

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 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

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| 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   |  |
|  | 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.  |
|  | Communications/Alumni Coordinator  |
|  | Jackie Cruz  |
|  | 8/1/2022; Activities Ongoing   |
|  | 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. |

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|  | President's Task Force on Race and Equity  |
|  | 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  
Improve student employment following training or completion

Addressing racial and equity gaps will enable underserved students to pursue their degrees and transfer at higher rates.

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  
Eliminate success gaps across student equity groups

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.

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.

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|  | Funding for contract services with outside experts to support the work of the Task Force.   |
|  | Jackie Cruz   |
|  | 8/1/2021; Activities Ongoing  |
|  | <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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|   | 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<br>Increase student completion efficiency<br>Increase transfer to 4-year institutions<br>Improve student employment following training or completion<br>Improve core competencies<br>Eliminate success gaps across student equity groups |  |

Maximize FTES enrollment

Improve organizational efficiency

Improve organizational effectiveness/capacity

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Fully engage employees in the collaborative work of the College as a learning organization, and foster a

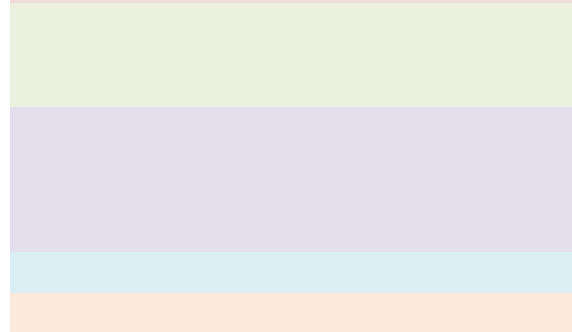
culture of civility and respect that includes

Broaden the fulfillment of the district's unmet educational needs by more effectively serving the adult,

nontraditional population.

Link to SLO, PLO or SAO

Link to Needed for Department Function



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 them to enhance their offerings and reach more students.

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