



President's Report to the PCCD Board of Trustees



June 22, 2021

Dr. Nathaniel Jones III, President



Image: CoA Guided Pathways Team virtual celebration.

CoA Guided Pathways Celebrates a Productive Year

The 2020-21 COA Guided Pathways (GP) lead team concluded their work for the year with a virtual celebration, recognizing the contributions of students, faculty, and staff. As part of the event, the GP team distributed CoA swag bags to participating students for their outstanding contributions to GP efforts.

Among the many milestones that GP team achieved this past year was the development of the Five Fields of Studies (formerly called “Meta Majors”), which have been endorsed by the Academic Senate as well as College Council.

The GP team is looking forward to implementing the new Five Fields of Studies model in upcoming months and continuing its focus on improving students’ educational experience and success.

College of Alameda		“Fields of Study”
Art (ART) Apparel Design & Merchandising (ADAM) Communication Studies (COMM)	English (ENGL) English for Speakers of Other Languages (ESOL)	Art, Language & Communication
Accounting (BUS) Auto Body and Paint (AUTOB) Automotive Technology (ATECH) Aviation Maintenance Technology (AMT)	Business Administration (BUS) Diesel Mechanics (DMECH) Economics (ECON) Transportation and Logistics (BUS)	Business, Entrepreneurship & Transportation
Biology (BIOL) Computer Information Systems (CIS) Certified Nursing Assistant (CNA)	Dental Assisting (DENTL) Mathematics (MATH) Kinesiology (KIN)	Health, Science & Technology
African American Studies (AFRAM) Anthropology (ANTHR) Mexican/Latin American Studies (M/LAT)	History (HIST) Humanities (HUMAN) Political Science (POSCI) Psychology (PSYCH) Sociology (SOC)	Culture & Society
Liberal Arts: Arts and Humanities (LBARTS) Liberal Arts: Natural Sciences (LBARTS) Liberal Arts: Social and Behavioral Sciences (LBARTS)	Transfer Studies	General Education & Undecided

The mission of the College of Alameda is to serve the educational needs of our community by providing comprehensive and flexible programs and resources to empower students to achieve their goals.



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Q7. Which areas do you believe demonstrate College of Alameda's strength and excellence?

- Academic programs
- Athletic programs
- Business & Administrative Services

CoA Is Conducting a SWOT Analysis and All Faculty, Staff, Students, and Community Members Are Invited to Participate

Director of College Research and Planning **Dominique S. Benavides** is helping the President's Office spearhead a Strengths, Weaknesses, Opportunities and Threats (SWOT) survey, inviting students, faculty, staff, and community members to participate.

The 20-question survey takes about 10 minutes to complete. Survey responses will guide the process of identifying opportunities for continuous quality improvement while acknowledging the success of those areas that are excelling. Survey results also will help inform the development of the College's new Educational Master Plan. The Educational Master planning process will begin in Fall 2021 Semester.

All responses to the survey will be anonymous; and IP addresses, contact information, and location data will not be recorded.

The survey will be available until June 30, 2021. Results will be shared in Fall 2021 and posted online at <https://alameda.peralta.edu/institutional-effectiveness/>.

To participate in the SWOT survey, please click on the link below.

[College of Alameda's Strengths, Weaknesses, Opportunities and Threats Survey](#)

Or copy and paste the URL below into your internet

browser: https://carpie.az1.qualtrics.com/jfe/form/SV_bjfvB0brujIqk0C.



Please Join Us in Wishing our Retirees a Fond Farewell

Eight valued faculty and staff members, representing over 150 years of service, are leaving the College this summer to enjoy new chapters in their lives, including Radiology Instructor **Meeyng Coffe**, Coach **Linda (formerly Thompson) Dewrance**, Student Accessibility Services (formerly Disabled Students Program and Services) Academic Counselor **Debbie Green**, Assistant to the Dean **Brenda Lewis**, Reserves / Textbook Library Technician **Cheryl Peel**, Instructor **Gary Perkins**, Workability Coordinator and Instructor **Lawrence Silva**, and Radiology Instructor **Juanita Tyree**.

We thank them for their years of service and contributions to the lives of our students. We wish them all the best in their future endeavors!

*Radiology Instructor **Meeyng Coffe** started working for CoA in the Dental Program in 2005. Ms. Coffe was active in many Flex day activities, new student welcome days, and advisory board meetings.*



*Since 2004, Coach **Linda Dewrance** has led CoA's women's volleyball program with heart, integrity, and passion. In the past 18 years, with the support of Coach Linda, the College's women's volleyball players have won a number Scholar Athlete Awards (the highest student achievement honor by the California Community College Athletic Association (CCCAA), including the 2019 Scholar-Athlete of the Year, received all-conference nominations, and have been awarded associate degrees, scholarships, certificates, or have transferred to four-year colleges and universities.*



*Student Accessibility Services Academic Counselor **Debbie Green** started working at the College in 1996 and is proud to be one of the founding members of the Umoja Community, working with the state-wide organization to develop the mission statement, educational philosophy, and guiding principles of the endeavor. With that, along with her peers, she was able to bring Learning Communities to CoA and received special permission to incorporate Amandla, Adelante, and Asian Pacific American Success (APASS) under the Umoja Community umbrella. She says that one of the highlights of her tenure was the year that CoA was invited to host the Umoja Conference in 2013.*

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“This was an opportunity for our students to shine and showcase the Apperal Design and Merchandizing (ADAM) program with a fabulous fashion show,” said Green. “I received the President’s award for this event.”

As a team player, Ms. Green participated in hiring and tenure committees, Behavioral Intervention Team (BIT), Crisis Team, and worked with the District and her Union to develop a tenure process for the newly established Health Services Coordinator position. She also mentored staff and was foundational in working with formerly incarcerated students. Her retirement plans include travelling, getting together with friends, and mastering Spanish.



*Reverend **Brenda Lewis** has had a distinguished career at CoA since she was hired in 1988 on a part-time basis as the receptionist for the Business Office. She later moved into the position of full-time Staff Assistant to the Dean, and has been in this role for thirty-three years. She was actively involved in College governance. She served as President of the Classified Senate for three two-year terms and as Co-Chair of College Council. While working full-time at CoA, she earned her Baccalaureate in Pastoral Studies and a Masters’ of Divinity Degree. Reverend Lewis is currently working on completing her studies for a Doctorate of Ministry Degree. She is a current member and Associate Minister at the Allen Temple Baptist Church. While serving under the leadership of the Reverend Dr. J. Alfred Smith, Jr., she has been recognized as ordained both by the Progressive National Baptist Convention and Robinson Outreach Ministries.*



***Cheryl Peel** has retired from her position as Reserves / Textbook Library Technician for the CoA Library. Ms. Peel was instrumental in her work with faculty to improve student access to free textbooks and Open Educational Resources (OER) resources, paving the way for the College to establish a number of Zero Cost Textbook (ZTC) courses. Ms. Peel also played an instrumental role in adding records (cataloging) to the library system for the Chromebooks to be available for student check-out. Moreover, she was a warm and welcoming presence in the Library and had a truly student-centered approach to her work.*



*In 1990, **Gary Perkins** started teaching at Laney College with Project Bridge. In 1991, he was lured away to CoA to teach Lotus 123. Mr. Perkins has taught Introduction to Computers, Cisco Networking Academy, Excel, Introduction to Business and Business Communications classes. During his time at CoA, he served as Vice President and President of the Academic Senate, Peralta District’s Chief Information Officer implementing Passport, and Dean of the Business and Transportation Department. In 2013, he started teaching part-time in the Business department.*

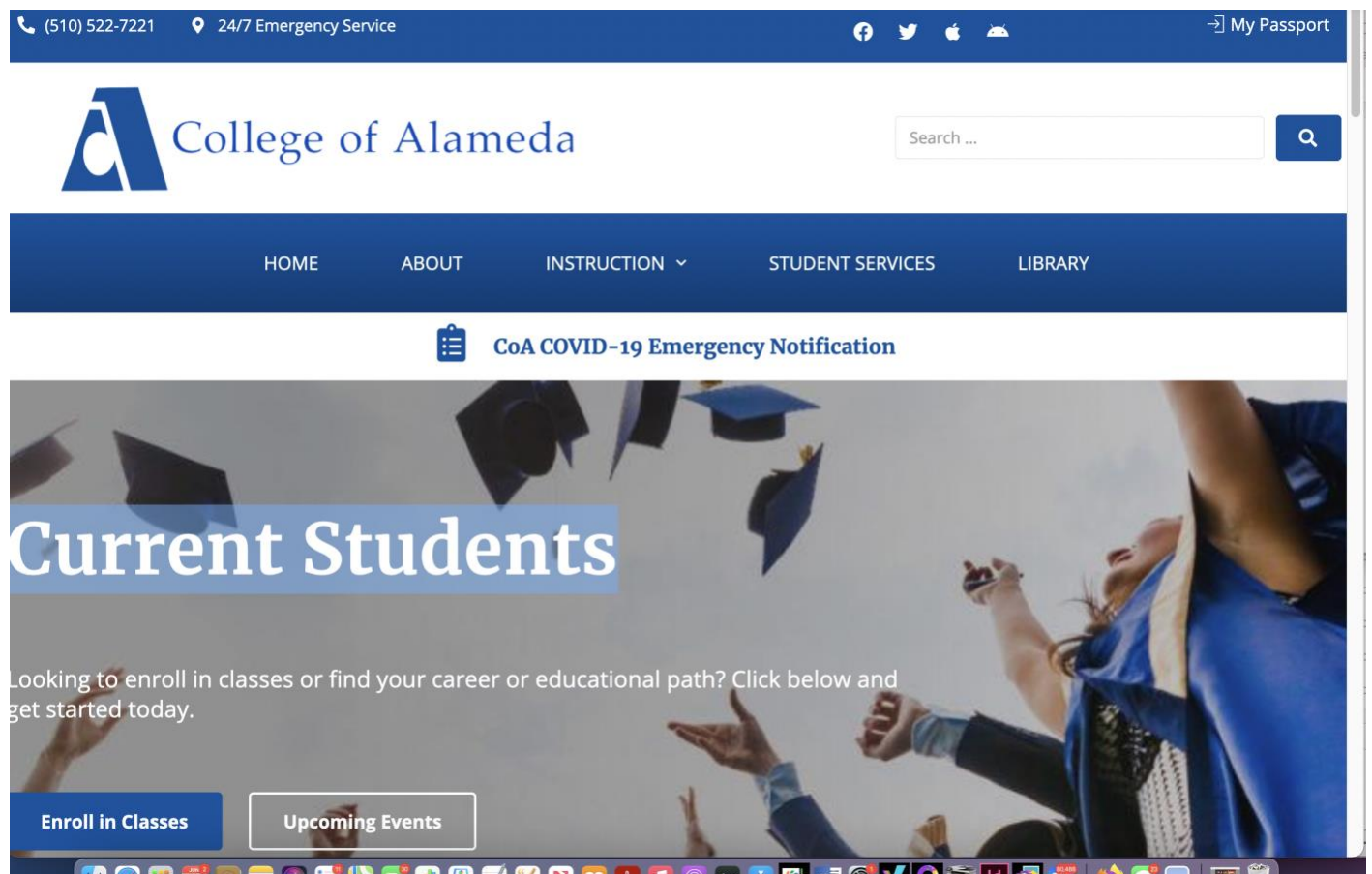


*Workability Coordinator and Instructor **Lawrence Silva** has worked at CoA since 2002. During his tenure, Mr. Silva coordinated and managed successful employment and training programs for CoA’s Workability, CalWORKS, Fab Lab, and the One Stop Career Center, exceeding expectations and goals in all programs. Consistently, CoA’s Workability Program has been ranked number one in the State of California for its successful outcomes. Mr. Silva also provided technical support to numerous community colleges throughout California regarding program development. He was widely and fondly known as “The Job*

Father” for his innovative approach to job placement. After retirement, he plans to work as a consultant to the Veterans Administration, providing placement services to disabled veterans. In addition, he will serve as Director at Makers Paradise, a non-profit organization that provides art programs for the community. He also plans to travel and promote music and art.



Radiology Instructor **Juanita Tyree** worked in the Dental Department from 1994 through 1998, and then returned in 2014 as a radiology instructor. Ms. Tyree was an active member of the College team and participated in College’s Flex Day activities, advisory board meetings, health fairs, earthquake drill team, and outreach to attract new students. Ms. Tyree was **Carla Pegues’** instructor. Ms. Pegues currently serves as CoA’s Dental Program director.



The image above is a preview of CoA's new website design.

Strategic Enrollment Management Update

The College’s website is most often the first point of contact with prospective students. CoA’s current website has been frustrating for students who have questions about the enrollment process or where to find course information. Vice President of Student Services **Dr. Tina Vasconcellos** and her staff are leading a major effort to improve the College’s website making it more accessible and useful to students. The new website is scheduled to launch in Fall 2021 and will include a more intuitive navigation structure, improved site search capabilities, and chatbot software that will provide website visitors answers to the most frequently asked questions 24 hours a day and seven days a week. The website is being designed to support our Guided Pathways framework and be student focused.

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