



# IMAGINE

West LA 6<sup>th</sup> Annual Leadership Retreat

SUMMARY REPORT FROM THE

**Fall 2007 Leadership Retreat**

*The FUTURE of West LA College*

*Can Be as You Imagine...*



**FALL 2007 LEADERSHIP RETREAT**  
**The FUTURE of West LA College Can Be as You Imagine...**

**Day's Activities**

MCs: Fran Leonard, Lloyd Thomas

8:15 am - 8:45 am	Check-in and Continental Breakfast
8:45 am - 9:10 am	Jumpstart, Chris Best
9:10 am - 9:30 am	<i>"Imagination on the Eve of our 40<sup>th</sup> Anniversary,"</i> Westies President Rocha
9:30 am - 9:50 am	Introduction of Newly Hired Faculty, Staff and Administrators, President Rocha & VPs
9:50 am - 10:20 am	Imagine - Activity 1 Close your eyes and remember your own educational experiences, what your favorite spaces and programs were. What was it about those places and programs, that nurtured, inspired and motivated you? How might we create a similar effect with our future campus? What kinds of new buildings would best realize these places/programs? [Choose a notetaker at your table.]
10:20 am - 11 am	Groups report out.
11 am - 11:30 am	Imagine - Activity 2 Groups open the first of two sealed envelopes. Topics include: Environment, enhanced external communication and internal Communication, new programs, technology and distance learning
11:30 am - noon	Groups open the second of two sealed envelopes. [Facilitators collect notes from all easels, roll these up and give to F Leonard to be collated into a final report.]
Noon - 1:15 pm	Lunch - one floor up
1:15 pm - 1:45 pm	Basic Skills Overview, E Crippens, L Thomas
1:45 pm - 2:10 pm	Accreditation Progress Report Update, F Leonard, Y. Simone
2:10 pm - 2:35 pm	Marketing Update, M Long-Coffee, C Castellanos
2:35 pm - 2:50 pm	Frequently Asked Questions, B Regalado and C Alcala
2:50 pm - 3:05 pm	Wrap-Up, Dr. Rocha and Evaluations, L Thomas

*Committee Members: Clarisssa Castellanos, Holly Bailey-Hoffman, Cari Hildebrandt, Eric Ichon, Sheila Jeter-Williams, Fran Leonard, Michelle Long-Coffee, Maria Mancina, John Oester, Lorraine Patriarca, Betsy Regalado, Nancy Sander, Bob Sprague, Alice Taylor, Lloyd Thomas, Jack Waites, Geneat Walton*

FALL 2007 LEADERSHIP RETREAT  
The FUTURE of West LA College Can Be as You Imagine...

## SUMMARY

### Imagine - Activity 1

*Close your eyes and remember your own educational experiences, what your favorite spaces and programs were. What was it about those places and programs, that nurtured, inspired and motivated you? How might we create a similar effect with our future campus? What kinds of new buildings would best realize these places/programs?*

### “This Is A College” - Future “West” Space

Challenges: Elevation, Hills

Design of Space: Should reflect the mission of the facility; (function) e.g. - Music - Salon;

Develop a Campus for the “Whole Person”; an Experience, Not A Pass-Through; Organic - Interaction;

### Imagine - Activity 2

Groups open two sealed envelopes and discuss the following subjects for West’s future:

<b>TECHNOLOGY AND DISTANCE LEARNING</b>
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- Smart classrooms
- Wireless campus
- “green campus (environmentally friendly)
- Smart I.D. card for students, faculty and staff
- Increased Faculty Training; Etudes, etc. - Encourage faculty to adopt new technologies (with rewards, such as t-shirts, plaques); have technology adapters inform/educate those who might be reluctant adopters; enhance efficiency
- Enabled Websites; (Streaming Video, Ad Revenue, Etc.)
- Podcasting all courses, college information, announcements, etc. and for other divisions on campus
- Sports Teams, Art - Videos
- Tech Lab - Admissions & Records (Other Student Service Areas)
  - “ATM Style” Services
- Expand Online Student Services -
  - Include “Tutoring Hotline”; “Counseling Hotline”

- Faculty Webpage - “High Density Environment” -
  - TV Info similar to Pepperdine
- Dept. E-Mail Addresses available to students
- Wireless VOIP
- TV Lab/Studio (HCPR)
- Videocasts
- SARS text messaging
- Online career fair
- LCDs in classrooms feature ads, graphics, information on services, news, etc. (Sell advertising to pay for this.)
- Digital billboards in gathering areas to announce ASO activities, mgts., campus services, clubs, faculty and student-of-the-month
- Are you having an SLO day? SLO-ing, SLO-motion
- Major overhaul/updating of majors we offer to incorporate technology; add new ones to meet current and future jobs; skill certificate programs, including a DL certificate and online degree program
- Offer a comprehensive set of online classes. A student should be able to complete GEs and/or a course of study.
- Dept. websites with links - continuously updated and expanded
- Web updates, web-cam/tele-conferences; electronic newsletter
- Email webmaster with questions; cyberspace care online info
- Visit and study other online providers for best practices
- Maintaining and fostering online academic integrity; counsel students as online learning is not for everyone or for every subject; target marketing to those best suited for online learning
- Consider on-campus and satellite locations for proctored testing
- Use technology to authenticate who is participating online
- Insist on plenty of student/teacher interaction and access
- How do you retain online students?
- Help desk/tech lab for online students; tutoring and counseling hotlines
- ATM-type services
- Teach online students how to do online research
- Enhance Student Services for distance learning (financial aid, counseling, etc.)
- Online publicity
- Web links to 30-sec. clips of discipline instructors in action
- Accessible web clips clarifying various course details
- Digital jumbo-tron at college entrance(s)
- Enhance District software
- Dept. email addresses available to all students
- Be known as a campus with excellent on-line classes NOT as the online campus
- Provide online resources—counseling, financial aid, etc.

- Offer a comprehensive set of online classes so that a student can complete GE and/or a course of study
- Market to attract students best suited to online learning
- Market our good online reputation
- Have on-campus and satellite locations for proctored testing for distance learning classes
- Use technology to authenticate who is participating online
- Classes offered online are also offered traditionally
- Include an online component for each class
- Recruit and train on-line instructors (workshops, publicity, information inside schedule)
- Create a certificate for DL
- Recruit experienced online instructors who already know how to use the web really well
- Underwrite an online class for any teacher who wants to take one
- Newsletter—generating DL information
- Cyber/space care online—info
- Computers n the classrooms
- Visit and study other online providers
- How Do We Maintain Integrity?
- Visual Aids
- Help Desk—increase college support to the Helpdesk for students who have trouble online
- Encourage classroom teachers to also teach online—so standards are consistent
- Reach online students how to do online research

#### ENHANCED INTERNAL COMMUNICATIONS

- “Say Hello” to students when walking across campus and inter-office;
- Social Opportunities for entire staff - (Coffee Hour, etc.)
- Encourage attendance at campus events: Foundation, Book Clubs, etc.
- Emergency Notifications for Campus; Bulletin Board Announcements, Master Calendar! (Software)
- Project Management Software (coordination of assistance with different campus projects)
- Improve Connection To Adjuncts - Orientation/Hiring Packet
- Increase District Office Workshops on campus
- Meeting Log Jam!
- Stop email “cc” to “All West”
- Name tags & buttons - “ASK ME” with name, dept. and year started with District
- Campus radio station
- Student lounges within divisions
- Student community area
- Room changes announced in a timely way to reduce stress on students, faculty and staff

**West LA 6<sup>th</sup> Annual Leadership Retreat Summary**

- Improve student orientation programs - open houses - hosted by disciplines/divisions
- Social activities calendar/social directory
- Student list serve/portal based on discipline
- Community forums/leadership groups
- Publicize our facilities (track, baseball & soccer fields, auditoriums, quad and gallery) for community events
- Sponsor/support little league, AYSO, etc. teams, high school plays - small money contributions or use of facilities or donate time or props - publicity on program bulletins and banners at games
- President hold outdoor townhall mtg. with lunch with students
- Weekly faculty gatherings to share stories/information about themselves and their disciplines
- Movie/theatre nights
- Wear-your-West clothing day
- Talent Show
- Wine-Tasting group
- Faculty debates/topic discussion
- Faculty vs. students' games
- Exercise hour, wellness, stress-busting
- Include in catalogs and class schedules - job possibilities, classes to prepare students for and excite students about these jobs
- Minimize the meeting logjam; Master Calendar
- Emergency notifications to campus
- Stop email "cc" to "All West"
- Increase District Office workshops on campus
- Career day for environmental studies

**ENHANCED EXTERNAL COMMUNICATION**

- Tutors for high schools; student ambassadors (paid?)
- After-school programs for high (and middle) school students - Inglewood students we use to have were very motivated and afternoons West's facilities/classrooms are underutilized
- Teacher training for LAUSC/CCSD, etc. - send their children here.
- Think of our community as larger than Culver City - include Westchester, Crenshaw, etc. Go where we are wanted, develop a culture that Culver City will want to be a part of
- Have a presence in local parades, other civic activities
- Create a cache for the college: THE Westside college, "between the beach and Beverly Hills"
- High-profile guests and events that are well-publicized with banners
- Booths in malls, fairs, etc.
- Schedules distributed to local coffee shops, mechanics and doctors' offices, where people wait/are a captive audience
- Ice cream socials
- Radio and TV stations, campus newspaper
- Offer volunteer opportunities in various places on campus
- New mascot & nickname
- Intramural sports
- Cultural weeks
- Satellite locations (malls, churches, libraries, etc.)
- More corporate partnerships - retreat facilities, conference bldgs., information ctr., dining hospitality (i.e. Hilton, AEG, Sony, Gates, UPS, Yahoo, etc.)
- Create internships with surrounding businesses
- Host art openings and theatre events
- Host an international food-tasting festival
- Invite Debbie Allen dance studio to campus
- Create and utilize an Alumni Network to help students get jobs
- Use existing Advisory committees to enhance awareness of West's offerings
- Approach businesses/corporations to sponsor scholarships
- Increase JumpStart-type classes so students associate West with college success
- Offer mini-classes taught by West's students to local elementary and middle schools
- West LA athletes visit local schools to read
- Summer campus for high school students
- Family/Sibling Day - students bring parents/siblings to be active in the classroom
- Field trips to theatres for relevant disciplines
- Training provided at West for local employers' employees
- Answer phones 24/7; instant connections, good service
- Connection with Kirk Douglas Theatre
- Multilingual, 24/7 access information to community
- Get articles, mentions in the little, local freebie newspapers
- Recruit out-of-state students

**NEW PROGRAMS**

- Service learning; student internships; local apprenticeships
- Partner with 4-year programs to have prep/pre-req classes; have these 4-year programs speak/recruit, mentor, give orientations to West's students
- All areas represented during Welcome Week
- Extend international students' programs
- Hospitality AA degree (hotel/restaurant management)
- Catering/Craft service
- Human Resources Skill Certificate
- Computer repair certificate
- Motion Picture-related trades (make-up/special effects, lighting, props, sound, digital editing, stage set-up, camera operator, animation)
- Connections with Kirk Douglas Theater and SONY Studios.
- Holistic health program; alternative health education (acupuncture, homeopathic medicine, organize nutrition/local food gardening/herbs, yoga, massage, herbal health, meditation, tai chi, qi gong, Parkours; spa/oasis; cafeteria, culinary arts, physical therapy, geriatric program [expand partnerships with local senior centers], home health aide, offer free health and wellbeing seminars in community)
- Healthy Aging for baby boomers
- Brotman CNA program
- Personal finance, forensic accounting,
- Appropriate, relevant vocational training at Fox Hills, Baldwin Hills malls; LAX; hospitals and doctors' offices; customer services for service industries
- TSA Training with airports
- Airline training/Customer services
- Service learning credit, i.e. student mentors
- Volunteer program
- General service quality training
- Early Admissions education programs
- Short-term certificate programs (legal secretary, etc.)
- On-line GE program
- Business/E-commerce
- Homeland Security - terrorism management
- CSI/DAN trace analysis
- Interdisciplinary programs - economics & real estate; anthropology and Administration of Justice; Language Arts & Administration of Justice; Law & Paralegal & Administration of Justice; International Business with Travel, etc.
- Environmental science
- Stand-alone software classes, PDF, Adobe Pro
- Student Abroad programs
- Globalization of the economy
- Teacher training for LAUSD, CCSD, etc.
- Travel industry - focus on traffic, fuel economy, transporting people and goods

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## IMAGINE

### West LA 6<sup>th</sup> Annual Leadership Retreat Summary

- Culinary Arts program
- Career day for environmental studies
- Horticulture program—Landscape Architecture
- Allied Health (partnership with 4-year. University)
  - EMT/Paramedic
  - Nursing program (ADN/MSN partner with Mt. St. Mary's)
  - Fire Technology
  - Dental Assistant
  - Home Health Aide

## ENVIRONMENT

Challenges: Elevation, Hills

Design of Space: Should reflect the mission of the facility; (function) e.g. - Music - Salon;

Develop a Campus for the "Whole Person"; an Experience, Not A Pass-Through; Organic - Interaction;

- Student Gathering Areas - "Open"
  - 'Natural Hangouts" (like the Freudian Sip)
  - Study Spaces-Active, Lively, Informal with "Windows"
  - Art Infuse - Plaza- Open Air Pavilion
  - Outdoor Social Spaces
  - Sense Of Connection
  - Symbolic Spaces -Clock, Fountain
    - Every Building should have a social and student centered area
- Faculty Lounge
  - Community Room
  - Reading Room with a Coffee Bar
- Tech Center - High Density
- Conference Center (dedicated for conferences only)
- Theater (1500 Seating)
  - Speakers/Artists Forum
    - "Integration" - Cross-Discipline Speakers

**West LA 6<sup>th</sup> Annual Leadership Retreat Summary**

- Communication Center
  - TV/Radio Station
- Student Housing—dorm
- Create relationships with local renters including section 8 to make it easy for students to find housing.
- Food Court
- Community Forum area
- Outdoor conversation clusters
- Numerous outdoor seating areas
- Murals/visiting artists
- Trees and floral plantings
- No smoking areas
- Information booth at entrance
- A real cafeteria
- Neat and clean environment, both inside and outside
- Litter campaign
- Recreation facilities (pool?)
- Every office answers its phones
- Concert bowl
- Allied Health Building with Urgent Care on campus
- Green spaces, lots of foliage, quads for hanging out and studying
  - benches, daises, concrete clock-type table/bench areas on graduation quad with umbrellas or trees, sculptures or student art
- Departments have buildings/hallways where students can hang out with like-minded, study, etc. (FA has quad with cement benches but no one hangs out?)
- Coffee lounge/internet café/wi-fi
- More state-of-the-art classrooms and labs
- Digital billboards in gathering areas that tell about ASO, campus services, clubs, faculty and student-of-the-month
- Solar Farms
- Olympic size swimming pool
- Remember that re-cycling is the last resort—reducing and re-using are key strategies
- Better promotion of County surplus warehouse as a place to find desks, file cabinets, bookcases, etc.
- Paperless classrooms, meetings and offices
- Create a Ride-sharing board
- On-campus battery recycling drop bin
- Partner with 4 year universities that have environmental studies/engineering/green studies to assess West as their class project

**2007 LEADERSHIP RETREAT PARTICIPANTS**

1.	Aggers, Steve *
2.	Aguiar, Aracely
3.	Alcala, Celena *
4.	Amaugo, "Chuck"
5.	Banday, Patricia
6.	Barcos, Carolina
7.	Best, Chris (Jumpstart)
8.	Blustein, Bonnie
9.	Brodetskaya, Vera
10.	Buchynski, Bill
11.	Calderon, Paul
12.	Canales, Carrie
13.	Casser, Lynn
14.	Castellanos, Clarissa *
15.	Chiang, Anna
16.	Chung, Isabella
17.	Clowers, Linda Matthew *
18.	Culton, Josefina
19.	Crippens, Eloise
20.	Dang, Nick
21.	Doerfler, Cheryl
22.	Dzhambazyan, Ayku
23.	Enciso-Givhan, Gjenai
24.	Evans, Elizabeth (Beth)
25.	Friedman, Judith-Ann *
26.	Froloff, Cathy
27.	Gonzales, Frank
28.	Gonzalez, Antonio
29.	Hansen, Allan
30.	Haywood, Jo-Ann
31.	Henk, Nori
32.	Hildebrandt, Cari
33.	Ichon, Eric
34.	Inana, Darren
35.	Jacinto, Norma
36.	Jacobs, Betty
37.	Jacobson, Nikki
38.	Jarmon, Lawrence
39.	Jeter-Williams, Sheila
40.	Johnson, Aqukeiva *
41.	Jordan, John
42.	Keskinel, Meric *
43.	Khachatryan, Artsvik *
44.	Khorooshi, Sholeh
45.	Korney, Aurora
46.	Lara, Art
47.	Lee, Jeff
48.	Lee, Jennie
49.	Leonard, Fran
50.	Long-Coffee, Michelle*
51.	Mabsout, Rima
52.	Mancia, Maria
53.	Margot Michel
54.	Mateo, Maria Luisa
55.	Matsuhara, Colleen
56.	Mc Daniel, Saty *
57.	Monroe, Russel
58.	Montenegro, Lolita
59.	Montour, Marie

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60.	Morrison, Phyllis
61.	Muller (Vogler), Thea
63.	Natividad, Jonathan
64.	Nicholas, Vanita
65.	Oester, John
66.	Packham, Larry
67.	Park, Aeran
68.	Patterson, Rod
69.	Pech, Olga
70.	Perera, Sonali *
71.	Preziosi, Aimee *
72.	Ramos, Carlos
73.	Ratkovich, Joanna
74.	Regalado, Betsy
75.	Richards, Heather *STUDENT
76.	Rizhavskaia, Zinaida
77.	Rocha, Mark W. Dr.
78.	Rodriguez, Abel
79.	Rodriguez, David *STUDENT
80.	Rouzan-Thomas, Sherron
81.	Rowell, Larry
82.	Samilton, Jawell*
83.	Sander, Nancy
84.	Schenk, Glenn
85.	Sekiyoba, Bayavuge*
86.	Shackleford, Ray
87.	Shepherd, Marlene
88.	Shewfelt, Olga
89.	Siever, Patricia
90.	Simone, Yvonne
91.	Sloan, Barry
92.	Smith, David-Christian
93.	Smith, Melinda (afternoon)
94.	Sprague, Robert
95.	Stapleton, Charles (Buck)
96.	Sweeney, Joyce
97.	Szostak, Erica
98.	Takayama, Lisa
99.	Tauz, Elena*
100.	Thomas, Lloyd
101.	Tillett, Lachel
102.	Turner, Marty
103.	Valdez, Doreen
104.	Valle, Vidal*
105.	Velasquez, Elisa * STUDENT
106.	Waites, Jack *STUDENT
107.	Walton, Geneat
108.	Walton, Kathy
109.	Williams, Ginny
110.	Witucki, Jane
111.	Woods, Lawrence
112.	Yan, George
113.	Young, Helen*
114.	Zelaya, Nihlson

**SUMMARY**

Grey indicates absence: 14  
 Total participants: 100

**Imagine--Fall 2007 Leadership Retreat**

1. Overall Impression											
	10 high	9	8	7	6	5	4	3	2	1 low	Response Count
In terms of interest, importance and relevance, how would you rate this Leadership Retreat?	<b>39.0%</b> <b>(23)</b>	15.3% (9)	27.1% (16)	10.2% (6)	3.4% (2)	1.7% (1)	0.0% (0)	3.4% (2)	0.0% (0)	0.0% (0)	
Please feel free to enter a comment											
<i>answered question</i>											
<i>skipped question</i>											

2. Food and Venue											
	10 high	9	8	7	6	5	4	3	2	1 low	Response Count
How would you rate the food and venue?	<b>61.7%</b> <b>(37)</b>	23.3% (14)	11.7% (7)	0.0% (0)	1.7% (1)	0.0% (0)	1.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)	6
Please feel free to enter a comment.											1
<i>answered question</i>											6
<i>skipped question</i>											

3. In terms of interest, importance and relevance, how would you rate the following segments of the Leadership Retreat?											
	10 high	9	8	7	6	5	4	3	2	1 low	Respo Cour
Chris Best, Jumpstart	32.1% (17)	15.1% (8)	11.3% (6)	11.3% (6)	9.4% (5)	9.4% (5)	1.9% (1)	3.8% (2)	0.0% (0)	5.7% (3)	
President Rocha: "Imagination on the Eve of Our 40th Anniversary"	37.9% (22)	22.4% (13)	15.5% (9)	10.3% (6)	3.4% (2)	5.2% (3)	1.7% (1)	1.7% (1)	0.0% (0)	1.7% (1)	
Introduction of Newly Hired Faculty, Staff and Administrators	35.6% (21)	22.0% (13)	13.6% (8)	10.2% (6)	3.4% (2)	6.8% (4)	5.1% (3)	1.7% (1)	0.0% (0)	1.7% (1)	
Imagine Activities	45.5% (25)	16.4% (9)	23.6% (13)	5.5% (3)	1.8% (1)	7.3% (4)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	
Basic Skills Overview--Patterson, Thomas	29.1% (16)	18.2% (10)	16.4% (9)	10.9% (6)	5.5% (3)	12.7% (7)	5.5% (3)	0.0% (0)	0.0% (0)	1.8% (1)	
Accreditation Progress Report Update--Leonard, Simone	38.6% (22)	17.5% (10)	19.3% (11)	7.0% (4)	1.8% (1)	8.8% (5)	3.5% (2)	1.8% (1)	0.0% (0)	1.8% (1)	
Marketing Update--Long-Coffee, Castellanos	48.2% (27)	26.8% (15)	1.8% (1)	12.5% (7)	3.6% (2)	5.4% (3)	0.0% (0)	0.0% (0)	1.8% (1)	0.0% (0)	
Web-based Frequently Asked Questions--Regalado, Alcala	33.9% (19)	25.0% (14)	14.3% (8)	8.9% (5)	5.4% (3)	3.6% (2)	1.8% (1)	3.6% (2)	1.8% (1)	1.8% (1)	
Please feel free to enter a comment											
<i>answered question</i>											
<i>skipped question</i>											