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Cañada College

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**COMPREHENSIVE  
PROGRAM REVIEW  
REPORT**

Menlo Park

### Executive Summary

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#### **0. Executive Summary**

**Summarize your program's strengths, opportunities, challenges, and action plans.**

##### Strengths

- **Diverse Course Offerings:** A wide range of programs catering to various interests and career goals.
- **Experienced Instructors:** Instructors with strong industry connections and expertise.
- **Program Lengths:** The programs are designed to be completed in a short period, typically three months or less, making them accessible and efficient for students looking to quickly enter the workforce.
- **Hands on Training:** Programs provide students opportunities for hands-on training with equipment used in the field.
- **Certifications:** The programs provide students with the opportunity to gain industry-recognized certifications and licenses, such as the California Water Distribution and Treatment Grade 2 exam and the American Board of Optometry exam.

##### Opportunities

- **Enrollment:** Increased interest in specific programs, leading to potential growth.
- **Industry Partnerships:** Collaborating with local industries for workshops, skills training, enrollment growth, and students supports.
- **Certifications:** Exploring further certifications to offer students with completion of programs.
- **For-Credit:** Opportunity to expand for-credit pathways based on community needs and interests.
- **Community Engagement:** Expanding outreach efforts in the local area through events, partnerships with community organizations, and targeted initiatives to raise awareness and boost enrollment in continuing education programs.
- **Apprenticeship:** Efforts are currently underway to develop two pre-apprenticeship and apprenticeship pathways in Digital Marketing and Extended Reality. As programs roll out, we will have a unique opportunity to utilize the Menlo Park Site to offer these new pathways.

##### Challenges

- **Data Collection:** This includes student feedback and data needed regarding students enrolling in our programs. Data collected can be utilized to better understand the populations we serve and market programs effectively.
- **Expanding Offerings:** Challenges with growing the site offerings and ensuring that new programs align with evolving community needs. Additionally, there is a growing difficulty in attracting students to register for in-person classes, as many prefer online options. Further, recruiting faculty to teach in person classes at the Menlo Park Site has presented challenges. Balancing the promotion of on-site engagement while offering flexible learning formats is essential to address this.
- **Comprehensive Support Services:** Enhance support services for students (e.g. SparkPoint), career and college counseling, job placement assistance, and mentorship programs. This will help support students more holistically and assist them with navigating their career paths to achieve their professional goals.

## Program Review

- Program Sustainability: Currently all registration and revenue collection are managed by Community, Continuing, & Corporate Education (CCCE). These functions can be handled by our internal team to increase efficiency and programmatic autonomy.

### Action Plans

- Data Collection: Work with college leadership to explore strategies to collect comprehensive data internally to support outreach and future program offerings.
- Expanding Offerings: Strengthen partnerships with industry leaders and organizations to provide students with more program offerings, hands-on experiences, job opportunities, and networking strategies.
- Comprehensive Support Services: Partner with on-campus resources to identify programs and staffing aimed at providing students with the resources they need to succeed.
- Program Sustainability: Work with college leadership to set up a foundation account to collect revenue from program participants to sustain future program offerings and services.

## Program Context

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### 1. Mission

**How does your program align with the college's mission? If your program has a mission statement, include it here.**

Cañada College Menlo Park Site aligns closely with the college's mission, which is to engage and empower students in transforming their lives and communities through quality education.

The Menlo Park Site focuses on preparing and or upskilling students for jobs across various industries and for transfer-level courses on the main campus through career and continuing education. This aligns with the college's mission by providing accessible, high-quality education that equips students with the skills and knowledge needed to begin new or succeed in their current careers and contribute positively to their communities.

The programs offered, such as the Water Treatment and Distribution Program, Dispensing Opticians Training Program, Introduction to Artificial Intelligence (AI) Program, and the Small Business Incubator, are designed to meet the needs of the local workforce and provide students with industry-recognized certifications. This focus on practical, career-oriented education supports the college's mission of transforming lives through education.

The Cañada College Menlo Park Site offers a wide variety of offerings and opportunities that are designed to be completed in a short period, making them accessible and efficient for students looking to quickly enter the workforce, upskill to grow in their current careers, or begin a new career.

### 2. Program Description

#### **Program Description.**

The Cañada College Menlo Park Site offers a variety of low-cost programs that prepare students for jobs in various industries, enhance their current skills, and provide the foundation for students to join transfer-level courses on the main campus. These career and continuing education programs can be completed in three months or less, making them both accessible and efficient for students looking to advance their education or career quickly.

Some of the key programs offered include:

- Water Treatment and Distribution Program: This program prepares students to take the California Water Distribution and Treatment Grade 2 exam, equipping them with the necessary skills for a career in this field.
- Dispensing Opticians Training Program: This program provides foundational work for a career in optical and helps students acquire ABO board certification, leading to better-paying jobs and more opportunities for career advancement in the optical industry.
- Small Business Incubator Program: This program was created in collaboration with ESO Ventures. This 10-week program is designed to assist Black and Brown entrepreneurs to help them grow their small businesses with expert guidance.

## Program Review

- Introduction to Artificial Intelligence (AI) Program: A six-week course that covers foundational AI concepts and practical applications in the job market. It includes hands-on exercises on how AI can be effectively used for writing, researching, and image generation for professional career development.

### **3. Community & Labor Needs**

#### **Describe how changes in community needs, employment needs, technology, licensing, or accreditation affect your program.**

Changes in community needs, employment needs, technology, licensing, or accreditation can significantly impact the programs at the Cañada College Menlo Park Site. Here's how:

**Community Needs:** The Cañada College Menlo Park Site is designed to adapt to evolving community needs through its flexible, not-for-credit model. This model enables us to create and adjust programs based on demand. We are currently conducting a community survey in partnership with community-based organizations to gather insights on local needs, which will guide future program development and ensure our offerings continue to support the community effectively.

**Employment Needs:** The programs are tailored to meet the demands of the job market. For instance, the Water Treatment and Distribution Program prepares students for the Water Distribution and Treatment Grade 2 exam. As employment trends shift, the programs must evolve to ensure students are gaining skills that are in demand. Our instructor is constantly updating the curriculum to be sure our program is up to date with what the industry is looking for. Specifically, we are currently collaborating with the California State Water Resources Control Board to be recognized as an approved training provider.

**Technology:** Technological advancements play a crucial role in shaping our program offerings. For example, the Introduction to Artificial Intelligence (AI) Program is an example of how the site is incorporating cutting-edge technology into its offerings. Keeping up with technological changes ensures that students are as prepared as possible for the ever-changing work environments and technology. Further, programs that require specific software or computer hardware needs may present a need for our team to make updates as necessary.

**Licensing and Accreditation:** Programs like the Dispensing Opticians Training Program help students acquire ABO board certification, which is essential for career advancement in the optical industry. Changes in licensing or accreditation requirements can necessitate updates to the curriculum to maintain compliance and ensure students are well-prepared for certification exams. We work closely with our instructor to make sure our program is the best preparing students for the board certification.

Overall, the Cañada College Menlo Park Site continuously adapts its programs to align with the changing needs of the community, employment trends, technological advancements, and licensing or accreditation requirements to provide relevant and high-quality education.

## Looking Back

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### **4. Major Accomplishments**

#### **Describe major accomplishments.**

- **Partnerships Established:** Formed strategic partnerships with a few local organizations to assist with enrollment growth, survey distribution, and support services. Continuing to strengthen our partnerships with JobTrain and the Belle Haven Community Campus. As we look forward to our future move to the Center for Economic Mobility in East Palo Alto in 2026, we will also be working on strengthening connections with organizations such as StreetCode Academy, Live in Peace, and other local organizations.
- **Student Achievements:** Our programs have produced remarkable student successes. Over 20 students have passed the ABO (American Board of Optometry) licensing exam, with several advancing to pass the NCLE (National Contact Lens Examiners) exam, paving the way for careers in both private optometrist offices and leading optical retailers like Warby Parker, Target Optical, and Costco Optical. In our Water Operator program, five students from the most recent cohort passed the Treatment 2 exam, with one progressing to the T3 exam. One standout achievement is a student recently hired by Stanford University's water operations department. Our Entrepreneurship Incubator has also seen great success, with many students formalizing their side businesses and transitioning to running them full time. These achievements highlight the real-world impact of our programs, driving both career advancement and entrepreneurial success.

## Program Review

- Community Engagement: Attending the college's listening sessions to understand the community's needs and build rapport with local organizations and potential students. Teaming up with our Outreach department to attend local events and community engagement opportunities. Currently in the works of setting up regular office hours at the Belle Haven Community Campus to create connections to our Menlo Park Site and main campus offerings.

### **5. Impact of Resource Applications**

**Describe the impact to date that each new resource (staff, non-instructional assignment, equipment, facilities, research, funding) has had on your program/department/office and measures of student success or client satisfaction.**

Not applicable, first program review.

## Current State of the Program

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### **6A. State of the Program - Observation**

**Describe the current state of the program (include strengths and challenges).**

The current state of the programs at the Cañada College Menlo Park Site reflects a strong commitment to providing quality education and career training to the community. Here's an overview of the strengths and challenges:

Strengths:

- Diverse Program Offerings: The site offers a variety of programs such as the Water Treatment and Distribution Program and the Dispensing Opticians Training Program. These programs cater to different career paths and provide students with industry-recognized certifications. The site also offers programs such as the Introduction to Artificial Intelligence (AI) Program, which is an example of how the site is incorporating cutting-edge technology into its offerings.
- Short-Term and Low-Cost: The programs are designed to be completed in three months or less, making them accessible and efficient for students looking to quickly enter the workforce, upskill their current skillsets, and or begin a new career.
- Integration of Emerging Technologies: Programs like Introduction to Artificial Intelligence (AI) Program ensure that students are equipped with the skills needed to keep up with the ever-changing work environments.
- Community Collaboration: The partnership with JobTrain and the location in the JobTrain building allows for resource sharing and creates a supportive environment for students providing even more programming and support to students.

Challenges:

- Data Collection: This includes student feedback and data needed regarding students enrolling in our programs.
- Alumni Follow Up: We face challenges in effectively tracking our alumni's achievements post-program completion, such as job placements and licenses earned. Establishing an approach to follow up with graduates will help us gather valuable data on their career progression and the impact of our programs, allowing us to better support future students and enhance our offerings.
- Marketing and Community Outreach: Effectively promoting our programs and reaching the community. While we offer valuable and affordable educational opportunities, we need to enhance our communication strategies to raise awareness.
- Expanding the Site: Challenges with growing the site offerings with limited staffing, including challenges in recruiting faculty to teach for-credit courses in person.

## Program Review

- Comprehensive Support Services: Comprehensive support services, including academic advising, job placement, tutoring, and career and college counseling, help students navigate their educational paths effectively.

Overall, the Cañada College Menlo Park Site is well-positioned to meet the needs of the community and the job market. The strengths of the programs lie in their diversity, accessibility, and focus on emerging technologies, while the challenges include data collection, growing the site's offerings, and providing comprehensive support services.

### **6B. State of the Program - Evaluation**

#### **What changes could be implemented to improve your program?**

1. Enhanced Marketing Strategies: Implement targeted marketing strategies to attract a diverse student population. Highlight the unique strengths and opportunities of the programs, such as the short-term nature, low cost, and industry-recognized certifications, to appeal to potential students.
1. Strengthen Industry Partnerships: Build and strengthen partnerships with industry leaders and local organizations to provide students with workshops, internships, jobs, and networking opportunities. This will enhance their practical skills and increase their employability.
1. Comprehensive Support Services: Enhance support services for students, such as career and college counseling, job placement assistance, and mentorship programs. This will help support students more holistically and assist them with navigating their career paths to achieve their professional goals.
1. Student Feedback Mechanisms: Implement regular feedback surveys to gather student insights on their experiences and areas for improvement for program offerings.
1. Program Sustainability: Collecting revenue utilizing a foundation account will help to sustain programmatic needs, services, and offerings.
1. Data Collection: Collecting comprehensive data from training participants will help our team better tailor outreach efforts and future program offerings to prospective students.

## Program Improvement Initiatives

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### **7A. How will you address the opportunities for improvement that you identified throughout the prior sections of this Program Review?**

To address the opportunities for improvement identified in the previous responses, the Cañada College Menlo Park Site can implement several strategic actions:

1. Enhanced Marketing Strategies: Implement an outreach and marketing campaign with targeted marketing strategies to increase and attract a diverse student population. Highlight the unique strengths and opportunities of the programs, such as the program's short-term, low cost, and training towards industry-recognized certifications and licenses. This will help in reaching potential students and increasing enrollment.
1. Strengthen Industry Partnerships: Build and strengthen partnerships with industry leaders and local organizations to provide students with hands-on learning experiences, workshops, jobs, and networking opportunities. This will enhance their practical skills and increase their employability. Collaborating with industry partners can also help in keeping the program updated with the latest industry trends, skills, and needs.
1. Community Engagement: Increase engagement with the local community to better understand their needs and preferences. Conduct regular surveys to gather insights and make data-driven decisions to improve the programs and program offerings. This will ensure that the programs are aligned with the community's needs and expectations.

## Program Review

1. Comprehensive Support Services: Enhance support services for students, such as career and college counseling, job placement assistance, mentorship programs, and resources. This will help students navigate their career paths, achieve their professional goals, and meet their needs. Providing comprehensive support services will contribute to higher student satisfaction and success.
1. Student Feedback Mechanisms: Create and distribute regular surveys to gather student feedback. Implement a system for reviewing and acting on feedback received.

By implementing these strategic actions, the Cañada College Menlo Park Site can address the identified opportunities for improvement and continue to provide high-quality education and career training that meets the evolving needs of the community and the job market.

### **7B. What are your goals for your program/area for the next three years?**

1. Expand Program Offerings: Introduce new for-credit and not-for-credit programs and pathways that cater to emerging fields and job market demands, while continuing to enhance current program offerings.
1. Strengthen Industry Partnerships: Build and strengthen partnerships with industry leaders and local organizations to provide students with hands-on learning experiences, jobs, workshops, and networking opportunities.
1. Improve Marketing and Outreach: Implement a marketing plan with targeted marketing strategies to attract a diverse student population.
1. Enhance Comprehensive Support Services: Improve support services for students, such as career and college counseling, job placement assistance, mentorship programs, and resources.
1. Community Engagement: Increase engagement with the local community to better understand their needs and preferences. Conduct regular surveys and attend listening sessions hosted by the college to gather insights and make data-driven decisions to improve current programs and create new programs based on community needs.
1. Increase Enrollment: Increase enrollment for community members in North Fair Oaks, Belle Haven, and East Palo Alto for all programs and new programs created in the future.

By focusing on these goals, the Cañada College Menlo Park Site aims to provide high-quality education and career training that meets the evolving needs of the community and the job market.

### **7C. Describe the actions you plan to take during the next 3 years to accomplish these goals.**

To achieve its ambitious goals over the next three years, the Cañada College Menlo Park Site must adopt a multifaceted approach. By focusing on expanding program offerings, strengthening community partnerships, enhancing comprehensive support services, increasing enrollment efforts, and ensuring program sustainability, the site can effectively address the evolving needs of the community and job market. These strategic actions will not only elevate the quality of education provided but also empower students to thrive in their careers.

First, expanding program offerings to include new options tailored to emerging fields and job market demands is essential. By providing both for-credit and not-for-credit courses, and apprenticeship pathways, we can offer the community flexibility, opportunities to upskill, and the educational credentials needed to enhance their employability.

Second, strengthening partnerships with industry leaders and local organizations is crucial. By fostering collaboration and building rapport within the community, we can provide students with hands-on learning experiences, job opportunities, workshops, and valuable networking prospects. These connections will significantly enhance students' practical skills and employability.

Additionally, enhancing comprehensive support services—such as career and college counseling, job placement assistance, and mentorship programs—will help students navigate their career paths and achieve their professional goals. Regular engagement with the local community through surveys and participation in events will provide insights to ensure our programs align with community needs and expectations.

To increase student enrollment, we can implement targeted outreach initiatives, including hosting open houses and collaborating with the college's Marketing Department to raise awareness about our offerings. Partnering with local high schools and local community organizations will also attract prospective students.

## Program Review

Finally, ensuring program sustainability is vital for our future success. Currently, we are developing a proposal to present to college leadership that outlines the benefits of managing the registration and revenue collection processes internally. This shift would enhance efficiency and provide the programmatic autonomy necessary to sustain our offerings and services.

By taking these actions, the Cañada College Menlo Park Site can achieve its objectives and continue to deliver high-quality education and career training that meets the evolving needs of our community and the job market.

## Personnel - Classified Staff (2024 - 2025)

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**Requested Year**

2024 - 2025

**Hiring Division/Department:**

Business, Design & Workforce

**Position Title:**

Program Services Coordinator

**Status**

New Request – Active

**Is this position permanent?**

Yes

**Position Type**

Full-time

**Provide # of months.**

12

**Program Goals this Request Supports**

All program goals are supported by this request.

**External Funds Expiration Date.**

06/30/2032

**Critical Question: How does this resource request support closing the equity gap?**

This resource request is vital for effectively closing the equity gap within our community. The position will facilitate targeted outreach and marketing efforts aimed at engaging diverse and previously underserved student populations, ensuring they have equal access to opportunities and resources.

By prioritizing inclusivity, this role will not only promote equitable participation in our programs but also help us create a welcoming environment for all. Furthermore, the position will support the systematic collection of community data, enabling us to make informed, data-driven decisions that directly address the specific needs of our diverse populations.

These strategic initiatives represent just a few of the impactful ways this role will contribute to closing the equity gap, ultimately fostering a more equitable and inclusive environment for everyone.

**Critical Question: How does this resource request support Latinx and AANAPISI students?**

This resource request is designed to directly support Latinx and AANAPISI (Asian American Native American Pacific Islander Serving Institutions) students in several impactful ways.

First, the position will focus on tailored outreach efforts that specifically target these communities, ensuring that Latinx and AANAPISI students are aware of and have access to essential resources and opportunities. By conducting targeted outreach efforts, marketing materials, and engagement strategies, we can build trust and encourage participation.

Additionally, this role will assist with the goal of providing comprehensive support services, such as college and career counseling, mentorship programs, SparkPoint, and other services. By collaborating with local organizations and stakeholders, the position will help students reach their career and professional goals while meeting their needs.

Furthermore, the collection and analysis of data regarding these student populations will enable us to identify specific needs and tailor our offerings accordingly. This data-driven approach ensures that we are responsive and accountable in our efforts to support Latinx and AANAPISI students.

## Resource Requests

In summary, this resource request is essential for fostering an inclusive environment that actively promotes the success and well-being of Latinx and AANAPISI students, ensuring they have the support they need to thrive.

## Justification

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### 1. Describe the specific needs for the position requested and the duties of this position in a brief statement.

This position is currently the sole representative at the Menlo Park site, serving as a crucial liaison between our Menlo Park Site and the main college campus. The role encompasses a range of responsibilities, including overseeing daily operations, providing dedicated support to both current and prospective students, collaborating closely with instructors, and spearheading marketing and outreach efforts within the local community. As the primary personnel—aside from the Director—this position plays an essential role in supporting the Menlo Park site. Once the grant concludes, this individual will be the only support available, aside from the Director, who is also managing multiple other projects, programs, and supports. Given this context, the importance of this position cannot be overstated; it is vital for the success and sustainability of the Menlo Park site, especially as we aim to expand our impact at the new JobTrain location. The current coordinator also works closely with the Director to develop and implement a new marketing plan with targeted strategies to increase student enrollment, particularly among . By building relationships with local high schools, community organizations, and other stakeholders, the coordinator could help ensure that more students are aware of the educational opportunities available at the college.

### 2. Explain how this position aligns with and supports the mission and strategic goals of the college.

The coordinator position is pivotal in tracking and analyzing student data to identify trends and areas for improvement. This role involves administering a comprehensive community survey to gather essential insights into local needs. By collecting this data, the coordinator, alongside the Director, can make informed decisions that directly influence program development, ensuring the college continuously enhances its efforts to support student success.

Currently, the coordinator is collaborating closely with the Director to develop and implement a strategic marketing plan with targeted strategies aimed at increasing student enrollment, particularly in the key demographics outlined in the Educational Master Plan (EMP). By building robust relationships with local high schools, community organizations, and other stakeholders, the coordinator can significantly raise awareness about the educational opportunities available at the site, thereby encouraging more students to pursue their goals.

Moreover, the coordinator serves as a crucial liaison between the college, site, and the local community, fostering trust and rapport. This engagement ensures that community voices are heard and their needs are met, which is vital for creating a supportive educational environment. The coordinator is also actively working with the Outreach Team to participate in community events and outreach initiatives at local high schools, promoting the site's offerings and fostering a sense of connection between the site and the surrounding community.

In summary, the coordinator plays an essential role in the functioning of the site. With a focus on expansion and enhancement, this position is crucial for building a strong foundation that supports student success and community engagement. By ensuring effective communication and collaboration, the coordinator helps drive positive change within the college and the community it serves.

### 3. Explain how adding this position will strengthen the department or division.

Continuing to fund this position is essential for strengthening our division, as it is the only dedicated role at the Menlo Park site. Without this vital support, we risk losing daily oversight, which could lead to operational challenges and missed opportunities. This position is crucial not only for the ongoing success and growth of the Menlo Park site but also for fostering engagement and support within the local community. By ensuring its continuation, we safeguard our commitment to delivering impactful services and building strong connections that benefit and serve the community.

### 4. Explain how this work will be accomplished if the position is not filled.

If this position is not transitioned to other funding sources once the grant expires, we risk losing vital daily oversight and the opportunity to further develop and enhance the Menlo Park site. This role is critical for ensuring the site operates effectively and efficiently. Without it, we would face significant challenges in maintaining daily operations. As we look to expand our offerings and increase our involvement at the new JobTrain site, this position becomes even more essential, serving as the primary point of contact on a day-to-day basis. In short, without this role, the Menlo Park site cannot function or thrive.

## Resource Requests

### 5. Critical Question: How does this resource request support closing the equity gap?

This resource request is vital for effectively closing the equity gap within our community. The position will facilitate targeted outreach and marketing efforts aimed at engaging diverse and previously underserved student populations, ensuring they have equal access to opportunities and resources.

By prioritizing inclusivity, this role will not only promote equitable participation in our programs but also help us create a welcoming environment for all. Furthermore, the position will support the systematic collection of community data, enabling us to make informed, data-driven decisions that directly address the specific needs of our diverse populations.

These strategic initiatives represent just a few of the impactful ways this role will contribute to closing the equity gap, ultimately fostering a more equitable and inclusive environment for everyone.

### 6. Critical Question: How does this resource request support Latinx and AANAPISI students?

This resource request is designed to directly support Latinx and AANAPISI (Asian American Native American Pacific Islander Serving Institutions) students in several impactful ways.

First, the position will focus on tailored outreach efforts that specifically target these communities, ensuring that Latinx and AANAPISI students are aware of and have access to essential resources and opportunities. By conducting targeted outreach efforts, marketing materials, and engagement strategies, we can build trust and encourage participation.

Additionally, this role will assist with the goal of providing comprehensive support services, such as college and career counseling, mentorship programs, SparkPoint, and other services. By collaborating with local organizations and stakeholders, the position will help students reach their career and professional goals while meeting their needs.

Furthermore, the collection and analysis of data regarding these student populations will enable us to identify specific needs and tailor our offerings accordingly. This data-driven approach ensures that we are responsive and accountable in our efforts to support Latinx and AANAPISI students.

In summary, this resource request is essential for fostering an inclusive environment that actively promotes the success and well-being of Latinx and AANAPISI students, ensuring they have the support they need to thrive.

## Map Request to College Goals and Strategic Initiatives.

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### Which of Cañada College's Goals does this resource request support?

Student Access and/or Success and/or Completion  
Community Connections  
Equity-Minded and Antiracist College Culture

### Which of Cañada College's Strategic Initiatives does this resource request support?

Connect students to the academic program(s) and classes they need  
Better share what Cañada offers  
Help students explore and find employment in fields of their choice  
Help meet the basic needs of Cañada students and other community members  
Ensure the physical campus is accessible  
Support innovative teaching that creates more equitable and antiracist learning environments

**This position has been reviewed by the department or division and is recommended for hiring.**

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### Dean/Director/Hiring Supervisor Name

Jasmine Jaciw

### Date

10/17/2024

## Resource Requests