In This Issue

- President’s Corner
- Pages for Change Voting Ends Today
- Breaking Barriers Series to Feature Danilo Begonia, 4/6
- First Cesar Chavez Breakfast at CoA a Success
- CoA Shares Brand Discovery Research Report
- Bookstore Gets an Extensive Facelift
- ASCOA Presents Festive St. Patrick’s Day Event
- Save the Date: MESA Center Open House, 5/4

President’s Corner

This has been an extremely busy week at CoA! We hosted the District’s first People’s Breakfast honoring Cesar Chavez and his work as a civil rights and social justice leader. The speakers and performances were inspiring and reminded us of the work that still needs to be done for our community. See details in the following article.

We are almost at the finish line on the Bookstore renovation and update to the Pit in Building F. It truly will enhance the student experience and will create an environment that is inspiring and reflects that of higher education.

One of the activities in our Student Equity Plan was to have students tour Historically Black Colleges and Universities (HBCUs). We have 10 students who have been sending daily updates on their experiences at some of the most respected colleges in our nation. A couple of students have been accepted to a couple of colleges already!

CoA had its campus forum to discuss the data that will inform the Education Master Planning (EMP) process. The participation from the campus was stellar and will provide an opportunity for all voices to be heard. Individual and group interviews will be held as well. More information about this process is available at alameda.peralta.edu/educational-master-plan/

Mark your calendars for Friday, April 15 at 6:30 p.m. in Building F to attend the first debate by our newly formed Speech and Debate team lead by Jennifer Fowler, our new Communications faculty member. Judging the event will be:
- Rob Bonta, Assembly Member
- Joi Lin Blake, President, College of Alameda
- Helen Hutchinson, President, League of Women Voters California

The mission of the College of Alameda is to serve the educational needs of its community by providing comprehensive and flexible programs and resources to empower students to achieve their goals.
Jim Oddie, Alameda City Councilmember  
Steven Fong, Director of Teaching and Learning for Alameda Unified School District

The winning debate team will receive a $1,000 scholarship and the winning debater will be awarded a $500 scholarship. Funds are provided by LWVA members, the Rotary Club Alameda, the Bank of Marin, and GoldenLeaf Energy. All debaters, participants in Girls Inc. of the Island teen program and Alameda High School students, will receive one college credit in Communications from the College of Alameda, and a medal and a certificate to recognize and commemorate their participation. Let’s give Jennifer a shout out for all of her good work!

Joi Lin Blake, Ed.D.  
President, College of Alameda

Pages for Change Voting Ends Today

Reminder: Today is the final day to place your vote for Pages of Change. Vote today at surveymonkey.com/r/7QKQ398.

The four titles are:

- *The Circuit: Stories from the Life of a Migrant Child* by Francisco Jimenez
- *Between the World and Me* by Ta-Nehisi Coates
- *Of Beetles and Angels*, by Mawi Asgedom
- *Whistling Vivaldi* by Claude M. Steele

Pages for Change is a new initiative designed to encourage a common reading experience and sense of community at College of Alameda. One book will be selected for the campus to read and study during the 2016-17 academic year. Faculty and staff are encouraged to incorporate the book and related campus events into their curriculum, and to teach its themes -- social justice and equity, sustainability, technology/innovation, and inspiration and guidance -- from a variety of disciplines and perspectives.

*Article by Tim Karas.*

Breaking Barriers Series to Feature Danilo Begonia, April 6

Save the date for the final event in CoA’s Breaking Barriers Lecture Series, featuring Danilo Begonia.
When: Wednesday, April 6  
Time: 12:15 p.m. – 1:30 p.m.  
Where: F Building, College of Alameda

Danilo Begonia is Professor Emeritus of Asian American Studies and former Dean of the School of Ethnic Studies at San Francisco State University. His demanding, highly interactive teaching style has inspired many students who have been guided by his wisdom and life lessons.

*Article by Dr. William Watson.*

The mission of the College of Alameda is to serve the educational needs of its community by providing comprehensive and flexible programs and resources to empower students to achieve their goals.
The People’s Breakfast Honoring Cesar Chavez at CoA a Success

On the early morning of March 29, the entire Peralta Community College District came together at College of Alameda to celebrate the life of Cesar Chavez, the venerable co-founder of the National Farm Workers Association and civil rights leader.

The People’s Breakfast, was the first of a series of events proposed by the district to honor significant historical figures and movements which have significantly impacted our lives. Other breakfast themes may include Martin Luther King, Jr. Day and ethnic history months.

President Blake opened the day with uplifting words about Cesar Chavez and the legacy that continues to guide activists in civil rights struggles today.

Poet and Peralta faculty alumnus Dr. Rafael Jesus Gonzalez, who knew and was an associate of Cesar Chavez, recalled his personal experiences with Chavez and gave his perspective on the organizational and political state of the struggle. Dr. Gonzalez admonished listeners to think and to strongly consider the high stakes of the next presidential election.

The event featured colorful and energetic performances by the College of Alameda Dance Department, along with local traditional Mexican dancers from Costa De Oro Ballet Folklorico and a trio of guitar players providing background music.

The keynote speaker was Oakland Councilmember Abel Guillen, a former Peralta Trustee, who reminded the audience that Cesar Chavez’s struggles were not just for the Mexican people and farmworkers; it was a struggle for all oppressed people. Guillen cited his own educational, professional and political experiences, as a first-in-family college graduate, a minority in a predominantly dominant-culture finance industry, and as a young person with high political aspirations, all of which came in the face of a strong headwind.

Also in attendance were current members of the Peralta Board of Trustees, City of Alameda Mayor Mayor Trish Herrera Spencer, and other dignitaries.

Overall, the People’s Breakfast, which was organized and managed by College of Alameda faculty and students, was uplifting and enlightening. Thank you to all of you who worked so hard to make it a success.

Article and photos by Randolph Belle.

CoA Shares Brand Discovery Research Results

In August-October 2015 College of Alameda (CoA) conducted a brand discovery study to better understand how the College is currently perceived by its key audiences (students, faculty, classified staff, administration, community) and

The mission of the College of Alameda is to serve the educational needs of its community by providing comprehensive and flexible programs and resources to empower students to achieve their goals.
to help to define its brand identity (current and aspirational). Thirty-six faculty, staff, administrators, community members, students and alumni were interviewed by an independent consultant for this project, with their responses captured verbatim. College administration reviewed the results, and requested that the executive summary be shared in the Splash with the whole college community:

The majority of interviewees concurred that CoA does have some image challenges and an unclear brand identity. The college is not well known in the local community. Its brand identity is not strong relative to other nearby community colleges, and it is impeded to some degree by its association with the Peralta Colleges and comparison to other colleges in the District. It is not the local “college of choice.”

Based on the research findings, the College’s current identity may be summarized as follows:

College of Alameda is **smaller and quieter than other community colleges.** It’s a **diverse, inclusive community**, based on **personal relationships**, with a **family feel**. The campus, **uniquely situated in an island community**, is **open and spacious** with **lots of green space**, giving it a **4-year-college campus feel**.

The College’s **high quality instructors** are **dedicated to supporting students**. Our academic offerings include **unique CTE programs** that you can’t get anywhere else locally.

CoA is a place where **you’ll receive personal attention** and **you won’t get lost in the crowd**. It’s **accessible** and **convenient** – it’s **easy to get there, easy to park**, and **easy to get what you need**.

The College was not perceived as being technology-forward, cutting edge or innovative. However, many respondents expressed a desire that it become so in the future.

Participants acknowledged that CoA is changing for the better under the current administration. However, outdated and unattractive facilities, inadequate technology, a history of high administrative turnover resulting in low morale among faculty and staff, inconsistent support for programs, accreditation issues, and a disconnect from the local community were cited as the most significant detractors to CoA’s brand. *(Note: The College and District have been working hard to address many of these issues since the study was completed.)*

Responses indicated that there is significant room for improvement in the ways CoA presents itself to the public (and its internal stakeholders). CoA’s logo was considered “retro” and “dated” with an even split of likes/ dislikes. Students identified with CoA’s cougar mascot but faculty, staff, and administration were ambivalent. Participants stated that CoA’s website is in need of a systematic overhaul, redesign, and tighter ongoing management *(This is being undertaken now)*. Printed marketing materials for the college were seen as OK and improving in recent years but not great. Both internal and external communication could be stronger – but participants were cognizant that a slick marketing campaign is not the answer to improving CoA’s image. Making foundational improvements and effectively communicating these, internally and externally, are what’s needed.

Despite CoA’s challenges, almost every respondent expressed pride in College of Alameda and hope for its future. 92% of those surveyed said they would recommend College of Alameda to prospective students. Most said they already do. Respondents presented a strong aspirational vision for CoA as the “College of Choice,” and suggested numerous improvements to help get there. Key opportunities included the creation of new events on campus to bring in the community, formation of new community partnerships, improving campus aesthetics, improving customer service to students, and more effectively supporting and tracking student success outcomes.

For questions about this study, or to receive a copy of the full report, please email joblackmon@peralta.edu.

*Article by Jennifer Owen-Blackmon*
Bookstore Gets an Extensive Facelift

College of Alameda will reopen an all new CoA Bookstore in less than two weeks. Since last fall, CoA has worked with our Bookstore vendor, Follett Books, Inc., to redesign the CoA Bookstore to make it an exciting campus destination with improved functionality. After several weeks of planning and a tour of other newly remodeled Follett Bookstores, including San Francisco State University and Golden Gate University, CoA/Peralta Community College District renegotiated an agreement for the $175,000 redesign to be funded by Follett Books, Inc.

Work started during Spring Break and the project will be completed in less than two weeks. Be sure to take this “during” photo with you when you see the new place! See next week’s Splash for the “after” photos, more information about this exciting project, and details on the Grand Reopening!

Article and photo by Dr. William Watson.

ASCOA Presents Festive St. Patrick’s Day Event

Despite conflicting weather forecasts, March 17 was a sunny spring day. In celebration of St. Patrick’s Day, ASCOA provided a photo booth, shaved ice, cotton candy, cupcakes, and popcorn. The Art Club provided a table of representatives, taking advantage of a prime networking opportunity.

Overall, students seemed to have enjoyed the event, and we hope our future events will receive the same positive response. Many thanks to all of the volunteers who helped make this event possible. We also would like to thank the students who attended the event.

Be sure to check out ASCOA’s Twitter (@ASCOA_16) for updates on any future events and volunteer opportunities.

Article by Christopher van Diggelen, ASCOA Communications Officer

Save the Date for MESA Center Open House, 5/4

Save the date for the MESA (Mathematics, Engineering, Science Achievement) Center’s Spring 2016 Open House.

DATE: Wednesday, May 4, 2016
TIME: 3:00 - 4:30 p.m.
LOCATION: MESA Center, Room 125, Science Annex, 860 Atlantic Ave. Alameda

MESA (Mathematics, Engineering, Science Achievement) Program supports and empowers first-generation college
students to successfully transfer to 4-year universities to study and pursue careers in STEM (Science, Technology, Engineering, Math). MESA provides a peer support and study group network, exposure and mentoring from STEM career professionals and faculty, lab and office tours of local STEM companies, academic counseling and support in applying to scholarship and internships, and leadership development opportunities. The MESA Program at College of Alameda started in Fall 2015 and is open to all Peralta District students.

Come see the MESA Center and learn about the MESA Program and its services and benefits for students. This event will include light refreshments, great conversation, and good energy!

*Article by Camille Santana and Curtis Frank*

## Make a Splash!

The *CoA Splash* is now published weekly! All complete articles and submissions received by **Monday at noon** will be included in the Friday edition. Submissions received later in the week will be published the following Friday. Please send your submissions to [coasplash@peralta.edu](mailto:coasplash@peralta.edu) and include:

- Your article or story, in 1-3 paragraphs, including the name of the person who wrote it.
- A high-quality, compelling photo or two. Tell us the name of the photographer and who’s pictured. Make sure that you have their consent for it to be published online.
- A contact person whose name and phone/ email we can publish “for more information.”

Help us improve your newsletter! Send your suggestions and feedback to [coasplash@peralta.edu](mailto:coasplash@peralta.edu)