

**ANNUAL REPORT FOR 2001-02**  
**Santa Monica College**  
Piedad F. Robertson  
Superintendent/President

**Submitted to the Board of Trustees**  
**July 2002**

**Introduction**

The 2001-02 fiscal year was a year of exhilarating highs and discouraging lows. It was an historic year for Santa Monica College on several levels.

We had hardly started the school year when the national tragedy of 9/11 struck. At least one of our alumni and the father of one of our students were killed on one of the planes that hit the World Trade Center. But SMC demonstrated its unflagging spirit. We did not cancel classes. We held a "Moment of Remembrance" to honor the victims of 9/11. And we held a teach-in so that our students -- and employees -- could learn from the tragedy.

As the year progressed, we forged ahead and -- with an unprecedented level of community support -- accomplished several major achievements that will change the face of Santa Monica College. Clearly, the passage of Measure U in March -- with 70 percent voter approval, the highest margin of any community college bond in the state -- was the high point of the year. The \$160 million bond is giving us an opportunity to change the learning environment and to modernize in a way never seen before at SMC. Already, we have been able to use Measure U funds for the purchase of the BAE property at the Santa Monica Airport and acquisition of a brand new, sleek office building for Emeritus College.

But while the bond measure provides us with much-needed money for facilities, our operating budget picture looks grim. We end the 2001-02 fiscal year with great uncertainty because, as of this writing, the state has not yet passed a budget -- and we are dependent on the state for 73 percent of our funding. Community colleges will be hit with deep state funding cuts and major increases in expenses. Consequently, SMC has prepared to make \$8 million in reductions in order to have a balanced budget in 2002-03. All areas of the college are working hard to make adjustments.

In this context, we present the annual report, which details our achievements for 2001-02. The "**Master Plan for Education: 2001-02**" goes in depth into how we achieved -- or made progress toward -- the objectives we identified at the beginning of the fiscal year. As you know, the institutional objectives are directly connected to one or more of the six SMC goals. The "**Master Plan for Education: 2002-03 Objectives**" discusses in detail the college's plans for the coming year. (Both of these reports will be delivered later this month.)

This report is essentially an executive summary of the major accomplishments of the past year. It is not a comprehensive list, but provides a snapshot of SMC's continued successes and evolution.

Our achievements would not have been possible without the vision and outstanding leadership of the Board of Trustees. The Trustees' visibility on campus and in the community and -- most importantly -- the Trustees' leadership on Measure U have all contributed to this year's successes. Each trustee brings special talents and connections to his or her post. In 2001-02, **Trustees Patrick Nichelson, Annette Shamey and Herb Roney** led the Board; Trustee **Carole Currey** served as past president of the California Community College Trustees; Trustee **Margaret Quiñones** is president of the California Community Colleges Latino Trustees Association; Trustee **Dorothy Ehrhart-Morrison** is involved with many community and statewide organizations, including FAME Santa Monica Redevelopment Corporation (which Trustee Quiñones is also active with); and Trustee **Nancy Cattell-Luckenbach** has a number of key community connections and continues to be a valuable supporter of the SMC Foundation and Emeritus College, among others. The Board had an outstanding Student Trustee, **Eric Yoshida**.

### **Highlights of 2001-02**

#### ***MEASURE U***

As indicated in the introduction, the passage of Measure U was not only a victory for modernization and safety at SMC, it was a ringing endorsement of the college by Santa Monica and Malibu voters. Measure U did not happen overnight. The college worked more than a year to lay the important groundwork for its success. First, the Board of Trustees commissioned last summer a detailed Facilities Assessment Report (3D/International) to determine the precise state of our facilities and our future needs. Then, a public opinion survey was conducted to determine public priorities. Among other things, the survey found that the public recognized the need to renovate aging buildings. Once the Board voted to put the measure on the ballot, the campaign began

-- and it was heartening to see the hard work of our students, employees, community friends and Board members who volunteered their time and money to ensure passage of the bond. And now, the work is just beginning. As required by law, the Board has appointed a Citizens' Bond Oversight Committee, whose first meeting is scheduled for July 16.

#### ***ACADEMIC AFFAIRS***

**Distance Education:** The college continues to experience rapid growth in its online course offerings, increasing from five sections in fall 1999 to 85 sections in spring 2002. A total of 62 courses in 22 disciplines are being taught online. There are now 64 faculty members teaching online courses, and enrollment has swelled to 3,820 students.

**Dual Enrollment:** This model program experienced unprecedented growth over the course of 2001-02, with enrollment going up from 1,161 students in fall to 1,540 in spring, from 43 sections to 72, and from 21 to 32 school sites.

**Continuing Education & Office of Workforce & Economic Development:**

Noncredit programs continue to be strong, particularly in ESL. But perhaps more significantly, the college has made a concerted effort in 2001-02 to be more inclusive of Continuing Education and Workforce & Economic Development in the college's central academic planning efforts. In addition, it is fostering the natural synergy that exists between continuing education and Workforce & Economic Development. To that end, the college united those offices under common leadership. As a result, Continuing Education has expanded its Extension class offerings, including a new Entrepreneurial Training Program being conducted in partnership with the Westside Small Business Development Center. It is also offering this summer, for the first time, ACT Extension Career Development Programs, which provide high-quality, online short-term training in a wide variety of fields -- ranging from nuclear medicine technologist to Lotus and Compaq certification. For its part, Workforce & Economic Development has expanded its training programs in partnership with ONE STOP and launched a unique computerized knitwear production training program in 2001-02 that seeks to provide apparel workers higher pay and better opportunities.

**Academic Senate:** Under the leadership of President **Gordon Dossett**, the Academic Senate -- working closely with Academic Affairs -- made strong inroads in many areas, including curriculum and sabbaticals. Sabbatical reports from individual professors have been highlights of many Board of Trustees' meetings. In addition, the Academic Senate's Student Relief Fund grew, thanks in part to the inaugural Follies, held last November, which drew a packed audience and raised \$2,800 for the fund. We welcome history professor **Lesley Kawaguchi**, who has headed the curriculum committee, as president-elect of the Academic Senate (she will take over as president in July 2003). The Academic Senate also worked with Academic Affairs and Human Resources on contemporary teaching/learning pedagogical concepts and ways of improving teaching effectiveness.

**Department Reorganization:** Because of the college's growth, this year Academic Affairs, together with the Academic Senate leadership, looked at department reorganization to become more effective. The move was led by the social science department, which recognized its complexity and size and decided to split into two departments -- history and social science. The other elements of reorganization were the creation of the Photography & Fashion Department (formerly part of Art); Education & Public Affairs Department (comprised of child development, public safety and education); Computing (formerly part of Business); and the split of the Health/Physical Education/Recreation Department into two departments -- Athletics and Movement & Kinesiology, which includes dance.

## ***STUDENT SERVICES***

**Transfer:** For the second year in a row, SMC ranked tops in transfers to the UC and Cal State systems combined, with a total of 1,620 students in 2000-01 (figures were compiled in fall 2001). SMC maintained its traditional No. 1 transfer position to UC with 709 transfers and led in transfers of African American and Chicano/Latino students to the UC system. In addition, the college signed a significant new transfer agreement with Southern University in Baton Rouge, La. – the first such agreement signed with an historically black college.

**Financial Aid:** SMC had its lowest loan default rate ever – 5.3 percent.

**Student Retention:** SMC created its first ever Presidential Student Retention Task Force, made up of counselors and instructional faculty, which is in the process of developing specific recommendations to increase student retention.

**Orientation:** SMC launched a successful online orientation process for the spring semester that continues for the fall. The large “Weekend of Welcome” is being replaced by online and small group orientations this summer.

## ***BUSINESS & FACILITIES***

- **Budget Cuts:** The painful budget cutting process impacted the entire campus, but the burden of the time-consuming and labor-intensive process fell on Business Services.
- **Conversion of Financial Transactions Computer System:** The college continues to work with the Los Angeles County Office of Education for converting to the use of PeopleSoft for financial transactions and budget reports. The conversion is expected to take place in the 2003-04 fiscal year.
- **Audit:** The college completed a successful audit.
- **BAE Property:** The college purchased the 10.4-acre BAE property at Santa Monica Airport that will allow the college to establish a new and vital satellite campus and ease the parking crunch on the main campus. The purchase is being financed with Measure U funds. A special committee, made up of representatives from throughout the campus, is in the process of planning the future use of that site.
- **New Emeritus College Building:** The college purchased a brand new office building in downtown Santa Monica as a permanent home for Emeritus College. The purchase is funded with Measure U money. A ribbon-cutting ceremony is scheduled for October.

- **Parking Structure C Extension:** The extension of Parking Structure C was begun last summer and was completed in April, two months ahead of schedule. The new garage adds 486 additional parking spaces to campus. In addition, the college began July 1 a six-month project to build an underground entrance to Parking Structure C that will vastly improve the traffic and pedestrian flow in and around the two parking structures (A & C) and the Business Building.
- **Library Expansion & Modernization:** SMC broke ground on its Library Expansion & Modernization project, which, when completed, will nearly double the size of the building, provide more than twice the number of computer stations, and add other features. The opening is scheduled in fall 2003.
- **New Admissions Building:** Last August, the Admissions Office was moved into the former Administration Building next to the campus' main entrance at 1900 Pico Blvd. The former Admissions Building on Pearl Street is currently being remodeled to house our Math Labs. It is expected to be in service in the next few weeks.
- **Drescher Hall:** The Board of Trustees voted to rename the Technology Building Drescher Hall in honor of the late John F. Drescher, a generous donor and friend of the college. We've enjoyed seeing the new name on the outside of the building.

## ***TECHNOLOGY***

The college completed most of the 2001-02 Technology Master Plan objectives (some are in various stages of the purchasing cycle), including improvements to the network security, numerous initiatives necessary to maintain various instructional programs, and a system of digitization of the college's vast collection of student records. The hoped-for replacement of outdated computers in instructional labs was not funded because of state funding cutbacks.

## ***FACULTY***

The college welcomed 25 new full-time, tenure-track faculty for 2001-02, continuing its concerted effort to bring in new talent. Because of budget cuts, only five new full-time, tenure-track professors will be added this fall.

## ***HUMAN RESOURCES***

- **Contract Negotiations:** SMC reached agreement after cordial talks on a new three-year contract with the Faculty Association that covers August 2001 to August 2004.
- **Classified Employee Orientation:** With the assistance of Media Services, Human Resources has completed a web-based video orientation process that provides essential information to new hires. This is part of the department's effort to make orientation more effective.

- **Professional Development:** As mentioned earlier, Human Resources worked closely with the Academic Senate and Academic Affairs to focus institutional flex days on teaching pedagogy and effectiveness.

- **Sexual Harassment & Equal Employment Opportunities:** Human Resources has been working with the Academic Senate to finalize HR administrative regulations, particularly an improved regulation for sexual harassment, the hiring process and – in response to a recent court decision declaring affirmative action provisions of the state education code unconstitutional – a new regulation on equal employment opportunities.

- **Personnel Director:** The college welcomed our new personnel director, **Jeanne Batey**.

- **Classification & Compensation Study:** The Personnel Commission, at the end of the 2001-02 year, started the process of a comprehensive study of the classification and compensation systems for classified positions at the college. The study will continue in 2002-03.

## **SMC FOUNDATION**

This was a banner year for the SMC Foundation:

- **Annual Giving:** Set an all-time high for non-bequest, undesignated gifts – exceeding \$100,000 in gifts and pledges, attributable largely to the success of the President’s Circle annual giving support group.

- **Gifts:** Total gifts exceeded \$2.5 million, placing the SMC Foundation in third place in the state and in the top 25 in the nation. A total of 4,500 gifts were processed, with the major categories being Madison (\$1.4 million), Emeritus College (\$80,000), Bequests (\$960,000), and Scholarships (\$640,000).

- **Capital Campaign/Madison Theater Project:** The Foundation closed the former capital campaign and refocused attention on the Madison Theater Project. Total gifts and pledges to Madison to date is \$4.7 million, including a \$1 million allocation of undesignated funds from the Foundation in April.

- **Scholarships:** In 2001-02, the Foundation awarded a record \$430,000 in scholarships to 720 students.

- **Chairs of Excellence:** The Foundation awarded two new Chairs of Excellence in 2001-02, bringing the total number of endowed chairs at SMC to four. The **Ilona Katz Chair of Excellence** in Music went to **Dr. David Goodman** and the **John F. Drescher Chair of Excellence** went to **Dr. Joan Barker**, an anthropology professor. Each of these faculty members receives \$5,000 a year for three years for projects of their choice.

- **Dale Ride Interns:** For the first time, the Foundation secured sponsors (at the \$5,000 level) for each of the four Dale Ride interns so that all their expenses were covered by private donations.

## ***MADISON***

This was also a banner year for the Madison Theater Project:

- The SMC Foundation refocused its capital campaign on Madison and allocated \$1 million in undesignated funds to the project, bringing the total raised so far to \$4.7 million.
- The Santa Monica-Malibu Unified School District Board voted last July to approve SMC's request to move forward with plans. That allowed the college to develop architectural drawings and to begin a comprehensive – and highly public – environmental review process that will continue well into the 2002-03 fiscal year. The work of the Board of Trustees in getting the school board vote was crucial.
- The Madison Advisory Group – made up of a broad cross-section of community members, including Madison area neighbors – worked busily throughout the year to learn about the project and advise the college on its development. Dolores Press chairs the advisory group.
- The Madison Performance Series -- featuring a wide array of performing artists in nine free concerts -- grew in attendance and popularity. The Lila Downs Cinco de Mayo concert alone attracted 1,200 people to the main campus. Busloads of about 150 school children – most of them from the Santa Monica-Malibu Unified School District – were brought in to each concert. Particularly successful were the opera camps held for K-12 students.
- The project held a number of celebrity fundraising and donor recognition events, including the highly successful “Fashion & Passion” fundraiser that featured such stars as **Alfre Woodard** and **David Duchovny** and a private donor recognition party in May that featured **Dustin Hoffman**.

## ***PLANNING & DEVELOPMENT***

The college stepped up its effort to raise the college's profile and establish a presence in Washington, D.C. to capture new federal funding sources. Through the SMC Foundation, the college was able to contract with a lobbying firm in Washington, D.C. that is working on seeking out new federal funding sources. The college continues to develop new internship opportunities in the nation's capital, including, for the first time for SMC, the U.S. Department of Transportation. We also have Dale Ride interns on Capitol Hill this summer and at the National Institute of Standards & Technology (NIST) in D.C.

Through planning and development, the college conducted a study designed to improve tutoring and is beginning to implement recommendations to strengthen tutoring. This is one element in an ongoing effort to improve student retention and success.

Also through planning and development, the college expanded its prestigious internship opportunities by sending four students – for the first time – to The Lawrence Berkeley National Laboratory in Berkeley, Calif.

Grants to SMC increased from \$4.3 million in 2000-01 to \$5.4 million in 2002-03. This figure does *not* include the \$1.5 million, five-year grant from the state's Prop. 10 Commission. The Prop. 10 grant was approved in 2001-02 but not accepted by the Board until July 1 (the 2002-03 fiscal year). The Prop. 10 grant, which involved a highly competitive process, will provide professional development opportunities and mentoring for early childhood educators and in-home family day care providers. Another key grant was a \$50,000 Los Angeles County Area Agency on Aging award that was used to launch, with WISE Senior Services, a pilot educational program in Santa Monica, Culver City and Gardena designed to help caregivers.

Based on the college's award winning research activities, planning and development designed the High School Pilot Project – to be launched this month – to lower the drop-out rate by encouraging students to take English and math classes their first semester. Research has shown that first-year students have the highest risk for dropping out of college – and the risk increases for students who delay taking English and math. The new project targets 600 high school graduates that are starting at SMC this fall.

### ***EVACUATION DRILLS***

Intensifying its disaster preparedness efforts in the wake of 9/11, SMC conducted a series of evacuation drills in 2001-02. Drills have been held at 2714 Pico Blvd., all the satellite campuses, and the Technology Building. Drills will continue throughout 2002-03 on the main campus on a section-by-section basis.

### ***PUBLIC PROFILE***

- The college raised its profile in the community with a continued expansion of free and low-cost special events, cultural offerings, outstanding lecture series, and more. Of particular note was the highly successful **CubaFest 2002**, which attracted hundreds of people from throughout Southern California.
- The college raised its profile through the Measure U campaign and election, demonstrating that it has strong community support.
- Our college's national profile was raised by such achievements as the selection of a student play, "Slavery," for the prestigious Kennedy Center/American College Theater Festival. (On a quirky note, the college's new worm composting project received national media attention, too.)

- Several employees received major honors, including SMC President **Dr. Piedad F. Robertson**, who won a Humanitarian of the Year Award from the National Conference for Community and Justice (NCCJ).

### ***COMMUNITY RELATIONS***

- SMC continues its serious dialogue with the city to improve support for K-14 education. In addition, through a special liaison committee, the college continues to maintain a productive and open dialogue with the city and the Santa Monica-Malibu Unified School District on items of mutual interest.
- Last fall, the SMC Associates reached its two-year goal of doubling its membership.
- The college continues to operate many strong community outreach programs, generating great goodwill among many public constituencies. These programs are in schools, in the senior citizen community, the business community, and clubs and organizations.

### **Conclusion**

We thank the Board of Trustees for its continued commitment to and support for the college. The strength of SMC is its people -- faculty, staff and managers who are dedicated to creating opportunities and hope for the students of SMC.