VALUES

Our District’s core values are opportunity, equity and social justice. Each of these values is incorporated into our strategic planning and is a part of the foundational commitments we make to our communities.

MISSION

As a leading educational institution, the mission of SJECCD is to meet the diverse educational and workforce needs of our community by empowering our students to become agents of socio-economic change.

VISION

By the year 2017, SJECCD will become the premier post-secondary education institution in our region for advancing opportunity, equity, and social justice through educational excellence.

ABOUT SAN JOSÉ · EVERGREEN COMMUNITY COLLEGE DISTRICT

Located in vibrant downtown San José in Silicon Valley, the San José · Evergreen Community College District encompasses more than 300 square miles, including a large portion of the city of San José and all of the city of Milpitas. The District includes the areas served by Milpitas and San José Unified School Districts, together with the Eastside Union High School District. The District is comprised of Evergreen Valley College, San José City College, and the Workforce Institute. For more information, visit: www.sjeccd.edu.

SAN JOSÉ CITY COLLEGE

City College’s metropolitan campus is located just minutes from downtown San José off Highway 280. Established in 1921, San José City College is enjoying a 21st century rebirth, with a recently constructed Technology Center, Library and Learning Center, Student Services Building, Science Building, Applied Science Center, Cosmetology Building, Carmen Castellano Fine Arts Building, and the Multidisciplinary Building.

EVERGREEN VALLEY COLLEGE

Our park-like Evergreen Valley College opened in 1975 and is located in south-east San José, near the foot of the Diablo Mountain range at the intersection of Yerba Buena and San Felipe Roads. This campus is experiencing an exciting development in response to the growth of the population in the area with its new housing developments. Recently constructed buildings include the Performing Arts Theatre, Visual Arts complex and the Police Department.

WORKFORCE INSTITUTE

Established in 1988, the Workforce Institute supports the needs of businesses through customized training and workforce development programs for employees. The programs are financially supported by Silicon Valley companies, public agencies, utility companies, and healthcare institutions. Individuals seeking to gain new skills to take the next step up the career ladder or begin a new career benefit from WI’s industry certified Career Development or Personal Enrichment classes. Whether employed, unemployed, or underemployed, Workforce Institute has a workforce development course to meet your need.
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THE ROAD FROM GOOD TO GREAT

Message From The Board Of Trustees

In 2010, led by Chancellor Rita Cepeda and the District Board of Trustees, the San José · Evergreen Community College District embarked on a journey of “Transformation.”

As policy makers, one of the most critical steps in our evolution was the adoption of a new policy governance model that provides great clarity for our work and well-defined differentiation between the role and function of the board and that of the Chancellor. We are clear about three things: the first is that we are policy makers and elected officials responsible for the stewardship of resources and responsiveness to our constituents; second, we are committed to speaking with one voice, and no one board member may speak for the rest; and third, the Chancellor and her staff are entirely responsible for putting in place the strategies that will achieve our goals. Put simply, the trustees provide the “what” and the Chancellor is responsible for determining the “how.” To that end, we have put in place a process for accountability developed in concert with the Chancellor that allows for ongoing monitoring of our progress in a quantitative and qualitative manner. We have in fact reached a “tipping point” for our transformation.

Through the hard work of faculty, staff, students, and administrators, and support from business and industry partners and community members, the journey has seen the SJECCD evolve from Good to Great.

Now at the tipping point, the SJECCD is poised to launch new initiatives, increase outcomes on multiple levels, and make a greater economic impact in the community.

As we celebrate this five-year milestone, we invite you to view the 2014 Annual Report and experience the highlights of going from Good to Great.

Sincerely,

Jeffrey B. Lease, D.C.
President, Board of Trustees ’14

From left to right: Jeffrey Lease, Wendy Ho, Rudy Nasol, Mayra Cruz, Maria Fuentes, Balbir Dhillon, and Craig Mann

WELCOME 2015 NEW TRUSTEES

SCOTT PHAM (TRUSTEE AREA 2)
HUONG NGUYEN (TRUSTEE AREA 4)
**Area 1: Rudy Nasol**
“I am especially excited that our Board is focused on student success by working toward adopting governance policies that will result in a better and effective governance team that will eventually benefit our students.”

**Area 2: Balbir Dhillon**
“The main reasons I chose to become a member of the governing board were to strengthen the District’s vocational education programs that put people to work quickly and also allow a broad base of knowledge that facilitates an individual’s pursuit of a four-year degree, and ultimately, career advancement in that chosen vocation.”

**Area 3: Craig Mann**
“Colin Powell said, ‘Leadership is the art of accomplishing more than the science of management says is possible.’ Our job is to help our students accomplish more than they and others ever dreamed possible.”

**Area 4: Maria Fuentes**
“Throughout my 20+ years of service on the governing board, I have steadfastly worked towards ensuring San José and Milpitas residents have access to quality vocational, workforce or college preparatory education that addresses their life’s goals and personal dreams. At SJCC and EVC, students’ achievements and fulfillment are of paramount importance.”

**Area 5: Wendy Ho**
“It is an honor to be part of a team that is committed to student success and is actively working to help students achieve their educational goals. Our economic future depends on investing in a skilled, well-trained workforce; and our colleges are a critical piece of that investment.”

**Area 6: Jeffrey Lease**
“As a native San Joséan, I am grateful for the educational opportunities that were made available to me growing up in Santa Clara County; and my mission is to ensure those opportunities remain in place and grow with the community and its residents for years to come.”

**Area 7: Mayra Cruz**
“The rules are changing in the California community college system. More than ever our students, their families and communities must use our collective voices to send a clear message. Our community colleges are accessible to all and a place of opportunity for those seeking job training, wanting to develop basic skills, acquiring education to transfer to a university and/or obtaining an associate degree, and for career development.”
THE ROAD FROM GOOD TO GREAT
Message From The Chancellor

In the year 2000, Malcom Gladwell released his book *The Tipping Point*, and almost immediately the phrase began to take hold throughout the corporate world, government, public and private institutions; and yes, even in our personal lives. We talked about working toward or being at the “tipping point” and the reason was simple: the phrase evoked a very visual image or “optic.” I was among those with whom Mr. Gladwell’s concept resonated, and as an educator the second portion of the book’s title *How Little Things Can Make a Big Difference* was even more fitting.

Community colleges in general have faced a series of turbulent years linked to the downturn in the economy. We anguished over reduced resources precisely at a time when the unemployed, underemployed and returning veterans needed us most. And while we never want to live through that turbulent period again, there was a “silver lining” to be found. We learned that little things can make a big difference. We explored new ways to deliver services and instruction with less. We sought partnerships and collaboratives to maximize and share resources, and we plied our case before the public, including the families of the 27,000 students served annually by our district. We connected with the business community making clear that our futures were interdependent. We needed to expand educational opportunities for our students and the workforce in order to remain competitive.

In the last five years the San José · Evergreen Community College District has changed radically but certainly not all at once. We recommitted ourselves with greater clarity to the notion of student centeredness. We made policy, curriculum, budget, and personnel decisions based on what we knew to be at the center of our vision and values…equity, opportunity and social justice.

The 2014 Annual Report is a record of significant achievements. The examples and illustrations showcased are the result of tenacity and dedication on the part of our board, faculty, staff, students, and community who believe that each individual does make a difference. Most important of all we believe that constructive behavior is contagious, effective and efficient, and does lead to a “tipping point” toward excellence.

The SJECCD is at a tipping point, and the task before us is not just to make it to the top, but to ensure our place of excellence in service to the residents of San José, Santa Clara County, and the greater Silicon Valley.

A Futurist,  
Rita M. Cepeda, Ed.D.  
Chancellor
SHARING OUR SUCCESS

SJECCD is frequently invited to share their innovative approaches at major conferences.
MESSAGE FROM THE EVERGREEN VALLEY COLLEGE PRESIDENT

Greetings from Evergreen Valley College!

Welcome. This is an exciting time for Evergreen Valley College!

As part of the California Community College’s Student Success Initiative, we have devoted more resources to helping our students overcome their challenges. In particular, we have begun offering Bridge to College Success, a special program to help students improve their foundation at entry, and to better position themselves for success in their studies. To coordinate the array of supportive services for our students, including counseling, we recently established the Dean of Student Success position.

With an improved budget, we continue to offer courses that meet a broad spectrum of our students’ learning needs. These courses include general education geared for transfer to four-year institutions, Career Technical Education, Basic Skills, and personal enrichment. We have also increased the number of online and hybrid courses, which offer the best of both on-campus and online instruction.

Thanks to our friends in the community for supporting us in passing the 2004 and 2010 bond measures, we have accomplished a significant amount of work by renovating buildings and creating new classrooms and labs. You can read more details about the construction projects elsewhere in this annual report. The construction is definitely a sign of progress, but the fencing and protective barriers do inconvenience the campus at large for the time being.

Meeting the learning needs of our students and the community is always a key priority for Evergreen Valley College. We now offer Upward Bound, and Talent Search. These new programs are funded from two federal Title III grants, and serve incoming students from the community.

EVC has exceeded its compliance rate concerning the statewide mandate to offer Associate Degrees for Transfer (ADT) to the California State University System. We now offer nine ADTs, and will offer additional ADTs, to better serve the diverse educational needs of our students and the community.

Thank you for taking the time to view this annual report.

Sincerely,

Henry C. V. Yong, Ed.S.
President
Sponsored by American Honda Corporation, EVC provides students with state-of-the-art diagnostic equipment, late-model vehicles, and intensive hands-on training. Employers frequently contact EVC knowing we produce some of the best graduates in the industry.
INSTRUCTIONAL SUCCESS

- Awarded the highest number of degrees and certificates in history – an increase of 47% (from 494 total awards in 2004 to 728 total awards in 2014).

- Obtained approval of 100% of the required Associate Degrees for Transfer (ADT) to help students transfer to California State Universities (CSUs).

“I AM AN ENVIRONMENTAL ENGINEERING MAJOR, AND I AM THANKFUL FOR THE OPPORTUNITY TO COME BACK TO SCHOOL AFTER BEING AWAY FOR SO LONG. MY GOAL IS TO TRANSFER TO UC MERCED OR THE UNIVERSITY OF SAN DIEGO AND PURSUE A PH.D. IN ENVIRONMENTAL ENGINEERING.”

– Chuck Campbell
SJECDD Student

STUDENT SUPPORT SERVICES SUCCESS

- Early Admission Program + Day at the Green orientations enrolled 464 first time freshman students from East Side Union HSD, San José USD, and Milpitas USD.

- Summer 2014 provided sessions for 859 new students including assessment, comprehensive in-person orientation, abbreviated education planning and assistance with registering for fall 2014.

- Successfully transferred TRIO-Talent Search and Upward Bound programs from National Hispanic University, and took steps to emergency hire staff so as not to disrupt service to students. The TRIO-Talent Search and the Upward Bound programs serve over 800 students at 6 local area high schools. These include Latino College Prep, James Lick, Mount Pleasant, San José High, Lincoln, and Overfelt High Schools.

- Developed and implemented the automatic and paperless “RP” (Ready to Package) status for financial aid applicants who meet the criteria.

- Increased Pell grant awards by 13.5% (from 2,820 in 2013 to a total of 3,201 in 2014).
GAINS IN STUDENT SUCCESS ACROSS ETHNIC GROUPS

PERSISTENCE BY ETHNICITY (5 YR COHORTS)
Percentage of first time students who persisted from one Fall term to the next Fall term

STUDENT PROGRESS & ACHIEVEMENT BY ETHNICITY (5 YR COHORTS)
Percentage of first time students who earned a degree, certificate, or transferred within six years
This year, thanks to the continued dedication of our faculty and staff, San José City College embarked on new projects and programs to further enrich the lives of our students and the community. We continue to be proud of all that we have accomplished through the delivery of excellent instruction and support services to our students at SJCC. This report highlights the work of our dedicated faculty and staff and the commitment of students who have worked hard to build a brighter future for themselves, their families, and our community.

While we take our cue from the past in providing our community with a skilled labor force and engaged citizens, we also understand that needs have become far more complex in recent years. In order to adequately meet these needs we must shift our emphasis. Our effort and attention have been fine-tuned because of our responsibility to our students. At present, our mission is as much about enabling student success as it is about providing access to quality higher education. We know that education and training are vital to our students’ future, the well-being of all community members in Silicon Valley, the economic stability of California, and our Nation’s ability to be competitive in a global market. Today, considering the needs for a skilled workforce, the goals of ambitious students, the innovative spirit of entrepreneurs, and the resiliency of displaced workers – the promise of the American Dream starts at San José City College.

I am confident that you will be pleased with what our team has accomplished and the commitment that we continue to uphold in order to ensure our students have every opportunity to be successful in their educational and career pursuits.

Go Jaguars!

Sincerely,

Byron D. Clift Breland, Ph.D.
President
SJCC HALL OF EXCELLENCE
AWARD CEREMONY
Celebrating the exceptional work of our students, faculty and staff.
SAN JOSE CITY COLLEGE
Milestones of 2014

INSTRUCTIONAL SUCCESS
• Increased degrees and certificates awarded by 16% (from 880 in 2013 to 1,021 in 2014).
• Obtained approval for nine Associate Degrees for Transfer (ADTs), which is 129% of required ADTs, and added new ADTs in Economics and Psychology.
• Created a new program for working, degreeed counselors to obtain the Licensed Advanced Alcohol and Drug Counselor specialization.
• Pathway to Law Program – began participating in a state program involving 24 community colleges and 6 universities and law schools to assist students in moving seamlessly from community college through law school.

STUDENT SUPPORT SERVICES SUCCESS
• Received a $2.5 million, five-year grant to fund a First-Year Experience model to transition underprepared and low-income Latino students from high school to college.
• The Counseling Department partnered with English, Reading and ESL Department faculty to conduct in-classroom counseling sessions. Conducted 31 presentations to approximately 775 students.
• Instituted a campus-wide Sexual Assault Awareness Program.
• The Kinesiology and Athletics Division worked with the Tutorial Center to coordinate a regular study hall for student athletes.
• Hosted Career Exploration Day for 4th - 8th grade students, exposing them to a variety of majors and careers. Over 500 students participated.

"I AM A MEDICAL ASSISTANT AND MUSIC MAJOR. ONE OF THE GOALS I HOPE TO ACHIEVE HERE AT SAN JOSE CITY COLLEGE IS TO GRADUATE WITH HONORS AND TRANSFER TO A FOUR-YEAR UNIVERSITY."

– Amanda Lopez
SJECCD Student
GAINS IN STUDENT SUCCESS ACROSS ETHNIC GROUPS

PERSISTENCE BY ETHNICITY (5 YR COHORTS)
Percentage of first time students who persisted from one Fall term to the next Fall term

<table>
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<tr>
<th>Ethnicity</th>
<th>2014 Percentage</th>
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<td>60%</td>
</tr>
<tr>
<td>American Indian/Alaska</td>
<td>40%</td>
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<tr>
<td>Asian</td>
<td>70%</td>
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<tr>
<td>Filipino</td>
<td>50%</td>
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<tr>
<td>Hispanic</td>
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<tr>
<td>Pacific Islander</td>
<td>60%</td>
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<tr>
<td>White</td>
<td>50%</td>
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STUDENT PROGRESS & ACHIEVEMENT BY ETHNICITY (5 YR COHORTS)
Percentage of first time students who earned a degree, certificate, or transferred within six years

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<th>Ethnicity</th>
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<tr>
<td>American Indian/Alaska</td>
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<tr>
<td>Asian</td>
<td>60%</td>
</tr>
<tr>
<td>Filipino</td>
<td>40%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>20%</td>
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<tr>
<td>Pacific Islander</td>
<td>10%</td>
</tr>
<tr>
<td>White</td>
<td>30%</td>
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Our District serves a student population representing the diversity of the greater San José area.

**Students Served**

27,038

**Gender**

- Male: 46%
- Female: 54%

**Student Ethnicity Profile**

- 5% African American/Black
- 32% Asian Pacific American
- 38% Hispanic/Latino
- 7% Multi-Ethnicity
- 1% Pacific Islander
- 13% White
- 1% Native American
- 7% Unknown

**Age Profile**

- 19 or Less: 23%
- 20 - 24: 35%
- 25 - 29: 15%
- 30 - 34: 8%
- 35 - 39: 5%
- 40 - 49: 7%
- 50+: 6%

Please note: Percentages may not add exactly to 100%, due to rounding error.
STUDENT OUTCOMES

NUMBER OF CERTIFICATES AWARDED

SJCC 450
EVC 86
Total 536

NUMBER OF DEGREES AWARDED

SJCC 571
EVC 538
Total 1,109

SIX YEAR TRANSFER RATE

Percent of students who transferred to a 4-year college or university after 6 years of matriculation

SJCC 40.1%
EVC 39.5%
District Total 38.4%
Quick Facts 2014 | Institutional Profile

We believe our best service to our diverse student population and community is through the quality of our diverse workforce and leadership at all levels of the organization, who best understand the unique needs of our community.

**NUMBER OF EMPLOYEES**

<table>
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<th>Category</th>
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<td>731</td>
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<tr>
<td>Classified Employees</td>
<td>266</td>
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<tr>
<td>Managers/Supervisors/Confidentials</td>
<td>67</td>
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<td>Temporary Employees</td>
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**EMPLOYEE ETHNICITY PROFILE***

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
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<tr>
<td>Asian Pacific American</td>
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<td>31%</td>
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<td>African American/Black</td>
<td>8%</td>
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<tr>
<td>Native American</td>
<td>1%</td>
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<td>African American/Black</td>
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<td>White</td>
<td>32%</td>
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<td>Hispanic/Latino</td>
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<td>1%</td>
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<td>African American/Black</td>
<td>1%</td>
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<tr>
<td>White</td>
<td>32%</td>
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**GENDER**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Male</td>
<td>41%</td>
</tr>
<tr>
<td>Female</td>
<td>59%</td>
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*SJECCD supports a culture of diversity where opinions from employees of all backgrounds are valued. Board adoption of a formal Civility Statement and the Equal Employment Opportunity and Diversity Plan help to reinforce these values.*

- Dr. Rita Cepeda, SJECCD Chancellor

**Does not include Temporary Employees or Part-Time Faculty.**

Please note: Percentages may not add exactly to 100%, due to rounding error.
DIVERSITY DEFINED

“[Diversity] is about understanding each other and moving beyond simple tolerance to embracing and celebrating the rich dimensions of diversity contained within each individual.”

-SJECCD EEO & Diversity Plan
OUR FISCAL MANAGEMENT IS SOUND

The District’s beginning fund balance at July 1, 2014 was $13,419,140, which is 16.1% of our operating budget. Revenues are projected to be $88,484,104, which again this year has the District into Basic Aid status by $13 million.

Our apportionment revenues are now based substantially on local property taxes. These total revenues are projected to be $77,103,000 representing a 7.75% increase from the previous year.

For expenditures, our total projections are $88,750,576 as of the first quarter ending September 30th, not including ongoing negotiations. The FY2014-2015 estimate projects 83.9% of expenses for personnel costs and 16.1% for operating expenditures.

Based on the summary of overall revenue and expenditure projections, exclusive of the pending negotiations, it is estimated that we will finish FY2014-2015 with $13,152,668, or 14.8% of our general fund.

Our Financial Audit and Credit Ratings Are Strong

Independent financial auditors have finalized their reports and the results are outstanding!

Maintaining sound auditing and financial practices results in a very strong credit rating, allowing the District to issue bonds at interest rates among the lowest within the California Community Colleges, saving taxpayer dollars. In April 2014, the District refinanced old outstanding debt at a savings to the taxpayers in excess of $19 million dollars.
MEETING STUDENT DEMAND

Increased funds from the economic recovery and basic aid status has enabled SJECCD to offer more course sections to meet the needs of students.
THE WORKFORCE INSTITUTE
Resource Development

ENRICHING THE COMMUNITY

Under the leadership of Vice Chancellor Carol Coen, the Workforce Institute functions as a workforce intermediary for the greater San José and South Bay area and has delivered customized training programs in alliance with Evergreen Valley College and San José City College since 1988.

- 33% of 2013-14 Corporate training contracts were a result of new business relationships. WI’s expanded customer base includes Applied Materials, Digital First Media, Headway Technologies, HGST a division of Hitachi, Silicon Valley Community Foundation, and Sharon Heights Golf & Country Club.

- 81% of opportunities pursued by Workforce Institute resulted in contracts for customized training and education programs.

- Workforce Institute provided technical assistance in workforce and economic development to community colleges in northern and southern California, the University of New Mexico, and five community colleges in Texas.

WORK2FUTURE Youth Program

This unique program focusing on providing basic skills, remediation, educational guidance, and job placement assistance to the youth in the SJECCD service area saw significant gains in several areas.

- Enrolled 204 young adults, achieving 102% of enrollment goal.

- Achieved 100% of numeracy/literacy goal by helping 127 young adults improve one education functioning level.

- Placed 130 young adults in either employment or college vocation training, a 10% increase from previous year.
The Workforce Institute operates a youth employment program designed to teach low-income, at-risk, young adults with multiple barriers to employment the skills necessary to enter the workforce. Wrap around services such as career and educational advising, basic skills remediation, job readiness preparation, and one-on-one job placement assistance help at-risk youth gain unsubsidized employment with local employers or enter into post-secondary education.

Personal Enrichment Courses are offered for individuals to learn or enhance those skills that improve lives on an individual level. From programs such as website creation, digital photography, LSAT preparation, to language instruction, these classes are available to help community members expand their possibilities.

The Institute’s newest mission is to further strengthen the community by educating the South Bay’s adult population through not-for-credit elementary and secondary basic skills, immigrant education services, English-as-a-Second Language (ESL) courses, education programs for adults with disabilities, short-term career and technical education programs with high employment potential, and apprenticeships.
Joint-Use 21st Century Post-Secondary Education Center

SAN JOSÉ · EVERGREEN

MILPITAS UNIFIED SCHOOL DISTRICT AND SJECCD

The Joint-Use 21st Century Post-Secondary Education Center (JU21-PSEC) is a unique collaboration between the Milpitas Unified School District (MUSD) and the San José · Evergreen Community College District (SJECCD). Creating a local community college campus in Milpitas has been a long-term goal for both districts. SJECCD has been looking to better serve the needs of the residents of Milpitas and provide seamless access to higher education services and other career and technical education opportunities, and MUSD has envisioned creating a facility that would allow its students access to college level courses while completing their high school curriculum.

The JU21-PSEC Center will be a sustainable learning facility whereby community college students and eligible high school students learn together in a unique setting, fostering a college-going culture at Milpitas High School. The three-acre campus accommodates up to nine classrooms, including a science and engineering lab, with a planned opening date of Fall 2016.

A Community Needs Assessment completed in 2014 helped refine the JU21-PSEC’s curriculum resulting in the completion of the Educational Programming Phase focused on “21st century learning” requirements. The Environmental Impact Report is in progress, and the Design Phase and construction is scheduled to commence in 2015.

Timelines for the JU21-PSEC:

- **Programming Phase:** Completed in October 2014
- **Design Phase:** Dec 2014 – May 2015
- **DSA Submittal:** May – July 2015
- **Construction:** Sept 2015 – August 2016
- **Occupancy:** August 2016

The Milpitas Unified School District and SJECCD come together to offer college classes to high school students as well as high demand career and technical education courses for Milpitas residents.
“NO WRONG DOOR”

In alignment with AB86 Legislation, a new strategic initiative was undertaken by Chancellor Cepeda and the Board of Trustees to address the adult education needs of the region. As a result of the SJECCD’s collaborative effort, the South Bay Consortium for Adult Education (SBCAE) was formed with SJECCD and West Valley-Mission Community College District, and five adult schools (Campbell, East Side, Milpitas, Santa Clara and Silicon Valley). This collaboration is the third largest AB86 Consortium in the State, and in 2013-14 served a total of 44,574 adult learners in the five program areas defined by AB86.

The SBCAE vision is to ensure that there is “No Wrong Door” for South Bay adults who wish to advance their education and career goals, and that all residents can meet their goals regardless of income, prior education and personal circumstances.

The SBCAE mission is to build the Emerging Model and thereby to dramatically improve adult learner education and career outcomes.

The “No Wrong Door” philosophy means that an adult learner will be able to begin their educational process no matter which SBCAE member’s services they access first. They will be welcomed, and their goals and needs will be understood and used to personalize service. There will be a common system to identify the student’s level of academic functioning and comfort zone when it comes to instructional setting. The contact will be culturally sensitive and respectful, and the optimal setting will be found for that individual.
CHARTING A NEW COURSE

Established in 1982 as a 501(c)(3), the SJECCD Foundation is the district’s vehicle for collecting and processing philanthropic dollars for the district and its two colleges. Its Advancement Team creates and strengthens relationships within the local community to encourage advocacy, financial commitment and support for the district and its mission.

During 2014, the Advancement Team enhanced the Foundation’s infrastructure to increase philanthropic capacity, establish open two-way communication with stakeholders, involve partners, and inspire a culture of giving among alumni, faculty, staff and community members. Next steps include:

1. **Annual Fund Campaign** – establishes an annual base for fundraising and the opportunity to fund immediate and pressing needs.
2. **Donor Recognition Societies** – 1921 and 1975 Societies celebrates the philanthropic leadership of donors.
3. **Comprehensive Operating Systems** – enhances daily operations from integrated gift processing to donor management.

As a part of an in-depth operational review, the availability of student scholarships was increased by 34% for the 2015 award cycle and all payroll gift designations were aligned with specific donor wishes. Discovery and outreach efforts have identified many prominent local SJECCD alumni, including a senior policy advisor to former Mayor Chuck Reed, the president of an award-winning marketing and communications firm, senior leadership of a global social benefit institute, and an executive for an internationally recognized bank.

BRIDGE TO THE FUTURE 2014

*Bridge to the Future 2014,* the Foundation’s annual signature event, exceeded expectations. Titled “A Courageous Journey,” the event shed light on the very challenging journey many students take in order to receive an affordable quality education. The annual event raises funds for direct student support, acknowledges new scholarships, and donors are recognized and honored for their continued support. This year’s event attracted 220 guests, and featured a special reception that included a jazz quartet and showcased some of the colleges’ finest students and programs. The compelling student stories shared at *Bridge to the Future 2014* demonstrate what a difference donor support makes in bridging the financial gap for our most needy students.
The 3\textsuperscript{rd} Annual “Bridge to the Future” luncheon attracted 220+ attendees. This year, the theme was “A Courageous Journey” inspired by the many journeys our students must navigate to succeed in life.
Value Optimization

COLLEGE BOOKSTORES
The District successfully transitioned from self-operated campus stores in an effort to meet market demand, provide exceptional service delivery to the District’s students and faculty, and mitigate operational losses.

VENDOR DIVERSITY OUTREACH PROGRAM
The Board of Trustees set a goal for the District to increase the contractor/vendor participation rate to 15 percent for diverse, small businesses. This includes minority-owned, women-owned, disabled-owned, and veteran-owned businesses.

To date the District has:
• Expanded its potential pool of small and diverse firms to more than 1,100.
• Strengthened its linkages with diverse business associations including the Western Regional National Minority Supplier Council and all of the Santa Clara County Ethnic Chambers of Commerce.
• Connected with local firms that had not previously done business with the District.

WEBSITE REVAMP AND SOCIAL MEDIA
In March 2014, the district launched four revamped websites on a new, single platform to provide consistent operation and communication. Developed by teams of faculty, staff, students and community members, the websites now serve to provide information, and promote programs and services. Combined with the website revamp project was the launch of a district-wide social media communication strategy. Embraced by students, SJECCD social media provides a real time platform for information sharing and engagement.

DISTRICT OFFICE RELOCATION
The move to the new District Office in downtown San José occurred in December 2014 with the installation of a new data center, local area network and wireless infrastructure.

STUDENT EDUCATION PLAN
The new Colleague Student Planning module was installed this summer. The web-based self-service module allows students to develop a personalized education plan of courses and track progress towards completing educational goals.
DISTRICT RELOCATION
40 SOUTH MARKET, SAN JOSÉ

“Moving our District Office to the heart of downtown San José is a great example of value optimization and fiscal and policy stewardship. It represents a great capital asset for our District, makes a very powerful and visual statement about our commitment to the City of San José, and facilitates immediate interaction with public officials, opinion makers, the private sector, and the community.”

– Dr. Jeffrey Lease, President SJECCD Board of Trustees
“Reducing our carbon footprint and adopting green technology in our facilities makes good on our promise to our voters.” - Dr. Rita Cepeda, SJECCD Chancellor

**Central Plant**
- Re-established stability of major college infrastructure and systems.

**Police Building Renovation**
- Enhanced fully functioning and modern security operations center.

**Gullo Building Exterior Renovation**
- Improved design for protecting building structure, assuring uninterrupted student activities center, and installation of improved weather barriers designed specifically for building conditions.

**Soccer Field Bleachers**
- Increased seating capacity by 900.

**Safety and Security**
- Added light-emitting diode (LED) lighting in parking lots.
- Completed loop road, parking lot, and street improvements.
- Completed Security Master Plan.

**Central Green, Arts Plaza & Site Improvements**
- Creation of new central campus core focused on outdoor learning and student gathering.
- Relocation of bus and public drop-off, improved Arts Plaza accessibility to establish more pedestrian-friendly campus interior.

**South Campus Development**
- New building with classrooms and labs for science, mathematics and social science instruction.
- New fitness center for physical education/kinesiology instruction.

**Automotive Technology**
- New classroom and laboratory building focused on automotive technology.

**Scheduled Maintenance 2015**
- Elevator Upgrades & Modernization.

**Safety and Security**
- Campus-wide Security Camera Presence.
GRAND OPENING

A ribbon cutting ceremony celebrating the opening of the newly renovated campus Police Department.
“Reducing our carbon footprint and adopting green technology in our facilities makes good on our promise to our voters.” - Dr. Rita Cepeda, SJECCD Chancellor

**Projects Completed**

**Safety and Security**
- Installed nine emergency telephones.
- Conducted a closed-circuit television (CCTV) pilot program with 11 cameras.
- Installed approximately 2,500 feet of fence and 15 new gates.
- Installed 83 high efficiency light-emitting diode (LED) lighting heads in parking lots and parking garage.

**Career Technical Education and Media Arts Center**
- Renovated 67,000 square feet and upgraded buildings.
- Reconfigured six computer labs.
- Added two new classrooms, one larger classroom, three small lab spaces for laser technology and additional working areas, and added two new ADA compliant restrooms.

**Projects Underway**

**New Physical Education Building**
- Includes student fitness center, locker rooms, training and team rooms, offices, 1,000 seat spectator gymnasium with full basketball court, Wellness Center with yoga and pilates, studios, and renovations to the existing racquetball building.

**IT and Tech Equipment**
- Hardware and wireless upgrades

**Campus Site Improvements**
- Walkway & Accessibility Improvements
- South West Parking Lot Improvements
- Campus Entrance Enhancements
- Site Lighting Improvements
- Signage & Way Finding

**Scheduled Maintenance 2015**
- GE Building Heating, Ventilation, and Air Conditioning (HVAC) Upgrades
- Door Hardware Upgrade and Replacement
- Elevator Upgrades & Modernization
PHYSICAL EDUCATION
GYMNASium
A building that supports the health and wellness of our students.
Our Priorities for 2015 and Beyond

The most important element in the completion of institutional priorities is alignment with the Vision, Mission and Values of the District and the policy directives of the Board. It is for this reason that we created a single document that clearly demonstrates that the Board of Trustees’ Global Ends Policies drive the Strategic Priorities.

BOARD OF TRUSTEES GLOBAL ENDS POLICIES

Ensure all students, especially those with educational and/or socioeconomic challenges, will have the skills and capabilities to be successful in the next stage of their life, sufficient to justify the use of available resources.

Career Development: Students will acquire skills sufficient to get, keep and progress in jobs with local employers, particularly in high wage/high growth areas, for all students, especially for: under-prepared students; older displaced students; and young people at the start of their careers.

Transferability: All students, especially under-prepared students, will achieve academic success sufficient to transfer to a four-year post-secondary institution.

College Readiness: Students will develop the language skills to succeed in college, the ability to analyze, synthesize, and evaluate information, and will be able to effectively communicate with others and successfully work collaboratively in culturally diverse settings.

Institutional Excellence: The District’s governing board, staff and faculty will demonstrate through a culture of evidence commitment to excellence, equity and inclusion in every facet of its mission.

Student Success: The San José · Evergreen Community College District will improve student success through enhanced educational services and programs and strengthened community engagement.

College Experience: Enrichment opportunities will exist to enhance the learning environment and support student success.

STRATEGIC PRIORITIES 2013 - 2017

I. Student Success
The San José · Evergreen Community College District will improve student success through enhanced educational services and programs and strengthened community engagement.

II. Total Work Environment
The San José · Evergreen Community College District will promote a total work environment that contributes to the success and development of its students and employees.

III. Workforce and Economic Development
The San José · Evergreen Community College District will respond to the workforce needs of the Silicon Valley.

IV. Organizational Effectiveness and Sustainability
The San José · Evergreen Community College District will develop systems that promote institutional effectiveness and fiscal sustainability.

V. Technology
The San José · Evergreen Community College District will invest in information technology solutions that enhance the learning environment and support student success.

VI. Communication
The San José · Evergreen Community College District will engage in proactive communication with internal and external audiences to improve stakeholder satisfaction.
IT TAKES A VILLAGE

The Chancellor’s Community Advisory Group’s 100+ members play an active role in ongoing strategic planning to ensure District priorities are aligned with the needs of our community.
ECONOMIC IMPACT

SJECCD IMPACTS THE SILICON VALLEY ECONOMIC VITALITY

Through our vision of advancing opportunity, equity, and social justice for everyone through educational excellence, the District plays a significant role in impacting Silicon Valley’s economy from diverse perspectives. With the high cost of living demanding a higher living wage than almost anywhere else in the State, SJECCD ensures that all existing and potential students have access to high wages, high growth careers, and technical education opportunities.

ECONOMICS

In the heart of Silicon Valley, Santa Clara County benefits greatly from the high technology sector that has increased the per capita income, which has widened between the highest and lowest income, racial and ethnic groups. The benefits of a college degree are increasing. While a college graduate earned 80% more than a high school dropout in 1990, a recent study shows that even after the recession, “earnings of workers with a bachelor’s degree or better are still nearly twice that of high-school educated workers.”

COMPETITIVE ADVANTAGE

SJECCD helps local businesses stay competitive in a rapidly-changing global marketplace by designing competency-based training and education programs. As area business leaders focus on their core competencies, they are confident that SJECCD’s higher education and workforce preparation system is providing a highly-skilled, trained workforce that meets their immediate needs and is sustainable over time by creating career-related programs that match the skills of the current workforce to growing occupations. SJECCD has built that trust through creating a customized training unit attuned to employer needs.

BASIC SKILLS

The US Census indicates that 36.8% of Santa Clara County residents were born in a foreign country, and 50.8% speak a language other than English in the home. This population faces additional challenges to economic and other measures of wellbeing. SJECCD provided basic skills courses for 10,456 students who enrolled in college but did not have college level skills in reading, writing, or math and 7,778 students in courses for English language learners.

“The Hispanic Foundation understands that increasing the education level of our community is the key to improving the quality of life for Silicon Valley Latinos. The San José - Evergreen Community College District is helping to achieve that mission by offering accessible, affordable, and high quality instruction to our community.”

– Ron Gonzales, President & CEO, Hispanic Foundation of Silicon Valley

“San José - Evergreen Community College District ultimately provides a quality service dedicated to enriching student life for everyone connected with the campus.”

– Rev. Jethroe Moore II, President SJ/SV NAACP
“SJECCD is a go-to partner for our community-based organization as we develop the next generation of culturally competent health care leaders. We value our relationship with SJECCD in building our award-winning patient navigation program. Together, we are educating students to help patients navigate the complex and evolving world of health care.”

– Michele Lew, President and CEO, Asian Americans for Community Involvement (AACI)

“Involvement of Native Americans within the district provides an understanding of our students’ needs. SJECCD’s involvement with our community is vital. It provides a venue that supports access to higher education, the preservation of culture, and cultural continuum to our Native American community.”

– Deborah Morillo, Northern Chumash tribe of San Luis Obispo County, former student, current EOP&S CARE Advisory Board Member and community member
Meeting Employer Demands

OUR STUDENTS AND THE FUTURE

By 2020 the larger Bay Area region will see 723,700 job openings due to vacant positions and 344,800 job openings due to newly created positions. The total number of job vacancies is estimated to be 1,068,500.

Santa Clara County and Santa Cruz County will see the largest growth in the areas of Professional Services, Scientific and Technical, Healthcare, Social Services, and Finance. All growth areas are high paying and require schooling beyond high school.

SJECCD is meeting these demands. In 2014, SJECCD had the largest Graduating Class, with an increase of 48% of awards granted compared with the class of 2010 (from 750 degrees in 2010 to 1,109 degrees awarded in 2014).

“Community colleges are a critical part of California’s higher education and workforce preparation system. They serve the majority of our higher education students and offer programs for adults and workers in addition to serving college age students. Community colleges are our largest workforce preparation partner and their programs, including those in the San José - Evergreen District, are an essential part of preparing workers for the Silicon Valley and state economy. Going forward it will be important for community colleges to build on existing efforts to coordinate with industry partners to design programs that lead to actual jobs needed by local companies.”

— Stephen Levy, Director and Senior Economist of the Center for Continuing Study of the California Economy (CCSCE)
FUTURES IN HEALTHCARE
Students preparing for high demand careers in the health care industry.
IN 2014, WE CELEBRATED THE LARGEST GRADUATING CLASS IN OUR HISTORY.

SJCCCD is rising to the challenge and doing our part to contribute towards increasing the number of students earning certificates, degrees or transferring to four-year institutions by nearly a quarter of a million over the next 10 incoming freshman classes under college completion goals set by the California Community Colleges Board of Governors.
“This is probably the most ambitious goal-setting effort ever undertaken by our system... We are making a commitment to in-coming freshmen that more of them will graduate, transfer or complete career technical programs.”

– Dr. Brice Harris, Chancellor
California Community Colleges
Thank You!

YOU ARE A PART OF OUR SUCCESS.

Thank you for taking the time to read our 2014 Annual Report. Traveling the Road from Good to Great takes teamwork, persistence, and the unwavering belief that higher education will impact the lives of everyone in the SJECCD. With your continued support, we can ensure that our colleges will remain strong for all of us, especially the students of tomorrow.
A LIFETIME OF COMMITMENT TO STUDENT SUCCESS
SJECDD celebrates retiring employees, and thanks them for their years of service to ensure a brighter future for the next generation.