



San Diego Community College District

Chancellor's Cabinet Presentation

Tuesday, Feb. 21, 2017



Summary of Work

- Opinion leader audit
- Competitive analysis
- Meeting with Chancellor's Cabinet
- Meetings with presidents
- Meeting with Chancellor Carroll
- Review of District materials and websites
- Presentation to Chancellor's Cabinet
- Revisions to positioning and messaging based on group feedback
- Solicitation of input from campus Presidents
- Revisions of positioning and messaging based on Presidents' feedback



Goals?

- The branding of the District should focus on its foundation – the work of each of the colleges to make students successful.
- The District is defined by what the campuses do. The challenge has been defining the stories in a way that also makes the connection to the District.
- The colleges and Continuing Education have a great working relationship with the District.
- There's a need to continually share stories from the campuses. They don't need to be District focused.
- Through branding, there's an opportunity to change long-standing opinions about community colleges.
- Our campuses more accurately reflect the diversity of our region than other schools.
- There is an opportunity to better compete against for-profit colleges.
- Training the emerging San Diego workforce.



Brand Hierarchy



**SAN DIEGO
COMMUNITY COLLEGE
DISTRICT**

City College • Mesa College
Miramar College • Continuing Education



SAN DIEGO COMMUNITY COLLEGE DISTRICT

CITY COLLEGE • MESA COLLEGE • MIRAMAR COLLEGE • CONTINUING EDUCATION

San Diego City College:

- Meeting workforce and transfer needs
- Supportive learning environment
- Social justice
- Vibrant downtown campus

San Diego Mesa College:

- All students can succeed
- Top in state for transfer rate and now offers four-year degree
- Many options for diverse campus life
- Facilities maximize teaching and learning experience

San Diego Miramar College:

- Learning spaces and campus life
- Continuing rapid growth
- Engaged with leading industries
- Comprehensive academics with a commitment to service and public safety

San Diego Continuing Education:

- Transformative impact
- Model for free adult education
- Students from incredibly diverse backgrounds
- Complete high school, learn English, become a citizen, or transition to workforce or college

The Collective:

Excellent faculty and staff

Improve skills, transfer, and earn a degree/certificate

Meeting education, career and life goals

Multicultural learning experiences

Comprehensive education at a great value

New facilities and campus improvement

The District:

Fiscally responsible institution

Recognized as a national model

Driving the regional economy

Fiscal and administrative foundation

Board of elected trustees and participatory governance structure



SAN DIEGO COMMUNITY COLLEGE DISTRICT

City College • Mesa College
Miramar College • Continuing Education

Positioning statement

A recognized national model, the San Diego Community College District serves as the foundation for City College, Mesa College, Miramar College and Continuing Education. The District manages the governance, funding, administrative and staffing resources so its colleges/CE can focus on providing high-quality learning experiences for a diverse student population.



SAN DIEGO COMMUNITY COLLEGE DISTRICT

City College • Mesa College
Miramar College • Continuing Education

Key messages

- The District: The San Diego Community College District serves as the fiscal and administrative foundation for its three colleges and Continuing Education, providing the governance, support and leadership to ensure accessible and innovative learning environments for its diverse student population.
- Governance: The San Diego Community College District is governed by a board of elected trustees who are responsible for setting policy. The District follows a participatory governance structure that provides opportunities for constituent groups to participate in district-wide planning processes.



SAN DIEGO COMMUNITY COLLEGE DISTRICT

City College • Mesa College
Miramar College • Continuing Education

Key messages continued

- Recognized excellence: Recognized as a national model, the San Diego Community College District is respected for its unwavering commitment to students, high-quality faculty and staff, success modernizing its facilities, its unique approach to adult education, and the positive contributions it has made to the San Diego region.
- Workforce needs: The San Diego Community College District is driving the regional economy by understanding and anticipating the workforce needs of San Diego's diverse industries, shaping its curriculum to address those needs while helping students achieve their educational goals.
- Fiscal responsibility: The San Diego Community College District is a fiscally responsible institution whose management practices, stability and reputation provide resources and opportunities for each of its colleges and Continuing Education to improve access to high-quality educational experiences.



Collective Positioning and Key Messages

SAN DIEGO
CITY COLLEGE

SAN DIEGO
MESA COLLEGE

SAN DIEGO
MIRAMAR
COLLEGE

SAN DIEGO
CONTINUING
EDUCATION



The Colleges and Continuing Education

Positioning statement

Well-regarded faculty and staff, modern facilities, comprehensive academic offerings and an unwavering commitment to student success are the pillars of City College, Mesa College, Miramar College and Continuing Education. Each college provides a vibrant campus, offering accessible, diverse learning experiences in a multicultural setting that both reflects and meets the needs of the community. With a shared focus on innovation, access, and excellence we are redefining the community college experience.



The Colleges and Continuing Education

Key messages

- Faculty and staff excellence: The leadership, faculty, and staff of the colleges and Continuing Education are known as respected leaders in their communities and are well-regarded for their dedication to their students.
- Student success: The three colleges and Continuing Education are committed to offering students access, resources and a high-quality education to improve skills, earn a degree or transfer to another educational institution.
- Community/workforce: Each of the three colleges and Continuing Education are strategically situated throughout San Diego to serve the workforce and community needs of the region. From basic skills improvement to a baccalaureate degree, they offer a wide range of academic programs to help students meet their educational, career, and life goals.



The Colleges and Continuing Education

Key messages continued

- Multicultural: The three colleges and Continuing Education deliver a true multicultural learning experience where students are not only taught the skills they will need to have successful careers, but also the cultural competency to understand and collaborate with people from all backgrounds.
- Academic excellence at an incredible value: The three colleges and Continuing Education provide a comprehensive, accessible education at a tremendous value for both students and taxpayers.
- Facilities: Through a voter-approved bond program, each of the community colleges and Continuing Education has undertaken significant facilities upgrades to create dynamic campus and innovative learning environments that provide educational experiences that are second-to-none.



Individual Positioning and Key Messages

SAN DIEGO
CITY COLLEGE

SAN DIEGO
MESA COLLEGE

SAN DIEGO
MIRAMAR
COLLEGE

SAN DIEGO
CONTINUING
EDUCATION



Positioning statement

Educating students for more than 100 years, San Diego City College is the flagship campus of the San Diego Community College District. Located in downtown San Diego's flourishing East Village neighborhood, the 60-acre campus offers a welcoming environment to a diverse student body, with a range of degrees and certificate programs developed to ensure students are prepared to enter San Diego's workforce or transfer to a four-year university.



SAN DIEGO CITY COLLEGE

Key messages

- Diverse academic and career goals: San Diego City College is strategically aligned with San Diego's leading industries, ensuring its curriculum and career technical training meet their evolving workforce needs. With more than 200 degree and certificate programs, San Diego City College also provides multiple pathways for students to transfer to top colleges and universities in the country.
- Supportive learning environment: San Diego City College provides a supportive learning environment where its diverse student body can thrive. The award-winning faculty takes personal interest in their students' career desires and interest in tackling real-world issues and provides personalized instruction to help students achieve their academic goals.



SAN DIEGO CITY COLLEGE

Key messages continued

- Social justice: With a growing focus on social justice, San Diego City College is an emerging national player in empowering students to share their passions and voices beyond the classroom and become effective leaders.
- Vibrant: In a dynamic downtown setting, San Diego City College offers modern classrooms and inviting gathering spaces, 40+ student clubs/organizations, 13 sports teams and learning-community programs that help ensure all students have access to its energetic campus life.



Positioning statement

San Diego Mesa College is one of the largest community colleges in California, the first in the state to offer a bachelor's degree, and transfers more students to state universities than any other California community college. Situated in the geographic heart of San Diego County, Mesa's award-winning faculty, small classes, and flourishing and diverse campus life are matched by a personal approach to help each and every student reach his or her educational and career goals, changing futures and enriching San Diego's workforce.



Key messages

- Student success: San Diego Mesa College's commitment to personalized support services, equity and excellence for all students – including historically underrepresented student populations – has built upon a foundation of quality educational programs to create an environment where all students can succeed.
- Academic opportunities: Adding to its academic excellence, variety of degrees and certificates, and personal approach to helping each individual student succeed, San Diego Mesa College has the highest transfer rate of any community college in California and is the first community college in California to offer a four-year degree.



Key messages continued

- Campus life: San Diego Mesa College offers a vibrant campus with a variety of majors, clubs, competitive sports teams, events, extracurricular activities, and gathering spaces to encourage and engage the interests of its diverse student body.
- Learning landscape: Thanks to San Diego voters, San Diego Mesa College provides an environment that rivals a major university campus. The accessible and centralized student services and tutoring centers, innovative classrooms, laboratories, learning environments, and space for professional training and development maximize the teaching and learning experience for both students and faculty.



Positioning statement

Ranked as one of the nation's fastest-growing community colleges, San Diego Miramar College blends a strong focus on new and emerging fields of study with its long-standing public safety training work. The dynamic 120-acre campus has undertaken a significant renovation to provide its diverse student body access to an even more comprehensive curriculum of educational opportunities.



Key messages

- Student experience: Combining a small campus feel with innovative classroom environments and student learning spaces, San Diego Miramar College's facilities and campus life offer a true collegiate experience.
- Future growth: With the addition of new facilities, a central transit hub and capacity for expansion, San Diego Miramar College is poised to continue its rapid growth and support the workforce and educational needs of the San Diego region.



Key messages

- Leading industries: San Diego Miramar College is strategically aligned with San Diego's growing industries and high-demand careers such as biotechnology, advanced transportation, and alternative fuels. The campus is home to the Southern California Biotechnology Center and Advanced Transportation and Energy Center.
- Balanced offerings: In addition to our comprehensive educational offerings, San Diego Miramar College proudly serves as home to the Regional Public Safety Institute and has provided training for nearly all law enforcement officers and fire fighters within San Diego County.



SAN DIEGO CONTINUING EDUCATION

Positioning statement

Serving more than 44,000 students each year, San Diego Continuing Education has a celebrated history of connecting students from all backgrounds to the skills they need for successful lives and careers. With six conveniently located campuses and free coursework designed to provide ongoing learning opportunities, San Diego Continuing Education is a powerful example of the transformative impact of education.



SAN DIEGO CONTINUING EDUCATION

Key messages

- Impact: San Diego Continuing Education is a powerful example of the transformative impact of education, providing its students the skills and experiences many need to be active, collaborative and productive members of their communities.
- Recognized model: San Diego Continuing Education has been recognized by the State of California as a model for creating access to free adult education with its unique affiliation to our community colleges and a campus structure that leads many students to continue pursuing an education.



SAN DIEGO CONTINUING EDUCATION

Key messages continued

- Collective community: With six campuses, more than 200 community sites throughout the city and a student population representing nearly 150 different countries, San Diego Continuing Education is proud to serve students from incredibly diverse backgrounds.
- Lifelong learning: With a variety of free, noncredit courses and certificate programs including vocational, basic skills, life skills and enrichment courses, San Diego Continuing Education helps 44,000 adults of all ages each year achieve goals such as completing high school, learning English, becoming a citizen, and transitioning to the workforce or college.



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