classes?

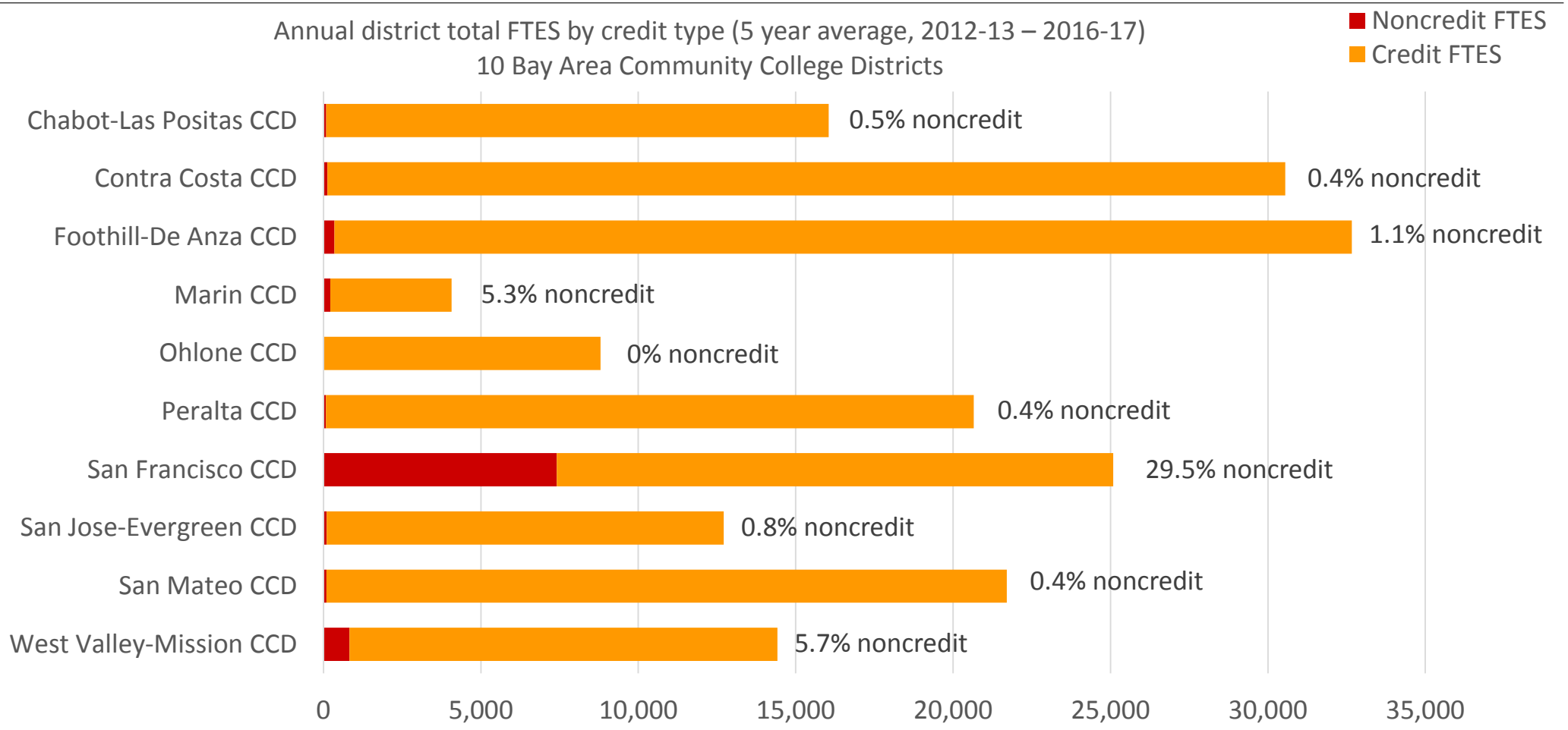


How many credit students have prior noncredit enrollments?

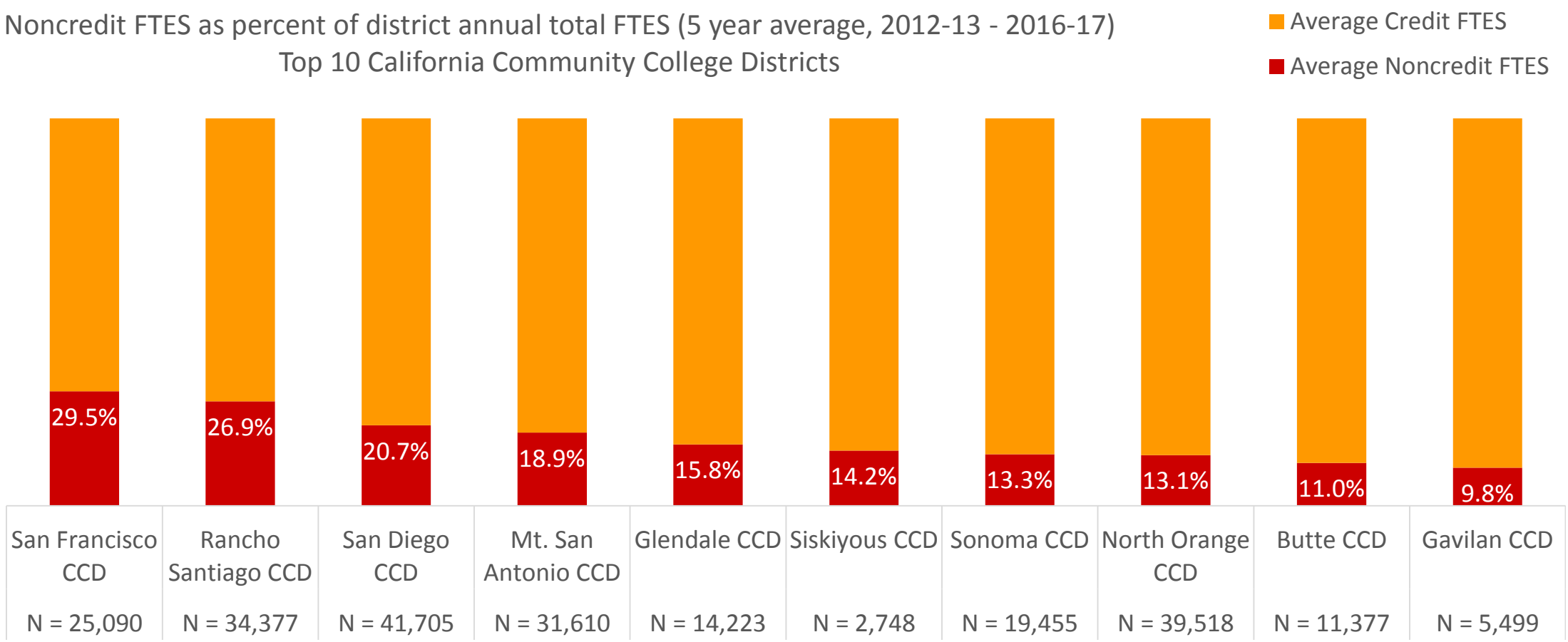


- 51.9% of students enrolled in credit ESL in 2017-18 had enrolled in noncredit ESL in a prior term.
- 17.3% of students enrolled in a credit class in 2017-18 had enrolled in a noncredit class in a prior term.

How many students are in noncredit at other local colleges?



Which other districts have large percentages of FTES in noncredit?



Office of Research & Planning

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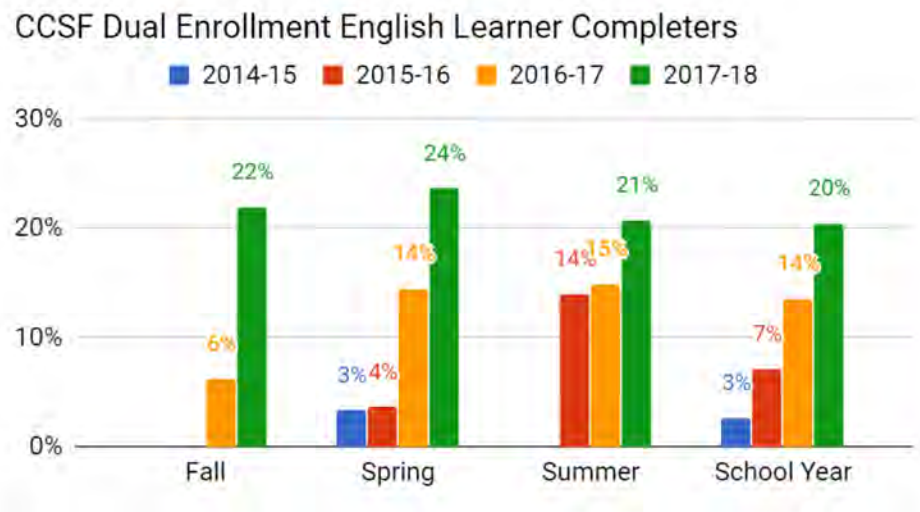
SFUSD Updates

Jen Fong, Executive Director, Student Learning Support

Early College Team
Increasing service to English Learners



CCSF Dual Enrollment English Learner Completers

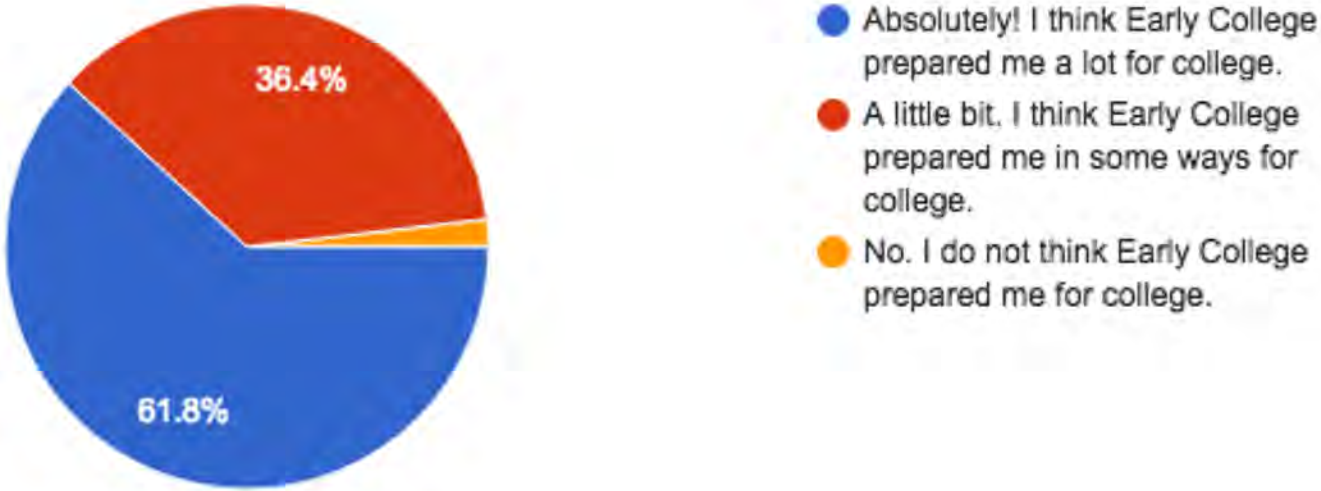
	Fall	Spring	Summer	School Year
2014-15	*	12/355	*	13/486
2015-16	*	13/356	34/243	51/712
2016-17	20/320	77/532	33/221	119/876
2017-18	111/506	151/638	60/289	231/1130

An asterisk (*) appears on the charts to protect student privacy where there are ten or fewer students.

Spring Survey 2018: What did seniors say?

Do you think Early College helped prepare you for college?

55 responses



Student Experience

- “I think [Early College] is very helpful because you already **have an idea of how college would look like**.”
- “It [Early College] helps you because the **teachers are more strict.**”
- “Provided me a **chance to write college level** paper.”
- “Early college was helpful for me because it helped me to understand how college look. Also I learned different things that will help me in my everyday life, but specifically in school.”
- “Something that was really challenging in college was that we had homework everyday.”

CCSF Instructor Experience

"Two of my students who seemed rather uninterested in the subject matter came to life after creating a graphics assignment in Photoshop. They each are very quiet, yet creative, and having an opportunity to express themselves through this medium was very bolstering to their self-confidence, I believe. I was/am the kind of student who also participates much more in a class when I have a self-directed, creative project to work on, so I can appreciate what is necessary to reach this type of student."

~Visual Media Design Instructor

"Yes [Early College should continue], because giving the students a 'taste' of college is very beneficial for them for their college career and after, boosting their confidence and motivation."

~Biotechnology Instructor

CCSF Program Updates

Lucy Runkel, Assistant Director, Adult Education

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New Projects

- CCSF 101
- Professional Development for CBOs
- CCSF-developed I-BEST training
- Student experience survey
- New Instructional Service Agreement

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Next Steps

3 Year Planning Process: 2018-2019

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Thanks for attending!
We appreciate your feedback.