



ANNUAL REPORT FOR 2009-10
Santa Monica College

INTRODUCTION

Santa Monica College is an extraordinary institution of higher learning. In the midst of what is arguably the worst budget crisis for state community colleges in 30 years, SMC not only stays strong financially but continues to tap its creativity, innovation and strong commitment to student success to strengthen programs, launch new initiatives, and find ways to better serve our diverse student population.

Clearly, we faced challenges in 2009-10 that will continue into the 2010-11 fiscal year and beyond. The historically high state budget deficit will continue to erode our level of reserves. The accreditation report from the Accrediting Commission for Community and Junior Colleges (which is expected any day now) will likely occupy our time and influence our planning decisions over the next few years. Major new facilities projects in the works, along with the update of our Master Plan, will continue to change the face of the college. The Board-initiated exploration of generating new revenues for the college is an ongoing – and exciting – challenge.

Despite the challenges – and, in some cases, because of them – we should be proud of our many stellar achievements of the 2009-10 fiscal year. From new programs to new grants, from hiring new faculty to creating new opportunities for sustainability, SMC shines ever brighter each year as it continues to be the best community college in the nation.

The following is a summary of SMC's major accomplishments of 2009-10 (with further elaboration later in the report). They reflect the college's 2009-10 goals and priorities, as well as those of the Board of Trustees adopted in the summer of 2009 and spring of 2010.

- Despite funding declines and a reduction in course offerings, the SMC community made a herculean effort to meet the demands of students as enrollment rose slightly in 2009-10 compared to the previous year, which bucked the trend statewide. The enrollment demands will not be sustainable because of the continued decline in state funding and the increased cost of operations.
- The 2009-10 California state budget reduced the overall funding for community colleges by 8 percent, by far the most severe cuts experienced in history. SMC was able to withstand the budget cuts through collaborative planning, budget reductions, workload reductions, and the strategic use of the college's fund balance – even as we took steps to use SMC funds to backfill

state cuts in categorical programs. Without the use of furloughs or layoffs of full-time employees, the college managed and monitored expenditures to end the year with a \$15 million undesignated reserve. However, as of the May revise, the College's tentative budget for 2010-11 shows a structural deficit of over \$5 million. The college must address this issue going forward.

- The financial challenges have forced SMC to devise creative ways to generate new sources of revenue. The Board's study session in February focused on beginning an exploration of ways to preserve existing programs of instruction that carry out the college's mission of excellence and access and also to generate revenues. We have already taken steps toward this goal. Our main focus has been in state legislation (bills that will generate funds for SMC, such as AB 947 and AB 2297), contract education, and seeking additional grants from the federal government and other sources. In addition, we have been successful in finding ways to cut costs – for example, solar retrofitting, which will save us money on utility bills.
- Reaffirmation of our accreditation took up a great amount of energy in 2009-10. After a months-long process involving scores of faculty, administrators and classified employees, the college drafted a thorough self-study report that was reflective and rewarding, celebrated our many accomplishments, acknowledged areas to improve, and created an ambitious planning agenda to move the institution to the next level. The accreditation team that visited us in March commended the college for many of its programs and practices, and also made several recommendations. We are expecting the AACJC report any day now.
- After a year in which no new full-time, tenure-track faculty were hired (2009-10), the campus has been energized by the Board's decision to authorize the addition of 15 new faculty beginning this fall. The college is in the midst of interviews and final hires for the new teaching positions.
- Although no new major projects were completed in 2009-10, the college is as busy as ever with facilities construction and planning. In addition, the college is in the midst of an important Master Plan update (the first in more than a decade), which will provide a blueprint for the college's future development, tied into the institution's educational goals.
- SMC continues to be the No. 1 transfer institution to the University of California system, the UC-Cal State systems combined, USC, and Loyola Marymount.
- Thanks to a commitment from dedicated faculty, administrators and staff collegewide, SMC has made significant advances in its three major initiatives: career-technical education, basic skills, and global citizenship.
- In the career technical education arena, the college launched in 2009-10 a new solar photovoltaic installers program and developed several new certificate programs, certificates of achievement, and A.A. degrees. In addition, the college will launch in 2010-11 three new career-technical education programs – medical lab technician, TV/film editor of promotional spots (such as movie trailers and commercials), and homeland security.

- In basic skills, the college has developed and implemented several programs in intensive tutoring, instructional support tracking, faculty development, counseling and more. As the college continues its in-depth analysis of what needs to be done in this area, it is creating the infrastructure in basic skills education for years to come.
- Our Global Citizenship initiative continued to build momentum and capacity through the first-time adoption of a theme (water), new courses approved for the A.A. degree requirement, new Study Abroad trips, and new events, including the first-ever SMC Global Citizenship Research Symposium & Tournament.
- SMC has been active in seeking and purchasing property in 2009-10. We have acquired two properties on Pico Boulevard, we have reached an agreement with the County of Los Angeles on the deal points for a long-term lease of an educational facility in Malibu, and we are working cooperatively with the city in a land swap to move SMC's satellite parking lot to a site at Santa Monica Airport.
- In the area of transportation, the "Any Line, Any Time" Big Blue Bus program continues to be a stellar success with increased ridership. And SMC officials and students rallied to successfully lobby for the extension of the light-rail system to Santa Monica.

The Board of Trustees has played a major role in guiding the college wisely and thoughtfully towards its many accomplishments. I want to thank each Trustee for working with the college community and for your dedication to student success.

With this as an introduction, the following report provides a more detailed look at SMC's accomplishments for the past year

Dr. Chui L. Tsang
Superintendent/President

ACCOMPLISHMENTS OF 2009-10

CAMPUSWIDE

Sustainability: This year we had great success institutionalizing sustainability in all levels of the college – from curriculum to facilities our greening efforts are truly blossoming. Accomplishments include the launch of a Solar Photovoltaic installers program, release of a campus-wide Greenhouse Gas Inventory, achieving third place in a nationwide waste reduction competition, the passing and implementation of a Zero Waste Events policy, and regional transportation advocacy. Perhaps one of our greatest accomplishments is the more nuanced integration of sustainability into a variety of college programs such as the Young Collegians Program, VIP Welcome Day, the Welcome Center tours and various marketing efforts. We anticipate enthusiastic engagement campus wide as we begin to create our Climate Action Plan and expand the Solar Photovoltaic installers program into a more robust Sustainable Technologies Program. In addition, the SMC Center for Environmental & Urban Studies honored the Board of Trustees as “EcoHeroes.”

ACADEMIC AFFAIRS

Global Citizenship: The Global Citizenship initiative enjoyed great success in adopting an annual theme of water for 2009-10. This theme was explored from many angles and perspectives both inside our classrooms and in many events around campus. The use of an annual theme to strengthen and expand Global Citizenship on campus was so successful that the Global Citizenship Council has decided to continue the practice for years to come. During Summer 2010 we are sending students on three Study Abroad opportunities—to Greece, Italy, and the Yucatan.

Online Education: The Distance Education program has continued to experience growth and maintain its stride as reflected in seat capacity. This is in spite of the college’s recent reduction in course offerings. There were 801 online/hybrid sections on this year’s schedule vs. 950 from the previous year. This reduction of offerings only decreased enrollments by 203 seats closing out the year at 23,311 seats. To date, approximately 180 faculty have taught classes online and the list continues to grow. Over 500 SMC faculty utilize the eCollege platform via “eCompanion” to deliver course content as an enhancement to their traditional on-campus classes. Ten new online classes premiered during the year, including automotive technology and business.

Health Science: The retention rate (78 percent for the December 2009 class) has increased due to the services offered by the Department of Labor’s Fostering Student Success Grant and sustained by the Enrollment Growth and Retention Grants. The rigorous state nursing licensing exam pass rate for first-time takers for 2008-09 (the last fiscal year for which statistics are available) was 94.62 percent.

Asian American & Pacific Islander Achievement (AAPIA) Project: The college has already taken steps to implement programs funded by the largest grant award (\$1.2 million in Year One; \$2.1 over two years) SMC received in 2009-10 – the Asian American/Native American Pacific Islander Serving Institutions grant funded by the U.S. Department of Education that was initiated by SMC’s TRIO Office. This strengthening institutions grant is providing essential resources to support Asian American and Pacific Islander students, while enhancing institutional capacity to serve all students through the development of an Alumni Association and increased use of technology in the classroom. Specifically, the college is providing AAPIA students intensive counseling, peer mentorship, supplemental instruction in tutoring (particularly in developmental math and English), career counseling, a UCLA partnership and more.

Basic Skills: The Basic Skills Initiative committee developed programs and provided services in the major areas of focus of faculty development, counseling, and instructional support. For example, the college established the Math and English Student Achievement Zone to provide pre-college level students in math and English courses more academic support through tutoring.

Curriculum: In 2009-10, the college approved 14 new courses, four new courses for distance education and six new noncredit classes in continuing education. It approved eight new courses for the Global Citizenship A.A. requirement.

The eight new department certificates are in:

- Business Entrepreneurship Department Certificate
- Business International Department Certificate
- Business Logistics Department Certificate
- Business Management Department Certificate
- Business Marketing Department Certificate
- Business Merchandising Department Certificate
- ECE Core Department Certificate
- School-Age Intervention Assistant Department Certificate

The eight new certificates of achievements are:

- CSU GE Certificate of Achievement
- ECE Certificate of Achievement
- ECE Master Teacher Certificate of Achievement
- Fashion Design Certificate of Achievement
- Global Studies Certificate of Achievement
- IGETC Certificate of Achievement
- Medical Administrative Assistant Certificate of Achievement
- Professional Accountant Certificate of Achievement

The three new A.A. degrees are in:

ECE Master Teacher Associate in Arts Degree
Fashion Merchandising Associate in Arts Degree
Global Studies Associate in Arts Degree

Workforce & Economic Development/Small Business Development Center:

- The SMC Small Business Development Center received first-place ranking in the Los Angeles Regional Network.
- Through the SBDC, the Office of Workforce & Economic Development provided counseling to 711 distinct small business clients from the local community.
- SMC, in collaboration with several community partners, hosted the statewide tour of the California “Stimulus Opportunities for Small Business.” The event provided training on access to government contracting to a diverse group of approximately 425 business owners.
- In collaboration with the SMC Business Department, the SBDC hosted a Micro-Lending Seminar and Resource Fair; 154 entrepreneurs were provided information on alternative sources of business capital.
- SMC also hosted the daylong workshop, “Extreme Entrepreneurship Tour,” which was attended by 122 SMC students.
- Contract Education opportunities were developed with such organizations as Venice Family Clinic, Santa Monica-Malibu Unified School District, UCLA, Direct TV, New Directions and EduTeches. Total contracts exceeded \$100,000.

Comparative Analysis for SBDC:

Counseling

In 2009-10, the Small Business Administration changed direction of the SBDC counseling goals from quantitative to qualitative. As a result, in 2009-10 we served fewer overall clients (177) but generated greater economic impact in the region.

New businesses created: increased by 7

- 08-09 - 24 new businesses were created
- 09-10 - 31 new businesses were created

• **Jobs Created: Increased by 106**

- 08-09- 110 new jobs were created
- 09-10- 216 new jobs were created

• **Dollar value of Small business loans and equity capital: increased by \$1.3 million.**

- 08-09- total value of loans and equity capital generated was \$1.8 million.
- 09-10- total value of loans and equity capital generated was \$3.2 million.

Training

Overall for 2009-10 we increased our training.

- **In 09-10 we increased training events by 47.**
 1. In 08-09 we offered 79 training events
 2. In 09-10 we offered 126 training events
- **In 09-10 we increased the number of attendees as well by 157.**
 1. In 08-09 we served 849 attendees
 2. In 09-10 we served 1,006 attendees.
- **Of the trainees served: we increased the number of Nascent Entrepreneurs (not yet in business) by 72**
 1. serving 662 in 08-09
 2. serving 734 in 09-10
- **In addition we also increased the number of women and minority owned businesses we served in 09-10 by 23.**
 1. In 08-09 we served 533
 2. In 09-10 we served 556
- **Finally, we increased program income generated by the program to further provide services to our clients by \$19,788.**
 1. In 08-09 we generated \$3340 in program income
 2. In 09-10 we generated \$23,128 in Program income

Career Technical Education

In FY 2008-2009 we had:

- Six activities, both professional development and career exploration development
- 1,156 total participants
- Of those participants 131 were faculty

In FY 2009-2010 we had:

- Twenty-nine activities both professional development and career exploration development
- 1,887 total participants
- Of those participants 426 were faculty

STUDENT SERVICES

Transfer: For the 19th straight year, SMC sent more students to the University of California than any other two- or four-year institution. More specifically, for 2008-9 (the last full academic year for which figures are available), SMC sent 919 students to the UC. The next largest feeder to the UC sent 675 students. SMC continues to be the largest feeder to UCLA and the No. 1 Southern California transfer college to UC Berkeley, the flagships of the UC. SMC also sent the most African American and second most Chicano/Latino students to the UC in 2008-9 and was the leader in transfers to the UC-California State University systems combined. In 2008-9, SMC was the 10th largest feeder to the CSU system, sending 1,011 students. Additionally, SMC continues to be the No. 1 transfer institution to USC, having sent 173 students in fall 2009 (USC only provides data for fall). The second largest feeder transferred below 71 students to USC in fall 2009.

Veterans Resource Center: In fall 2009 SMC opened its newest student service, a center dedicated to meeting the needs of veterans, a fast-growing population at SMC. Open Monday through Thursday in LA 135, the Center provides counseling, peer tutoring, and a “safe zone” where veterans can socialize. The Center also has a free textbook-lending library and an office where representatives from other SMC departments or outside agencies – such as Financial Aid, Disabled Students and the Veterans Administration – can come to provide assistance and guidance to the students. The SMC veterans’ population is rapidly growing and at last count the center was serving more than 500 students. Given its exponential growth, the center hopes to acquire grant funding in 2010-11 and just learned that it was the recipient of a Chancellor’s Office High Tech Center VRC Project grant which will provide much needed software and professional development assistance.

New Interactive Online Orientation: SMC is about to launch a new interactive online orientation, which will present critical information to new SMC students in a more engaging and user-friendly way. The new orientation combines video, animation, audio, graphics, and text to present and engage students in orientation content.

Presidents’ Ambassadors: The college created the SMC Presidents Ambassadors, an elite group of students who volunteer to serve at various functions, lead college tours and “represent the college with integrity.” Depending on how many hours they put in, the students receive scholarships of up to \$450 a semester and get a letter of recommendation from President Dr. Chui L. Tsang.

5th Annual VIP Welcome Day: VIP Welcome Day continues to be a highlight for new SMC students and their families. In summer 2009 VIP Welcome Day drew a record 4,500 participants for a day of workshops, campus tours, an In-N-Out Burger lunch and other orientation type activities. Based on research conducted by the Office of Institutional Research, students who attend VIP Welcome Day are 49 percent more likely to persist from one fall semester to the next.

Counseling 20: Counseling 20, our three-unit Student Success Seminar, continues to be SMC's second most popular course with more than 100 sections offered annually. Counseling 20 is also a major component of our student retention effort. Based on research conducted by the Office of Institutional Research, students enrolling in Counseling 20 in their first-term were 29.7 percent more likely to persist to the following fall term than students who were not enrolled, all other factors held constant.

Accreditation: SMC's comprehensive counseling and retention efforts received a commendation from the recent accreditation team visit.

ENROLLMENT DEVELOPMENT

Admissions & Records: Admissions & Records processed 73,291 admission applications in 2009, up from 61,443 in 2008. The office also completed the successful transition of the entire student population to an Identity Management system (personalized passwords and recovery process), and created an "Enroll Info" website that not only saves the college money on postage and printing but is also a more current and effective way to communicate with students. In addition, the office streamlined and clarified the athletic eligibility process between Admissions and Athletics to create a system of checks and balances to remain in compliance with the Commission on Athletics.

Assessment: Once again, student traffic data show that the center broke records for the entire 2009 calendar year, culminating at 30,409 students, a net increase of 16 percent over 2008 and 38 percent over 2007 statistics.

Financial Aid: In recent years – from 2004-05 through 2007-08 – SMC has averaged around 10,500 financial aid recipients annually, averaging \$18.3 million of federal and state financial assistance each year. In 2008-09, though, the number of aid recipients and total financial aid increased significantly. Last year, 14,081 students received some type of assistance – an increase of more than 2,000 students. Total financial aid dollars reached \$24 million-plus. For the 2009-10 school year, the Financial Aid Office is once again setting substantial new marks for the total number of aid recipients. This number has increased to 16,092, as of May 14. Total financial aid dollars have already exceeded \$30 million, with total aid this year anticipated to reach the \$32-\$33 million mark.

International Education: In a vigorous effort to compete with other higher education institutions and to continue to increase its enrollment of international students, International Education has focused a great deal of attention on producing new marketing and newsletter materials for recruitment and orientation.

Institutional Research: This office provided a comprehensive report of data related to basic skills English and math and designed and implemented two large-scale surveys – on college services and housing/bachelor’s degree interest.

Outreach: This office enrolled 2,040 first-time California students in fall 2009, up from 1,976 the previous fall. In addition, it enrolled 1,524 first-time out-of-state students in fall 2009, up from 1,427 the previous fall.

New Student Online Orientation: 46,660 students completed online orientation in 2009-10, up 24,654 the previous year. Although record numbers of students completed the online orientation, student feedback revealed that the current design is outdated and lacks student interest. Efforts are underway to create an interactive online orientation with added features such as linking the orientation with the student Educational Plans and Placement information. The new online orientation is scheduled to be launched this summer.

Early Alert: Since the new Early Alert system was launched in Spring 2008, more than 3,000 contacts have been made by faculty through the Early Alert system to inform students of their academic difficulties. Follow up was then conducted systematically by counselors.

GRANTS

- The 2009-10 academic year was a closeout year for many of SMC’s grant-funded projects, including two Title V grants, the Dept. of Labor Community Based Job Training Grant, and the LAUP Workforce Initiative project. That fact, coupled with significant decreases in state funding, limited the number of new awards and reduced the overall amount of grant funding managed by the college. As such, the college managed roughly \$4.5 million in grant funds, including four new grant awards, totaling approximately \$1.2 million in additional support for 2009-10.
- Of the four new awards, one award—the federally funded Title VIA Undergraduate International Studies and Foreign Languages (UISFL)—directly supported ILO #3 (Global Citizenship), while the other three awards assisted low-income, traditionally underrepresented minority students and/or first-generation college students enroll and succeed in college. Two of these grants provided scholarship support to students enrolled in career-technical education programs, specifically Nursing and Early Childhood Education.

BUSINESS & ADMINISTRATION

Audits: The highlight of the fiscal year was the college receiving a “perfect” audit. There were no audit findings. In addition, the Proposition 39 audit (bond program) also had a “perfect” audit. This is a tremendous and rare achievement, which exemplifies the quality work of the fiscal services staff and its managers.

Purchasing: A comprehensive inventory was completed for the first time in many years. The new purchasing director is currently reviewing and improving procedures for contracts and requisitions and has bought a contracts management software package.

FACILITIES

Projects Completed: Construction Projects completed this year were the Bundy Driveway, Phase I of the Student Services Building, and the Campus-wide Lighting Retrofit. Of particular note, the excavation for the underground parking structure required 6,000 truck trips on Pico Boulevard, and there were virtually no complaints of inconvenience, noise or dust. The Photovoltaic Installation on parking structures #3 and #4 has made significant progress and should be completed in the next few months. The renovation of parking lot #2 has started and is scheduled for completion before the start of the Fall Semester.

Projects in the Design Phase: Architects have been selected for the following projects: Academy of Entertainment Technology campus, Health, Fitness and Central Plant building, the Information Technology Relocation, the East Wing Addition at the Performing Arts campus, and the Bundy Campus renovation.

Awards: The Campus Quad won the Award of Excellence in the Specialized Facility category of the Community Colleges Facilities Coalition (CCFC) 2009 Design Awards. The Broad Stage won the 2009 Award of Merit from the CCFC in November. In December, Clive Wilkinson Architects received one of only four Los Angeles Real Creativity awards by Urban Land Institute. The prestigious award was given for the design of the Academy of Entertainment Technology in the urban place category.

Financing Instruments: In the fall, the college sold nearly \$111 million in general obligation bonds and in the spring, the college refunded its Certificate of Participation (COP) for \$13.9 million and will realize savings of \$2 million over the life of the certificate.

Facility Purchase: The college has completed the purchase of the office building at 1516 Pico Boulevard. The building is currently being planned to house the SMC Foundation. The college will close escrow on the 1510 Pico Boulevard building in December 2010.

Facilities Master Plan: The Notice of Preparation, community meetings, scoping meeting, traffic study, environmental impact report, and other preliminary phases of the Facilities Master Plan have been completed. The process began in September 2009 and public comments have been received and addressed. The plan will be submitted to the Board of Trustees for adoption later this summer.

CAMPUS COUNSEL

One of the major objectives of Campus Counsel was to reduce legal expenses by providing coordination of all the college's legal services. In the 2008-09 fiscal year, the college spent \$1.5 million on all categories of legal services. Through May 1 of the 2009-10 fiscal year, expenditures for all categories of legal services were \$626,452. It is projected that total legal expenditures for the 2009-10 fiscal year will be half the amount spent in the prior fiscal year.

HUMAN RESOURCES

Reorganization of Human Resources Office: The Board approved a restructure of the Human Resources Office in fall 2009. The plan includes transitioning personnel and establishing positions which would better support campus needs.

Collective Bargaining: Negotiations continue with the Classified School Employees Association, Local 36, for a successor agreement. The existing Agreement expired on June 30, 2009. Two articles remain to be negotiated. Negotiations with the Faculty Association for a successor Agreement began on June 21. The existing agreement expires on August 23. The Santa Monica College Police Officers Association was certified by the College Police. Until a separate agreement is negotiated, the newly established union has agreed to continue to use the CSEA Agreement.

Benefits Administration: The college saved more than \$672,000 through an evaluation of SMC's health benefits programs.

INFORMATION TECHNOLOGY

1. Successfully completed a student identity management project that enables student secure login to their SMC portal with single-sign-on and password recovery capability. This approach enhances the security of students' private information and integrates with third-party systems, such as eCollege, the Library system, the Financial Aid system, and other College supported technology services.

2. Successfully completed the implementation of a standardized student email system powered by Google. The system also includes storage space and many useful learning tools. Starting June 16, all SMC students were required to use their @student.smc.edu account when communicating with the college by email. The accounts will be a lifetime service for our students through which they can maintain their communications with SMC directly.
3. Successfully completed a major telephone migration project that enabled digital voice services for the entire District. This project phased out our unreliable and outdated analogue telephone system. It is a long-term cost savings to the District. In addition, the updated system will provide more functions and programmable possibilities.

SMC FOUNDATION

Revenues: Revenues for 2009-10 exceeded \$4.7 million.

Scholarships: \$583,600 was distributed for scholarships in the 2009-10 school year.

Margin of Excellence Faculty Grants: \$44,500 was awarded in fall of 2009 to 16 professors for projects and equipment ranging from Light Spectrophotometers for the Physical Science Department to glass blowing equipment for the Art Department.

Sports Hall of Fame: Renowned basketball coach John McMullen, “Coach Mac,” was inducted into the 2009 Sports Hall of fame. He was recognized for recording more than 500 victories in his career.

Distinguished Alumni Awards: These were presented to John Densmore (1964), drummer of the legendary rock group The Doors, and Sally Young (1972), former Executive Director of the YWCA of Santa Monica, and her husband Allan Young (1971), Executive Director of Boys and Girls Club of Santa Monica.

Chairs of Excellence: SMC Theater Arts professor Janie Jones was named the recipient last fall of the Jose Luiz Nazar Chair of Excellence in the Performing Arts. Chemistry professor Roman Ferede received the Northrop Grumman/Elkin Chair of Excellence in Physical Science.

The Bernard Osher Foundation/Foundation of California Community Colleges

Scholarship Challenge: The Foundation met the college’s commitment to the statewide Osher Challenge in the amount of \$807,701. The Osher Foundation will match the commitment at 50 percent, which will result in more than \$60,000 in scholarships annually.

Alumni Outreach Program: The Foundation entered into a one-year contract with the College to hire an Alumni Coordinator to develop an Alumni Association. The Foundation also launched the alumni website, alumni.smc.edu.

GOVERNMENT RELATIONS & PARTNERSHIPS

The college continues to maintain excellent relationships with local, state and national legislators and organizations. For example, SMC asked state legislators to author two bills – AB 947 and AB 2297 – which, if signed into law, will allow community colleges to increase fees and add a capital outlay charge for out-of-state students. Because SMC’s enrollment of out-of-state students is significant – about 1,100 – these bills would generate much needed revenues for the college. At the local level, we have worked cooperatively and effectively with the new City manager, Rod Gould. For example, Gould was instrumental in getting a one-year delay in any increase in our contract with Big Blue Bus for the “Any Line, Any Time” program. In addition, we continue to work with the city manager in securing a new site at Santa Monica Airport to move our satellite parking lot. We also have many partnerships with the City of Santa Monica, Santa Monica-Malibu Unified School District, Santa Monica Chamber of Commerce, Santa Monica Place and the region’s business community. For example, the Office of Workforce & Economic Development collaborated with the City of Santa Monica on a Professional Seminar Series designed to provide the Los Angeles community and educators free access to cutting-edge insights on technology, entertainment, entrepreneurship, and “green” industries.

COMMUNITY RELATIONS

- The Performing Arts Center – The Broad Stage and Edye Second Space – continues to be a big success not only as a venue for the arts, but as a major instrument of building excellent community relations. In 2009-10, the center featured such high-caliber artists as Mikhail Baryshnikov and Placido Domingo, excellent reviews, and ticket sales running an average of 85 percent of capacity. The center has also served as the site for many community events. Such big names as Judy Collins, Bill T. Jones and Shakespeare’s Globe Theater will be featured in 2010-11.
- The college hosted two well-attended community dialogues through the newly created and innovative Public Policy Institute, which is under the leadership of former State Senator Sheila Kuehl.
- In collaboration with the Santa Monica-Malibu Unified School District and the Santa Monica Sister City Association, the college co-sponsored and hosted an International Youth Soccer Tournament at Corsair Field last August for both Westside youth and international teams, complete with a closing awards ceremony and dinner for all the athletes and families on the Quad.
- The college hosted an evening for 400 adults and youth at The Broad Stage, exploring issues of civic responsibility and tolerance in a “Community Conversation with Judy Shepard.” It was cosponsored with the SMMUSD and the Santa Monica Human relations Council.

OUTSTANDING SERVICE

Our employees continue to shine at the regional, state and national levels with honors and recognition.

CONCLUSION

SMC has much to be proud of for our achievements of 2009-10, but we will continue to work together as a community to meet the many challenges facing us in 2010-11 and to ensure access and excellence for all students.