Addendum 1
Community Forums
to the
Butte College
Educational Master Plan 2008-2012
President’s Message

The purpose of Addendum 1, Community Forums, to the Butte College Educational Master Plan 2008-2012 is to document the results of the six community forums held in Spring 2012, to use the feedback from these forums to improve college processes and practices, and to establish a start point for the development of our new Strategic and Educational Master Plans.

As part of the college’s continuous improvement process and as a start point for future planning the college conducted a series of six community forums in Spring 2012. Ninety-six community, educational, and business leaders participated in these forums. The themes and suggestions identified during these strategic conversations form the basis for this addendum.

There were six significant themes that emerged from the community forums. These were: Access, Preparation, Completion, Workforce training, Support, Partnership and Communications. This addendum establishes a goal for each of these themes along with possible actions that can be taken to accomplish the goal.

The college will conduct dialogue with its key partners and internal constituencies and begin implementing those actions that it can to accomplish the goals established in this addendum. It will also use this information to inform the development of the new Strategic Plan and the new Educational Master Plan. It is anticipated that the new Strategic Plan will be developed in 2012-2013 and that the new Educational Master Plan will be completed in 2013-2014.

Our community, business, and educational partners have provided us with a tremendous amount of good information that can benefit our students. Since the success of our students is the reason we exist, I know that I can count on your support as we implement this plan to more effectively align our processes and practices with the expectations of the communities we serve.

Dr. Kimberly Perry
Butte College President
Background. The college is beginning a planning process that will set its strategic direction for the next ten years or so. As the community’s college it was appropriate to begin this process by conducting a series of conversations to gain input at the beginning of the strategic planning process from the communities the college serves. Additionally, gaining input from the community is a key component of the college’s continuous improvement process.

Community Forums

These strategic conversations were conducted at six community forums. These were held in Chico, Gridley, Oroville, Orland, Paradise, and Willows. In preparation for the forums invitation letters were sent to business, community, educational, health care and local agency leaders. Members of the public were invited to participate through the media. A total of 96 community leaders, business professionals, educational partners, and community members attended these forums.

Each forum began with a review of Butte’s mission statement, values and strategic initiatives; a summary of the Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis which had been updated in February 2012; and an overview of five possible strategies for addressing the results of the SWOT analysis (access, preparation, completion, workforce training and support). Cameron Hoffman, President of the Associated Students attended several forums and spoke very eloquently about his education at Butte College. The forum attendees then had the opportunity to provide feedback through facilitated small group discussions. The forums ended with each group presenting the key points from their discussion.

Community Forum Participants

Listed below are the names of the 96 community members that participated in the community forums along with the agencies they represent.

Chico: Bill McGinnis (Butte College Trustee), Alan Bee (CSU, Chico), Meredith Kelley (CSU, Chico), Corey Honea (Butte County Sheriff’s Office), Steve Thompson (Assemblyman Dan Logue’s Office), Thomas York, Shawn Telling (City of Chico), Roger Hager (Rabobank), Diane Norrbom (Rabobank), Mary Sakuma (Durham Unified School District), Kym Cambell (W.M. Campbell R.E.), Connie Bowe (Enloe Medical Center), Shirley Hansen (Enloe Medical Center), Mary Wittenberg (Behavioral Health), Andy Holcombe (Chico City Council), Fran Peace (Congressman Wally Herger’s Office), Ann Schwab (Chico Mayor), Jim Walker (Chico City
Council), Camie Alden (Sierra Nevada), Katie Simmons (Chico Chamber of Commerce), Dave Kelley (NMR Architects)

**Gridley:** Mike Boeger (Butte College Trustee), Pete Carr (Biggs City Manager), Joan Zappettini (Gridley High School Principal), Tracy Atkins (Biggs-Gridley Memorial Hospital), Andrea Redamart (City of Gridley), Lisa Van De Hey (Gridley Herald), Ravie Aujla (Ventana Group), Jerry Ann Fronter (Mayor Gridley), Jose Duena, Jorge R. Martinez, Deisy Herrerea, Marisela Martinez, Ana L. Ramirez, Patricia Escalante, Beunice Solis, Elizabeth Cardenas, Jack Karney (Enloe Hospital)

**Oroville:** Lou Cecchi (Butte College Trustee), Harold Duffy (Oroville City Administrator), Gordon Andoe (Oroville City Council), Diane Norrbom (Rabobank), Kari Medina (Rabobank), Pat Pascale (Butte College Foundation Board), Mike Walsh (Oroville Economic Development Corporation), Scott Perkins (Feather River Recreation and Park District General Manager), Steve Olmos (Deputy Superintendent Butte County Office of Education), Paul Waters (Butte County Office of Education Regional Occupational Programs), Robert Wentz (CEO Oroville Hospital), Don Rust (City of Oroville Planning), Robert Bateman (Roplast Industries CEO), Paddy Bateman (Roplast Industries CEO), Ernie Johnston (Roplast Industries), Thil Wilcox (Oroville Vice Mayor), Sam Driggers (Oroville City Economic Development), Dave Pittman (Oroville City Council), Allen Young (Oroville Arts Commissioner), Trish Young, Bill Jones (Oroville Chamber of Commerce), Wendy Sweeney (Alliance for Workforce Development)

**Orland:** Fred Perez (Butte College Trustee), David Vodden (Butte College Trustee), Bruce Roundy (Orland City Council), Benny Rico (Student), Mike Yalow (Small Business Development Center Advisory Committee).

**Paradise:** Tom McLaughlin (Butte College Trustee), Chuck Rough (Paradise Town Manager), Stan McEtchin, Mrs. Stan McEtchin, Mike Trinca (Paradise Recreation and Parks District), Jeff Dailey (Paradise Recreation and Parks District), Sally Higbee (Paradise Recreation and Parks District), Al McGreehan (Paradise Recreation and Parks District), Lauren Gill (Town of Paradise), Craig Baker (Town of Paradise), Diane Norrbom (Rabobank), Lilia Howder (Rabobank), Tom Conroy (Paradise Unified School District Board of Trustees), Robin Huffman

**Willows:** David Vodden (Butte College Trustee), Fred Perez (Butte College Trustee), Tracy Quarne (Glenn County Superintendent of Schools), Jerry Smith (Willows High School Principal), Vince Holvik (Willows Mayor), Judy Holzapfel (Glenn County Office of Education), Ben Titus (Titus Properties), RaeAnn Titus (Titus Properties), Linda Joseph (Glenn County HRA), Frank Marinello (Basin Street Properties), Mort Geivett (Willows Unified School District Superintendent), Jose Bravo (Rabobank), James Ward (Willows Unified School District Trustee),
Themes and Discussion Points from Each Forum

The following themes and outcomes emerged from the community forums. Although the themes and outcomes were similar, there were nuances in each community.

**Chico.** Major themes were 1) Partnership between K-12, colleges and businesses, 2) Linking workforce needs and instruction, 3) Use of technology to improve access and collaboration, 4) Maintaining effective communication and outreach in the community.

- **Access**
  - Focus on providing a coherent distance learning strategy that includes short-term training options.
  - Leverage technology to make the most of limited class time (lecture online and collaborative learning face-to-face).
  - Provide access so that students can meet their educational needs while working.

- **Preparation**
  - Conduct a structured, informed, and ongoing dialogue with the high schools to improve college readiness.

- **Completion**
  - Continue expanding the number of transfer degrees.
  - Look at how we are marketing our students to employers.
  - Simplify career and transfer pathways so that these can be more easily followed by students.
  - When resources are constrained focus on quality outcomes rather than increasing access.

- **Workforce Training**
  - Take a regional, North State approach.
  - The recent reduction to nursing funding was a concern.
  - There is a skills gap and local options for workforce training are critical.
  - Chico is focused on entrepreneurship and programs should support this.
  - New employees must be ready for the workforce immediately.
  - Other areas of emphasis in the business community are the use of mass communication, the development/use of social media, and the creation of engaged employees.
  - Consider more short-term training modules.
• Support
  o Consider providing mentorship and internship opportunities for students with successful leaders in the community.
  o Use these programs as opportunities to help students determine their educational goals.

• Partnership
  o The college should have a more active presence in the community.
  o Partnerships are particularly important in workforce development. Continue to develop and nurture partnerships in this area.
  o Realignment is a potential partnership opportunity and a major issue for the county. Should begin a dialogue with the Butte County Sheriff’s Office to provide strategies to help address this issue.

Gridley. Major themes were 1) access - high school, community, transportation; 2) short-term job training, 3) outreach and marketing, 4) partnerships with the community and private entities.

• Access
  o The long drive time between Gridley and the main campus makes it essential to have a presence in the community.
  o Provide some classes in the community.
  o Some programs and services are very important. Consider expanding these as resources become available.
    o Reg-to-Go
    o Summer Bridge
    o Transportation
    o Concurrent enrollment
    o College Connection

• Workforce Training
  o Adult school in Oroville is impacted and Butte College could provide training previously conducted there.
  o Potential programs could include: Certified Nursing Assistant (CNA), agriculture, welding, and agriculture business and accounting, Cosmetology, and law enforcement. Publicize the programs that are available and how these can be accessed.
  o Provide training for entrepreneurs using the Small Business Development Center and make these sessions available when people can go to them.
  o The cities in the south county operate their own electrical utilities. This could be a potential training opportunity.
According to employers, new employees lack critical communications skills (e.g. verbal skills, writing skills, and digital literacy).

- English as a second language is also very important.

**Partnerships**

- Work with cities, service clubs, churches, Hispanic radio, utilities, newspapers, and the business community to get the word out on Butte College services.
- Have the Career Center partner with local businesses to provide internship opportunities. Potential opportunities discussed were the hospital and a local software company.
- The partnership with the Farmworker Institute for Education and Leader Development (FIELD) has been very successful. This program is linked into the high school and is supported by the community.

Oroville. Major themes were 1) access, 2) partnerships between private and public entities, and 3) job market analysis and readiness.

**Access**

- Establish a Butte College presence in Oroville to include classrooms and associated support.
- Provide more online offerings.
- Guarantee seats for Oroville students.

**Workforce Training**

- Provide student tours to businesses so student can see available options.
- Connect with businesses to determine what skill sets they need.
- The infrastructure exists but we need more participation by the business community to identify skills needed by students.
- Use data more effectively to inform decisions for workforce training.
- Expand the use of internships.
- Create an assessment of jobs available and provide the curriculum to fill those jobs.

**Preparation**

- Create a better alignment with high schools.
- Focus on career and transfer pathways.
- Digital literacy is a big need for preparation and success in the workforce.
- Offer weekend courses for underprepared students.
- Partner with high schools to reduce the need for basic skills.

**Partnerships**

- Partner with the Lineman College.
- Partner with Oroville Hospital
o Use Harrison Stadium for football games
o Develop partnerships for business attraction and development.

**Orland.** Major themes were 1) collaboration with K-12 to improve the transition to college and 2) collaboration with industry to improve job readiness.

- **Preparation**
  - Collaborate to reduce the effects of the instructional disconnects between K-12 standards and college readiness. Common Core Standards could help resolve this issue.
  - Consider using Butte College students as ambassadors at the high schools.
  - Consider working with the after-school programs to infuse the expectation that students will go to college.

- **Access**
  - Expanding the Glenn County Center will help improve completion by providing the students with the opportunity to take more units and compress the amount of time needed to earn a degree or certificate.
  - Expand online options to reach a wider audience and provide support to help the students succeed in an online environment.

**Paradise.** Major themes included 1) Access – transportation, technology, etc. 2) Partnerships – K-12, business and industry, collaboration, and 3) Communication – we need to keep our communities informed of what we are doing.

- **Access**
  - Increase the availability of online courses – particularly related to workforce development.
  - Consider reestablishing a Butte College presence in Paradise in partnership with other community agencies.

- **Preparation**
  - College Connection is an incredibly important program and should be sustained and expanded – perhaps with an online component.
  - Work with the high schools to improve preparation through curriculum alignment, the use of summer/compressed classes, and by leveraging the California State University Early Assessment Program (EAP).
  - Reach out to high school and middle school students to establish college-going as an expectation.

- **Completion**
  - Focus on working with students to establish goals and consider partnering with the Career Center to do this.
• Workforce Training
  o Explore the idea of a Skill Center on campus to manufacture things that could be sold to help provide funds for the school.
  o The support provided by Small Business Development has been very helpful to the Paradise business community. There is a business community interest in further collaboration.
  o Provide training for students in careers out-of-the-area career fields such as PG&E welding. Work with the Career Center to help students find careers.

• Support
  o Even with improvements to the B-Line there is still not enough transportation support available for students.

• Partnership
  o Partner with community agencies to periodically let them know what the college is doing.


• Access
  o Students are consumers. Make it easier for them to use your product.
  o Provide more online course offerings.
  o More classes are needed in the community.

• Preparation
  o Make students realize that assessment tests are critically important.
  o The classes currently offered at the high school are very successful.

• Completion
  o Get students through pathways quickly and into the workforce.
  o Realize that many students will not transfer but will need high quality certificates that are credible in the business community.

• Workforce Training
  o Find ways to make career choices relevant for the students.
  o Consider developing and using a mobile training lab to train students in remote communities on specific Career and Technical Education skills such as electrical.

• Support
  o Use the resources available in the community to help students identify goals and persist to meet them.
Consider establishing a “School Buddy” program under which alumni from the high school attending Butte College go back to their high school to talk to students. The concept is set college-going expectations for the high school students.

- Partnerships
  - Partner with the high schools to provide college courses that can be used to meet AP requirements.
  - Partner with the business community to identify the skills students will need in the workforce.
  - Use resources available in the community to help with access. There are buildings available in the community that can be leased.

**Butte College Planning Focus.** The strategic conversations that occurred at the six community forums provide a start point for the college’s strategic and educational master planning efforts. The college’s new Strategic Plan will be developed in 2012-2013 and, following this, a new Educational Master Plan will be developed in 2013-2014.

Shown below are the themes developed during the community forums that will be used as a focus for future planning and partner dialogue. Each theme has a goal and potential actions that could be taken to meet that goal. These goals and potential actions are a start point and will be developed further during the college’s planning process.

- **Access**
  - Goal: Provide students with an increased ability to access educational programs and support services.
  - Potential Actions: Maintain and improve transportation, provide on-site classes and support services, and expand distance learning opportunities and on-line support services.

- **Preparation**
  - Goal: Partner with the school districts and high schools to ensure that students start at as high a level as possible in Mathematics, English, and Reading and have the digital literacy skills to succeed in college.
  - Potential Actions: Establish college-going expectations for K-12 students, partner to conduct early student goal setting and educational planning, align college and high school curriculum and assessment instruments, and maintain concurrent enrollment programs.

- **Completion**
• Goal: Provide students an opportunity to earn degrees, certificates and/or to transfer in a reasonable timeframe so that they become productive members of the labor market.

• Potential Actions: Expand the number of transfer degrees, ensure clear career and transfer pathways, build the instructional schedule around these pathways, and provide effective support services.

• Workforce Training

  • Goal: Provide educational programs and workforce training opportunities that are based on state, regional and community needs.

  • Potential Actions: Partner with employers to ensure that programs provide the skills needed in the workforce, provide short-term certificates that meet immediate labor market needs, and conduct workforce training and support through Contract Education, the Training Place, the Small Business Development Center, and the Health Workforce Initiative.

• Support

  • Goal: Provide students with the support they need to meet their educational goals.

  • Potential Actions: Maintain and, as resources permit, expand existing programs and increase online support.

• Partnership

  • Goal: Provide an ongoing dialogue with educational partners, governmental agencies and the business community that results in alignment of effort and a focus on labor market and community needs.

  • Potential Actions: Establish mechanisms for ongoing dialogue as well as the capability to react effectively to opportunities as these occur.

• Communications

  • Goal: Provide relevant information to the community as well as local business and community leaders about the programs and services offered by the college as well as its challenges and successes.

  • Potential Actions: Use of the media to get information out to the wider community and send targeted information to business and community leaders.

Although the college may be unable to implement all of the ideas gained from the six community forums, the themes identified during these strategic conversations will be used as a point of focus during its planning. These themes will be developed further during the college’s
planning processes and will serve as the basis for dialogue involving key partners and college staff about specific steps that can be taken to address underlying issues. This approach will ensure focus on the themes developed during the strategic conversations and solutions that are consistent with college realities and partner capabilities.

**Next Steps.** The themes developed from the six community forums will provide a focus for the college’s strategic and educational master planning efforts. The college’s new Strategic Plan will be developed in 2012-2013 and, following this, a new Educational Master Plan will be developed in 2013-2014.

Participants at the community forums will receive copies of the Strategic Plan and Educational Master Plan after these are approved by the Board of Trustees as well as periodic updates about the progress of the college’s planning process and work conducted by the college and its partners to address the themes identified during the community forums.