



# CHARRETTE

Peralta Community Forum

Welcome Community Members

# Welcome from Dr. Rudy Besikof, Laney College President



# Charrette Overview

- 8:00am – Coffee and Networking
- 9:00am – Welcome & Introductions
- 9:30am – PCCD Environmental Scan and Equity Gap Analysis
- 9:50am – Move to Break Out Rooms
- 10:00am – Group Discussions see below for topics
- Noon – Lunch
- 12:45pm – Presentations from Group Discussions
- 1:15pm – Questions and Discussion
- 1:45pm – Closing

# Welcome from Interim Chancellor Dr. Jannett N. Jackson



Peralta Community College District is Healthy – financially and organizationally

- \$151 Million Bond Sale today – will help finance capital construction projects at all four colleges including:
  - New Milvia Street building for Berkeley City College
  - Merritt College Horticulture building and Child Development Center
  - College of Alameda Auto and Diesel Technology building and Aviation building
  - Laney College Library and Learning Resource Center
  - All of which help create state of the art learning environments for educating students

# Financially Solid Ground

PCCD is making progress in addressing the “Troubled Peralta” reputation of the past several years.

- Received a “Clean” audit report for FY 2020-21 in spring 2022
- Working on the FY 2021-22 audit now and expect another “clean” report in spring 2023
- Changing Health Plans from PCCD-direct to Self-Insured Schools of California (SISC) in January 2023
  - Saves the district and employees ~\$5Million a year on health care coverage
  - Savings used for employee raises to bring PCCD compensation closer to other Bay 10 districts – important for recruiting and retaining talent
- Federal government COVID Higher Education Emergency Relief Funds (HEERF) used for campus ventilation and safety improvements, to wipe out student debt, and to fund “Fall is Free” and “Spring is Free” campaigns to drive enrollment and Financial Aid applications
- Spending within our means to prepare for the new Student Centered Funding Formula (SCFF)

# Accreditation

- Improvements in financial management and board governance resulted in the Peralta Colleges being removed from “Probation” in January 2022
  - Probation was for concerns about finances and governance, NOT instruction or educational programs
- Have “Warning” status as of January 2022
- Submitted progress updates to ACCJC in September 2022, with virtual site visits in October 2022
- Preliminary feedback from the peer review team is *\*very\** encouraging
- Expect to be removed from “Warning” in January 2023



# Discussion Small Group Topics

1. Developing Sustainable and Healthy College Communities (housing, basic needs, environmental sustainability)
  - Dr. Rudy Besikof, Room F-201
2. Growing Strategic Workforce Partnerships that Strengthen Career Education Pathways (workforce partnerships, economic development, career services)
  - Dr. Diana Bajrami, Room F-200
3. Strengthening K–16 Partnerships in Alignment with Guided Pathways (K12, dual enrollment, Linked Learning, Guided Pathways, transfer partnerships)
  - Dr. Angélica Garcia, Room F-205
4. Improving Community and Campus Public Safety (Campus climate and safety, alternative policing)
  - Dr. David M. Johnson, Room F-203

We'll hold two rounds of 50-minute sessions for each of the four Group Discussion Topics.

All participants will be able to attend two of the four topics.

# Dr. Angélica Garcia, Berkeley City College President



President Garcia is going to talk about the process of creating an Educational Master Plan at Berkeley City College and the other Peralta Colleges



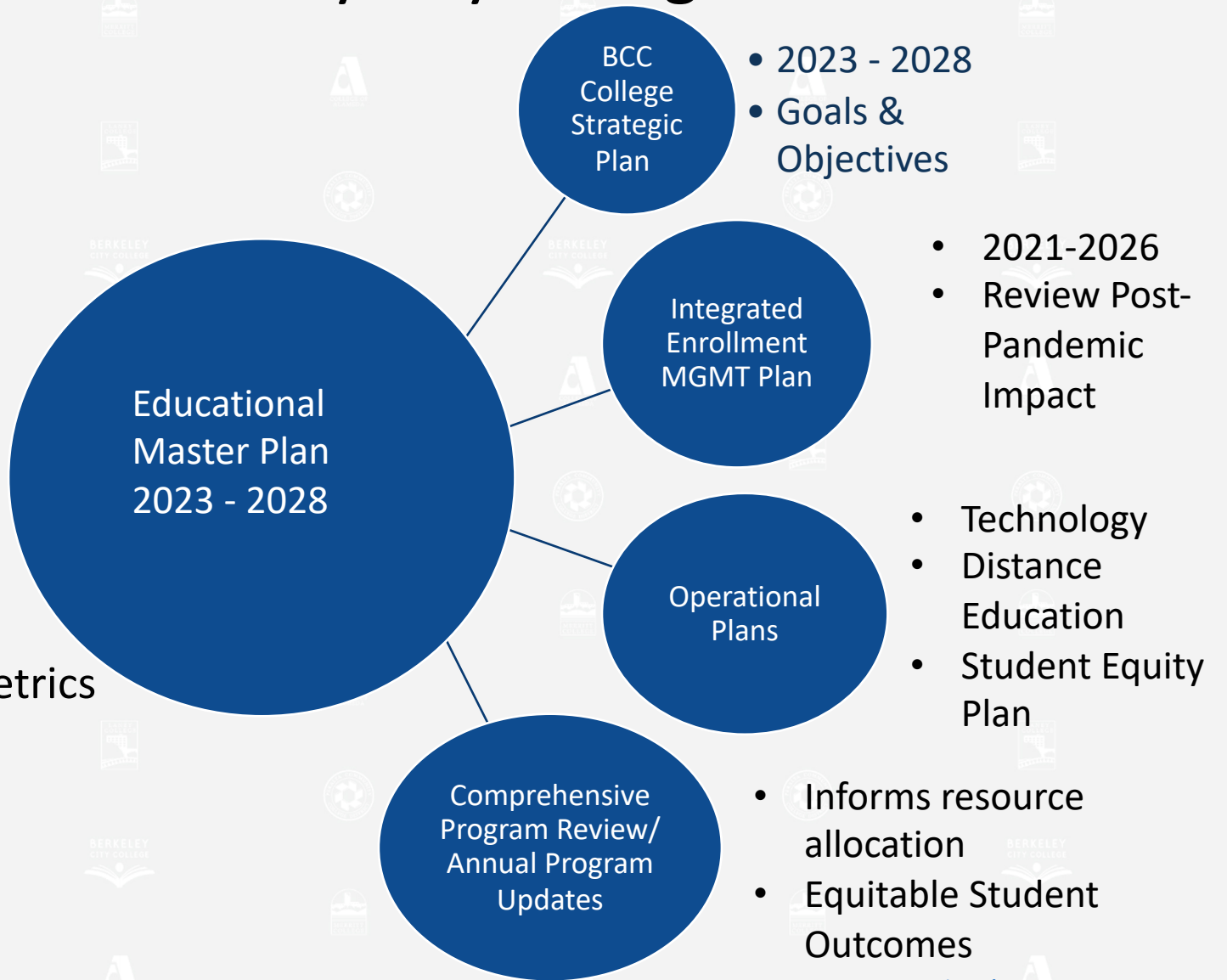
**“The significant problems we face cannot be solved at the same level of thinking we were at when we created them.” —Albert Einstein**

# Grounding Questions to Guide BCC

1. What would it look like for Berkeley City College to contribute to ending generational poverty in our local community?
2. What would it look like for Berkeley City College to reverse the impact of gentrification and support for local community members to continue to live in the area for generations to come?"

# Institutional Effectiveness at Berkeley City College

- Responsive to local community
- Focus on equitable student outcomes
- Accreditation Standards
- District Resource Allocation Model
- Vision for Success
- Student Centered Funding Formula Metrics
- Iterative Process of Assessment



[BCC President's Report](#)

Our Partners :

**YOU!**



# Our Partners :

- WestEd is working with PCCD Colleges
- It takes a Village – Each College working on its own Education Master Plan (EMP), and collectively informing the District Strategic Master Plan with collective input from the campuses and our community.
- Institutional Planning is grounded in DATA.
- Here to provide an Environmental Scan is our partner WestEd





# Peralta Community College District

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Education Master Plan 2023–2028  
Environmental Scan





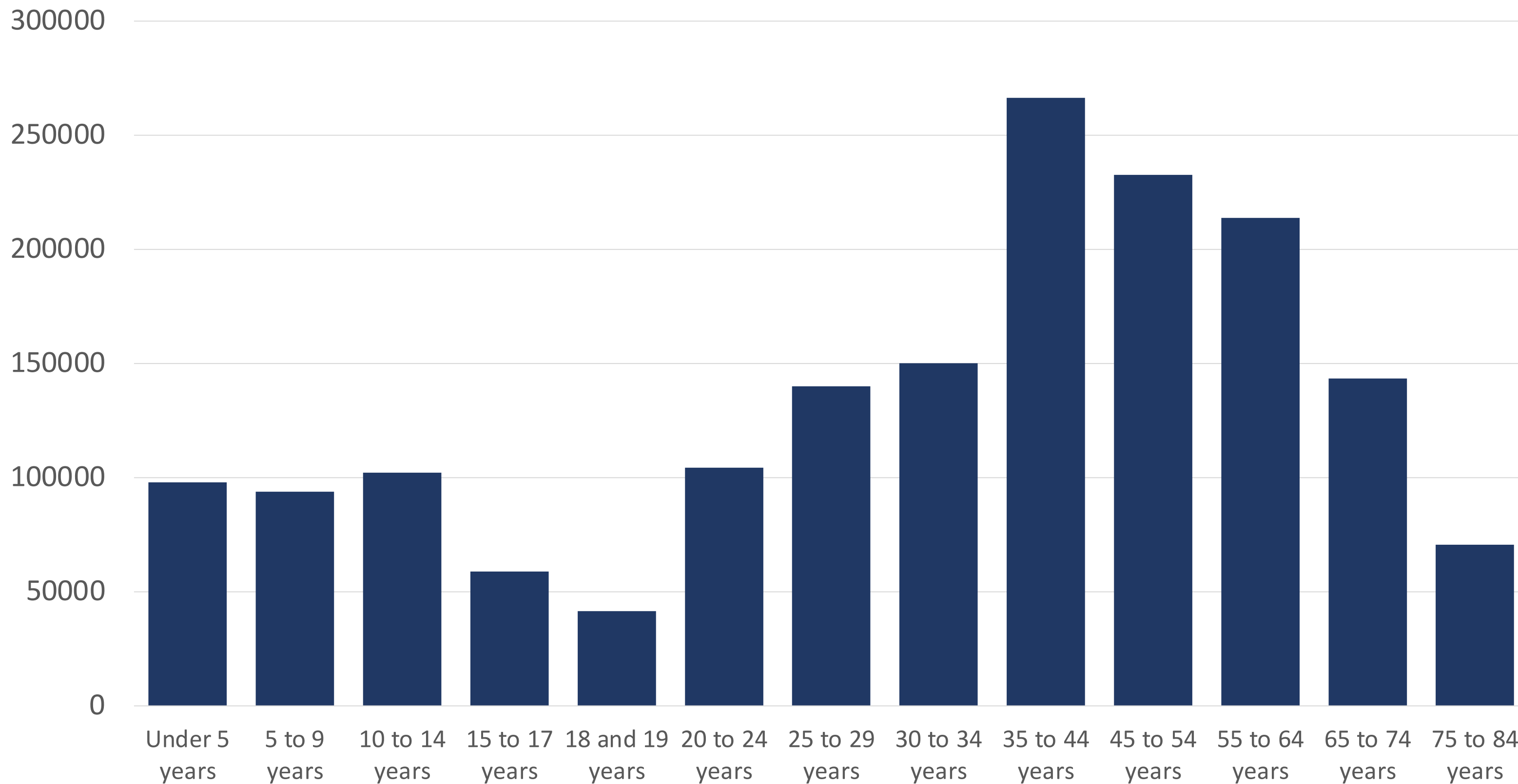
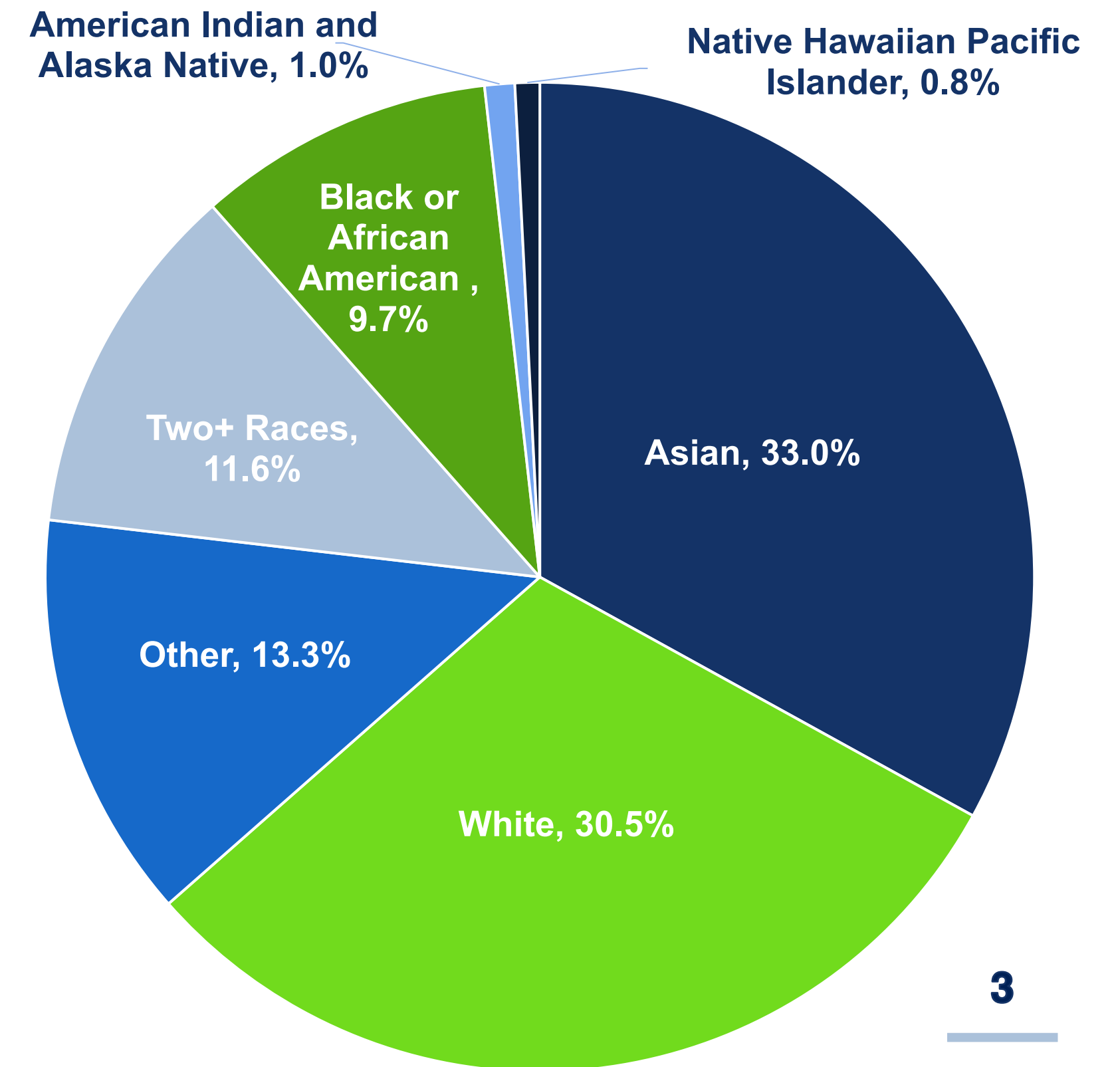
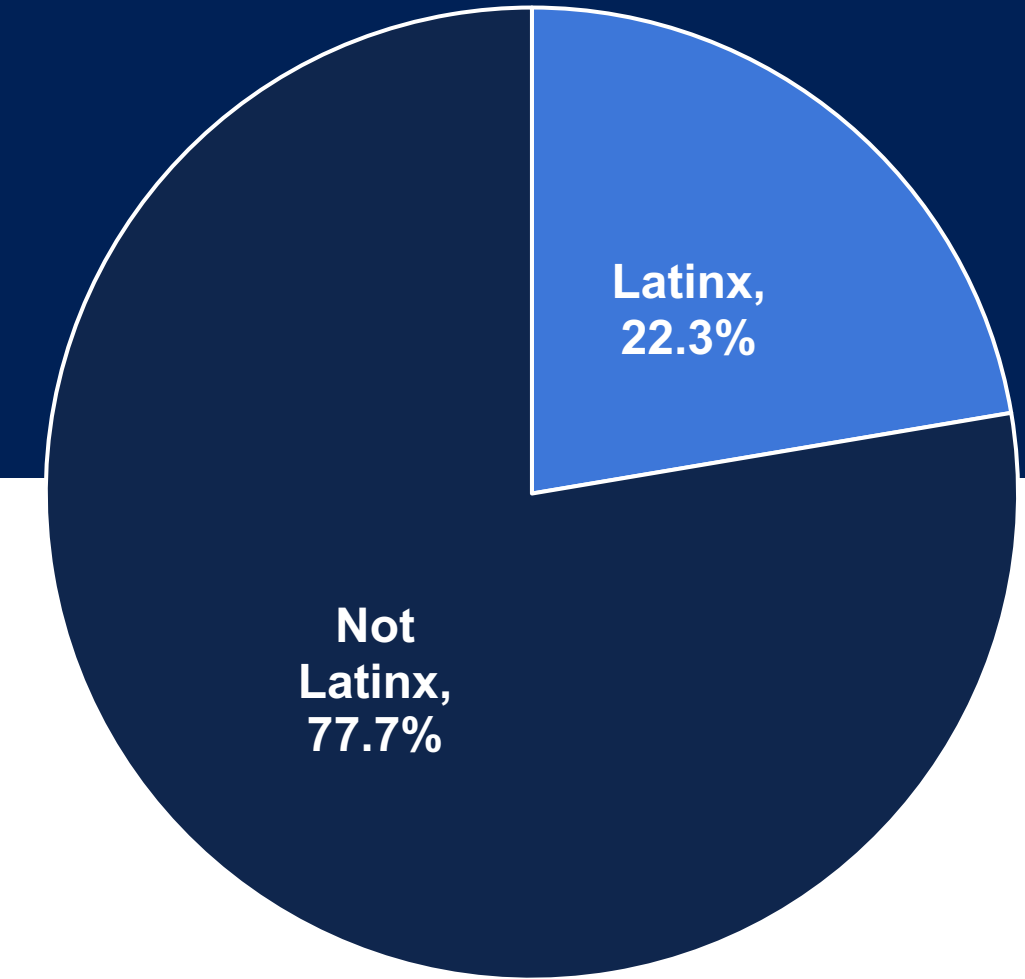
# Who lives and works in your service area?

**Alameda County**

**In the following section, we review local demographics to help identify opportunities for expanding enrollment and understanding equity gaps.**

# Population Overview and Measures

Alameda County



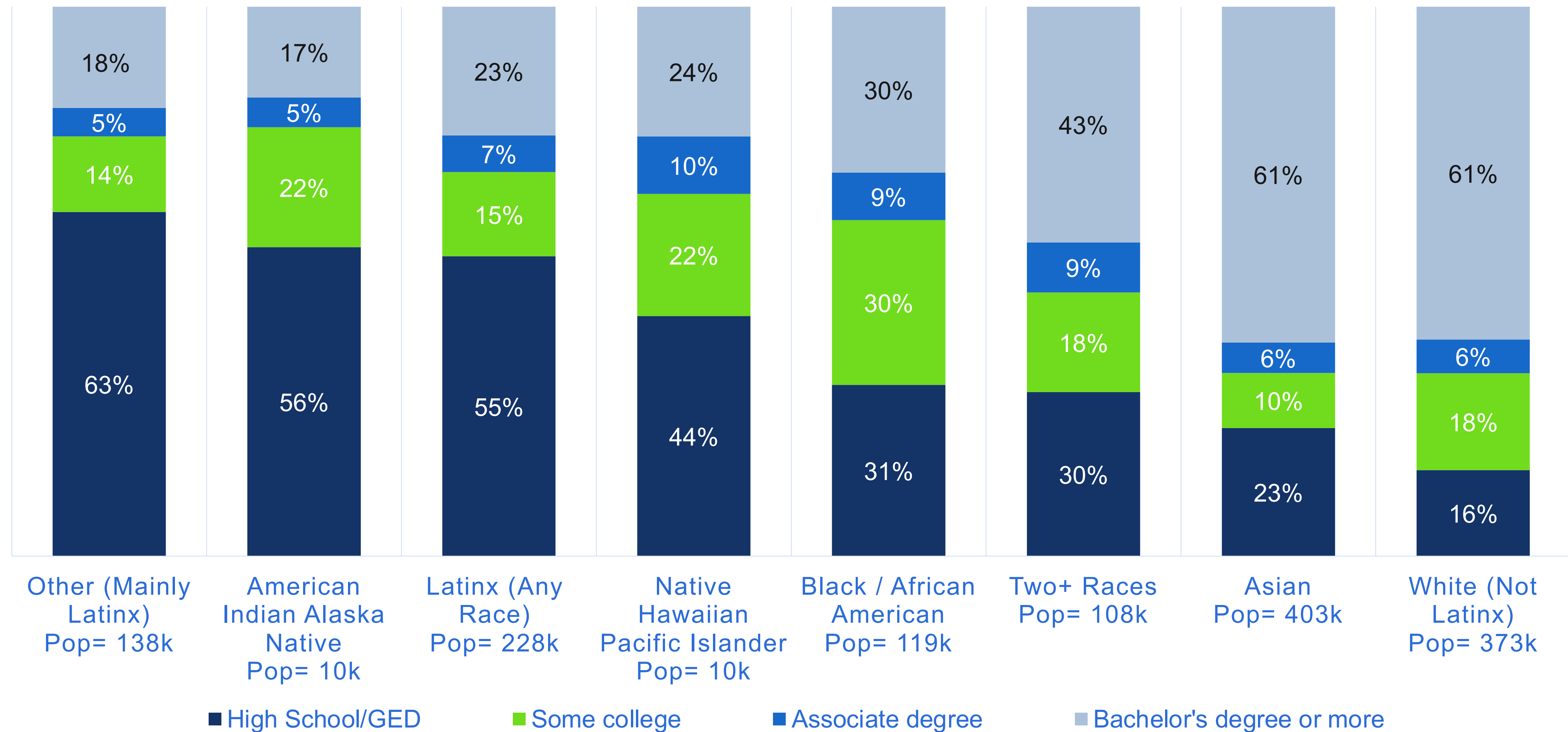


# Education Attainment by Race

Alameda County

**23% of Latinx and 30% of Black/African American adults have a bachelor's degree compared to 61% of Asian and White adults.**

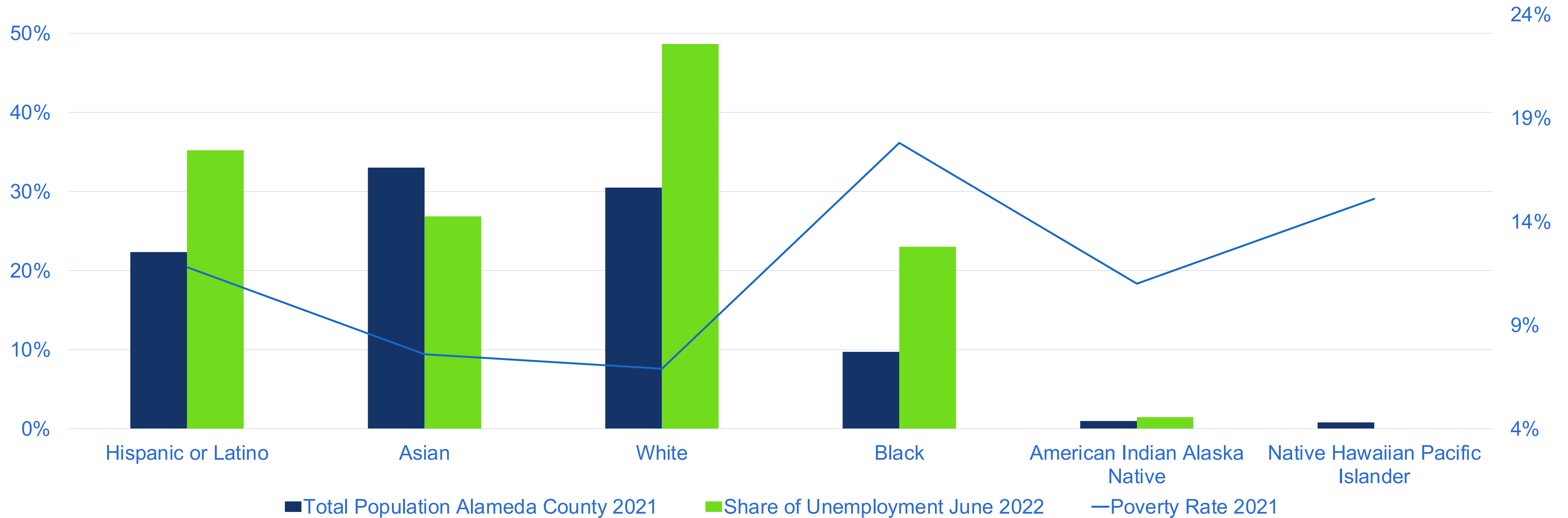
**A large share of the Black/African American population has some college.**



# Unemployment and Poverty Rate

Alameda County

Share of Population and Unemployed by Race and Ethnicity and Poverty Rates





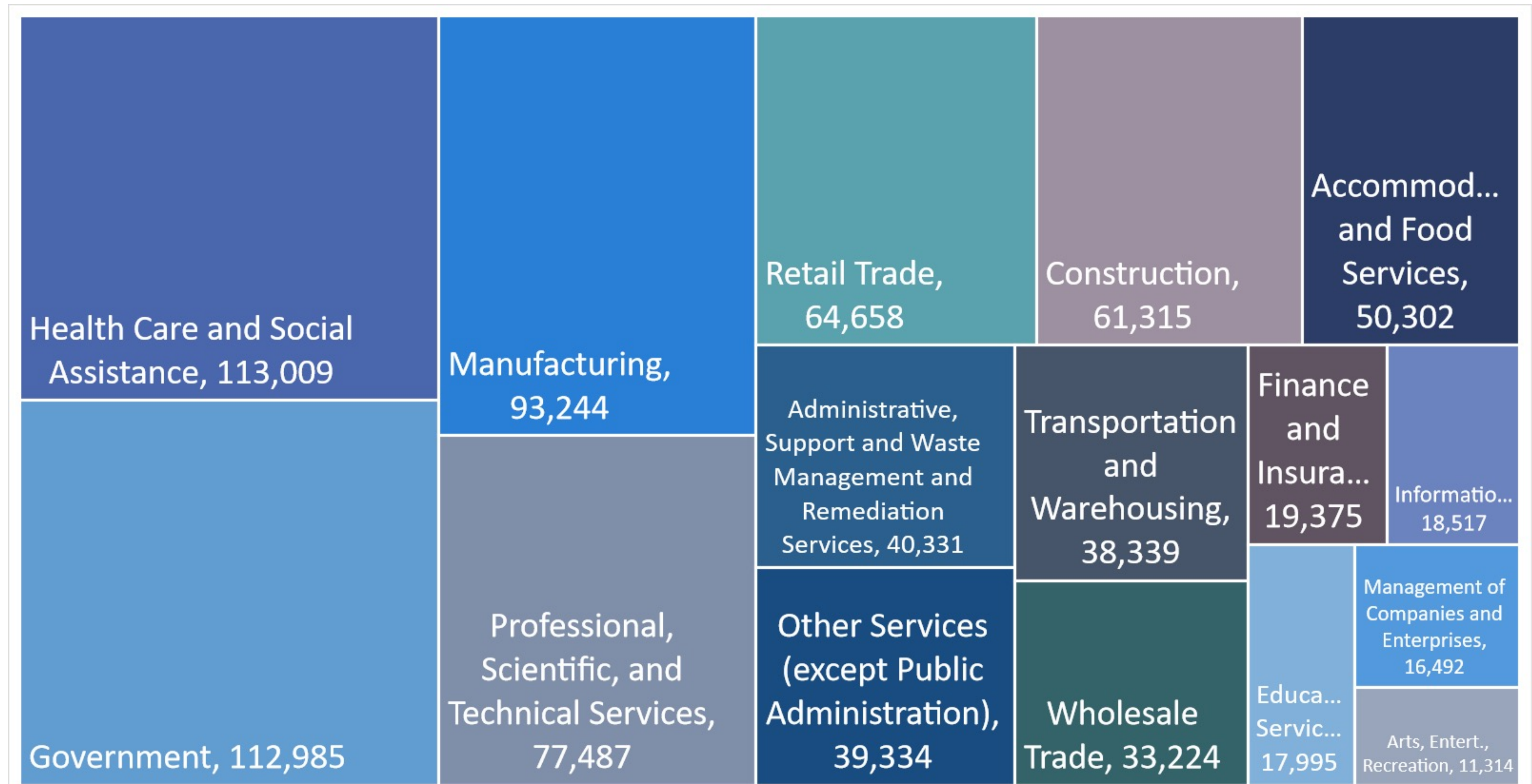
# What are the economic opportunities in your service area?

## Alameda County

The slides in this section intend to help identify opportunities for aligning pathways with high-wage, high-demand jobs in your service area.

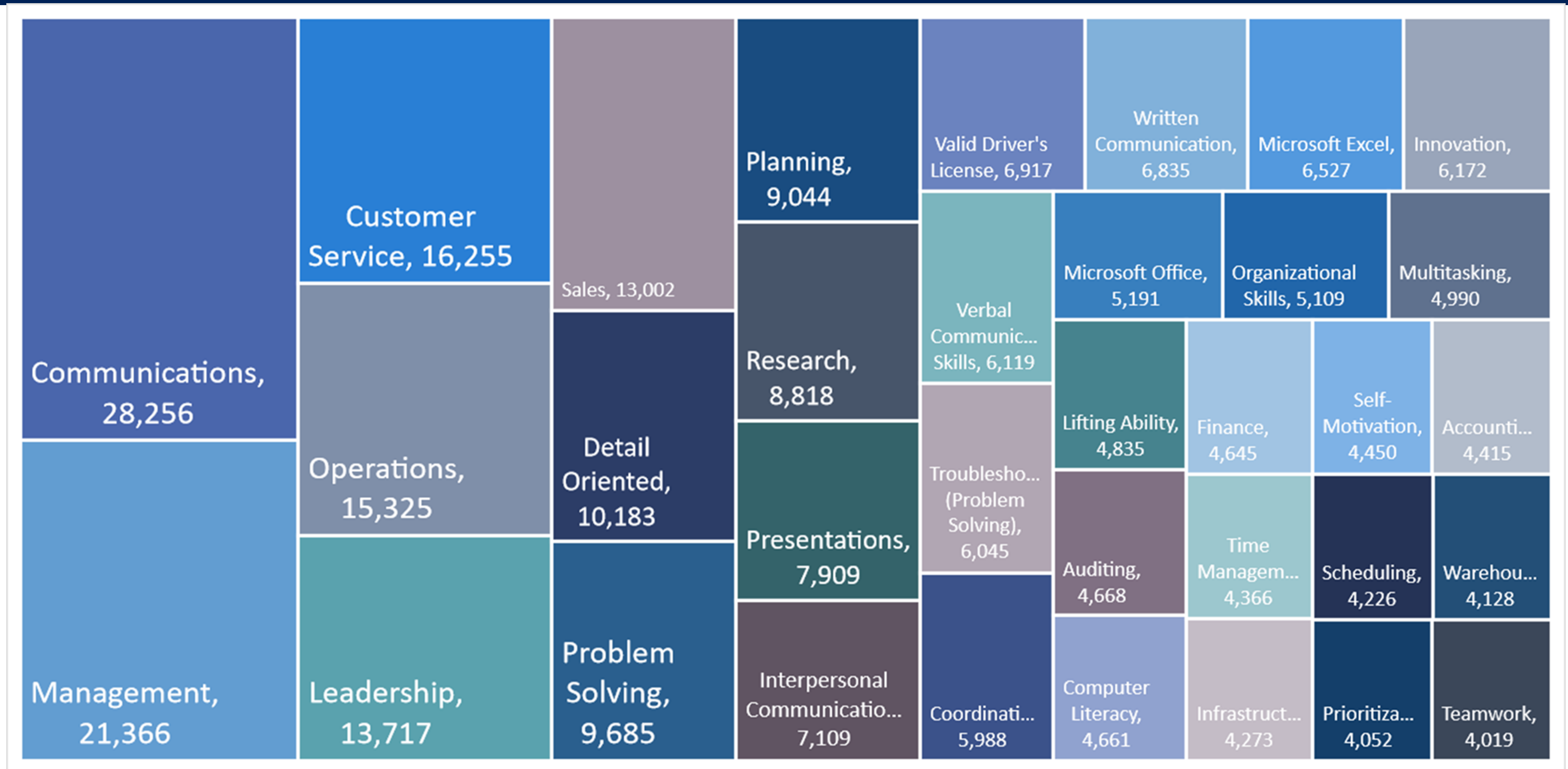
# Largest Industry Sectors

Service Area: Alameda County



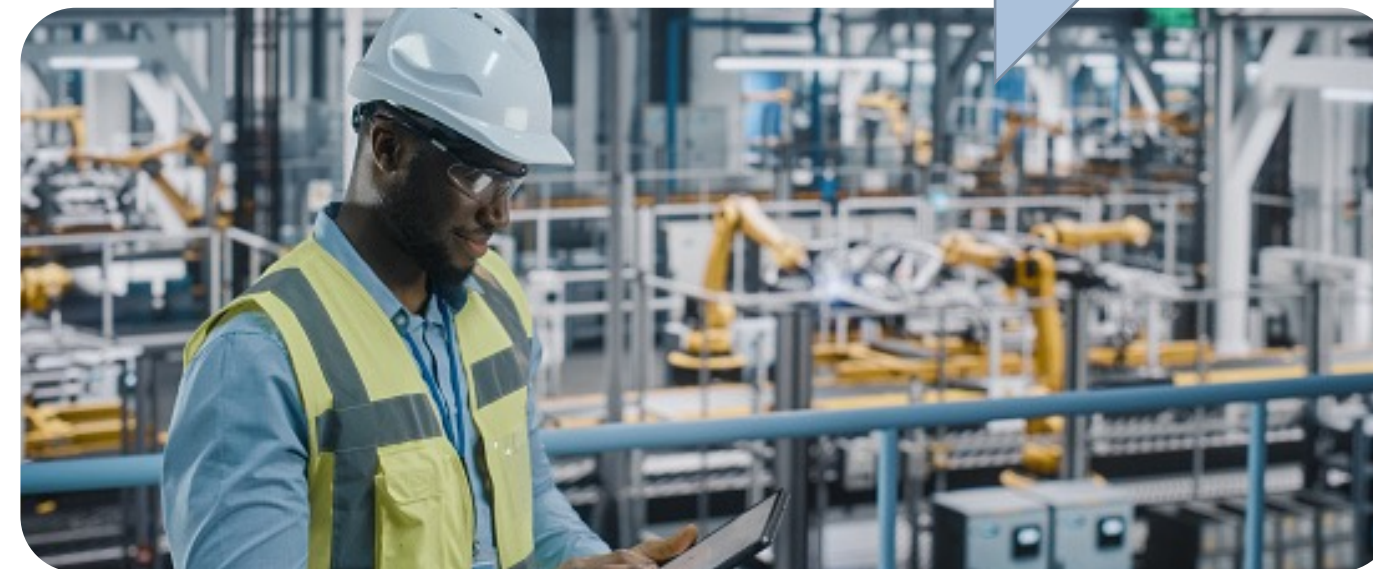
# Top Skills in Your Local Job Postings

Service Area: Alameda County



# Common Skills That Increase a Student's Value in the Labor Market

Key Equity Strategy: Ensure students can articulate the transferable skills they have learned and that those skills are contextualized to local industry



Verbal and Written Communication

Digital Literacy

Management, Operations, and Leadership Skills

# What is the living wage in your area?

\$15 / hr is about \$31k annually  
\$25 / hr is about \$48k annually  
\$35 / hr is about \$68k annually

## MIT Living Wage Calculator

The living wage shown is the hourly rate that an **individual** in a household must earn to support his or herself and their family. The assumption is the sole provider is working full-time (2,080 hours per year). The tool provides information for individuals and households with one or two working adults and zero to three children.

2022 Alameda County:

The living wage for one adult with no children: **\$24.26**

## CA Insight Center: Family Needs Calculator

2021 Alameda County:

The living wage for one adult with no children: **\$20.66**

Wages per hour for one person with 0–3 children (MIT)

	1 ADULT			
	0 Children	1 Child	2 Children	3 Children
Living Wage	\$24.26	\$49.56	\$62.38	\$84.34
Poverty Wage	\$6.19	\$8.38	\$10.56	\$12.74
Minimum Wage	\$15.00	\$15.00	\$15.00	\$15.00

# Which living-wage, middle-skills jobs are projected to grow over the next 5 years?

This table includes jobs that require **some college, a credential, or an associate's degree.**

Largest Occupations	Median Hourly Earnings	Jobs 2022	Jobs 2027	Job Growth
Heavy and Tractor-Trailer Truck Drivers	\$27	8,889	8,894	0%
Bookkeeping, Accounting, and Auditing Clerks	\$25	6,829	6,646	-3%
<b>Medical Assistants</b>	<b>\$25</b>	<b>5,082</b>	<b>5,586</b>	<b>10%</b>
Teaching Assistants, Except Postsecondary	\$21	4,839	4,903	1%
<b>Nursing Assistants</b>	<b>\$21</b>	<b>4,078</b>	<b>4,343</b>	<b>7%</b>
Automotive Service Technicians and Mechanics	\$29	3,547	3,479	-2%
Preschool Teachers, Except Special Education	\$20	3,061	3,141	3%
<b>Licensed Practical and Licensed Vocational Nurses</b>	<b>\$34</b>	<b>2,921</b>	<b>3,138</b>	<b>7%</b>
Computer User Support Specialists	\$32	2,650	2,718	3%
Hairdressers, Hairstylists, and Cosmetologists	\$16	2,584	2,610	1%
Dental Assistants	\$26	2,183	2,270	4%
HVAC and Refrigeration Mechanics and Installers	\$32	2,010	2,094	4%
Paralegals and Legal Assistants	\$32	1,713	1,781	4%
Firefighters	\$46	1,385	1,416	2%
Electrical and Electronic Engineering Techs	\$33	1,379	1,404	2%



# Which high-wage, middle-skills jobs are projected to grow over the next 5 years?

This table includes the **highest paying jobs** that require **some college, a credential, or an associate's degree.**

Highest Paying Occupations	Median Hourly Earnings	Jobs 2022	Jobs 2027	Job Growth
Air Traffic Controllers	\$92	122	120	-2%
Radiation Therapists	\$75	55	57	3%
Nuclear Medicine Technologists	\$73	59	60	1%
Supervisors of Firefighting and Prevention Workers	\$65	293	298	2%
Makeup Artists	\$57	15	17	8%
<b>Dental Hygienists</b>	<b>\$56</b>	<b>1,210</b>	<b>1,254</b>	<b>4%</b>
Court Reporters & Simultaneous Captioners	\$55	185	185	0%
<b>Diagnostic Medical Sonographers</b>	<b>\$55</b>	<b>342</b>	<b>368</b>	<b>8%</b>
<b>Magnetic Resonance Imaging Technologists</b>	<b>\$54</b>	<b>113</b>	<b>122</b>	<b>7%</b>
Electrical Repairers, Powerhouse, Substation, and Relay	\$54	30	30	1%
Respiratory Therapists	\$51	654	662	1%
<b>Radiologic Technologists and Technicians</b>	<b>\$51</b>	<b>929</b>	<b>977</b>	<b>5%</b>
Commercial Divers	\$51	35	39	11%
Captains, Mates, and Pilots of Water Vessels	\$50	321	363	13%
Ship Engineers	\$50	123	135	10%

# Which living-wage, bachelor's degree jobs provide a career pathway for high-demand jobs requiring some college?

This table includes jobs that require a **bachelor's degree**.

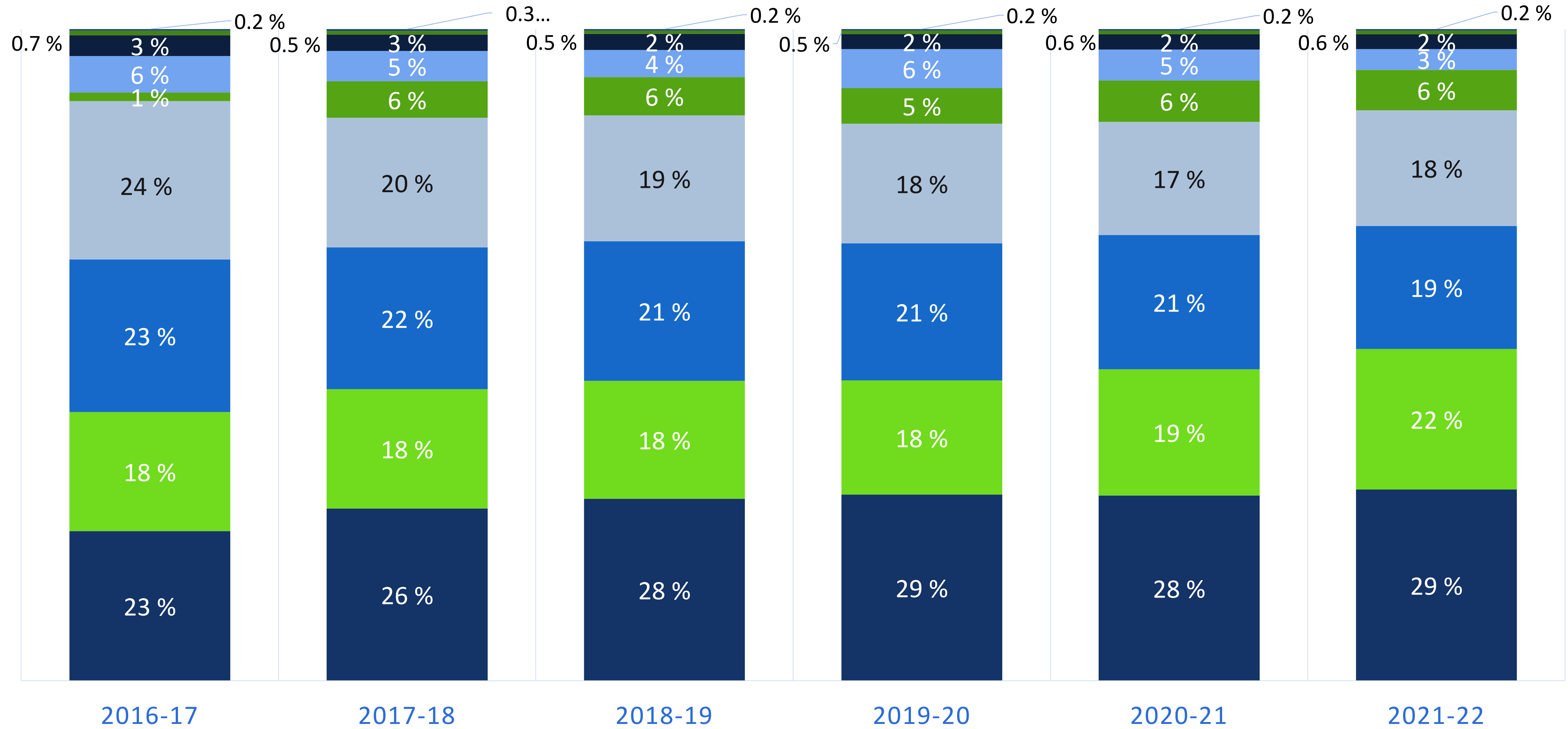
Largest Occupations	Median Hourly Earnings	Jobs 2022	Jobs 2027	Job Growth
<b>Registered Nurses</b>	<b>\$73</b>	<b>15,237</b>	<b>15,518</b>	<b>2%</b>
General and Operations Managers	\$55	14,687	14,893	1%
Software Developers	\$70	14,154	15,091	7%
Business Operations Specialists, All Other	\$38	9,340	9,452	1%
Managers, All Other	\$61	8,567	8,764	2%
Accountants and Auditors	\$42	7,227	7,285	1%
Computer and Information Systems Managers	\$89	6,022	5,963	-1%
<b>Management Analysts</b>	<b>\$49</b>	<b>6,010</b>	<b>6,231</b>	<b>4%</b>
<b>Market Research Analysts and Marketing Specialists</b>	<b>\$41</b>	<b>5,906</b>	<b>6,188</b>	<b>5%</b>
Financial Managers	\$72	5,413	5,594	3%
Elementary School Teachers, Except Special Education	\$43	5,368	5,404	1%
Computer Occupations, All Other	\$54	5,168	5,089	-2%
Project Management Specialists	\$52	4,947	5,066	2%
Sales Managers	\$70	4,927	4,753	-4%
Human Resources Specialists	\$39	4,839	4,946	2%



# Who is enrolling at your college?

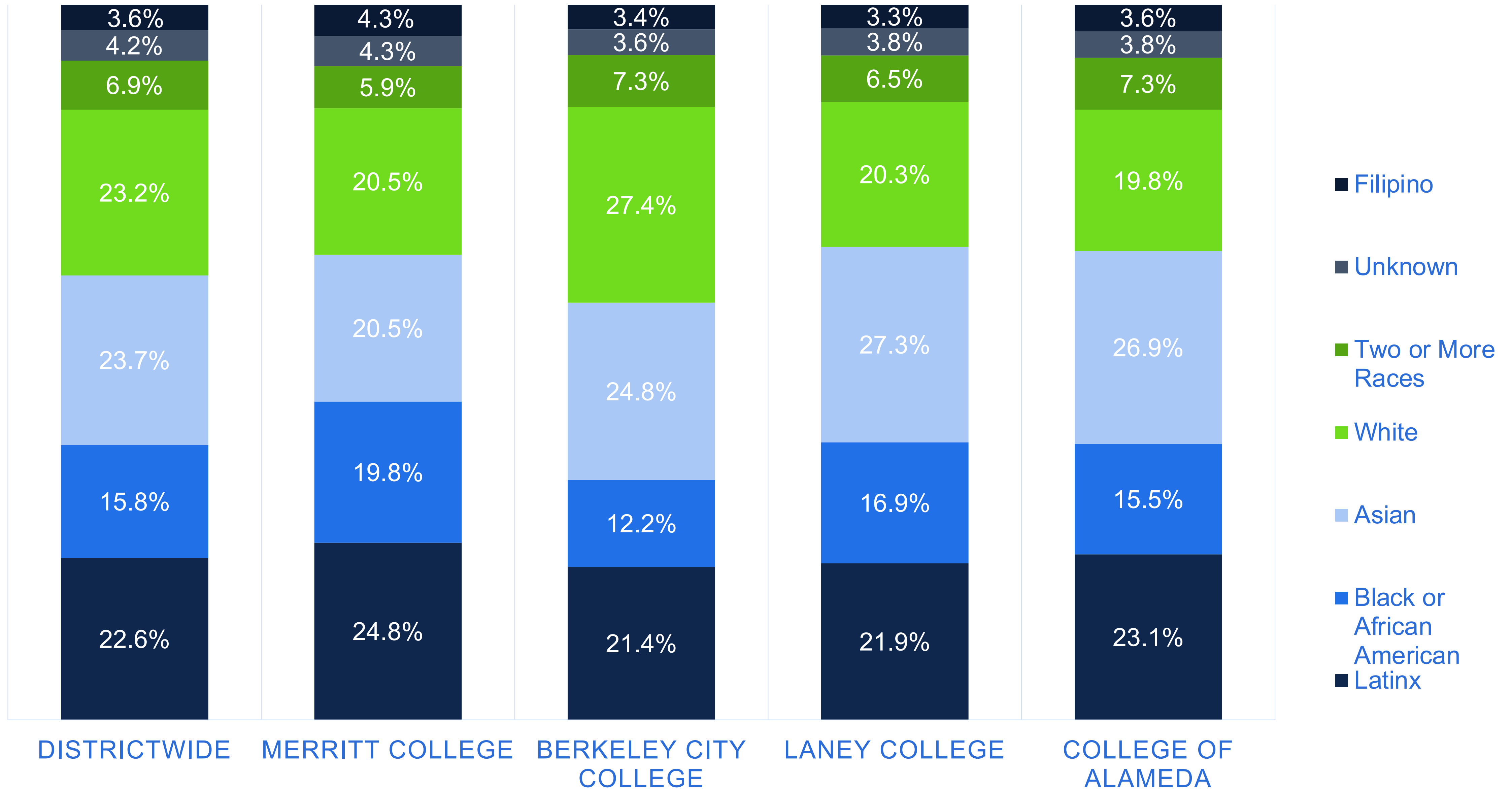
**Institutional Data**

# Enrollment Trends by Race/Ethnicity



■ Latinx 
 ■ White Non-Hispanic 
 ■ Asian 
 ■ Black / African-American 
 ■ Multi-Ethnicity 
 ■ Unknown 
 ■ Filipino 
 ■ Pacific Islander 
 ■ American Indian Alaskan Native

## Who transfers to 4-year institutions?

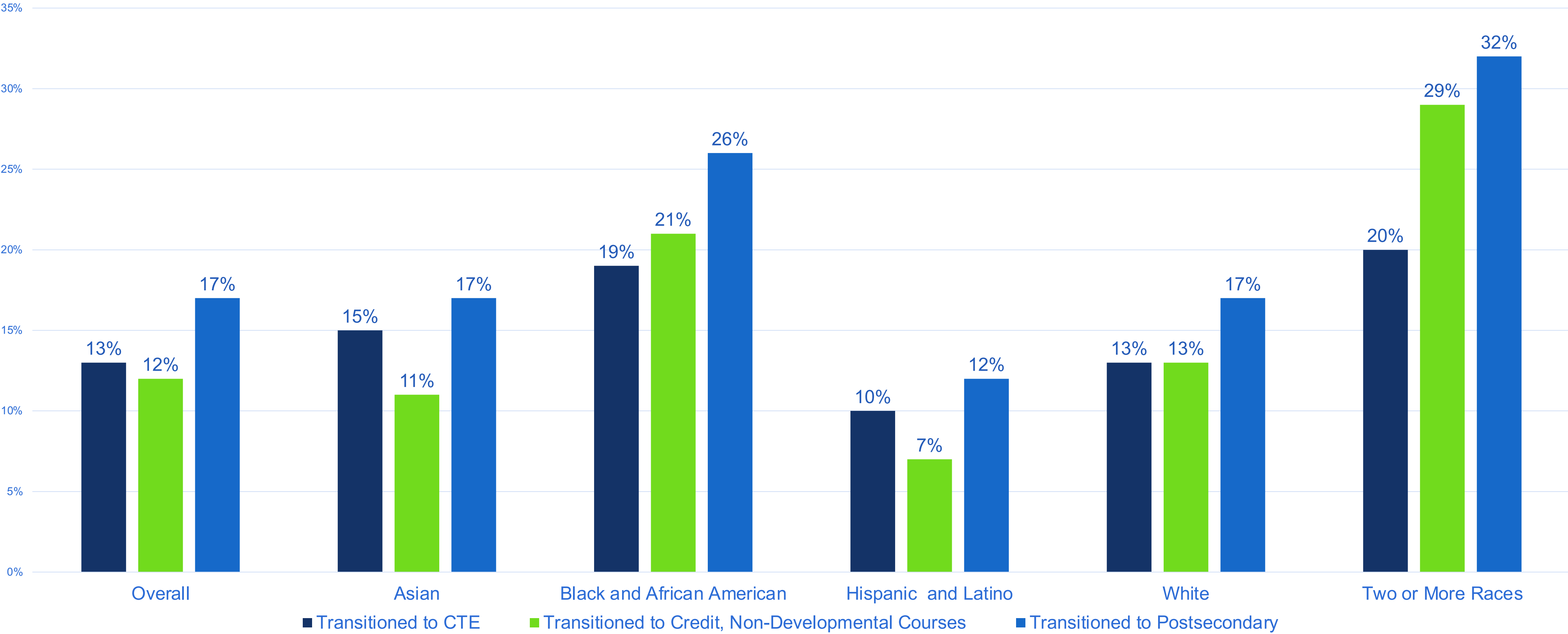




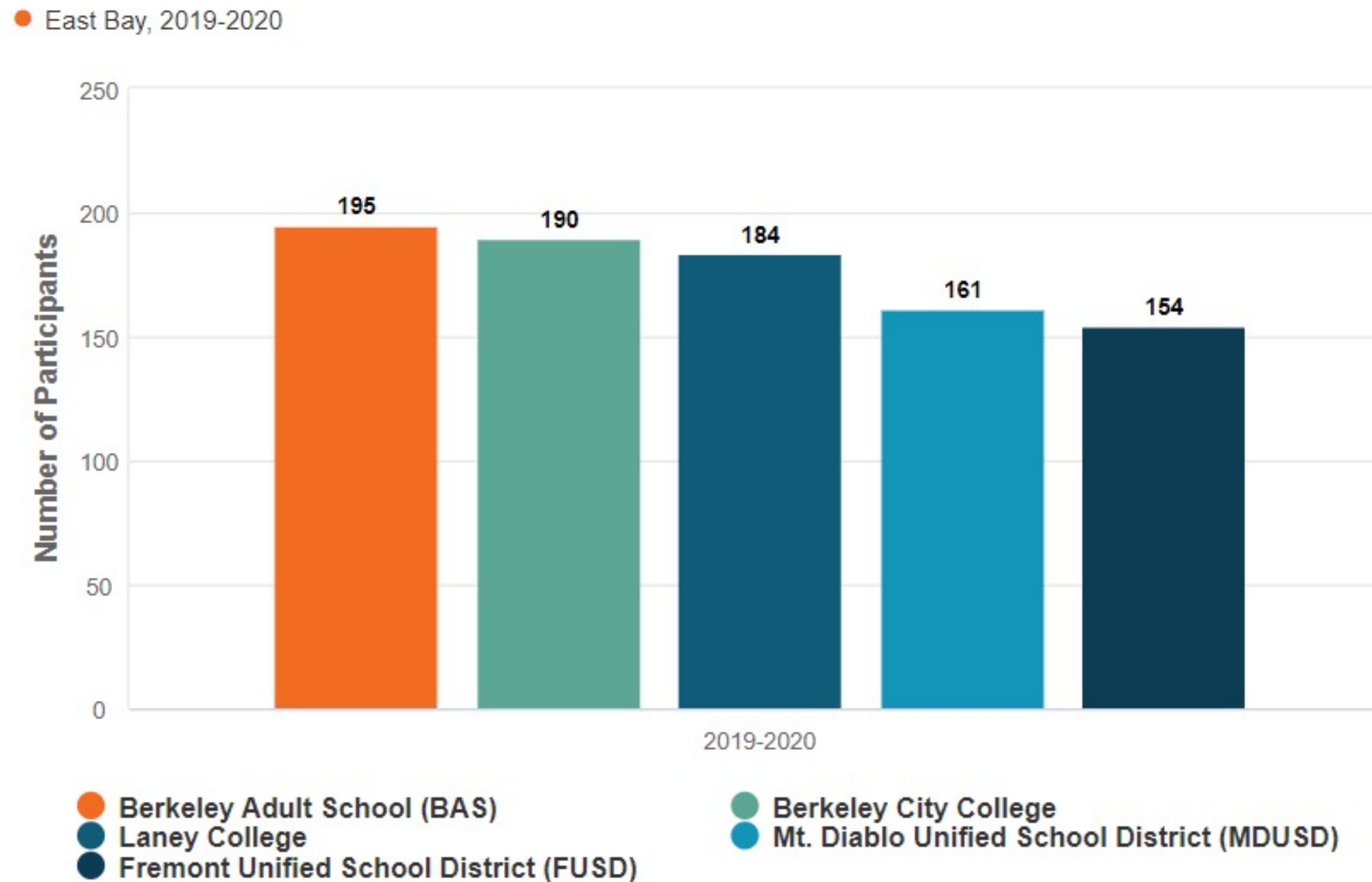
**What does your enrollment  
pathway look like for adult  
learners?**

**Institutional Data**

# Who is transitioning from adult education, GED, and ESL programs into credentials that support employment?



# Which adult schools are transitioning the most students to postsecondary in your East Bay macro-region?







# Thank You!

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