

2020 #RealCollegeCalifornia Basic Needs Summit: *Fostering Resiliency During A Pandemic*

California Community Colleges Report and Recommendations for Improving Black and African American Student Outcomes

Friday, December 4, 2020

11:00-11:45 AM

Presenters



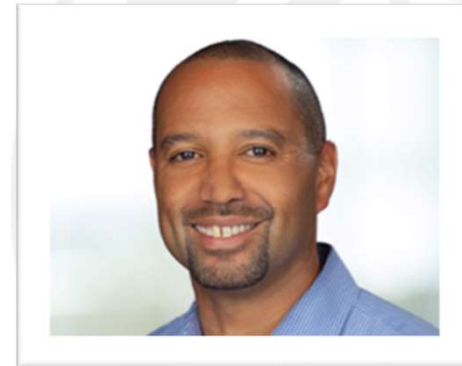
Pamela Haynes

President Board of Governors
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Director of Collaborative Impact
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Presentation Overview

- Introduction – Black African American Advisory Panel
- Panel Challenge/Mission Statement
- Work done in last 3 years
- Panel Report and Recommendations
- Helping students meet basic needs
- Financial Aid messaging
- Philanthropic efforts
- Next steps for Panel/Chancellor's Office
- Our challenge to you – local colleges and districts



Black and African American Advisory Panel

- Members
- Purpose

Challenge Statement:

“Improve access to, experience in and completion of educational, transfer and career opportunities for Black and African American students through the California Community Colleges by providing, among other things, financial aid information, meaningful support, targeted outreach and strategic communications through collaborative partnerships.”



Chancellor Oakley with Advisory Panel Members
Sacramento City College | May 15, 2018

Black and African American Advisory Panel Cont.

Work done over last 3 years:

- Formal/Informal Research
- Town Halls
- Advisory Panel Report & Recommendations
- Advising on Creative Campaign
- Advising on Outreach



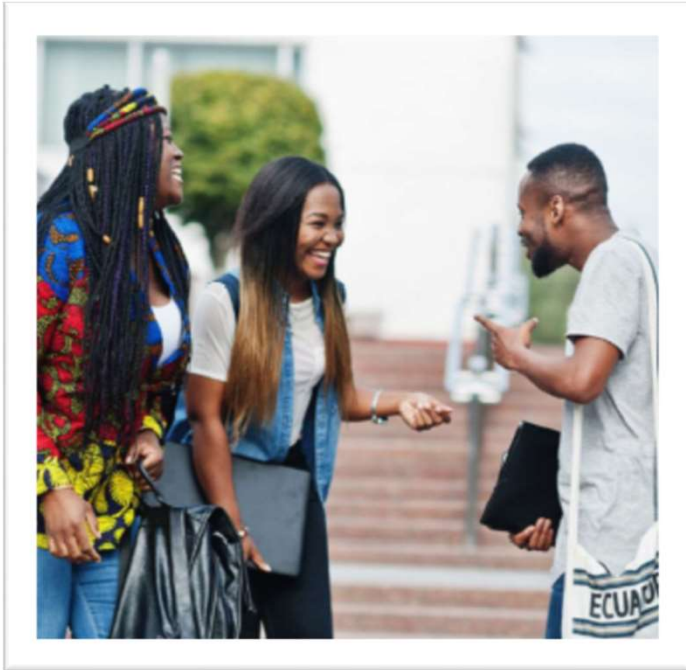
Fresno Town Hall & College Fair
Westside Church of God | April 30, 2019

Major Report Findings

Advisory Panel Report & Recommendations



6 Major Findings



1. Financial aid is a stumbling block
2. Students feel isolated
3. Low awareness of career education
4. Campus-based programs ensure success
5. Optimism runs high
6. Outreach – early and often – is essential

Critical Report Recommendations

Advisory Panel Report
& Recommendations



6 Critical Recommendations

1. Outreach and awareness
2. Support systems to cultivate culture of inclusion and success
3. Advertising & informational materials
4. Increase access to financial aid
5. Career education awareness
6. Increase of transfer pathways



National/Worldwide Events (Since Mar. '20)



WEAR A MASK.
Slow the spread.

covid19.ca.gov

- COVID-19 Pandemic
- Distance/Online Learning
- George Floyd Killing
- Ongoing Civil Unrest
- Economic/Unemployed/
Underemployment Stressors

Reevaluating/Updating Panel Goals & Priorities



Oakland Town Hall & College Fair
McClymonds High School | January 28, 2020

- Students need more campus-based support programs than ever including:
 - Emotional – Mental Health
 - Fiscal – Financial Aid
 - Physical – Food and Housing Insecurities
- Reevaluating campaign messages & key delivery timeframes
- Funding is **critical**
 - Dept. of Finance request
 - Foundation funding opportunities
- Financial Aid messaging is **essential**
- Importance of campaign alignment

Financial Aid Messaging

- Umbrella campaign advertising/research
 - Financial Aid ads/messaging tend to perform the best
- Critical basic needs resources need to be communicated
 - CalFresh
 - Food Pantries
 - Housing Opportunities
 - Technology Opportunities
- Target audiences for campaign
- Outreach/Partnerships
- Customizable materials available for colleges
- Train the Trainer Financial Aid Curriculum Workshops (CSAC)
 - “Cash for College” Webinars with students/parents (Umoja, A2MEND, CBOs, EOPS, etc.)

icanafford
college.com

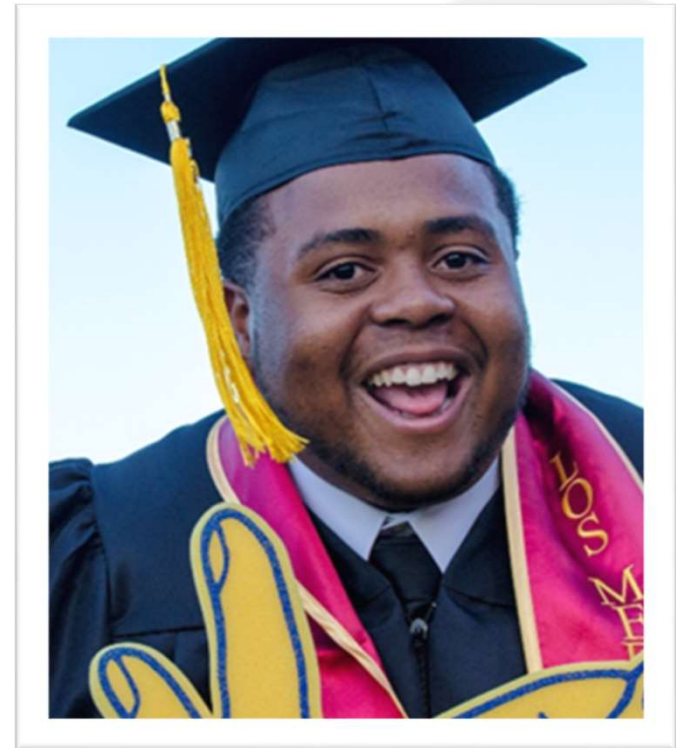


Oakland Town Hall & College Fair
McClymonds High School | January 28, 2020

Seeking Funding/Philanthropic Opportunities

- Workforce Development
- Entrepreneur Program
- Internship/Apprenticeship Program
- Improving Campus Climate and Student Experience for Black and African American Students

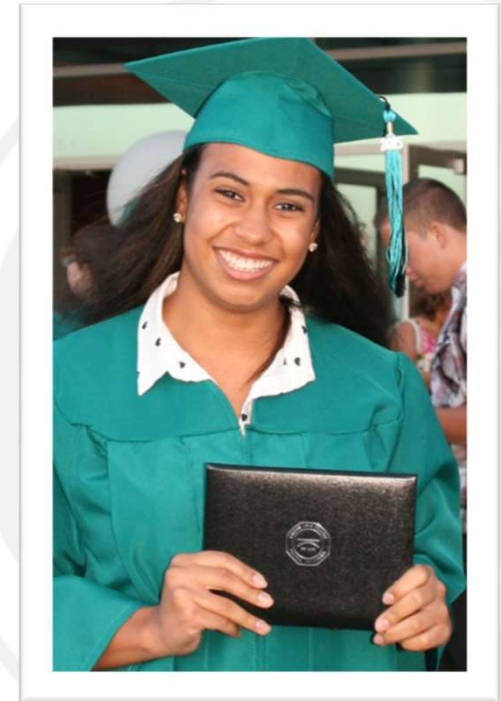
- Local foundation involvement
- Timeframe



Panel's Next Steps

Driven by current events and the new normal, next steps for the Panel are to:

- Continue working with internal and external partners to help achieve *Vision for Success* goals specific to Black and African American students
- Conduct outreach in local communities with focus on increasing local financial aid awareness and basic needs resources
- Focus on Workforce Development
 - Advocate for enrollment in and completion of career education programs that are the source of good paying jobs of today and the future
- Promote enrollment in Associate Degree for Transfer programs
- Monitor and measure progress toward achieving *Vision for Success* goals for Black and African American students
- Advise/recommend changes to campaign marketing/outreach activities as needed



We Challenge You

- Ensure college administrators are aware of Panel Report and Recommendations
- Share the Panel Report and Recommendations within your campus
- Reach out to us to collaborate on ways this report and its recommendations can become a reality on your campus
- Utilize/localize existing statewide campaign materials



Q&A



Questions

[Click here](#) to view the Report and Recommendations for Improving Black and African American Student Outcomes

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