



# SAN DIEGO COMMUNITY COLLEGE DISTRICT

CITY COLLEGE | MESA COLLEGE | MIRAMAR COLLEGE | CONTINUING EDUCATION



**2008-2009  
ANNUAL REPORT  
TO THE  
COMMUNITY**



# WE PUT SAN DIEGO TO WORK



The San Diego Community College District is pleased to present our 2008-2009 annual report to the community. We consider it important to provide an annual public accounting of our progress and challenges.

2008-2009 was a phenomenal and extremely challenging year in the history of our District. The theme of this year's report, *We Put San Diego to Work*, reflects our top priority of the year, which we addressed in three major ways.

First and foremost, our educational focus was solidly on preparing and retraining students and the community for the workforce, which is one of the top priorities of President Obama's American Recovery and Reinvestment Act. The SDCCD addressed workforce training through new and expanded programs, through transfer opportunities leading to workforce advancement, and through an emphasis on the STEM disciplines (science, technology, engineering and mathematics) that are the gateway to most new careers.

The workforce theme was also represented in the accelerated construction schedule under our bond measures, Propositions S and N, totaling \$1.555 billion. Thousands of companies and thousands of workers have benefited from our bond program, which has emphasized local contract awards and local hiring. The Board of Trustees and I are proud of our District's role in generating work opportunities and fair wages in the San Diego region.

The major challenge of the year was fiscal. California's budget crisis crested during the year, causing the entire public sector to make draconian budget reductions. The SDCCD carried out \$20 million in reductions and has planned for another \$12 million reduction (or more) in the 2009-2010 budget as the state's crisis continues. We are proud that our budget reductions have been accomplished without layoffs and without roll-backs in employee compensation or benefits. We also successfully concluded a multi-year labor agreement with our nine labor unions and two meet-and-confer organizations. As San Diego County's 13<sup>th</sup> largest employer, the San Diego Community College District strives to be a model of fiscal responsibility and employee support.

Our annual report portrays an activist District that has supported innovation, grants, and many achievements by the faculty and staff of City, Mesa, and Miramar Colleges, and Continuing Education. The community should be proud of the remarkable educational quality and services that are provided by our institutions.

*Constance M. Carroll, Ph.D.*

*Chancellor*



TERRENCE BURGESS, PH.D.  
President  
San Diego City College



RITA M. CEPEDA, ED.D.  
President  
San Diego Mesa College



PATRICIA HSIEH, ED.D.  
President  
San Diego Miramar College



ANTHONY BEEBE, ED.D.  
President  
San Diego Continuing Education

## SDCCD BOARD OF TRUSTEES

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**PETER ZSCHIESCHE**

# ECONOMIC IMPACT



The City College Career Technology Center, under construction, is a prime example of how the SDCCD continues to respond to the region's workforce needs.

## SIGNIFICANT RETURNS ON INVESTMENT IN THE DISTRICT

Serving the region since 1914, the San Diego Community College District's colleges and continuing education campuses have a significant impact on the local economy.

As SDCCD students enter or re-enter the local job market, their new and added skills result in higher earnings, thus strengthening the San Diego economy. At the same time, the District's operating expenses, including the spending power of District faculty and staff, reap benefits for the entire region.

Every dollar of state and local taxes invested in the SDCCD brings a return of an estimated \$3.00 to state and local governments.

The SDCCD accounts for over \$4 billion of all annual earning in the region. This figure is based on increased earning power from skills gained in District programs by current and past students still in the workforce, and from SDCCD's operating and capital expenditures.

The average annual income of a typical associate degree graduate from the SDCCD during their career is \$51,500, 37 percent more than someone with a high school diploma.

A student with a one-year certificate awarded by a San Diego community college can expect to earn, on average, an estimated annual income of \$44,000, or 80 percent more than someone without a high school diploma, and 18 percent more than a student with a high school diploma.

A total of 146,438 students attended District college and Continuing Education classes during the past year. About 97 percent of these students stay in the region after they leave college, thereby contributing to the economy.

With over 5,000 faculty and staff, the District is the San Diego area's 13th-largest employer. Total payroll, including health benefits, is approximately \$222 million. Approximately \$179 million is spent locally.

Eighty five percent of all District expenditures benefit local vendors. That amounted to \$262.9 million during the past year.

## REGION'S LARGEST EMPLOYERS

1. Federal Government
2. State of California
3. UC San Diego
4. County of San Diego
5. San Diego Unified School District
6. Sharp HealthCare
7. Scripps Health
8. City of San Diego
9. Qualcomm Inc.
10. Kaiser Permanente
11. San Diego State University
12. U.S. Postal Service San Diego District
13. San Diego Community College District
14. General Dynamics NASSCO
15. Northrup Grumman Corp.
16. SAIC
17. General Atomics
18. AT&T
19. Rady Children's Hospital San Diego
20. University of San Diego

Source: San Diego Business Journal, January 1, 2009

# ECONOMIC IMPACT



West City Campus, Continuing Education



Mesa College Parking Structure Grand Opening, from left: Councilmember Donna Frye, Chancellor Constance Carroll, Mesa Associated Students President Sebastian Law, Mesa President Rita Cepeda, SDCCD Board President Rich Grosch, building contractor Tex Barnhart, and Vice Chancellor of Facilities Management Dave Umstot.

## CONSTRUCTION PROGRESS

The \$1.555 billion voter-approved bond construction program continued to make major strides throughout the District in 2008–2009.

Since the inception of the building program six years ago, an estimated 2,600 jobs have been created locally. Current construction projects are providing more than 1,800 jobs for local trades people and contractors.

All bond construction projects have been and continue to be designed and built according to the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) standards.

### Three grand openings were held this past fiscal year:

- Mesa College Parking Structure and new East Campus Entrance (1,100-space parking structure, police substation and realigned entry road).
- Miramar College Hourglass Park Field House (gymnasium, fitness center, classrooms, dance rooms, multipurpose rooms, concession stand, faculty and staff office areas).
- Continuing Education's West City Campus (culinary arts, fashion, sewing, programs for 55 and older, business information technology, English for non-native English speakers, parenting education, arts).



### Major construction projects underway:

- Miramar College Arts & Humanities Building (classrooms, studios, laboratories, lecture halls, faculty offices and work areas). Completion expected fall 2010.

- Miramar College Business Technology & Mathematics Building (Computer lab, "smart" technology classrooms, math center, offices, community space, tutoring area). Completion expected fall 2010.



- Miramar College Infrastructure and Site Development (Improvements to one million square feet of surface to install new walkways and lighted parking, drought-tolerant landscaping and irrigation, 12 miles of conduit and piping for utilities). Completion scheduled for November 2009.
- Mesa College Allied Health Building (Classrooms, dental assisting labs, health information technology, medical assisting, physical therapy assistant and radiologic technology). Completed August 2009.
- City College Career Technology Center (Multi-purpose classrooms and labs for nursing, cosmetology, photography, digital arts, police substation, 700-space parking structure, lecture hall). Completion expected spring 2010.
- L Building Demolition & Renovation – City College Academic Success Center (Centralized student services: classrooms, expanded space for tutoring, assessment, advising and special programs, including TRIO/ASPIRE, New Horizons, MESA, Puente, EOPS). Completed June 2009.

- P Building Demolition & Renovation (Workout rooms, locker rooms, classrooms, staff offices). The project is the recipient of a Design Visionary Award from the American Institute of Architects, San Diego Chapter. Completion expected fall 2009.
- Continuing Education Skills Center at ECC (Three, one-story buildings and three covered repair areas including repair bays, shops, classrooms, labs, automotive technology demonstration theater, automotive mechanical and electrical repair, auto body repair, automotive upholstery, graphic printing technology, computer graphic arts, Cisco Systems lab, business information technology, welding technology. Also, computer research support areas, a technical repair library, parts storage, faculty and staff office space). Completed August 2009.



Miramar College Hourglass Park Field House



Members of the 2008-2009 Propositions S & N Citizens' Oversight Committee are community leaders appointed by the SDCCD Board of Trustees. This committee is charged with monitoring \$1.555 billion in voter-approved taxes to construct and refurbish classroom buildings and other facilities for students throughout the District. Members include, front row (from left): Alex Hu, Clemente Valdez, Linda Caballero-Sotelo, Matt Anderson, Pat Zaharopoulos. Middle Row (from left): John Morrell, Houshmand Aftahi, George Hawkins, Bobby Glaser, Phil Nerhood, Jaime Barton, Tom Lemmon. Back Row (from left): Jeff Marston, Robert Villarreal, Jon Walz. Members absent: Rocky Bragg and Rosalie Schwartz.

## HIGHEST BOND RATINGS EARNED AGAIN

For the second consecutive time, the SDCCD has earned Standard and Poor's Investment Services highest bond rating awarded to a California community college.

In April 2009, Standard and Poor's issued an AA+ rating while Moody's Investors Service awarded an Aa2 rating for the District's voter-approved general obligation bonds sold last spring.

The top ratings illustrate the strong underlying fiscal condition of the SDCCD – good news for the taxpayers. Impressively, the District's \$131 million in Proposition S bonds sold in less than two hours, reported Executive Vice Chancellor Terry Davis.

Quotes from Moody's analysis of the District's general bond debt obligation below mirror the report by Standard and Poor's:

1. "The rating also considers the district's typically healthy financial position that is well poised to manage this period of fiscal and economic stress and should remain strong."

2. "The district's healthy fiscal position relative to other California community college districts is the result of sound management that took the initiative to prepare for cutbacks at an early stage and has maintained a conservative budgeting approach. As a result, the district has a history of strong balances and operating surpluses."

Chancellor Constance Carroll stated, "We are proud of our District's strong financial management and the progress we have made with our bond measures. Our community can be confident it is being well served."

# RESOURCE MANAGEMENT

Throughout fiscal 2008-09 the SDCCD continued to be recognized as one of the best managed community college districts in the nation. Although funded by uncertain local and state government revenue, the District continues to meet the fiscal challenges and has been able to maintain a balanced budget, long-term labor settlements, strong reserves and no debt. The 2008-2009 budget totaled \$776.255 million.

Forecasting potential financial crises over the next few years, the District implemented budget tightening procedures early to avoid being forced to suddenly say make drastic reductions. Significant revenue reductions are eminent in 2009-2010, but the District continues to balance its budget and maintain comprehensive educational programs and services.

Although many public entities continue to have cash flow problems due to the state budget and significant revenue “deferrals” and delays in providing committed funds, SDCCD

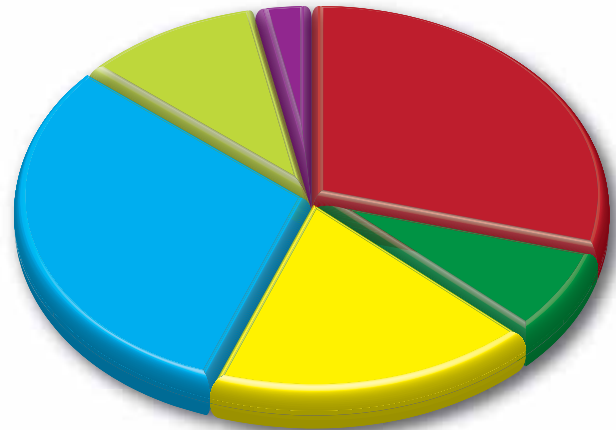
fiscal planning has positioned the District to deal with these funding delays without disruption in services or delaying payments of any kind to employees or vendors.

Also, the District is well positioned to cope with the new challenges of reduced funding for classroom instruction and student services, despite the growing number of unfunded classes that SDCCD continues to offer in an effort to accommodate rising enrollments.

Meanwhile, SDCCD received the highest rating for California community colleges (AA+) for its general obligation bonds issued in April 2009 from Standard & Poor’s Investment Services. Further, the SDCCD Propositions S & N Citizens’ Oversight Committee reported, for the sixth consecutive year, the annual independent audit of the capital construction bond fund concluded there were “no findings or questioned costs.”

## 2008-2009 REVENUE: \$776,255,279

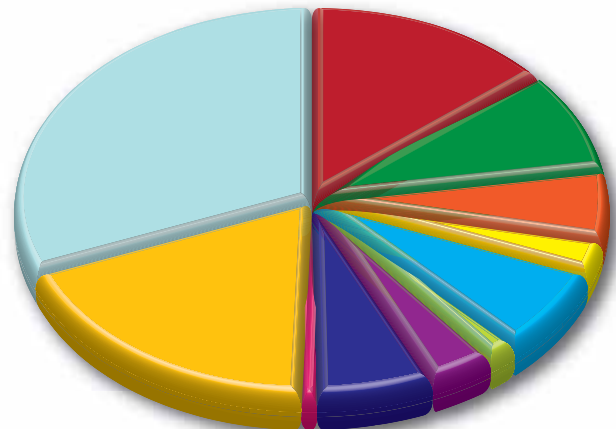
General Fund Unrestricted	228,774,331	29.47%	<span style="color: red;">■</span>
General Fund Restricted	61,123,180	7.87%	<span style="color: green;">■</span>
Prop "S"	141,814,728	18.27%	<span style="color: yellow;">■</span>
Prop "N"	240,546,534	30.99%	<span style="color: blue;">■</span>
Reserves & Contingencies	80,417,414	10.36%	<span style="color: lightgreen;">■</span>
Other Sources	23,579,092	3.04%	<span style="color: purple;">■</span>



2008-2009 Revenue: \$776,255,279

## 2008-2009 EXPENDITURES: \$776,255,279

Academic Salaries	109,299,727	14.08%	<span style="color: red;">■</span>
Classified Salaries	66,570,656	8.58%	<span style="color: green;">■</span>
Employee Benefits	46,213,690	5.95%	<span style="color: orange;">■</span>
Supplies & Materials	20,239,882	2.61%	<span style="color: yellow;">■</span>
Operating Expenses	54,079,607	6.97%	<span style="color: blue;">■</span>
Capital Outlay	13,612,673	1.75%	<span style="color: lightgreen;">■</span>
Financial Aid	27,780,474	3.58%	<span style="color: purple;">■</span>
Reserves & Contingencies	48,594,108	6.26%	<span style="color: darkblue;">■</span>
Other Outgoing	7,503,200	0.97%	<span style="color: pink;">■</span>
Prop "S"	141,814,728	18.27%	<span style="color: yellow;">■</span>
Prop "N"	240,546,534	30.99%	<span style="color: lightblue;">■</span>



2008-2009 Expenditures: \$776,255,279

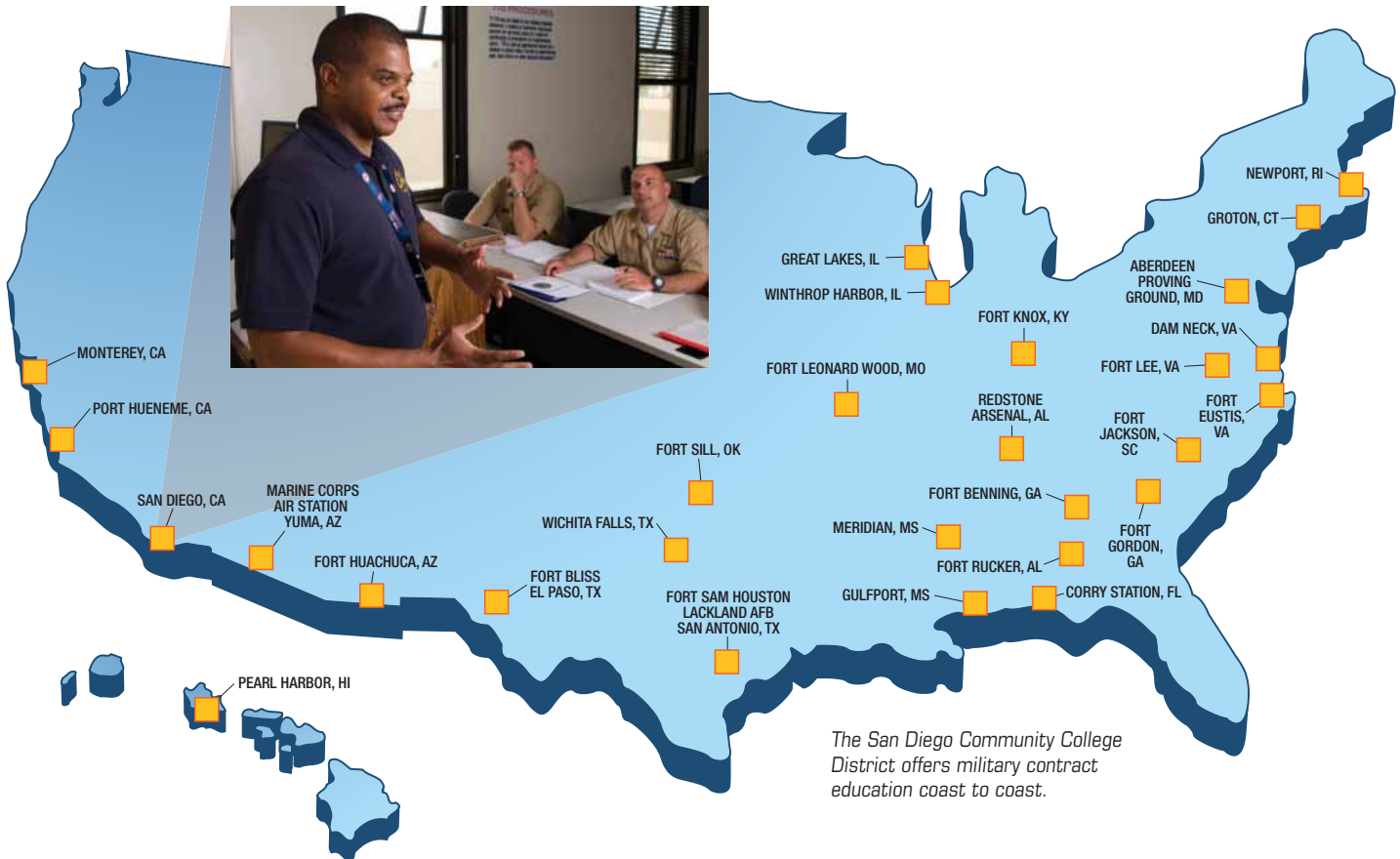
# MILITARY EDUCATION

For three decades, the District has served both officer and enlisted service members on military bases throughout the nation. Over 100,000 U.S. Army, Navy and Marine Corps personnel were enrolled this past year in the Military and Government Contract Education and Training program. More than 90 instructional courses were offered at 30 military installations throughout the United States and Guam. Courses included critical homeland security training, anti-terrorist and piracy tactics, combat systems support and engineering support, sophisticated communications and radar-systems training, culinary arts, personal financial management and administrative support. Many classes were taught online and various college preparatory testing services were provided. The lengths of each course ranged from eight hours to 400 hours.



U.S. Navy personnel receive hands-on training in a SDCCD Military Education Advanced Shipboard Firefighting class at the 32nd Street U.S. Naval Base in San Diego.

Photo below: SDCCD Instructor Richard Hobson teaches an Anti-Terrorism Force Protection class at the same Navy base.





## THE ABC'S OF BUILDING

A wide variety of jobs are available to graduates of construction trade degree and certificate programs at the college through a partnership with Associated Builders and Contractors (ABC), an apprenticeship program established more than 12 years ago, reported **Sherry Yarbrough**, ABC Executive Director (pictured).

In the plumbing trades, for example, City alumni Bill Parker and Chad Wicham are construction site foremen for local companies. In the sheet metal trades, Journeyman Chuck O'Neal is currently a construction team foreman and returned to the college as a sheet metal adjunct instructor.

The demand for sheet metal workers is less sensitive to declines in new construction than employment of some other construction trades, the U.S. Labor Department reports. Contributing to job growth is the ongoing need for maintenance of existing equipment and the demand for more energy efficient air conditioning, heating, and ventilation systems in new and older structures. Also, the increased use of sheet metal products in decoration and architectural restoration is expected to add to the demand for sheet metal workers.

Job opportunities in the construction trades are expected to remain strong as demand for skilled plumbers, pipefitters, and steamfitters is expected to outpace the supply of workers trained in these crafts. Many employers report difficulty finding potential workers with the right qualifications, according to industry experts.



## NURSING REMAINS A HIGH-DEMAND PROFESSION

Hospitals and other health care facilities throughout the San Diego region and beyond employ graduates of the City College registered nursing program. **Felipe Gutierrez** (pictured above) is one of at least 17 nurses that graduated from City that are currently employed by Scripps Mercy Hospital.

With a two-year waiting list, it's no surprise that City College Nursing Director Deborah Berg reports that "our graduates get hired within one year and nearly all go to work in a hospital once a student completes our program."

To help combat the nursing shortage, the college expanded its nursing education program by establishing



licensed vocational nursing studies (LVN).

Employment of registered nurses is expected to grow 23 percent from 2006 to 2016, a higher average than most other occupations,

according to the U.S. Bureau of Labor Statistics. During this time period, the federal government projects 587,000 new RN jobs nationwide in a variety of health care areas.

In California, the number of students graduating annually from nursing programs increased by 69 percent between 2003 and 2008, from 5,623 to 9,526, according to a 2009 report commissioned by the California Board of Registered Nursing. At City College, 67 students graduated in the spring with an associate degree in nursing.





## APPRENTICESHIPS LEAD TO JOBS

Apprentice Training Programs are the pathway to jobs for many students combining on-the-job training with technical classroom instruction to achieve journey-person status. Each student's apprenticeship is tailored to meeting the needs of the employer who sponsors the training.

**Jim Sperling**, Manufacturing Technology Manager (pictured above), oversees apprenticeships for Solar Turbines.

The duration of apprenticeships depends on the trade selected and can range from three to five years. For example, the college trains master machinists, tool and die makers, sheet metal experimental mechanics and precision machine tool mechanics exclusively for Solar Turbines. Steve Ford, college program dean noted, "Solar Turbines has one of the most vigorous training programs. Our students work with industry mentors in a dramatic setting to produce multi-million-dollar steam and gas turbines."

In California this year, approximately 850 new job opportunities are expected for machinists, plus an additional 500 job openings to replace those who leave.

Other employers sponsoring apprenticeships through City College include San Diego Gas & Electric, San Diego Trolley, ABC Electrical, and Honeywell Tool and Die. Skilled trades available for on-the-job training include pipefitting, plumbing, sheet metal, light rail vehicle lineman, communications technician and HVAC (Heating, Ventilation and Air Conditioning).



## COSMETOLOGY GRAD HIRED IMMEDIATELY

Upon graduating from the City College Cosmetology Program in 2005, **Aaron Lacy** (pictured above) was immediately hired by Dearinger Salon in La Jolla.

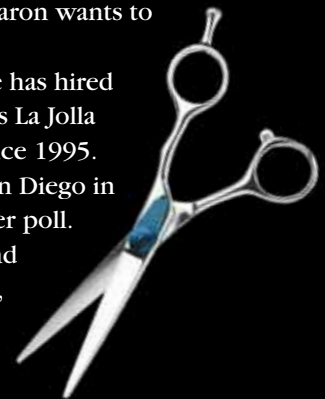
**"Continuing the family legacy in cosmetology at City was easily one of the best years of my life."**

"I gained all the fundamentals and knowledge I needed to earn my license and begin a career," said Lacy, whose mother, Margaret Lacy, graduated from the college's cosmetology program nearly 15 years ago.

Approximately 1,000 new jobs are available each year in California for hairdressers, hairstylists and cosmetologists, while retirements account for an additional 500 job openings annually, according to state government data. Nationally, about 48 percent of working cosmetologists are self-employed. Aaron wants to eventually own his own salon.

Proprietor Mark Dearinger said he has hired several City College graduates for his La Jolla and downtown San Diego salons since 1995. His salons were voted the best in San Diego in 2008, according to a KGTV-10 viewer poll.

City College offers both degree and certificate programs in cosmetology, including a teacher training program.



# MESA COLLEGE



## MAPPING CAREERS THROUGH GIS

Meet three women who were able to map their career paths studying Geographic Information Systems (GIS) at Mesa College: (pictured from left are **Debra Stein**, **Eman Lee Ramos** and **Laurie Edwards**). With the proliferation of GPS (Global Positioning Systems) and digital mapping, GIS specialists are in high demand.

GIS technology allows us to view and interpret data in many ways that reveal relationships, patterns and trends in the form of maps, reports and charts.

All three GIS graduates juggled family obligations, work and school during the day and evening to earn their certification. Their GIS training led to jobs and career advancement opportunities at Sweetwater Authority Water District in National City.



Laurie was already working as an engineering technician, but enrolled at Mesa for practical hands-on GIS experience. Debra earned an A.A.

from Mesa College and a B.A. in geography from SDSU, but returned to Mesa in 2002 for the GIS certificate. Eman was looking for a second career after raising a toddler and was drawn to GIS through a love of maps.

“Mesa offers one of the most comprehensive GIS programs in Southern California,” Professor Eileen Goff stated. Mesa offers GIS certificate and degree programs. In collaboration with SDSU, the two institutions are joint recipients of a National Science Foundation grant to promote GIS education.



## DEMAND EXCEEDS SUPPLY FOR DIETETIC SUPERVISORS

**Rosalind Bishop** (pictured) was a 35-year-old single mom working as a lead cook at Alvarado Hospital when she entered the Dietetic Service Supervisor (DSS) program at Mesa College.

Two months before completing the program in 2007, Rosalind was hired as Dietary Services Director at Paradise Valley Manor and Health Care Center, where she had been a clinical practice intern through the one-year DSS certificate program. Since accepting the position, she doubled her salary and has been rewarded with two pay raises.

Mesa is the only community college in the San Diego and Imperial counties offering the Dietetic Service Supervisor program. The program's economic significance to the region was underscored in 2006, when the state required that food service operations in skilled nursing facilities had to be under the supervision of a registered dietitian or a qualified full-time dietary service supervisor with oversight by a Consultant Registered Dietitian.

“There are jobs in the San Diego region waiting for every qualified candidate who completes Mesa's program,” Dean Margie Fritch said. “We get more calls from employers seeking to hire graduates than we have students in the program.”

With the aging of the Baby Boomers, the expansion of skilled care nursing facilities and home health care, the demand for workers in health care is expected to continue to rise substantially through the next decade, the federal government reports.



## WIN-WIN WITH HOSPALITY INDUSTRY

Call it a win-win workforce development partnership. The partnership that has been created by Mesa College and Starwood Hotels and Resorts, a world-class hotel chain, is having direct impact on how colleges prepare its future workforce. Students learn exactly what they need for direct hire into San Diego’s competitive hospitality industry.

This partnership is directly benefitting Starwood’s San Diego properties including the W Hotel, six Sheraton Hotels, two Westin Hotels and the U.S. Grant Hotel.

According to **Lauren Melton**, Director of Food and Beverage at the Westin Gaslamp Quarter Hotel and adjunct professor (pictured above), “Starwood has benefited by having Mesa graduates ready to meet the needs of our organization. We are very pleased with the strong relationship we have built with Mesa College and look forward to developing it further.”

Starwood managers and executives serve on Mesa’s program advisory committees; conduct mock interviews in classes and serve as guest speakers. Two industry professionals are also adjunct professors. Students benefit from the mock interviews, tours, field trips and job-related externships at Starwood properties. Many have gone on to become Starwood employees.

The college offers degree and certificate programs in culinary arts and hospitality, event and hotel management.



## ALUMNUS DESIGNING MESA AND MIRAMAR GROUNDS

Fresh out of high school in the 1970s, **Patrick Caughey** (pictured) enrolled at Mesa College to study landscape design. Thirty-five years later, he was back on campus creating eco-friendly landscapes, most recently at the new east gateway entrance to Mesa College.

He is president of Wimmer, Yamada and Caughey - among the top 10 largest landscape architectural firms in San Diego County. In addition to contributing to several Propositions S & N projects at Mesa, Caughey is the design architect for Miramar College’s Infrastructure and Site Development Project, involving over one million square feet of the campus.

An innovative leader in landscape design with an emphasis in sustainable landscapes, Caughey sees growing opportunities for those entering the field that want to contribute to the development of efficient, sustainable and energy conserving design solutions. “As the Baby Boomer generation continues to retire, it leaves the workplace in critical need for new business leaders and professionals,” Caughey noted.

“The current economic downturn comes as an opportunity to continue your education, pursue your interests, and prepare to take on the responsibility of providing a sustainable future for generations to come.”

# MIRAMAR COLLEGE



## A PUBLIC SAFETY PARTNERSHIP UNMATCHED

Three of the fire chiefs pictured above are alumni of the San Diego Regional Public Safety Training Institute at Miramar College, while all are employers of the college's firefighting graduates. Front row, from left, are alumnus Augie Ghio (San Miguel Fire Department), alumna/recently retired Chief Tracy Jarman (San Diego) and Don Heiser (Harmony Grove). Middle row, from left, are alumnus Bill Paskle (Alpine), Dave Burke (La Mesa) and Mike Lowery (Escondido). Back row, from left, are John Traylor (Solana Beach), Scott Walker (Bonita), Greg McGill (Miramar) and Mike Scott (El Cajon).

The San Diego Regional Public Safety Training Institute provides police, firefighter, emergency medical technician (EMT) and lifeguard training.

At some point in their careers, nearly all law enforcement officers within San Diego County train at the Institute. More than 7,450 peace officers have graduated from the Institute's police and sheriff's academies since 1969.

The college's fire technology programs started in 1968, EMT training began in 1990, and lifeguard training commenced 10 years ago. Training for firefighters, lifeguards and EMTs is now based at Camp Nimitz near Lindbergh Field.

The police and fire academies operate in partnership with the area police and fire departments and the county Sheriff's Department.

The college also provides instruction for Heartland Ambulance Service, East County firefighting agencies and, most recently, the City of Coronado.

Miramar-trained firefighters continue to be hired by more than 50 fire departments countywide, as well as city and county agencies in Los Angeles, Orange County, Riverside County and the San Francisco Bay Area.



## HAMILTON SUNDSTRAND TURNS TO MIRAMAR FOR TURBINE TECHS

Miramar College has a long history of training aviation maintenance technicians. Hamilton Sundstrand Power Systems has assisted in that training by donating engines, material and time.

The company hires Miramar graduates for a variety of positions, from inspectors to supervisors, and currently employ more than 20 alumni.

Over the years, Hamilton Sundstrand has provided students with tours of its facility and donated a variety of power plants and auxiliary power units to the college's instructional program. The latest arrivals, gas turbine engines valued at \$1.2 million are being used in the turbine repair classes. They are torn down, inspected and reassembled.

Pictured above is **Marty Kessel**, customer support and repair general manager, who said the college "has become one of the preferred institutes for recruiting gas turbine technicians for Hamilton Sundstrand in San Diego."

Miramar offers the only FAA-certified aviation maintenance and operations/ground school program in San Diego County. The Airframe and Power Plant Mechanic certificate, a two-and-a-half-year immersion into every



aspect of flight maintenance, allows its holders to determine the airworthiness of virtually any aircraft from the Wright Flier to the latest and largest jumbo jet rolling off a Boeing or Airbus assembly line. As air travel continues to grow, so does the need for qualified technicians.



## GRADUATE DIRECTS QUALCOMM MARKETING

International travel is one of the benefits that **Cheryl Goodman** (pictured), spokesperson for the Qualcomm biomimetics division, enjoys most about her job. “I’ve been to Korea, Taiwan, China and Europe to speak about the innovations Qualcomm is making on the entire wireless ecosystem.”

**“Biomimetics is burgeoning – what’s needed is a workforce inspired by divine designs that can make the next generation of products not only beautiful, but efficient as well as profitable.”**

Goodman worked in TV news as a Web technology reporter and moved into PR as a manager for MP3.com and then worked for another Web technology company, Lindows/Linspire. Since joining Qualcomm three years ago, she has secured top coverage for Qualcomm’s technology in the Wall Street Journal, New York Times, CNN, and BBC, earning industry awards.

Qualcomm utilizes its biomimetics technology to produce a low-power cell phone display with a highly reflective surface that allows you to see your phone displays outdoors.

Goodman envisions opportunities for a regional workforce that can make the next generation of cellular products not only beautiful, but efficient and profitable.

The college alumna manages the overall public relations strategy, website properties, branding, marketing collateral, trade shows and events for the division, but her favorite part of the job is helping journalists complete their stories – a skill she honed at Miramar College as editor of the student newspaper.



## JOB MARKET BRIGHT WITHIN THIS PROFESSION

Miramar College graduate **Ana Parra** (pictured) seeks additional employees for the Early Learners Children’s Academy in San Diego. In doing so, she bucks a national trend.

As director of the preschool and childcare Academy, she often turns to her alma mater to recruit teachers and childcare professionals for jobs at the preschool and infant care business. And, as a graduate of the Miramar College Child Development Program (Class of ’92), the preschool leader is quite familiar with the quality of training at the college. “Graduates with skills in child development face a promising future,” Professor Sally Nalven, Miramar child development center and program director noted. “With the expansion of Head Start and other early childhood education programs, there will be a continued demand for qualified preschool directors, teachers and aides.”

The outlook is bright for those who have earned degrees and certificates in child development at Miramar College.

Employment of child care workers is projected to increase by 18 percent between 2006 and 2016, which is higher than the average for all occupations, according to the U.S. Bureau of Labor Statistics.

# CONTINUING EDUCATION



## FRONT DESK CERTIFICATE LEADS TO WEBMASTER JOB

Counseling provides a key role for students who obtain a Continuing Education certificate. Certificates document skills learned and course completion. When students understand what they can accomplish, they are more likely to complete a program.

Former CE student **Marsha Lapid** (pictured in center with **John Pryor**, head of SPAWAR Ocean Engineering, and **Lynn Collins**, head of SPAWAR Ocean Systems) is a good example. In spring 2008, she interviewed for an administrative assistant job with SPAWAR (Space and Naval Warfare Systems Center in San Diego), but was told that she must complete a CE Front Desk/Office Assistant Certificate program as part of the job. She was hired in May 2008 and enrolled in the first CE class the following month, completing the certificate program in December.

At SPAWAR, Marsha began working for the Ocean Engineering branch. Upon completion of the CE program, her responsibilities increased to include webmaster for the branch's website, a position she was prepared because she had taken computer classes at CE.

SPAWAR, a member of the Naval Acquisition Enterprise, is a CE partner and employs nearly 550 people in San Diego. The Front Desk/Office Assistant certificate course represents the first step of a core curriculum leading to certificates in either Account Clerk or Administrative Assistant. Continuing Education also offers certification in medical office assisting.



## NURSING ASSISTANTS IN DEMAND

A few months after completing the Certified Nursing Assistant (CNA) certificate program through Continuing Education, **Robert Schwartz** (pictured above) was hired as a Health Care Assistant by Sharp HealthCare.

Schwartz, whose long-term goal is to become a Registered Nurse, said, "I know that my work as a CNA is preparing me to be successful when I finally do get a place in a nursing program."

In San Diego, many jobs available to new CNA grads are in long-term care residential facilities, hospitals, through home health agencies and in private homes.

After becoming CNAs, Continuing Education students can earn certification as Home Health Aides by completing an additional 40 hours of training.

The demand for Certified Home Health Aides is very high, according to the U.S. Bureau of Labor Statistics. Overall employment of nursing, psychiatric, and home health aides is projected to grow 28 percent between 2006 and 2016, much faster than the average for all occupations.

This data comes as no surprise to Sharp HealthCare Executive Vice President of Operations Dan Gross who noted that Sharp is among the region's largest employers with a wide variety of health care and allied health job opportunities. Gross added that Continuing Education "has a great reputation for developing superior health care workers and is a great community asset."



## NASSCO BUILDS ON STRENGTH

As the largest builder of new ships on the West Coast, General Dynamics NASSCO is already accustomed to making their product as strong as possible.

**Don Dame**, NASSCO Vice President of Human Resources (pictured), would be the first to point out that this mindset extends to the company's employees who receive top-notch training through a partnership with Continuing Education (CE). Some NASSCO employees train in electrical and welding courses at the Educational Cultural Complex (ECC). Also, CE welding students who were not employed at NASSCO have landed jobs with the shipbuilder.

At CE's Cesar Chavez Campus, many NASSCO employees have received instruction in vocational English as a second language, while supervisors learn vocational Spanish.

Dean Alma McGee said, "It's a win-win situation for NASSCO and the District."

NASSCO specializes in auxiliary and support ships for the U.S. Navy oil tankers, and dry cargo carriers for commercial markets. Designing and building ships since 1959, NASSCO employs more than 4,700 people in San Diego.

Despite overall employment declines in the manufacturing industry, the outlook for welders in manufacturing is far stronger than many other occupations, according to the most recently published U.S. Bureau of Labor Statistics report.



## CULINARY CERTIFICATE PROVIDES COMPETITIVE EDGE

**Abel Gutierrez** (pictured) has been employed in the food industry for ten years, but it was more than his experience that led him to his current job.

Hired by Hilton Hotels in January 2009 as a Banquet Cook, Gutierrez estimates he was in a pool of more than 20,000 applicants. In order to compete, Gutierrez made the decision to further his education and job training skills by completing a Culinary Arts certificate program with Continuing Education.

The California Employment Development Department projects a 23.5 percent increase in the number of food preparation workers by 2016, which calculates to 6,440 new jobs annually.

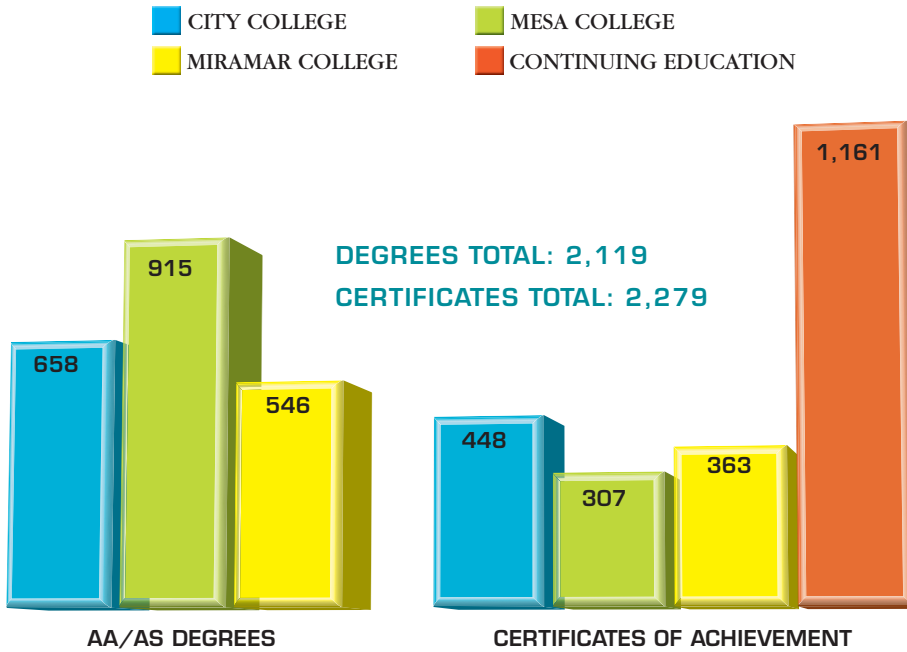
In response to a growing demand across the region for trained food preparers, Continuing Education opened a new state-of-the-art industrial kitchen (student lab) this spring for its culinary arts program at West City Campus in Point Loma. Instruction is focused on what students need to know to enter the job market immediately upon completion of the program. Subjects like safe food handling and learning to properly use modern equipment help to ensure the student's learning environment mirrors the real world.



# LEARNING BY DEGREES

The San Diego Community College District remains committed to the success of its students by offering a wide range of academic courses and workforce training programs in classrooms and labs, and online, while a vast array of support services are available to assist students. It is the goal of the District to provide quality education at an affordable price and open access to all members of the community.

## AWARDS CONFERRED BY CAMPUS 2008-2009



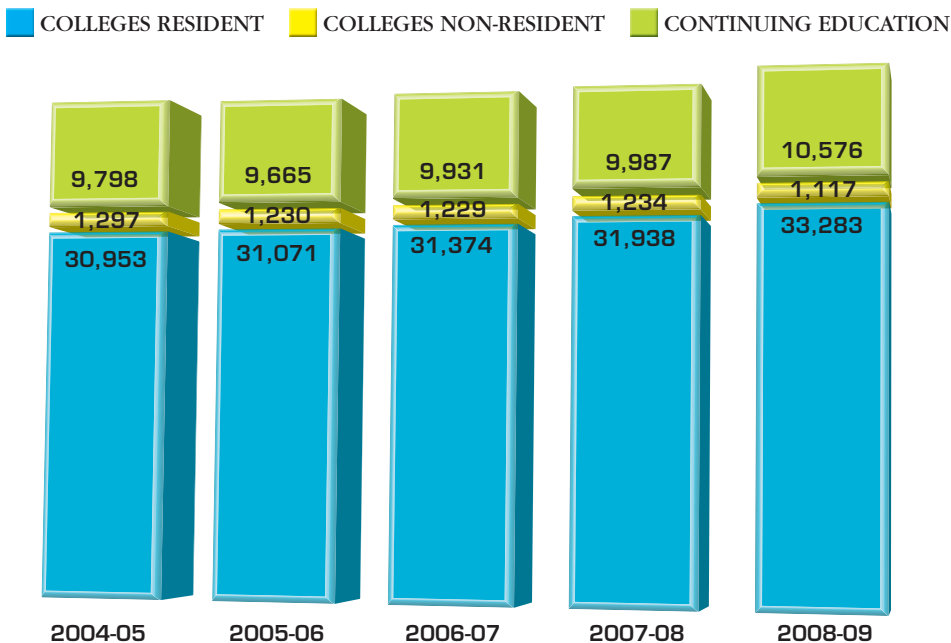
## DEGREES AND CERTIFICATES AWARDED

During the 2008-09 academic year, SDCCD awarded 2,119 degrees and 2,279 certificates to students districtwide. Moreover, the colleges within the District continue to transfer relatively high numbers of students to four-year institutions; 2,495 to CSU campuses, 891 to UC, 1,364 to in-state private institutions, and 1,254 to out-of-state public and private institutions.



Trustees (from the left) Rich Grosch, Peter Zschiesche, and Mary Graham present diplomas to students at 2009 Mesa College commencement ceremonies.

## RESIDENT AND NON-RESIDENT FTES (FULL-TIME EQUIVALENT STUDENTS)



## ENROLLMENT

Enrollment at the SDCCD colleges and continuing education campuses remained strong in 2008-09 with over 300,000 enrollments in more than 10,000 classes during the summer, fall and spring semesters. The full-time equivalent student (FTES) count increased by 4% between 2007-08 and 2008-09.



Trustees Bill Schwandt and Maria Nieto Senour conferred degrees at the 2009 City College commencement ceremonies.










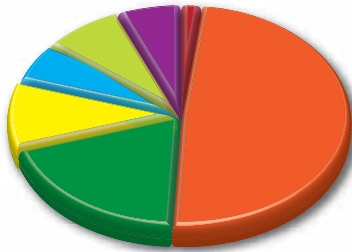
# STUDENT DEMOGRAPHICS

## AGES OF STUDENTS

The majority of students continue to be between 18-24 years of age for all colleges. However, there has been a slight increase at the colleges within the 35-39 age groups. This increase is likely a trend that will continue, particularly in light of a downturned economy when people return to college for retraining or retooling. The majority of continuing education students remain at approximately 50 years of age or older.

### AGE: COLLEGES








-18	2%	
18-24	49%	
25-29	19%	
30-34	10%	
35-39	6%	
40-49	8%	
50+	6%	

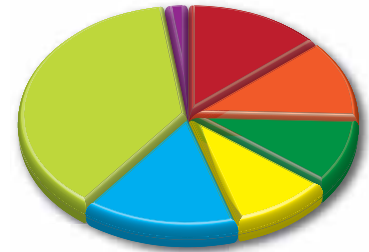


## DIVERSITY AND GENDER AMONG STUDENTS









The student population continues to reflect the diversity of the areas served by the colleges and continuing education campuses with approximately 23% Latino students, 8% African American, 13% Asian/Pacific Islander and 36% White.

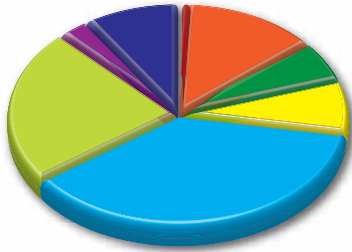
### AGE: CONTINUING EDUCATION

18-24	16%	
25-29	12%	
30-34	10%	
35-39	9%	
40-49	15%	
50+	35%	
Unreported	3%	











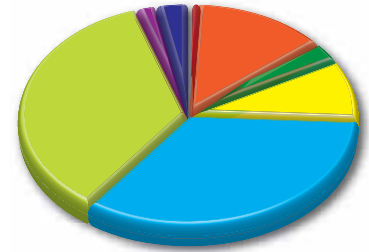
### ETHNICITY: COLLEGES

American Indian	1%	
Asian/Pacific Is.	12%	
Filipino	6%	
African American	8%	
White	37%	
Latino	23%	
Other	3%	
Unreported	10%	




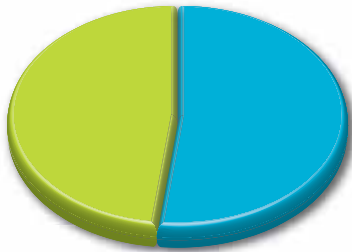
### ETHNICITY: CONTINUING EDUCATION

American Indian	1%	
Asian/Pacific Is.	13%	
Filipino	3%	
African American	8%	
White	34%	
Latino	33%	
Other	3%	
Unreported	5%	






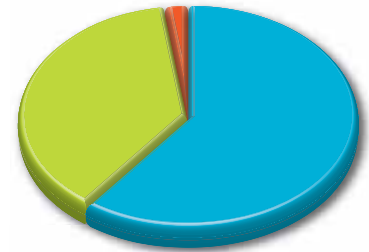
### GENDER: COLLEGES

Female	52%	
Male	48%	



### GENDER: CONTINUING EDUCATION

Female	58%	
Male	39%	
Unreported	3%	



# PREPARING FOR THE FUTURE



## SUCCESSION PLANNING

In California, the SDCCD is among the state's leaders working to combat the leadership shortage at all levels of management.

Pictured, along with Chancellor Constance Carroll, Ph.D., are some of the estimated 60 SDCCD faculty, staff and administrators that were enrolled in doctoral programs during the 2008-2009 academic year.

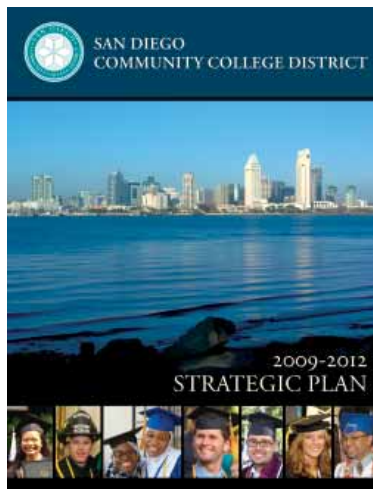
Back row (from left): David Fierro, Randy Barnes, Shelly Hess, John Lindem, Wahid Hamidy, Chris Sullivan.

Middle row (from left): Justin Akers-Chacon, Gabrielle Gosselin, Jill Moreno Ikari, Marilyn Harvey, Josolyn Hill, Julianna Barnes, Jill Baker, Gail Conrad, Bernice Lorenzo.

Front row (from left): Otto Lee, Pamela Kersey, Sandra Pesce, Rosa-Elena Pilco, Susan Mun, Nesha Savage, Joi Blake. Chancellor Constance Carroll (far right) earned her Ph.D. several years ago.

## 2009-2012 STRATEGIC PLAN

- 1 Increase access to continuing and higher education opportunities for all** to ensure that Californians of any race, sex, age, color, ethnicity, and economic means have access to a college education and all the life-long benefits that come with it.
- 2 Strengthen and expand support services** to respond to changing student needs to ensure that students have the tools and support necessary to persist and succeed.
- 3 Assume strategic role in addressing regional workforce development needs** to ensure that our region remains economically robust and globally competitive.
- 4 Enhance professional development for all staff** to ensure that we invest in our most valuable asset.
- 5 Become a sustainability citizen and advocate within the community** to ensure that we are a responsible and responsive stakeholder in the community.
- 6 Adapt to a changing fiscal environment with a sound fiscal strategy** to ensure that we maintain our institutional capacity to serve our community.
- 7 Strengthen our internal and external organizational communications practices** to ensure that information is accurate, consistent, relevant, and credible.



**Strategic Plan online:** [http://www.sdccd.edu/public/events/strategicPlan\\_2009-2012.pdf](http://www.sdccd.edu/public/events/strategicPlan_2009-2012.pdf)



### BOARD OF TRUSTEES

Mary Graham  
Rich Grosch  
Bill Schwandt  
Maria Nieto Senour, Ph.D.  
Peter Zschiesche  
Constance M. Carroll, Ph.D.,  
*Chancellor*

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San Diego Community College District  
Public Information Office  
October 2009

# COMMUNITY ADVISORS



## TRUSTEE ADVISORY COUNCIL

The Trustee Advisory Council (TAC) consists of community leaders who are appointed to serve by the SDCCD Board of Trustees. They provide advice on an array of higher education issues.

For example, in April 2009 the Board adopted amendments to its “Commitment to Diversity” policy that were based on revisions suggested by the TAC. The advisory group presented its recommendations at an earlier Board meeting.

Reports this past year on green/sustainability progress and legislative issues and budget matters were also reviewed.

Members include (front row, from left) Annjennette McFarlin, Pepe Cervantes, Olivia Puentes-Reynolds, Evonne Schulze, Jeff Marston, Laurie Coskey and Margaret Moody; (middle row, from left) Vince Hall, Gary Rotto, David Alvarez, Nola Butler Byrd, Doug Langdon, Beatriz Valencia and Alberto Ochoa; and (back row, from left) David Valladoid and Herb Delute.



## CORPORATE COUNCIL

The Corporate Council (CC) has become integral to the District process of educating and training. With growing challenges resulting from the economic situation, District leaders look to the CC to identify strategies for meeting local business and employer needs. Throughout 2008-2009 Council members were kept well informed on a wide variety of District operations, including state budget and legislative issues as well as the Propositions S & N bond construction program. Most recently they reviewed the newly published SDCCD 2009-2012 Strategic Plan.

From left are Tina Gilmore of Balboa Travel, Tiffany Lynch of Time Warner Cable, Michael Chapp of Hewlett Packard, Dan LaMar of SDG&E, Dan Abrams of Southland Technology, Terri Miracle of California Coast Credit Union, Stephen Chin of Sharp Health Plan, William Farrell of Pfizer, Linda Woods of AT&T, Daren Dulac of Enterasys, Laurie Kicklighter of Cox Communications, Marianne Godwin-Brown of Amylin, Lou Poanessa of SAIC, and Ashley McElravy of Gafcon. Additional Corporate Council members include: Chase banking services, General Dynamics NASSCO, Hawthorne Machinery, Kyocera America, Pacira Pharmaceuticals, Qualcomm, San Diego National Bank, San Diego Union-Tribune, Union Bank of California, and Viejas Enterprise.

## SAN DIEGO COMMUNITY COLLEGE DISTRICT CORPORATE COUNCIL





**San Diego Community College District**  
 Administrative Offices  
 3375 Camino del Rio South  
 San Diego, CA 92108-3883

**Board of Trustees:**

Mary Graham  
 Rich Grosch  
 Bill Schwandt  
 Maria Nieto Senour, Ph.D.  
 Peter Zschiesche

**Chancellor:**

Constance M. Carroll, Ph.D.

*The San Diego Community College District includes San Diego City College, San Diego Mesa College, San Diego Miramar College and San Diego Continuing Education. The SDCCD is governed by its Board of Trustees. No oral or written agreement is binding on the San Diego Community College District without the express approval of the Board of Trustees.*

## SAN DIEGO COMMUNITY COLLEGE DISTRICT CAMPUS LOCATIONS

**DISTRICT OFFICE**  
 3375 Camino del Rio South, San Diego, CA 92108-3883  
 www.sdccd.edu 619-388-6500

**1 SAN DIEGO CITY COLLEGE**  
 1313 Park Boulevard, San Diego, CA 92101-4787  
 www.sdcity.edu 619-388-3400

**2 SAN DIEGO MESA COLLEGE**  
 7250 Mesa College Drive, San Diego, CA 92111-4998  
 www.sdmesa.edu 619-388-2600

**3 SAN DIEGO MIRAMAR COLLEGE**  
 10440 Black Mountain Road, San Diego, CA 92126-2999  
 www.sdmiramar.edu 619-388-7800

**4 SAN DIEGO CONTINUING EDUCATION & EDUCATIONAL CULTURAL COMPLEX**  
 4343 Ocean View Boulevard, San Diego, CA 92113-1915  
 www.sdce.edu 619-388-4881

**5 CENTRE CITY CAMPUS** 619-388-4600  
 1400 Park Boulevard, San Diego, CA 92101-4721

**6 CESAR CHAVEZ CAMPUS** 619-230-2895  
 1960 National Avenue, San Diego, CA 92113-2116

**7 MID-CITY CAMPUS** 619-388-4500  
 3792 Fairmount Avenue, San Diego, CA 92105-2204

**8 NORTH CITY CAMPUS** 619-388-1800  
 8401 Aero Drive, San Diego, CA 92123-1720

**9 WEST CITY CAMPUS** 619-388-1873  
 3249 Fordham Street, San Diego, CA 92110-5332



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