



Menlo Park Site Updates - PBC

Expanding Opportunities & Engagement

February 5, 2025

Presenters



Alex Kramer

Dean of Business Design &
Workforce



Jasmine Jaciw

Director of Workforce
Development

Enrollments & Marketing

To increase visibility and enrollment for our Spring 2025 programs, we've implemented new marketing and outreach strategies to engage the local community.

- **Social Media:** Created a posting schedule for Menlo Park Program flyers on the college's main accounts.
- **Community:** Attended community listening sessions, conducted community surveys, network with CBOs.
- **Digital Ads:** Launched an online ad campaign with Vision Point.

2025		2024	
Spring	Fall	Spring	
Optician 2/4/25 21	Optician 9/3/24 13	Optician 2/6/24 17	
Water 2/22/25 12	Water Cancelled < 5	Water 3/23/24 9	
Intro to AI 2/24/25 10	Intro to AI 9/30/24 9		

BIW Credit Certificate

Offers Menlo Park Site students unit credit to learn essential business and office technology skills to prepare for entry-level roles and further career advancement.

Complete Core Courses, 7.5 units

BUS. 101 Human Relations in the Workplace

CBOT 448 Using Microsoft Windows

CBOT 472 Beginning Word Processing

or

CBOT 474 Intermediate Word Processing

CBOT 415 Beginning Computer Keyboarding

Benefits

- **Short term** 1 year, 7.5 unit credit stackable certificate track.
- **A supportive program** designed to help students explore college without a long-term commitment.
- **Covers topics** such as human relations, Microsoft Windows, word processing, and keyboarding.
- **Prepares students** for roles like office clerk, administrative assistant, and data entry specialist.
- **Builds practical skills** for industries like healthcare, finance, and education.
- **Creates a pathway** for students unsure about college to gain confidence and take the next step.



Partnerships



Live in Peace - Menlo Park & EPA

A nonprofit organization that empowers youth and young adults from marginalized communities by providing mentorship, educational support, and career opportunities to help them build a brighter future.



Upward Scholars - Redwood City

A Latinx-led nonprofit organization that empowers immigrant adults from low-income backgrounds by providing financial assistance, academic support, and career development resources to help them achieve their educational and professional goals.



Belle Haven Community Center

A community hub in Menlo Park that provides residents of all ages with access to educational programs, recreational facilities, social services, and gathering spaces to support connection.

Questions?