

Community Awareness Project



Camille Zombro
Special Projects Coordinator



GROSSMONT-CUYAMACA
COMMUNITY COLLEGE DISTRICT

Introduction

"In California, we've got 6.8 million low-income adults, and that 6.8 million has not found college. Those who find college are those who are privileged. It is a moral obligation to bring college to them and to customize it for low-income adults..."

Dr. Sonya Christian
Chancellor, California Community Colleges

Project Goals



Revitalize post-pandemic awareness of GCCCD programs and resources.



Increase GCCCD enrollment in a systematic and sustainable way.

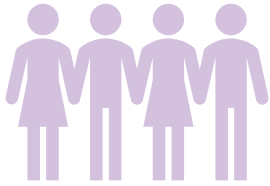


Promote upward mobility opportunities for students/community members.



Strengthen and expand pathways for adult learners through community partnerships.

Community Organizations We Focused On



Community service organizations...



Places where adults gather...



Trusted spaces in East County...

140+ Listening Sessions • 75+ Discreet Organizations

...thousands of adults and families!

Alliance San Diego	San Diego County Libraries – East Region	Cajon Valley USD – FACE Department	Partnership for the Advancement of New Americans	East County Transitional Living Center	Bostonia Global High School	International Rescue Committee	San Diego Refugee Forum	Center for Community Solutions
Jewish Family Services	Monte Vista High School	Casa de Oro Alliance	SD County Supervisor Fletcher's Office	Mountain Empire USD	El Cajon Collaborative	Parent Institute for Quality Education	EJE Charter Academies	Meridian Baptist Church
Crisis House	Catholic Charities	Molina Health	Santee Collaborative	Young Echelon	San Diego Workforce Partnership	SDICCA	Family Health Centers SD	Logic TCG
Metro Community Ministries, Inc.	US Department of Education	SD County Health & Human Services, East Region	YMCA	SDUSD Youth in Transition	Lungualinx	SDUSD Community Schools Program	Global Village	TBH Auto Repair
Barrio Logan College Institute	Survivors of Torture, International	Lakeside Collaborative	Chaldean Community Center	Institute for Public Strategies	Dreams for Change	SD County Office of Equitable Communities	La Posta Learning Center	Manzanita Reservation
Strategic Concepts in Organizing & Policy Education, LA	Other Regional Community Colleges	San Diego Education Association	Public Consulting Group	St. Paul's PACE	Ed Hidalgo, Career Development Advisor	License to Freedom	San Ysidro Health, Santee	Community Action Service Advocacy
La Mesa Collaborative	St. Madeline Sophie's Center	Carlton Hills Lutheran Church	Congressman Darryl Issa's Office	California Teachers Association	SD County OIRA Department	La Mesa First United Methodist Church	East County Economic Development Council	ECVHS Family Resource Center
Islamic Center of SD, East County	Good Shepard Ministries	La Mesa-Spring Valley School District	Woodglen Vista Apartments	Santee Library	Fair Schools	Lemon Grove School District	Barry Jantz, EC2	Live Well San Diego, East Region
Spring Valley Community Alliance	Grossmont-Mt. Helix Improvement Association	San Diego County Office of Education – Community Schools	Million Voters Project	Courage to Call	<i>Dozens of staff members from BOTH Colleges, GCCCD, and East Region Adult Education. Thank you!</i>			

LISTENING SESSIONS & COMMUNITY MEETINGS

Start by Listening



Key Questions:

- What do you need?
- Tell us about your community?
- What do you know about our Colleges?



What We Heard...

Needs/Wants:

- Quick paths to well-paying jobs
 - Wrap-around services
 - Childcare, Transportation, etc.
 - Language Support & ESL
- 
- 

What if...

We take a page from public libraries...

In the face of declining circulation:

- Offering broader services and content to meet the needs of the community...



What if...

We reimagine our role...

People's needs are growing and expanding:

- What if we partner to build a trusted and more expansive space for adults looking for a path forward?



A Coordinated & Comprehensive Approach...

- Community Needs & Partnerships
- Employer Needs & Partnerships
- High-touch Services
- New Programs



Community Needs & Partnerships...

GCCCD Goals, Based on Assessed Needs:

Build awareness

- GCCCD programs & supports
 - Career Ed. + degree and transfer
- Community leaders, staff, individuals

Strengthen, expand, and start...

- long-term partnerships



Community Needs & Partnerships...

Looking ahead, how do we implement:

- Satellite classes?
- Support for English Learners?
- A cohort/pilot model
 - Community partner, employer, career program



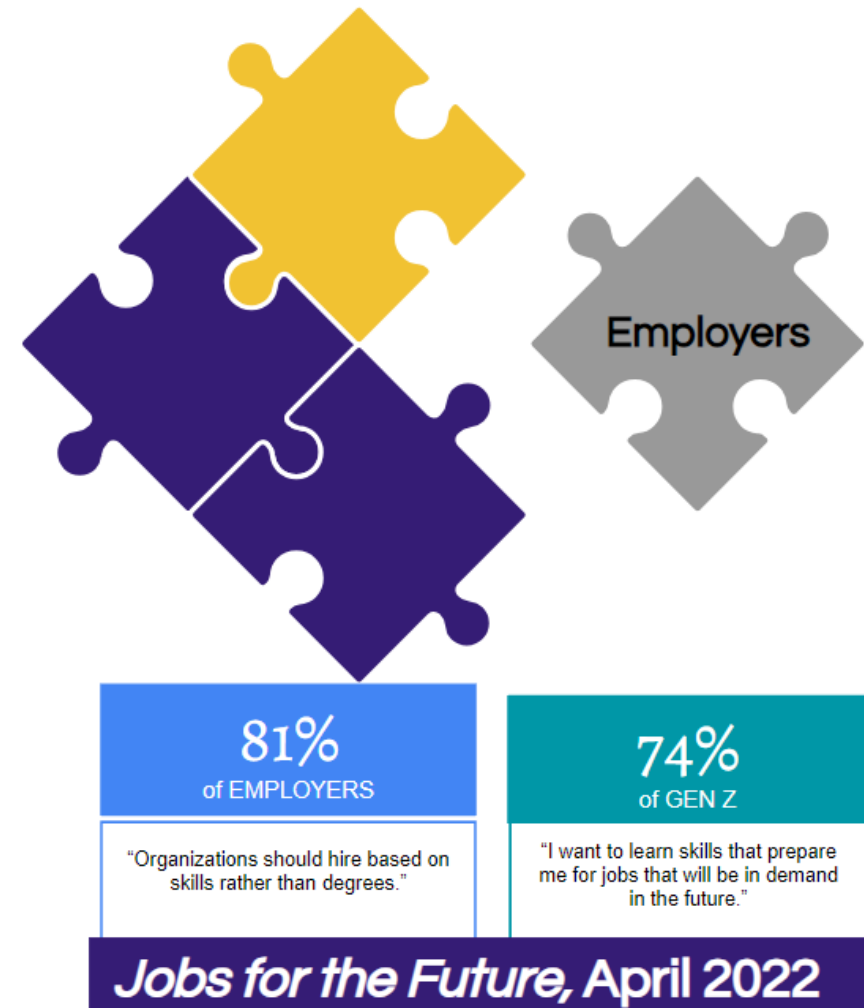
Employer Needs & Partnerships

Employers need:

- Trained workers
- Recruitment opportunities
- New industry needs

What Our Community Is Asking For:

- Clear job pipelines
- Paid internships & right-now jobs



New College Programs

What Our Community Is Asking For...

Quick Paths

- Micro-credentials
- Stackable certificates
- Non-credit courses

Be nimble... short timeline for new programs

Support part-time or non-credit students

- Financial aid
- Access to support programs



High-Touch Services & Supports at the Colleges

What Our Community Is Asking For...

- Basic needs & resources
- Technical literacy
- A welcoming community
- Financial literacy



High-Touch Services & Supports at the Colleges

What does adaptation look like?

- Focus on needs, plans, experiences
 - TRiO Educational Opportunity Center
- High-touch on-boarding
- Language support
- **Regional** organizations = **regional** approach
- Life-long learning vs. Degree-path



Spotlight on Community Partners



Supporting 150+ adults and families with housing, education, and job training

- 12 Months
- 4 phases
- + Ongoing Relationships
- Strong Community & Business Ties

68 ECTLC program participants are now working with the TRiO EOC!

Working on a long-term, structural partnership



Providing community-based support services for clients in:

- Education
- Employment
- Leadership Development

"ABC" Model:

- Any Job
- Better Job
- Career

17+ Clients working with the TRiO EOC

What's Next...



Questions?

What are your...

- ideas?
- community connections?

How can we work on this together?

What's Next...



"The low-income adult learner is going to be an area that California is going to innovate. And it's going to be a model, I believe, for the nation."

Dr. Sonya Christian
Chancellor, California Community Colleges