



Overview: Coast to College Education Plan

April 27, 2022

(Exhibit A)

College of San Mateo

Introduction

In fall 2021, College of San Mateo renewed its commitment to the coast. The college has collaborated and communicated extensively with Half Moon Bay city leaders, elected officials, education stakeholders, and non-profit community partners.

Through town halls, listening sessions, and the college president's work with the Coastside Workforce Development Roundtable, CSM has identified needs and opportunities to more effectively serve Coastside communities. Creating visibility and access in the community, being responsive to prospective participants' needs, and establishing sustainable programs and services are key to making a CSM Coastside Education Center a success.

Major partners Cabrillo Education Foundation, Cabrillo Unified School District, Boys and Girls Club of the Coastside, and Half Moon Bay Library already have pulled together in a combined effort to provide instructional space. We plan to offer CSM courses in community sites—the public library, the “hub,” non-profit centers, and eventually at ranches and farms.

As a result of critical data analysis, Half Moon Bay is the first among three high need communities (out of the full twelve) in the college's service area we are proactively working to support. After our long absence of eleven years, it is imperative that we work with a sense of urgency to meet community members' desire to connect with the college. Likewise, the college is proactively working to expand support to additional neighborhoods.

Our goal, in short, is to connect families, young people, working adults to the college—to serve our community members where they are, to help them realize their educational goals and career aspirations (general education, workforce preparation, transfer, degree or certificate attainment) without borders or barriers to their success. This will serve as a model to scale across other communities.



Challenges & Opportunities

Identified Challenges	Planned Time Frame	Partners Needed to Resolve
Lack of partnership between high school, industry, non-profits, and trades	Ongoing	Cabrillo Unified School District, Non-profits and business
Transportation	Short	Lyft, SamTrans and shuttle provider
Lack of Coastside advocates	Short	Non-profits
Lack of CSM presence	Short	Non-profits, City and County agencies and community partners
No academic or support programming	Short	Non-profits, City and County agencies and community partners
No educational alignment to small businesses and local entrepreneurs	Medium	Local industry and Chamber
No internship programs	Medium	Local Unions & Trades
Childcare needs	Medium	Child Development Center
Internet bandwidth	Long	Industry & Government

Identified Opportunities	Planned Time Frame	Partners Needed to Achieve
Integrate Higher Ed into City Hall's Coastside Recovery Initiative Report	Completed	Coastside Businesses & Government
Establish sustainable and varied partnerships with community organizations	Ongoing	Non-profits and community partners
Utilize dual enrollment, Promise Scholars Program, career education, and ESL	Ongoing	Cabrillo Unified School District, Non-profits, City and County agencies and community partners
As the community's college, we will take the college to the community	Short	Non-profits, City and County agencies and community partners
Expand instruction and services	Medium	Non-profits, City and County agencies and community partners
Prioritize pathways from early education to college	Medium	Cabrillo Unified School District
Enhance workforce development, local business partnerships, apprenticeships, and curriculum innovation	Medium	Local industry, small business, and Chamber

Time Frame Key: Short: 1-6 months

Medium: 6-18 months

Long: 18+ months

CSM Coastside Education Center



In partnership with members from Chancellor’s Cabinet, District Facilities, and Half Moon Bay Community Partners, CSM has toured three different potential facilities, and engaged in proactive discussions to investigate the feasibility of a facility in Half Moon Bay. Based on CSM’s needs and space availability, CSM has identified a potential location. Lease details will need to be worked out as part of regular administrative processes. We are seeking Board support to begin the lease negotiations process.

The identified location is in a new construction building scheduled to be completed spring 2023. It would include two spaces totaling 2,029 square feet. One space is 830 square feet and the other is 1,199 square feet.

For programming, there will be one classroom at roughly 30-35 seats. Key support services are student-onboarding, registration, counseling, orientation, tutoring, and financial aid. The space may include three multi-use administrative offices, a reception area, lounge area, kitchenette, and workshop/meeting space. We are also considering future childcare services in an adjacent building. Classroom and offices will be outfitted with appropriate technology.

Data & Accountability

Coastside Communities

El Granada
Moss Beach

Half Moon Bay
Miramar

Montara
Princeton

Potential Coastside CSM Students

Approximately 17% of the coastal population’s highest educational attainment level is a high school degree or equivalent and 16% have some college but no college degree (American Community Survey, 2019); therefore, almost one-third of the coastal population (30.5%; 7,128 residents) are potential CSM students. This is fourteen times the number of coastal community members the college currently serves.

	Percent High School Graduate	Percent Some College	Potential CSM Students, 2020 Census Population
Half Moon Bay	14%	16%	3,539
El Granada	10%	15%	1,370
Moss Beach	18%	14%	1,029
Montara	24%	18%	1,190
Average / Total	17%	16%	7,128

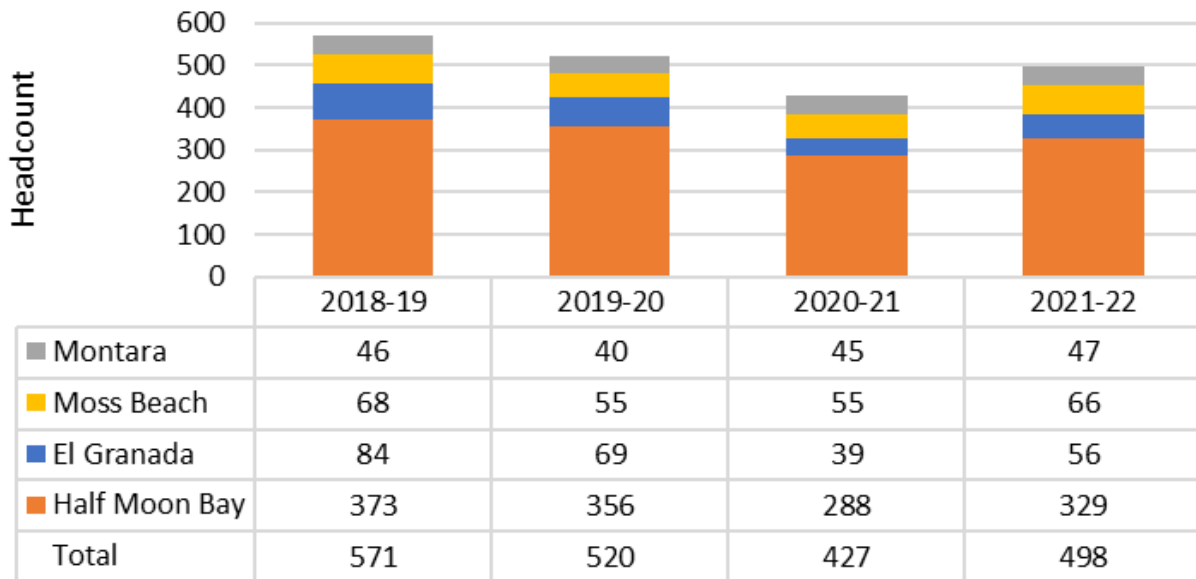
Source: United States Census Bureau, American Community Survey, 2019.



Data & Accountability

Chart 1: CSM Coastside Community Enrollment (unduplicated) by Academic Year and City

The overall number of students enrolled in one or more courses at CSM in the last four academic years dropped significantly during the COVID-19 pandemic (as seen during the 2020-2021 academic year) then increased close to pre-pandemic levels for the 2021-2022 academic year. The 2021-2022 counts are expected to increase as late-start and short-term courses continue during the spring 2022 term.

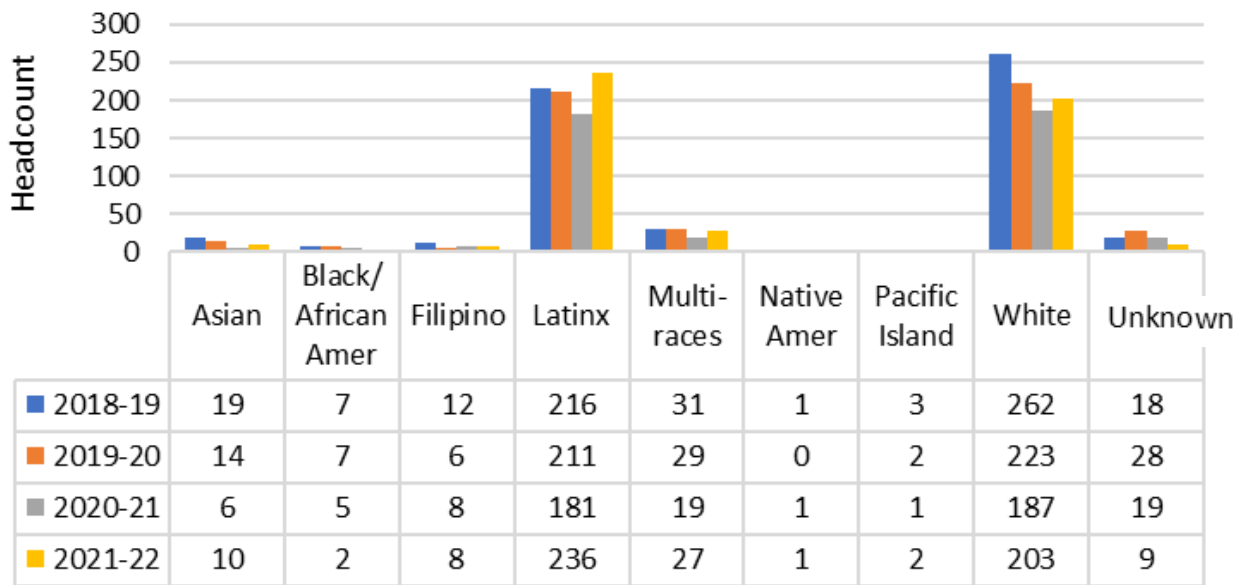


Source: CSM Data Warehouse, retrieved on April 11, 2022.

Data & Accountability

Chart 2: CSM Coastside Community Enrollment (unduplicated) by Academic Year and Ethnicity

CSM's 2021-2022 Coastside students enrolled in one or more course are 47% Latinx (up nine percentage points from 2018-2019) and 41% are white non-Hispanic (down five percentage points from 2018-19). See Chart II for four-year enrollment trends by ethnicity.

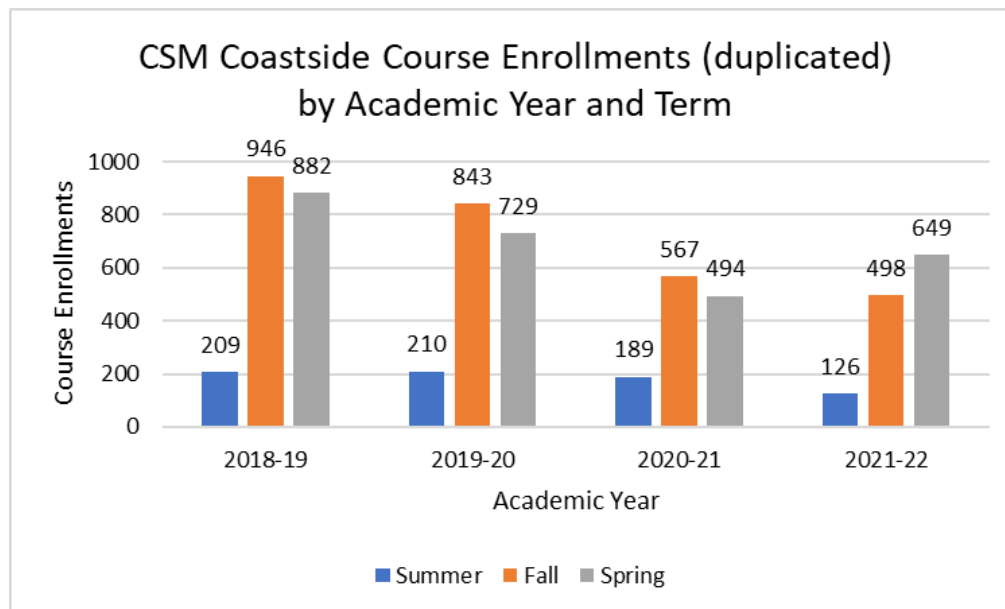
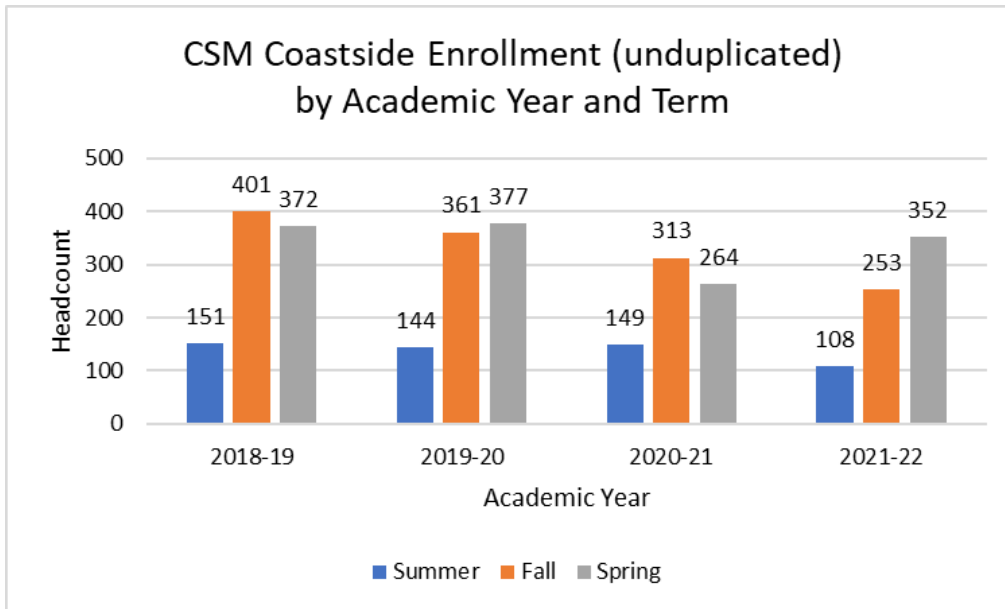


Source: CSM Data Warehouse, retrieved on April 11, 2022.

Data & Accountability

Charts 3 & 4: CSM Coastside Community Enrollments by Term

Between fall 2021 and spring 2022 enrollment (headcount) has grown by 99 students resulting in 151 more course enrollments. As noted above, Spring 2022 headcount and course enrollment counts are expected to increase as late-start and short-term courses continue throughout the term.

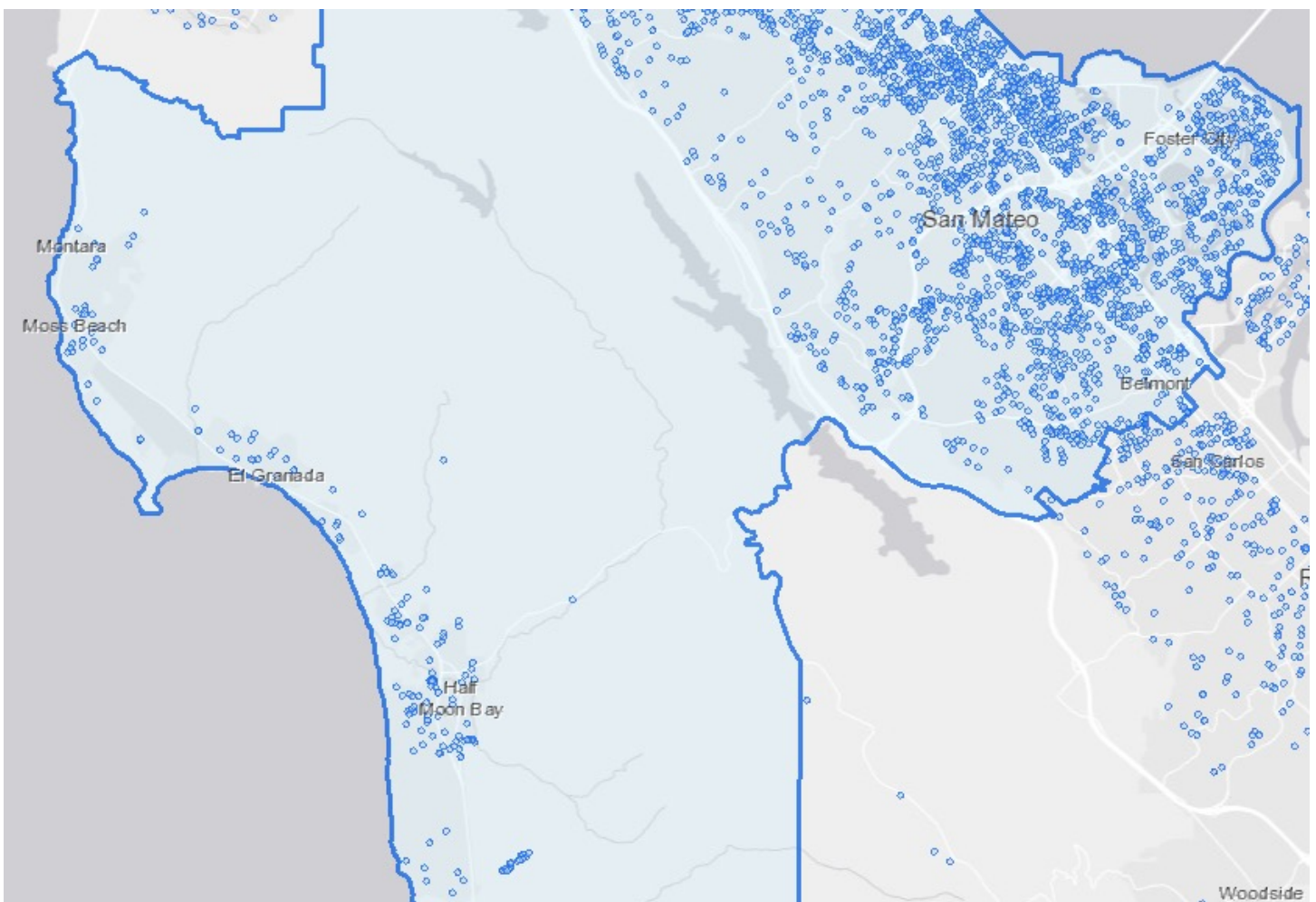


Source: CSM Data Warehouse, retrieved on April 11, 2022.

Data & Accountability

Chart 5: CSM Coastside Community 2021-22 Enrollment (unduplicated) and Service Area

The GIS map provides a visual display of where CSM's 2021-2022 Coastside students reside relative to the main campus. Students from coastal communities, like Montara and Moss Beach, must travel up to 20 miles each way (40 miles round trip) to attend in-person classes at CSM.



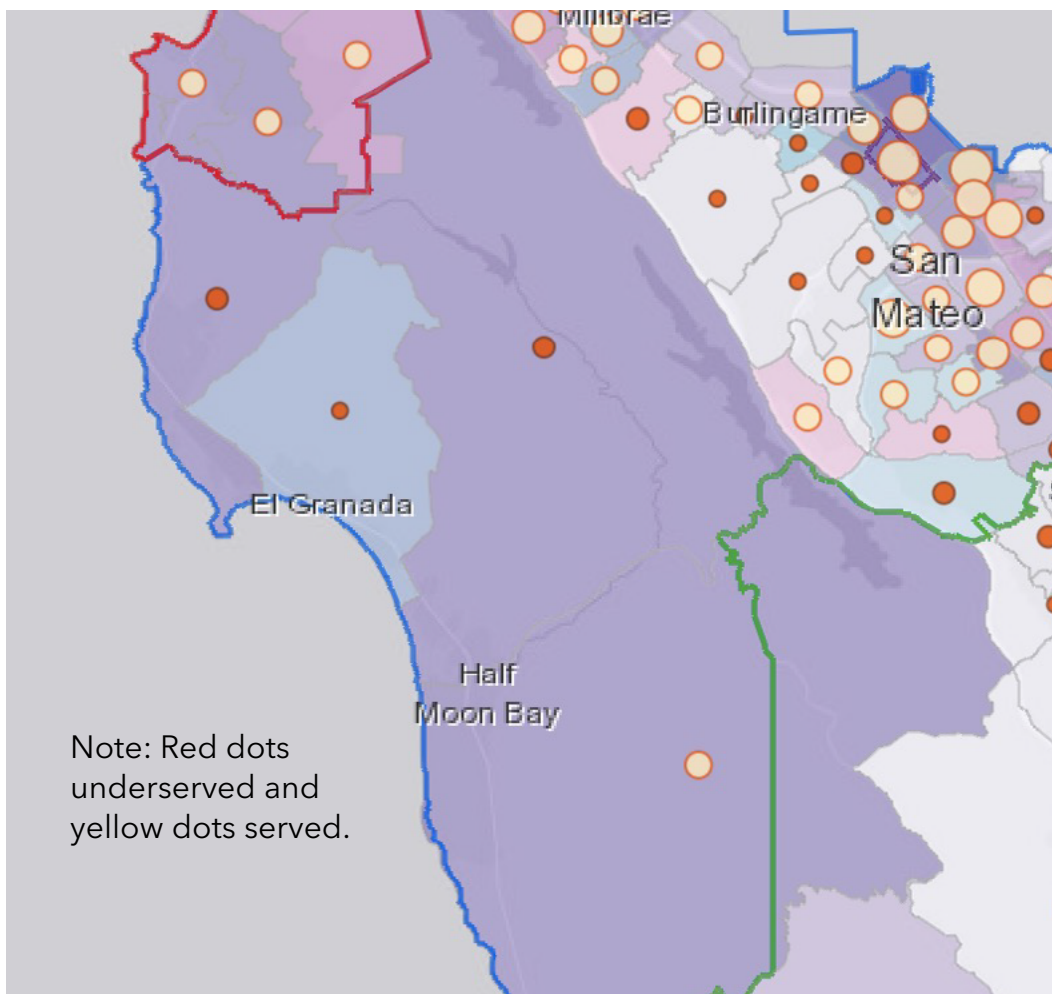
Data & Accountability

Chart 6: Student Recruitment Map

The dark shaded areas of the county are where greater than 50% of the population has less than an associate degree and less than \$100,000 median income. Areas in dark purple show target student populations. These areas are largely the Coastside and Shoreview, North Shoreview, and North Central.

The proportion of the student population served by CSM is represented by the size and color of the dot. Red dots indicate that the ratio of enrollment (as a proportion of the population) is less than 1.0 and remains partially served or underserved.

Yellow dots indicate that the ratio of enrollment (as a proportion of the population) is between 1.0 and 1.75 and thus served.



Source: 2019 American Community Survey and 2020 Census Bureau

Programs & Services

Instructional programs will include advanced and workforce contextualized ESL courses, general education, career preparation, degree pathways. We are currently exploring new pathways and training in sustainability, agriculture (food systems), and marine biology. More specifically, programming may include service to working adults, connect-to-college workshops for parents, early college and dual enrollment pathways. The space will also serve as a center for enrichment, civic engagement, health, and cultural well-being.

Instructional and student services will be customized to meet the unique and specific needs of the community. These may include services for undocumented and DACA students, basic needs resources, mental health, childcare, small business development, and community engagement. Our coordination with CoastPride also supports LGBTQIQ students.

Transportation

In 2018, CSM established a transportation task force to assess and address student transportation needs. In December 2021, the task force recommended a pilot transportation program for Coastside students. In partnership with Student Life and Leadership and with support from SMCCCD General Services, the college launched on February 21, 2022 the Coast to College: Lyft Rides for Coastside CSM Students (collegeofsanmateo.edu/lyft).

In addition, to create further transportation options, CSM is partnering with SMCCCD General Services, Skyline College, and Canada College in soliciting proposals for shuttle services for district-wide students.



Marketing & Engagement

Marketing and outreach is an important part of rebuilding CSM's presence on the coast and that work has already begun. Prospective students and the influencers connected to them will be communicated to regularly through geofenced digital marketing, traditional targeted postcard mailings, sharing through CSM's Coastside partners' communication channels, and most importantly, word-of-mouth. The new Coastside Education Center can be used as a hub for community events and outreach. Building signage will reinforce CSM's commitment to the Coastside and advertise community access to CSM's services and educational programming.

CSM's college recruiter is currently devoting one day per week on the Coast teaching a dual enrollment course, making community connections, strengthening partnerships, leading application workshops, and performing outreach to prospective students. These efforts will expand as the offsite center integrates with the local community.

Economic Development & Sustainability

Building healthy and vibrant communities on the Coastside relies on cross-sector collaboration.

Reimagining workforce and economic development operations for the Coastside drives our commitment to fostering employment and high wage jobs. The Executive Directive of Strategic Initiatives and Economic Development will continue to bring together the public and private sectors in economic development, health and wellness, faith-based organizations, social services, education, housing, and transportation.

Impact & Outcomes

CSM's vision is to deliver a liberatory education, to create a justice-centered, equity-minded culture that inspires individual achievement and generational impact. Benchmarks by demographic for Coastside community impact include number of enrollments, number of students (and families) served, number of certificates and degrees awarded, number of transfers, total aid awarded, and services provided. As a steward of public funds, the college is establishing a model by which to correlate outcomes and investment. The college is committed to regularly assessing services, community impact, and investment feasibility.

Timeline & Next Steps

The following table highlights the timeline and next steps associated with CSM's Coast to College Education Plan.

Summary of Next Steps	Date
Board of Trustees provides feedback and direction: <ul style="list-style-type: none">• on the Coast to College Education Plan• to proceed with and engage in lease agreement discussions and negotiations	April 27, 2022
Administration consults with counsel to negotiate terms of lease agreement, and negotiates lease agreement for Board approval at the May 25, 2022 Board meeting	April 28 - May 13, 2022
Administration presents lease agreement to Board of Trustees for review and recommended approval	May 25, 2022
Administration presents an update to Board of Trustees on the status of the Coast to College Education Plan, and the lease agreement	Fall 2022 and Winter 2023
CSM grand opening of CSM Coastside Education Center	Spring 2023