

Cañada College: Educational Master Plan
WORK GROUP MEETING: COMMUNITY CONNECTIONS
Wednesday, July 13, 2011

Attendees: Sarah Perkins, Robin Richards, Greg Stoup, Robert Hood, Alicia Aguirre, Julie Mooney, Margie Carrington

Task: To identify EMP Objectives for the Community Connections Strategic Direction

Notes:

- Broaden Redwood Symphony relationship – e.g. “Summer Conducting Institute”
- Build on existing successes: Arts and Olives Festival, Fashion Show, Trivia Bee
- Expand Theater, Music, Arts and Sports connections & promote Recreation Connections
- RWC is branded as an “Entertainment Destination on the Peninsula” – become involved
- Alumni organization
- Connect with churches (e.g. Peninsula Interfaith Action, Presbyterian Church)
- Conduct annual branding campaigns – let them know we are here; use vacant window display areas to promote programs
- Cañada Volunteer T-Shirts
- College banners/information
- Career Center focus – face to face relationships; Internships; Coordinate with workforce director
- Engage community to see Cañada as a partner in skill/workforce development
- High visibility in workforce activities in the community – Chamber of Commerce (e.g. President as a member); representatives on work groups;
- Off-site presence – Neighborhood College (bayside, coastside), Redwood Shores, San Carlos (near CalTrain?), Downtown Redwood City (after hours study areas), Half Moon Bay
- Create President’s Circle with community members and fun activities
- Cooperative education – revive internships and expand in the community
- Small Business Center – certificates and workshops on campus and in community
- Grow contract education with community and business partners
- SAMCEDA – have president on group; get on the subcommittees
- Build service learning opportunities
- Identify individuals who are currently involved in the community with advisory group
- Connect student life to the community (parade, events,

Objective Areas:

- Develop community outreach advisory group to address communication, volunteer, alumni
- Connect student life and ASCC with cities
- Branding message each year (face of Cañada)
- President’s Circle
- Off-site locations – Bayside/Coastside
- Career Center focus (internships, face-to-face relationships)
- Redwood City Symphony Summer Institute
- Hosting Conferences/Boards
- Develop Fee-based Health Education/Enhance Contract Education