

This subsection addresses activities, continuing new, for the academic year **2022-23**. An activity can address many different aspects of your program/discipline, and ultimately is undertaken to improve, enhance, and or keep your program/discipline area current. A new activity may or may not require additional resources. Activities can include but are not limited to:

- NEW CURRICULUM (courses, programs, degrees and/or certificates)
- FURTHER DEVELOPMENT OF THE PROGRAM OR SERVICE
- GRANT DEVELOPMENT AND PROPOSALS
- FACULTY AND STAFF TRAINING
- MARKETING/OUTREACH
- ENROLLMENT MANAGEMENT
- STUDENT SERVICES
- ADMINISTRATIVE SERVICES
- SUPPORT OPERATIONS
- FACILITIES

List information concerning projects or activities planned by completing sections A through G. Each new activity should use a separate table below, so please copy what is provided as needed. The first activity listed should be the most important; the second activity listed the second most important, etc. Please keep in mind that resources needed, if funded, would not be approved until December 2021 and provided until January 2022. Ongoing activities involving resources that will no longer be available from grant funds starting FY 2022-23 must also be planned for appropriately. All new requests MUST be linked to either the Strategic Plan, an outcome (SLO, PLO or SAO), or Department Function. Please link by commenting in the box to the right regarding how the activity is related. (Only comment on what you are linking to) There are 4 provided, if you need more please copy and paste to the bottom.

A. Activity Description	Communications/Alumni Coordinator- Connect community and industry interests with opportunities to give, engage and support students at Hartnell College
B. Linking	The activity must be linked to at least one of the categories listed below with a brief explanation!
Link to Strategic Plan Goals:	
Increase degree/certificate completion	The Office of Advancement/Foundation is committed to growing resources to support student success and further degree completion rates. Expanding the scope and reach of our communications will ensure that internal and external stakeholders are engaged in the work of the college, thereby building institutional support and helping students take advantage of academic and professional opportunities.
Increase student completion efficiency	The Office of Advancement/Foundation is committed to growing resources for degree acceleration by investing in college readiness and student success strategies such as WELI, MILE, the Salinas Valley Promise, Guided Pathways, and AB705 implementation. Expanding the scope and reach of our communications and alumni engagement will ensure that internal and external stakeholders are engaged in the work of the college, thereby attracting additional resources to these programs and enabling staff to enhance their offerings and reach more students.

Increase transfer to 4-year institutions	The Office of Advancement/Foundation supports partnerships with universities by investing in innovative approaches to transfer, like the Teacher Pathway, CSIN3 and RN to BSN initiatives, among others. Expanding the scope and reach of our communications will ensure that more students are aware of these opportunities and that internal and external stakeholders are engaged in the work of the college, thereby attracting additional resources to these initiatives.
Improve student employment following training or completion	The Foundation funds programs and catalyzes experiences that are relevant and aligned with student, industry and community needs, e.g. a new grant from the James Irvine Foundation focuses on developing a job placement system as well as scaling Hartnell's internship programs. Expanding our communications and engaging our alumni in the region will facilitate the development of an appropriate system as well as its implementation.
Improve core competencies	
Eliminate success gaps across student equity groups	Expanding the scope and reach of our communications will ensure that internal and external stakeholders are engaged in the work of the college, thereby attracting additional resources to programs that address equity gaps and enabling staff to enhance their offerings and reach more students.
Maximize FTES enrollment	Expanding communications/outreach and engaging alumni in the region will raise the visibility of the college and attract more students.
Improve organizational efficiency	Expanding communications will help the department share out the resources available at the college and ensure that students are connecting to the resources and opportunities they need to to succeed.
Improve organizational effectiveness/capacity	Expanding communications and alumni engagement will help the department share out the resources available at the college and ensure that students are connecting to the resources and opportunities they need. It will also enable the department to be even more responsive to requests from the various departments across campus and provide the capacity to create bespoke responses to those requests.
Link to Institutional Priorities:	
Embed student centered approaches and weave diversity, equity, and inclusion into teaching and operational practices	Expanding communications and alumni engagement will help the department build relationships with campus stakeholders, with external partners, with community members, and with representatives of private industry, to ensure that various voices are heard and considered when designing and implementing services.
Promote an institutional culture of innovation and data informed decision making that ensures delivery of robust, highly relevant value-added programs and services.	Expanding communications and alumni engagement will help the department pilot new ways of conducting its outreach, thereby promoting a culture of innovation. The additional capacity will enable the department to use data to more effectively track what messages/platforms have the most impact in order to inform future campaigns.

Fully engage employees in the collaborative work of the College as a learning organization, and foster a culture of civility and respect that includes	
Broaden the fulfillment of the district's unmet educational needs by more effectively serving the adult, nontraditional population.	Expanding communications will enable the department to be even more responsive to the requests of departments that work with the adult/nontraditional population. It will also provide it with the capacity to create tailored outreach for those constituents.
Link to SLO, PLO or SAO	
Link to Needed for Department Function	
C. Desired Outcome	Further internal and external engagement of staff and stakeholders; Develop strategic relationships with alumni and the community in order to help connect our students with internships, mentorships, scholarships and jobs.
D. Resources Needed	Communications/Alumni Coordinator
E. Responsible Person(s)	Jackie Cruz
F. Estimated date at completion	8/1/2022; Activities Ongoing
G. Comments	The demand for communications and marketing support from across the college has far outpaced the size of the office. This was clearly evidenced at the Administrator's meeting on November 26, 2019, when several administrators commented that they need more assistance with websites, social media, content development, press outreach, etc. Hiring a communications assistant position would not only enable the office to more effectively respond to the requests of the campus stakeholders, including faculty and staff, but also elevate our engagement with the community by more broadly sharing all of the great work being done at Hartnell.

A. Activity Description	President's Task Force on Race and Equity
B. Linking	The activity must be linked to at least one of the categories listed below with a brief explanation!
Link to Strategic Plan Goals:	
Increase degree/certificate completion	Addressing racial and equity gaps will enable underserved students to pursue their degrees.
Increase student completion efficiency	Addressing racial and equity gaps will enable underserved students to pursue their degrees with more efficiency.

Increase transfer to 4-year institutions	Addressing racial and equity gaps will enable underserved students to pursue their degrees and transfer at higher rates.
Improve student employment following training or completion	Addressing racial and equity gaps will enable underserved students to pursue their degrees and find employment or better paying jobs upon completion.
Improve core competencies	Addressing racial and equity gaps will help the college design better support services for underserved students, thereby equipping them with the knowledge and skills necessary to succeed in their courses.
Eliminate success gaps across student equity groups	This is the focus of this project.
Maximize FTES enrollment	Closing equity gaps will better position underserved students to enroll; supporting disadvantaged students will increase the rates of full-time enrollment.
Improve organizational efficiency	The Task Force works across various departments in order to break down silos, share best practices, and leverage resources and expertise.
Improve organizational effectiveness/capacity	The project looks at ways to address racial and equity gaps through systems change, thereby improving organizational efficiency.
Link to Institutional Priorities:	
Embed student centered approaches and weave diversity, equity, and inclusion into	This is the focus of this project.
Promote an institutional culture of innovation and data informed decision making that ensures delivery	In order to address issues of equity, the Task Force has been relying on data multiple sources to make informed decisions.
Fully engage employees in the collaborative work of the College as a learning organization, and foster a culture of civility and respect that includes	
Broaden the fulfillment of the district's unmet educational needs by more effectively serving the adult, nontraditional population.	The Task Force is conducting an analysis of student groups that are disproportionately impacted and the adult/nontraditional population is being considered.
Link to SLO, PLO or SAO	
Link to Needed for Department Function	
C. Desired Outcome	Assessment of racial and equity gaps; blueprint for making changes that address them; implementation of changes, resulting in an increase in underserved student completion, transfer and employment.

D. Resources Needed	Funding for contract services with outside experts to support the work of the Task Force.
E. Responsible Person(s)	Jackie Cruz
F. Estimated date at completion	8/1/2021; Activities Ongoing
G. Comments	<p>The Office of Advancement/Foundation priorities equity throughout all of its endeavors. It builds relationships with campus stakeholders, with external partners, with community members, and with representatives of private industry, to ensure that various voices are heard and considered (e.g. the Measure T forums). It looks for equity gaps and catalyzes efforts to address them (e.g. established a COVID-19 emergency relief fund for students and secured funding to support laptops and hotspots for students in order to address the digital divide). It evaluates programs through an equity lens and looks for ways to make programs more equitable (e.g. the Salinas Valley Promise Committee decided to lower the GPA threshold from 2.5 to 2.0 in order to be more inclusive). In addition, the Office seeks and secures resources for several equity-based programs, like Mi CASA, WELI/MILE, and the Salinas Valley Promise. It is also responsible for securing the funding for the initial operating costs of the new/expanded centers, which will reach more underrepresented and underserved populations across the district. The Office recently established its next five-year funding plan, which includes a diverse array of priorities sourced from across the college and evaluated by community leaders. These priorities include addressing student basic needs and digital equity, along with other equity-minded programs and initiatives, such as WELI/MILE, Salinas Valley Promise, the Teacher Pathway Program, and the expansion of the centers.</p>

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Increase degree/certificate completion	
Increase student completion efficiency	
Increase transfer to 4-year institutions	
Improve student employment following training or completion	
Improve core competencies	
Eliminate success gaps across student equity groups	

Maximize FTES enrollment	
Improve organizational efficiency	
Improve organizational effectiveness/capacity	
Link to Institutional Priorities:	
Embed student centered approaches and weave diversity, equity, and inclusion into	
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C. Desired Outcome	
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