



**President's Advisory Council**  
**March 12, 2025**

# Agenda

Time	Topic	Discussion Guide
12 - 12:05 p.m.	Welcome	Kim Lopez, <i>College President</i>
12:05 - 12:45 p.m.	Key Learning and Next Steps from our Listening Sessions in North Fair Oaks, East Palo Alto and Belle Haven communities	<i>Chialin Hsieh, Vice President of Instruction</i> <i>Lizette Bricker, Vice President of Student Services</i> <i>Wissem Bennani, Dean of Enrollment Services</i>
12:45 - 12:55 p.m.	Eco Elegance Earth Day Fashion Event on April 22	<i>Jaleh Naasz, Fashion Department Instructor/Program Coordinator</i> <i>Megan Barber Allende, Executive Director, SMCCCF</i>
12:55 - 1 p.m.	Closing Comments	All



# Community Listening Sessions

Summary & Next Steps

March 12, 2025

# Improve Access to Education for Working Adults

## What We Heard

- Offer programs in the community in Business, IT, Early Childhood Education, Entrepreneurship and Business Start-Up help and other programs that lead to careers in our region
- Schedule classes at flexible times, including evenings, Fridays, and weekends, to accommodate working adults
- Create short-term, stackable certificates that lead to employment and continued college pathways

## Possible Ways Forward

- Starting Fall 2025, offer for-credit programs and courses at the Menlo Park Site on days and times that work for working adults
- Continue providing not-for-credit upskilling and career transition programs at the Menlo Park Site
- Offer an entrepreneurship program fully in Spanish to help the community formalize and expand their business ideas and existing ventures
- Design and launch additional short-term, stackable certificates and career-pathway on-ramps
- Partner with Job Train to job search assistance for working adults

# Increase Access to Technology

## What We Heard

- Provide access to Wi-Fi, computers, and hands-on tech support in the community
- Provide digital literacy training

## Possible Ways Forward

- Identify computer labs in the community the College can help support and in which we can provide additional technical instruction and hands-on support
- Organize opportunities to access all that Cañada, Skyline, and CSM have to offer online

# Enhance Access to the Campus

## What We Heard

- Provide in-person support for the application, registration, counseling, financial aid, and orientation services in the community and in multiple languages.

## Possible Ways Forward

- Hire a dedicated College Recruiter/Community Liaison who works in Belle Haven, East Palo Alto, and North Fair Oaks on a daily basis and who facilitates access to all college services and programs both in the community and online.
- Conduct application, financial aid, and registration workshops in partnership with local organizations in the community regularly and in multiple languages
- Provide weekly access to a designated counselor at the Menlo Park Site for personalized support services, starting Fall 2025

# Engage Youth

## What We Heard

- Bring young folks to campus early and often
- Increase access to dual enrollment, especially in tech/media, business, Ethnic Studies, Mex. Am. Lit. and History
- Provide access to technology in ways the younger generation needs
- Provide early information about careers and educational pathways to reach them
- Organize work-based learning and internships
- Work with local partners to improve programming and mentorship for youth

## Possible Ways Forward

- Partner with Boys and Girls Club and others to scale our winter and summer camps for Ravenswood students
- Continue to increase dual enrollment opportunities in local high schools
- Offer career pathway workshops featuring hands-on access to technology and other aspects of high-tech careers available in our region
- Collaborate with local partners to support career exploration programs for youth

# Help Meet Basic Needs

## What We Heard

- Improve Access To:
  - Housing
  - Financial Support
  - Immigration Support
  - Childcare
  - Health Care
  - Mental Health Services

## Possible Ways Forward

- Connect campus SparkPoint services more fully to the community to increase access to housing, food, financial, and immigration services and assistance
- Open a new Childcare Center on campus in 2027
- Provide access to campus health and mental health services for students via our Recruiter/Community Liaison



# Build and Sustain Trust

## What We Heard

- Demonstrate commitment to the community over the long term
- Engage with and listen to community leaders and partner organizations
- Be visible and help organize events in the community

## Possible Ways Forward

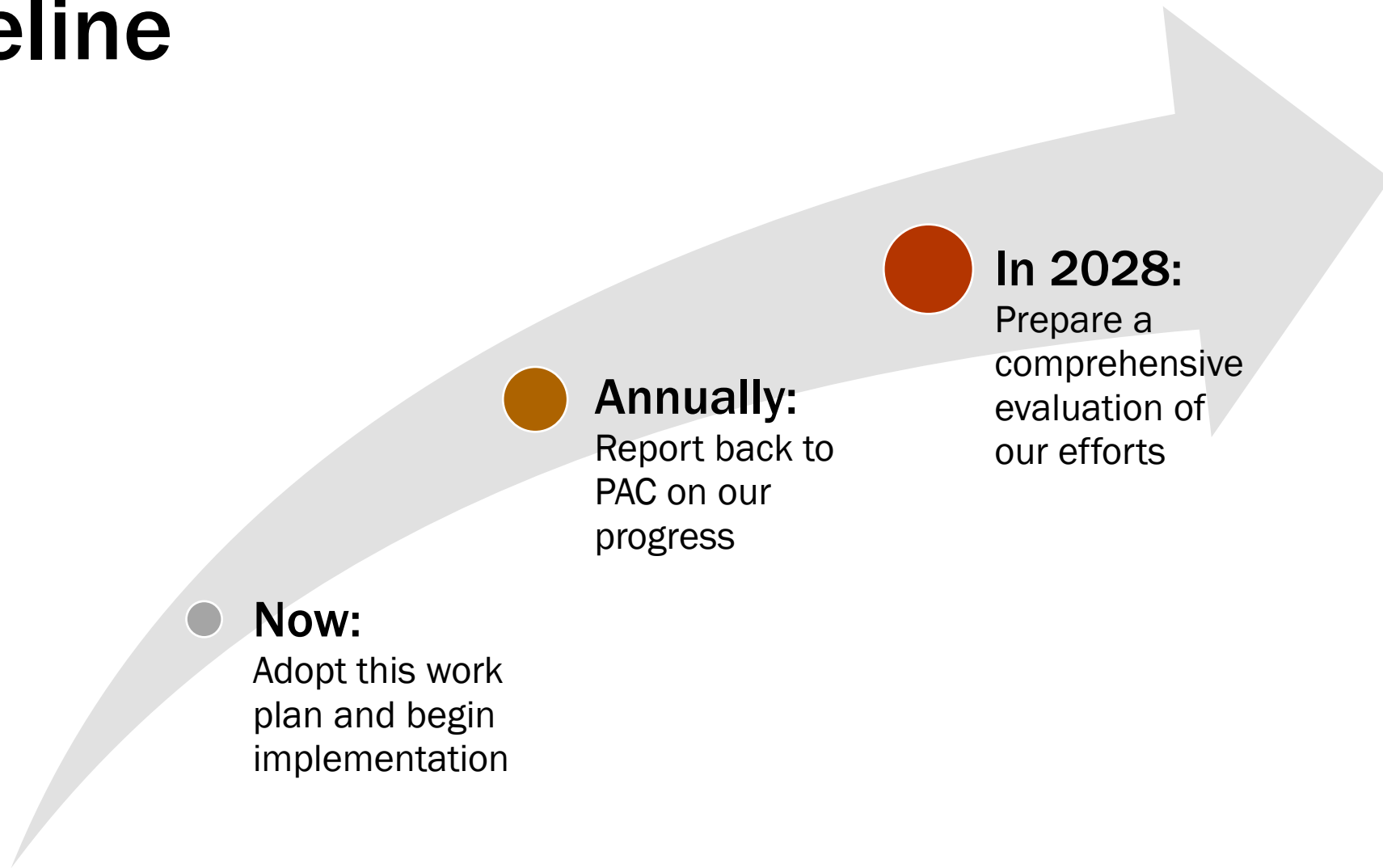
- Invest in personnel and physical locations in the community
- Invite others to participate in the President's Advisory Council
- Serve on local organizational boards and engage in their work
- Partner with community organizations and leaders to support and/or host regular events in the community

**Did we hear this right?**

**Anything else  
we're missing?**



# Timeline



**Now:**  
Adopt this work plan and begin implementation

**Annually:**  
Report back to PAC on our progress

**In 2028:**  
Prepare a comprehensive evaluation of our efforts

# Spring '25 Fashion Presentation

Eco Elegance  
@ Cañada College

April 22, 2025



## ECO *Elegance*

*Cañada College  
Fashion Department  
Presents*

*TUESDAY*  
**APRIL 22**

Cañada College  
Theater

11 a.m. – 1 p.m.

4200 Farm Hill Blvd.  
Redwood City, CA

For more information visit:  
[canadacollege.edu/fashion](http://canadacollege.edu/fashion)

Cañada College

# VIP Sponsorship Opportunities

- **Vintage Luxe - \$2,500 (Access to VIP area, programming & reserved seats for 20)**
  - Exclusive event recognition during opening remarks
  - Name/logo featured during slide show
  - Featured in SMCCC Foundation newsletter
  - Tour of Fashion Department
  - Priority reserved seating for fashion show
  - Social media spotlights on the Fashion Department Facebook and Instagram accounts before and after the event
  
- **Runway - \$1,000 (Access to VIP area, programming & reserved seats for 10)**
  - Name/logo featured during slide show
  - Featured in SMCCC Foundation newsletter
  - Priority reserved seating for fashion show
  - Social media spotlights on the Fashion Department Facebook and Instagram accounts after the event
  
- **Stylist - \$500 (Access to VIP area, programming & reserved seats for 5)**
  - Name/logo featured in select event materials
  - Priority reserved seating for fashion show
  - Social media spotlights on the Fashion Department Facebook and Instagram accounts after the event
  
- **Notions - \$75 (Access to VIP area, programming & one reserved seat)**
  - VIP Tent Access includes food & drinks following the show
  - Reserved seats may be donated to students in Cañada College's Fashion Program



# **Next PAC Meeting:**

**Wednesday, September 17, 2025**  
**from 12 - 1 p.m.**  
**Via Zoom**



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