

San Francisco Adult Education Consortium Public Meeting

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

City College of San Francisco



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



Who are we?

Why do we meet?



Name change!

AEBG → AEP



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.



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



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.



Updates & Action Items



Noncredit Marketing Campaign

Charlie Cardillo

Underground Agency

City College of San Francisco

Adult Education: ESL & Transitional Studies Awareness Campaign

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.

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free English classes
for everyone.

CHRISTIANE TAVIERA
CCSF ESL Student

Sign up at a center near you.

**CCSF CENTER
LOCATIONS:**

CityCenter
North Beach
Kearny and Washington St.
415-395-8801

Mission
Valencia and 22nd St.
415-620-6000

City Center
1170 Market St.
415-561-1020

Downtown
4th and Mission St.
415-287-6500

John Adams
Hayes and Ashbury St.
415-561-1900

Ocean
Pfeiffer and Ocean Ave.
415-239-3285

Southwest
Divisadero and Phelps St.
415-550-4300



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AMERICO ACERY
CCSF ESL Student

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Chinatown/North Beach
Kearny and Washington St.
415-398-8604

Mission
Valencia and 2nd/22nd St.
415-929-6000

Civic Center
1700 Market St.
415-561-8221

Downtown
4th and Mission St.
415-257-6500

John Adams
Hayes and Ashbury St.
415-561-8000

Ocean
Pacifica and Ocean Ave.
415-239-3285

Southeast
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PHU DOLME CHOKEY
CCSF ESL Student

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Mission
Valencia and 22nd St.
415-522-8000

City Center
1770 Market St.
415-561-1020

Downtown
4th and Mission St.
415-247-7600

John Adams
Hayes and Ashbury St.
415-561-1900

Ocean
Pleasant and Ocean Ave.
415-238-3289

Southwest
Oakdale and Phelan St.
415-550-4300



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NAT HUOR
CCSF ESL Student
with his granddaughter

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Chinatown/North Beach Kearny and Washington St. 415-392-8801	Clare Center 1070 Market St. 415-561-0220	Southwest Diablo and Phelan St. 415-550-4300

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diploma for free.

ALEX VILLEDA
CCSF Transitional
Studies Student

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LOCATIONS:**

Mission Valencia and 22nd St. 415-521-8500	Downtown 4th and Mission St. 415-241-8500	Ocean Pfeiffer and Ocean Ave. 415-238-8285
Chilcatown/North Beach Kenney and Washington St. 415-395-8801	Castro Center 1170 Market St. 415-561-1020	Emery Emery and Maxwell St. 415-550-4440



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DANIEL ULLOA
CCSF Transitional
Studies Student

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diploma for free.

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LOCATIONS:**

Embarcadero/North Beach
Kearny and Washington St.
415-355-8801

Mission
Valencia and 22nd St.
415-625-8000

City Center
1170 Market St.
415-561-5020

Downtown
48 and Mission St.
415-247-4100

John Adams
Hayes and Ashbury St.
415-545-9000

Ocean
Phelan and Ocean Ave.
415-238-3285

Evans
Evans and Mendell St.
415-500-4440



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PHYLIS CHAN
COFFEE BU BU

請到附近的分校報名

服務可親身註冊

Midtown 1500 Broadway St. SF 94103-5075	Downtown 400 16th Street St. SF 94103-5075	Castro Pine and Divisadero St. SF 94118-5075
Chinatown/North Beach Larkin and Washington St. SF 94109-5075	City Center 550 Market St. SF 94105-5075	Haymarket Folsom and Powell St. SF 94102-5075

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MAY HUI
LIFE IS BEAUTIFUL

請到附近的分校報名

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Chinatown/North Beach Larkin and Washington St. SF 94109-5075	City Center 550 Market St. SF 94105-5075	Haymarket Folsom and Powell St. SF 94102-5075

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AMARCO BERRY
CCSF ESL Student

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UBICACIONES DE LOS CENTROS ESCOLARES

Mountain View Mountain View Center 415.922.9202	San Bruno San Bruno Center 415.226.5222	San Francisco San Francisco Center 415.226.5222	San Jose San Jose Center 415.226.5222
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CCSF ESL Student

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CHRISTIANE TAVIERA
CCSF ESL Student

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OF SAN FRANCISCO

Mission Center: Valencia and 22nd | Llame al (415) 920-6000 | ccsf.edu/LearnEnglish

Billboard

إنها مدينتك

ونحن نوفر دروسًا مجانية في اللغة الإنجليزية للجميع.

PHI DOLMA CHERRY
CCSF ESL Student

IT'S YOUR CITY. And we have free English classes for everyone.

CITY COLLEGE
OF SAN FRANCISCO

Improve your English at City College

- English lessons of all levels are welcome
- All non-credit courses at City College are free
- Convenient class times
- Register right at Centers

حسّن لغتك الإنجليزية.

- نرحب بجميع مستويات اللغة الإنجليزية في جميع المستويات
- جميع الفترات الدراسية في الكلية مجانية للجميع
- ساعات الدروس مناسبة
- سجل في مراكزنا

قم بالتسجيل في المركز القريب منك.

Sign up at a center near you.

CCSF CENTER LOCATIONS PHI DOLMA CHERRY	Midtown Midtown and Center St 415-221-2100	Downtown Downtown and Mission St 415-221-2100	Golden Gate Golden Gate and Divisadero St 415-221-2100
Chinatown North Beach North Beach and Embarcadero St 415-221-2100	City Center City Center and Market St 415-221-2100	John Karam John Karam and Embarcadero St 415-221-2100	Redwood Redwood and Pioneer St 415-221-2100

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OF SAN FRANCISCO

www.ccsf.edu/eng

ESTA É A SUA CIDADE

Em nossas aulas de inglês gratuitas são para todos.

CHRISTIANE TEIXEIRA
CCSF ESL Student

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OF SAN FRANCISCO

CHÚNG TÔI CÓ CÁC LỚP TIẾNG ANH

miễn phí ngay tại thành phố Quý vị đang ở.

ANTHONY
CCSF ESL Student

IT'S YOUR CITY. And we have free English classes for everyone.

CITY COLLEGE
OF SAN FRANCISCO

САН ФРАНЦИСКО - ВАШ ГОРОД!

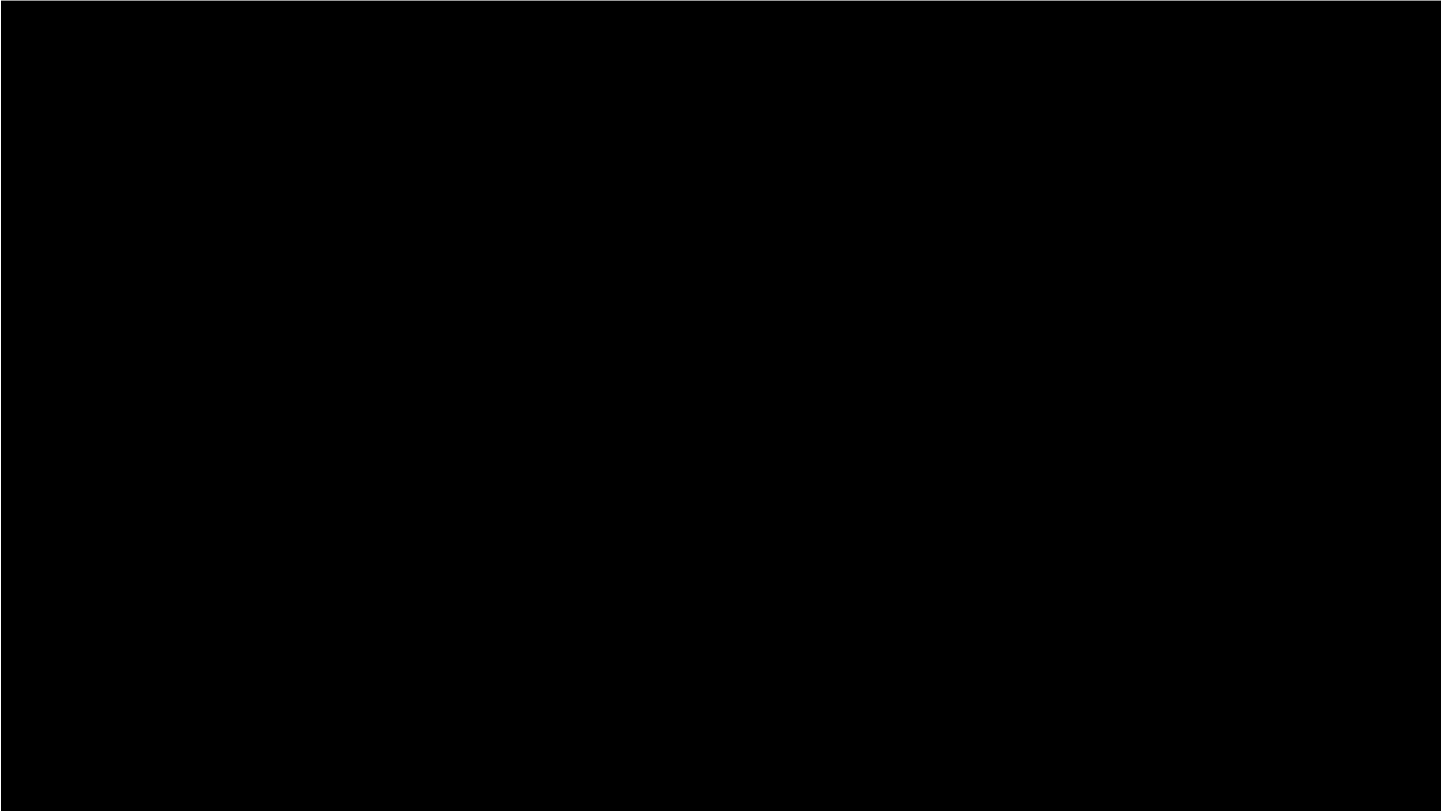
В нашем колледже (City College of San Francisco) есть бесплатные курсы английского для всех!

ANTHONY
CCSF ESL Student

IT'S YOUR CITY. And we have free English classes for everyone.

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OF SAN FRANCISCO

Multi-lingual postcards



: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

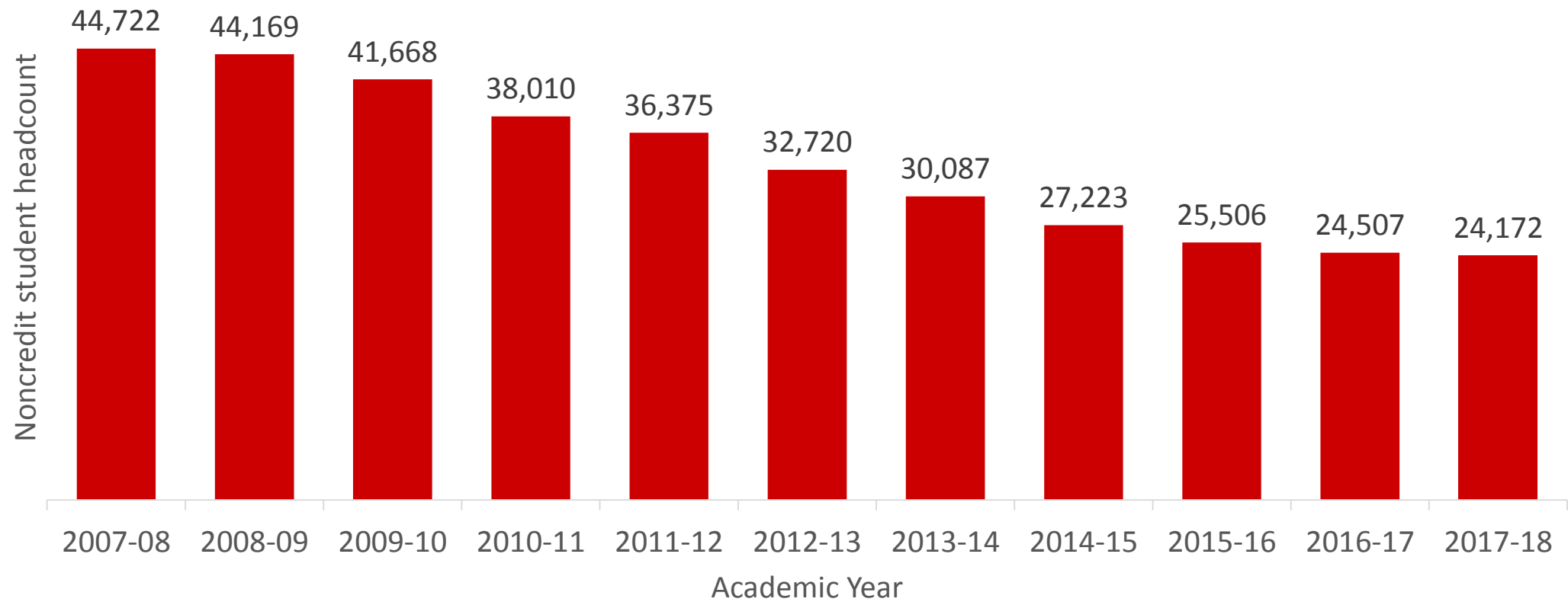
Noncredit Data at a Glance

Elizabeth Leiserson, Senior Research Analyst

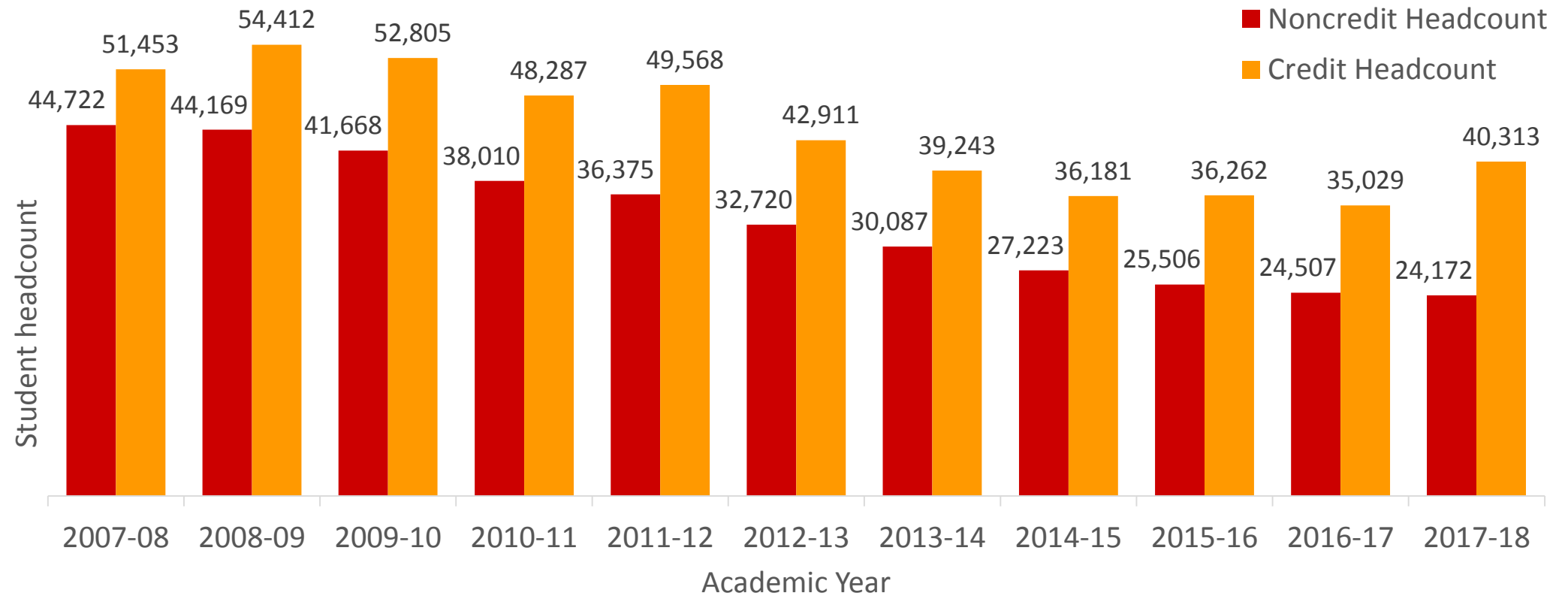
CCSF Office of Research & Planning



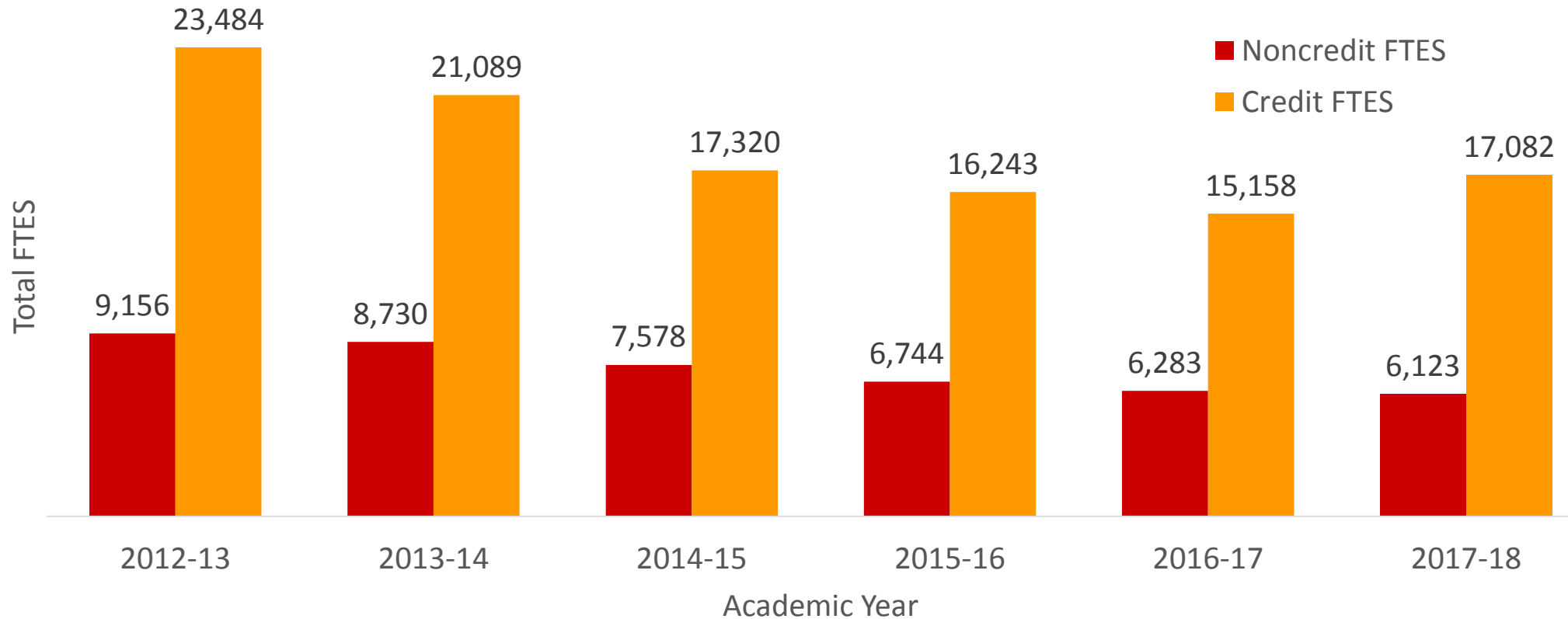
How many students take noncredit classes?



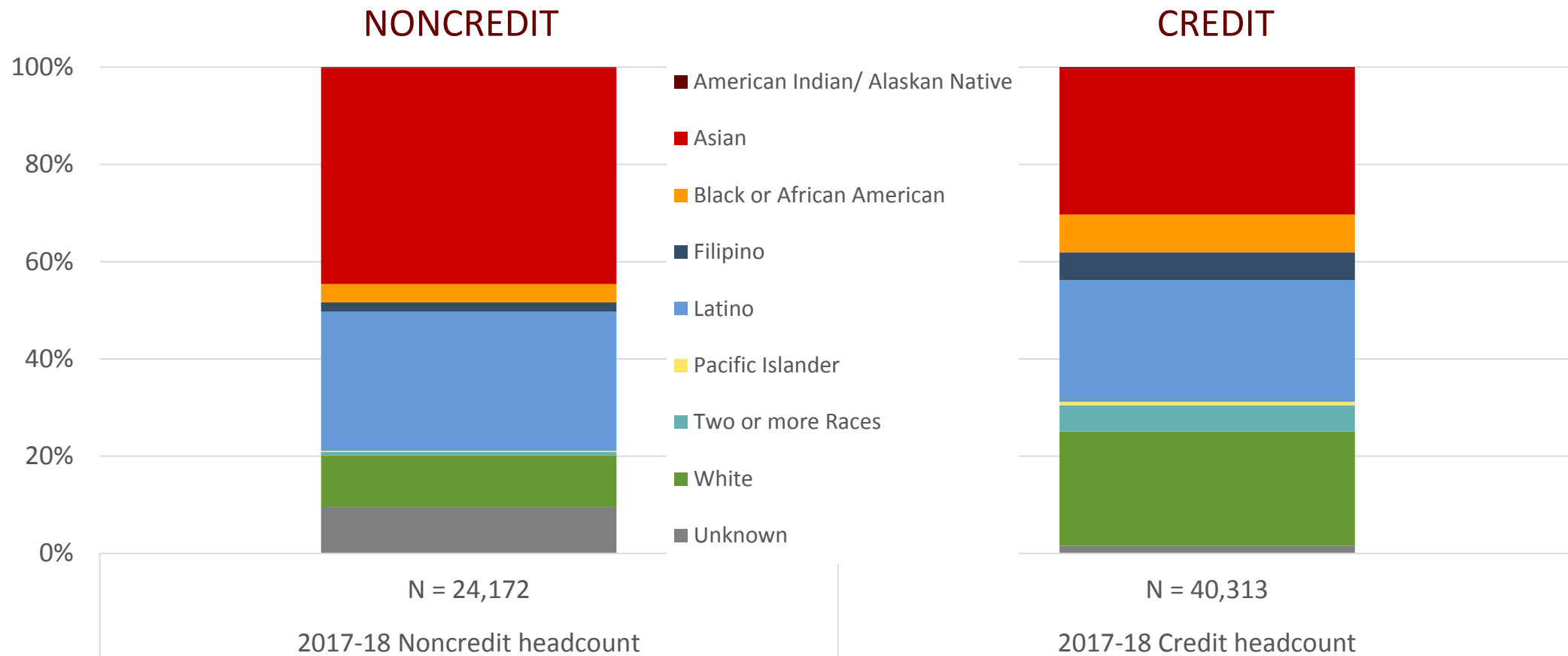
How many students are in noncredit v. credit?



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



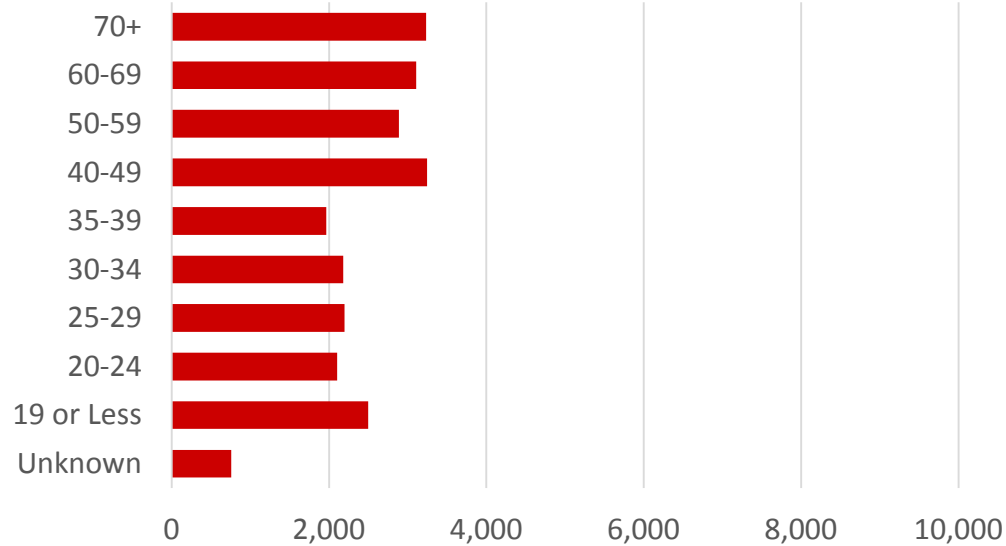
What is the ethnicity distribution of students in noncredit v. credit?



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

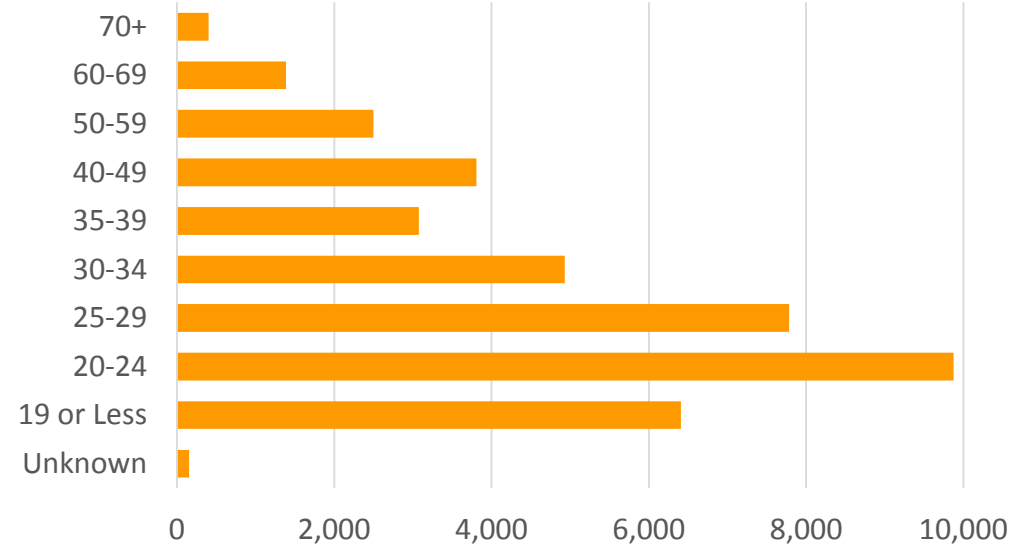
NONCREDIT

Students enrolled in noncredit (2017-18)
N= 24,172



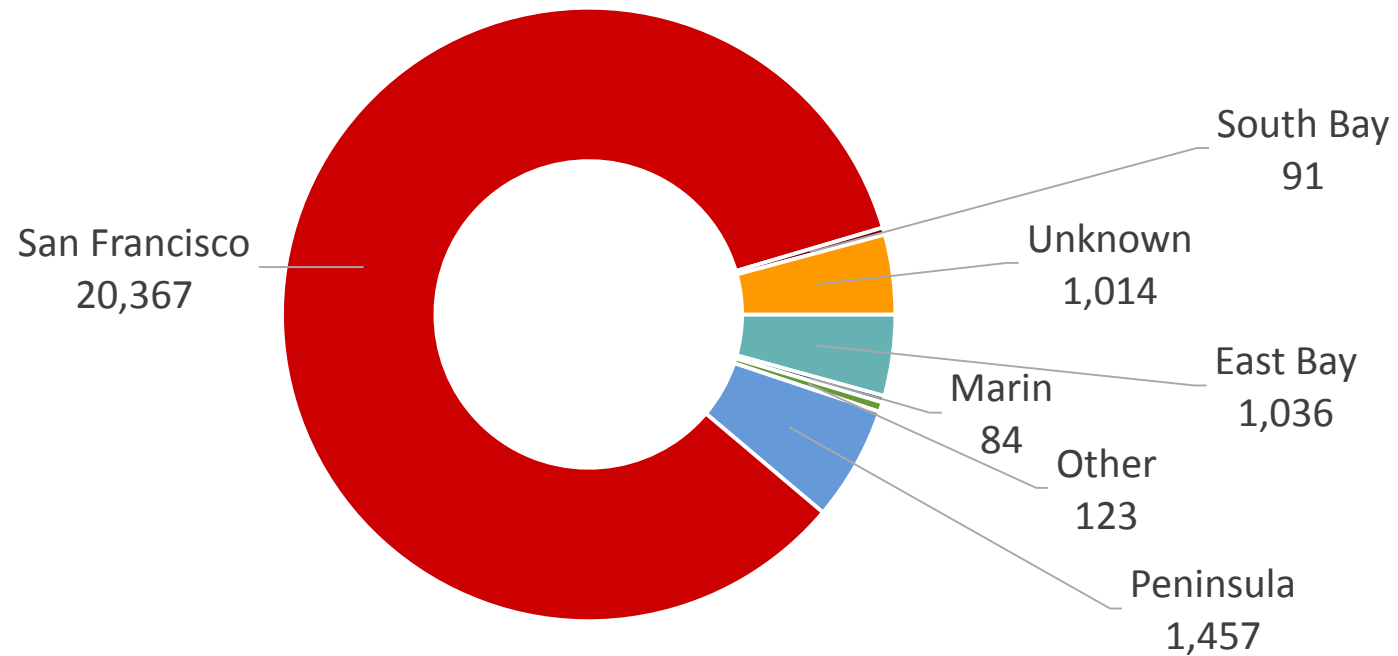
CREDIT

Students enrolled in credit (2017-18)
N= 40,313



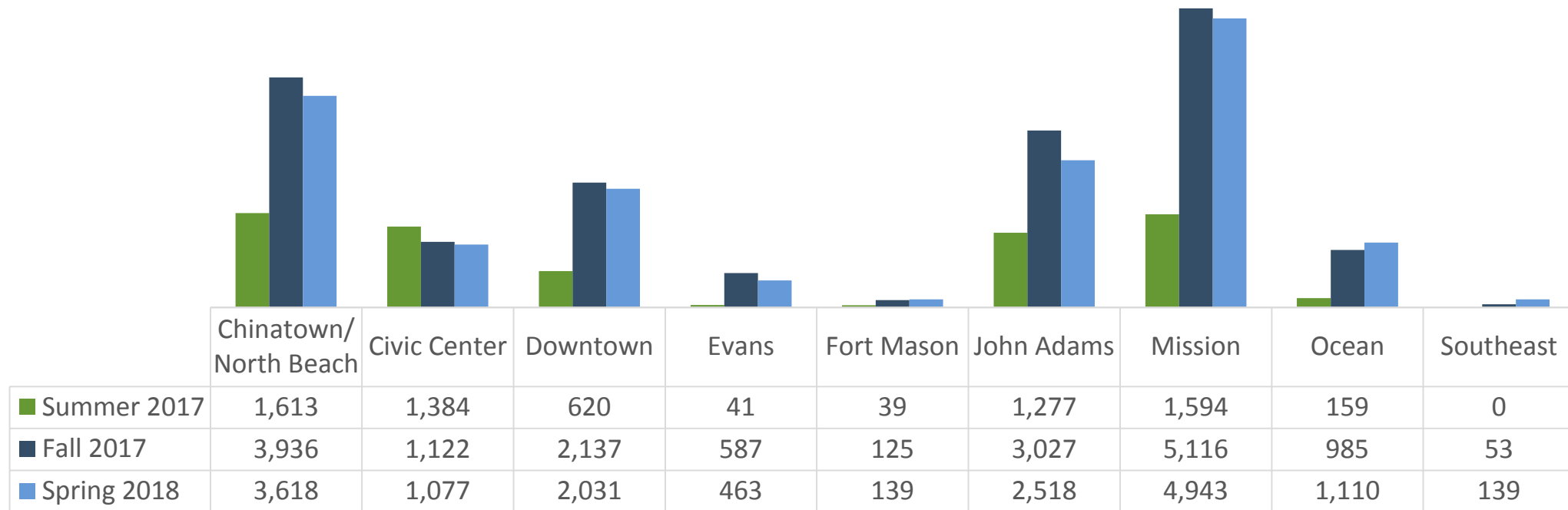
Where do students in noncredit classes live?

Noncredit student headcount by residence (2017-18)
N = 24,172

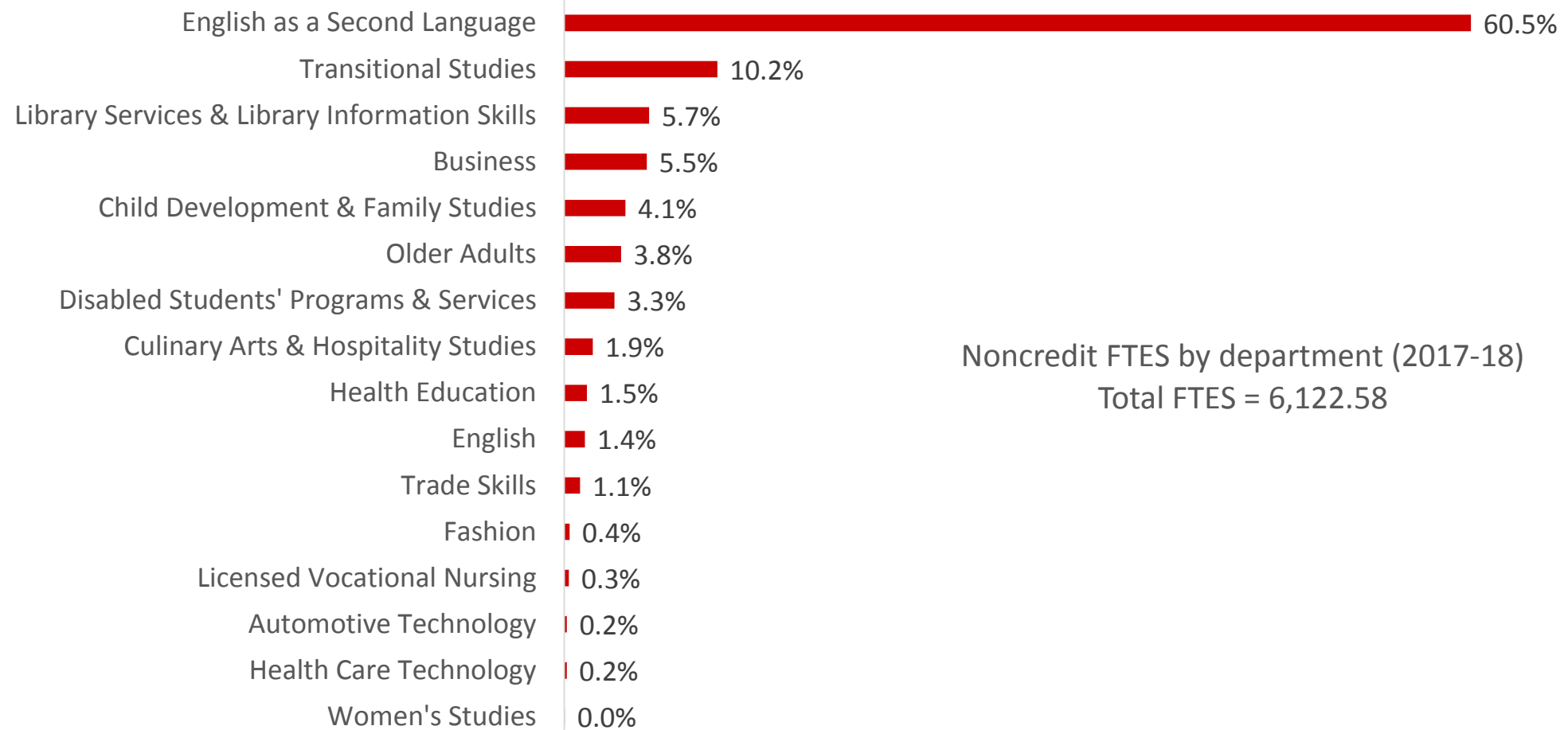


How many students attend noncredit classes at each of the centers?

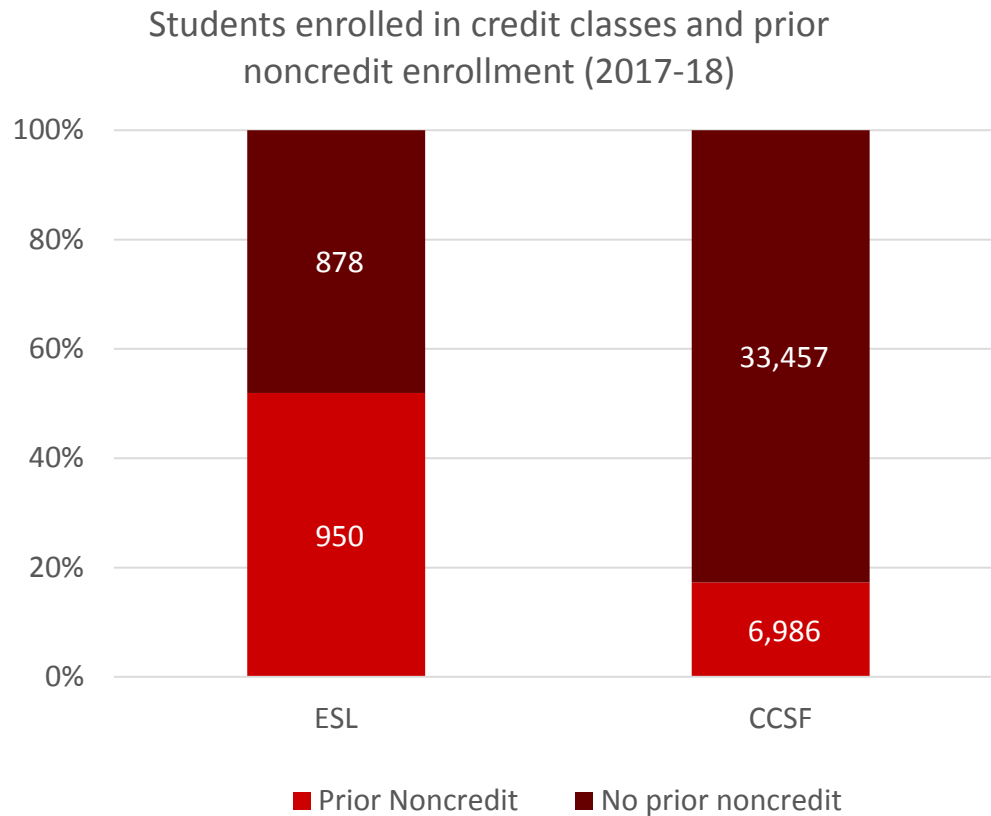
Noncredit student term headcount by center (2017-18)



In which departments are students taking noncredit classes?

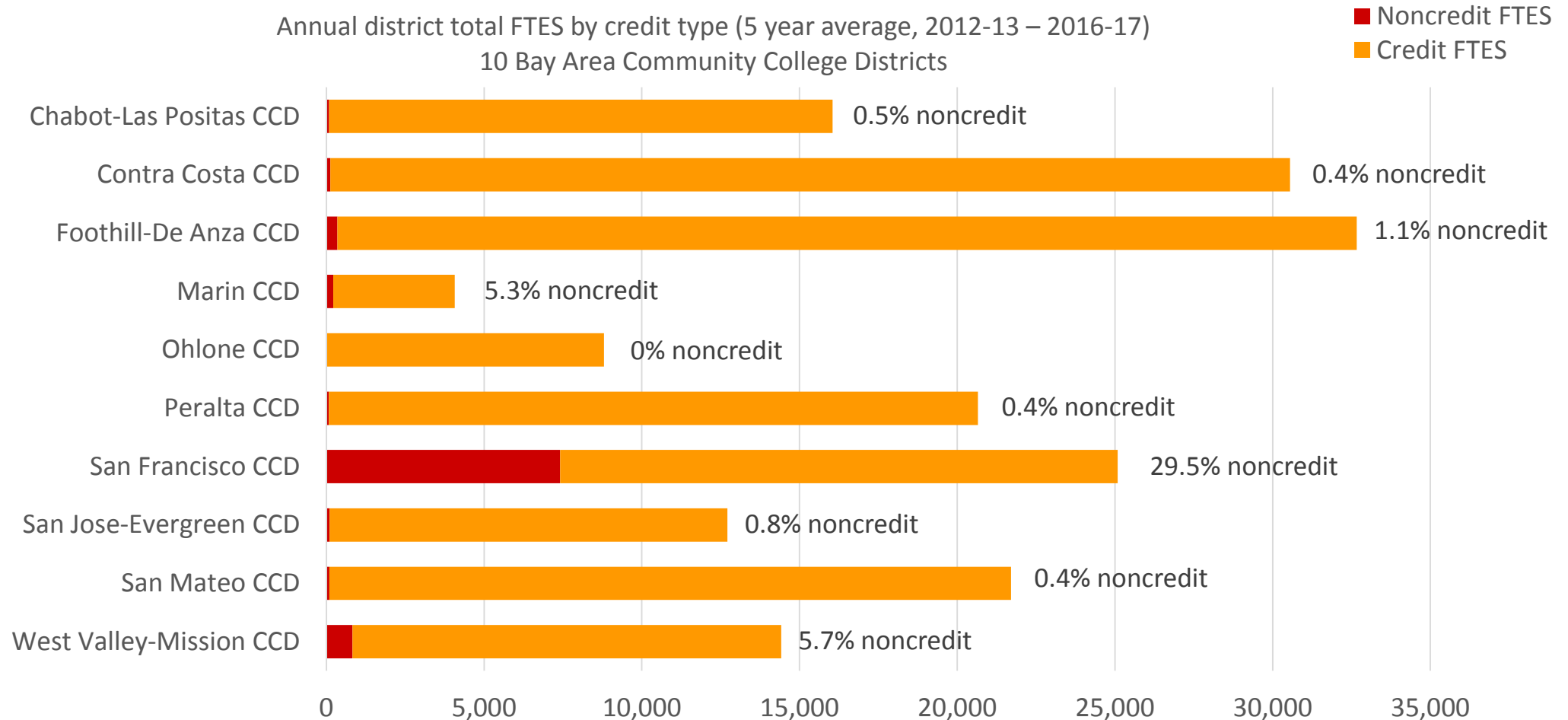


How many credit students have prior noncredit enrollments?



- 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.

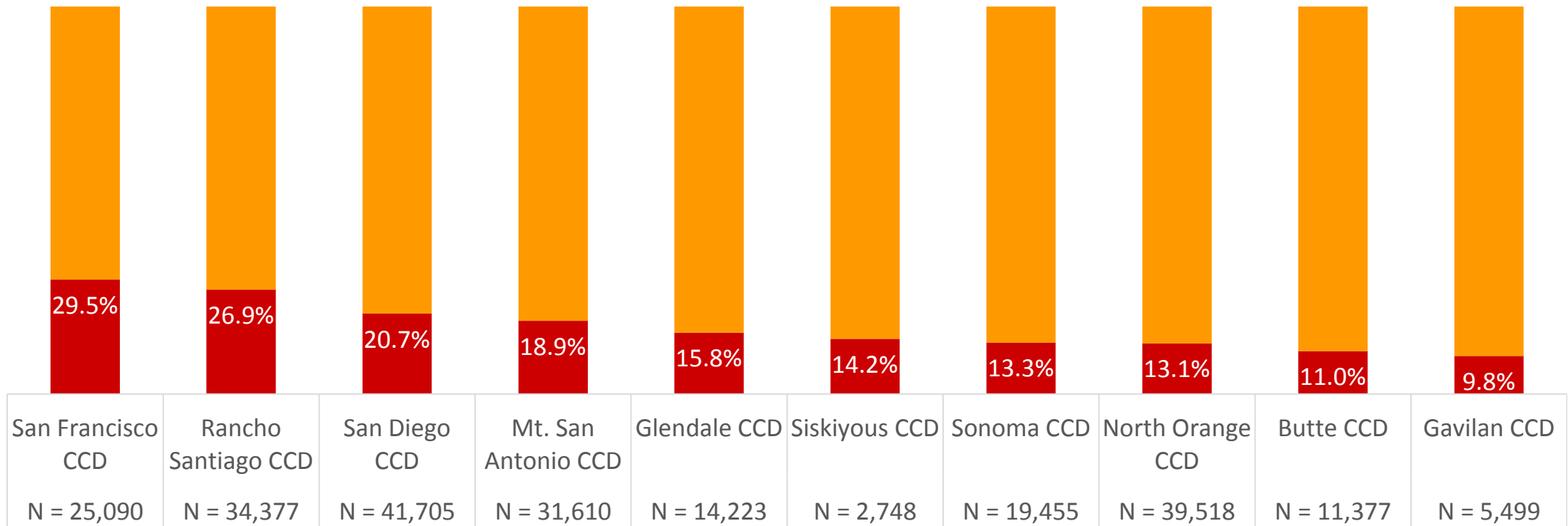
How many students are in noncredit at other local colleges?



Which other districts have large percentages of FTES in noncredit?

Noncredit FTES as percent of district annual total FTES (5 year average, 2012-13 - 2016-17)
Top 10 California Community College Districts

■ Average Credit FTES
■ Average Noncredit FTES



Office of Research & Planning



Liz Leiserson

Sr. Research Analyst

(415) 452-5842

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ccsf.edu/research

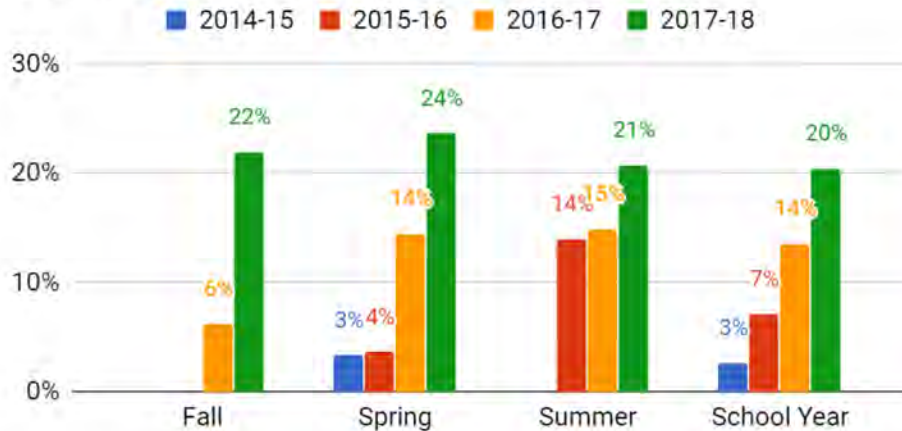
SFUSD Updates

Jen Fong, Executive Director, Student Learning Support

Early College Team

Increasing service to English Learners

CCSF Dual Enrollment English Learner Completers



CCSF Dual Enrollment English Learner Completers

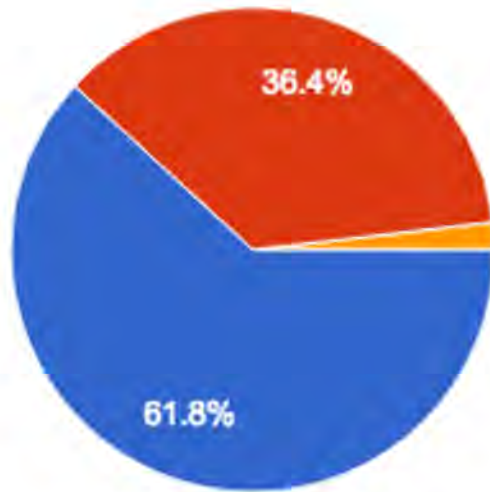
	Fall	Spring	Summer	School Year
2014-15	*	12/355	*	13/486
2015-16	*	13/356	34/243	51/712
2016-17	20/320	77/532	33/221	119/876
2017-18	111/506	151/638	60/289	231/1130

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



- Absolutely! I think Early College prepared me a lot for college.
- A little bit, I think Early College prepared me in some ways for college.
- No. I do not think Early College prepared me for college.

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

New Projects

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



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.



Next Steps

3 Year Planning Process: 2018-2019



How to contact us

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*Associate Dean, Adult Education
& Career Pathways Trust*
(415) 452-5597, avarona@ccsf.edu



Lucy Runkel
Assistant Director, Adult Education
415-561-1038, Lrunkel@ccsf.edu



Tary Acebey
Management Assistant
(415) 561-1035, tacebey@ccsf.edu



**Thanks for attending!
We appreciate your feedback.**

