

# Eastern Sierra College Center Department

## ASP for Academic Year 2024-2025

November 2023

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### Description Of Section

#### Connection to College Mission

ESCC's mission is to improve the life of every student it serves. Through traditional, hybrid, and distance delivery (online, scheduled Zoom, Zipped, etc.). ESCC brings transfer preparation, career technical/workforce education, certificate, and associate degree learning opportunities to the rural communities and unincorporated areas of Inyo and Mono counties. In doing so, ESCC promises clarity of educational pathways, comprehensive support services, and a commitment to equity. ESCC's mission mirrors the College's mission as it relates specifically to students and community members in Inyo and Mono counties. ESCC offers certificates, the Cerro Coso local general education pattern, and the CSU and IGETC transfer general education patterns that pair well with terminal and transfer degree programs. The Early College Program continues to thrive and grow among our 10+ area high school settings. Many of our high school have increased their on campus Dual Enrollment offerings. Lone Pine, Bishop Union High School, Big Pine, and Mammoth High School are all dedicated to offering more college options in seat at their high schools. ESCC has the ability to offer community and contract education courses available to the public. Currently we offer community education ceramics courses, and will soon add drawing and/or painting, and a class on mindfulness. ESCC hosts and co-sponsors events, programs, and courses, and rents out our facilities to support community events and programs. The Mexican Consulate has used our Bishop campus for years, and in 2024 they plan to add a few more visits, which is a huge service to our local communities. Without them there residents would have to drive to Fresno to get their paperwork complete. ESCC also offers the following student services on ground: Access Programs, Admissions & Records, Learning Support Services, and Counseling. All other student services are provided online or via the IWV campus/staff.

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### Review And Planning

#### Performance and Equity Gaps Still to be Addressed

Bishop does not have any significant equity gaps.

ESCC Concurrent and Dual Enrollment does not have any significant equity gaps.

Mammoth does have a few equity gaps. While our team will make every effort to address all of them, the highlighted one is of most concern:

- **First time student completion rate 65% and success rate 44%**
- Completion rate 83% for men
- Hispanic/Latino completion rate 83%
- Completion rates for non Financial Aid Students 83% and and Success Rates 74%
- Traditional student completion rate 87% and success rate 77%

At this time most of Mammoth High School's graduating seniors come to us without concurrent or dual enrollment classes on their transcripts. One of the strategies to address low first time student completion and success rates in Mammoth will be to work with Mammoth High School to see if we can identify Cerro Coso Community College bound students much earlier. That way we can encourage them to take at least one or two concurrent/Dual Enrollment classes during their time with the high school. We will also encourage the school to offer ENGL C070 as a dual enrollment class, and have our counseling team work with students on career and resource exploration throughout the school year. Our Educational Advisor has expressed an interest of spending part of her time at the high school in Mammoth/Bishop, and also at the JobSpot on Main Street in Bishop.

In general, we can do a better job of identifying first time students at both Bishop and Mammoth and provide them with resource and contact information for LRC/LAC/Library, Counseling/Access, A&R, Financial Aid, and Local Scholarship Information. Pre-pandemic we created a resource list for ESCC students and got away from doing that.

## Last Year's Initiatives

### **Initiative #1: Develop and implement programming for, and increase outreach to, 25-39 Year-Old and Male Students to increase FTEs at ESCC (See Equity Gaps)**

We are going to continue working on fresh programming and adding CTE in general for ESCC. We have an abundance of health careers that we offer (and will continue to offer), but need to look at our communities to see what other industries exist and hire in our areas. We are looking towards Agriculture for Inyo County, and Wildland Fire and Outdoor Recreation for both Inyo/Mono Counties.

- Still no update on when POST will return to ESCC. Last time offered was 2018.
- Addiction Studies is currently available online, and we have plans to offer Social Work/Human Services on ground in the evenings starting Spring 2024.
- Entrepreneurship is offered online, and students are not requesting this pathway to be in person.
- Wildland fire was offered at Bishop Union High School, but we had to give credit through CATEMA due to instructor not meeting min qualifications to teach for us, and his employer expressing it would be a double dip if he taught for us and worked for BLM. We are struggling to find qualified instructors for our on ground Wildland Fire program. Several potential instructors have certificates, but do not have degrees.

### **Initiative #2: Increase Success Rates and Narrow Equity Gaps for Latinx and Economically Disadvantaged Students (See Equity Gaps)**

The equity gap exists in Mammoth for Hispanic/Latinx student populations. Our Mammoth campus also has an equity gap that exists for 1st time student completion and success. In addition to what was mentioned above, we need to also include Mammoth High School in the conversation. The seniors that are graduating high school and coming to our community college tend not to have concurrent/dual enrollment classes on their transcripts. We would like to identify our future Cerro Coso students earlier in their high school years so we can encourage concurrent/dual enrollment and possibly adding an ENGL C070 dual enrollment class. We will also start sending our Counseling team over to the high school to do more hands on career exploration, to provide more college information sessions, and be there to answer college related questions.

While we are not completely abandoning this initiative, we do need to revisit, rewrite, and revamp our strategies. There needs to be a mutual understanding and shared goal with the high school.

### **Initiative #3: Increase ESCC Enrollments (See Performance Gaps)**

1) HIST piloted our Zoom room for Fall semester, and we're going to have all our former iTV classes use the Zoom room for Spring 2024 semester. ESCC now has two history/political science instructors, so they will be taught hybrid or in person at each site. If that goes well, we will continue to look at ways to make classes as in person as possible. Another strategy that we are employing Spring 2024 is to loop East Kern in to offer a wider variety of in person Zoom room classes: ANTH will be shared from East Kern to ESCC, and we will share SOCI with them.

2) We have increased Dual Enrollment especially in Inyo County this past year. We have Dual Enrollment classes at all our bigger high schools in Inyo County: Lone Pine, Bishop Union High School, and Big Pine. Mammoth High School continues to expand on their offerings.

3) OVCC is now under ISEP. Course offerings are typically 1-2 classes per semester.

4) We have expanded our marketing reach and exposure in both Inyo and Mono Counties. We have slides up at both theaters, a chair lift banner at the ski slope, sponsored the Mammoth 4th of July Parade, sponsored Pride, Mule Days, the county fair, and several concert events at the Bishop Tri-County Fairgrounds, and have full access to promoting Cerro Coso on their grounds.

5) Our Counseling and A&R teams went together to all the high schools to advise and register on the same day.

## Initiatives for Next Academic Year

### **Increase Enrollment for Native American Students in the ESCC Service Area for On-**

**campus/Online/Hybrid**

**Is this part of a multiyear initiative?**

Yes

**Specific Action Steps to be Taken:**

Use CTE Liaison and new NASSSP Program Coordinator to coordinate with our local tribal organizations and Native American liaisons at the high schools to help identify and assist Native American students in our service area. Use the Liaison and Program Coordinator staff to introduce/orientate Native American students to our college, staff, and services.

**Early Observational Data, or "Lead" Measure(s):**

IR is working on expanding the search in CCC Apply to better identify our current Native American students within the college. Currently it just uses the first box students check when the application asks for ethnicity. We want to be able to track the application/registration/enrollment/completion/success data for this population of students.

**Does the department request help developing these instruments?**

Yes

**Institutional Performance Data, or "Lag" Measure(s):**

**Enrollments**

American Indian	105	69	11	26	15
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IR is working to improve this number since some students will select more than one ethnicity. We want to have an accurate representation of all our Native American students collegewide. The on campus numbers have trended down due to the pandemic and OVDCDC losing their funding for college support. The hope is with us getting the Native American student success grant we can reconnect with local students that want to pursue college.

**Certificate/Degree Graduation Data**

DEGREE_DESC	Graduation Year					
	2018-19	2019-20	2020-21	2021-22	2022-23	
Associate in Arts for Transfer			5	5	6	6
Assoc in Science for Transfer	1	4	4	4	4	3
Associate in Arts	6	7	13	13	13	13
Associate in Science	6	1	3	7	7	4
Cert of Achievement >1 <2 yr	6	5	5	5	11	8
Cert. of Achievement < 1 yr	5	5	5	7	4	1
Job Skills Certificate	3	2				2
Grand Total	22	21	24	24	29	28

Above are our current award and graduation rates for Native American students.

Once IR finds a method to identify how many Native American students we actually have, we can see if those numbers are increasing year to year. We can also see if awards/degrees/completion rates are increasing over time.

**Person Responsible:**

Kim Blackwell, Betzabel Martinez, Stefanie Jackson, & Jaclyn Kessler

**Unit gap or institutional goals addressed:**

It addresses a Student Equity and Achievement Plan goal

**Expand on and Increase CTE Offerings**

**Is this part of a multiyear initiative?**

Yes

**Specific Action Steps to be Taken:**

Incorporate CTE programs as much as possible/feasible on campus at our ESCC sites. Promote hybrid and online CTE to our ESCC students. Our local Eastern Sierra Foundation and Mammoth Lakes Foundation local scholarships have lifted the requirement of full-time on campus classes. They will accept part-time students that are taking online classes as long as they have an approved long term education plan done by Counseling. IR has done a great job of popping out our service area students, so we can better connect with our online ESCC students.

Start conversations with BC about Dual Enrollment in Agriculture (for Lone Pine and Bishop high schools), and Culinary for Mammoth High School. Down the road we might be interested in creating our own programs, but we will test the waters with high school first.

We have a professional expert that can also help us develop an Outdoor Recreation/Leisure and Recreation/Recreation Management studies certificate/degree program. It would likely be a good fit for our service area with two national parks on either end (Death Valley and Yosemite), and endless amounts of forest and recreation land.

Other community colleges offering Recreation Management type programs: Sierra College, College of the Canyons, American River College, El Camino College, Fresno City College, Cuesta College, Allan Hancock College, Feather River College, and Diablo Valley College.

**Early Observational Data, or "Lead" Measure(s):**

Local employers continually ask for qualified workers in child development, law enforcement/guard card, health careers, forest service workers, recreation workers, people that can work in the tourism industry (food/hotels/tour guides and rangers), and wildland fire. All a good fit for CTE training, but not always the best paying employment.

There is a huge need for industrial type workers for CalTrans, LA Department of Water and Power, Mammoth Mountain, and others. They are looking for heavy equipment operators, mechanics, welders, engineers, etc. These are better paying jobs with benefits, but harder for ESCC Bishop and Mammoth campuses to build and support over time. We would need to definitely forge some partnerships.

Both the Mammoth and Bishop Chamber of Commerce request employees for tourism industries on the regular. The one program I can certainly see us develop is Outdoor Recreation. That brings in a lot of different types of training that could lead to quality employment for our students.

**Does the department request help developing these instruments?**

Yes

**Institutional Performance Data, or "Lag" Measure(s):**

Over time we can see if more students are enrolling in CTE programs and connect them employers as they request people. Knowing who our students are will make it easier for students/employers to connect. We can also better promote CTE programs if we know what employers are actually looking for.

**Person Responsible:**

Kim Blackwell

**Unit gap or institutional goals addressed:**

It addresses a 2- or 5- year program review strategy

**Identify and Better Support 1st Year and 1st Generation Students with Completion/Success**

**Is this part of a multiyear initiative?**

Yes

**Specific Action Steps to be Taken:**

Recruit the high schools, our Admissions and Records office, and our Counseling Team to ask students if this is their first college experience and ask if their parents/caretakers went to college. If they identify as 1st year college and/or 1st generation students, we can provide over and above services to them while they are with us. Counseling can make a list in Navigate to push out important messages, dates, and resources to them. We will also pay attention to what the 1st generation task force is coming up with and implement what make sense at ESCC to support our students.

**Early Observational Data, or "Lead" Measure(s):**

**Mammoth Campus has a significant Performance Gap:**

First-time student Completion Rate 65% and Success Rate 44%

Our strategy will employ what was mentioned above, but we will also recommend that our community college bound high school students take at least 1-2 concurrent enrollment classes and possibly a Dual Enrollment ENGL C070. Mammoth High School currently offers ENGL C101 and C102 to their transfer bound students, along with a plethora of other dual enrollment and concurrent opportunities. The seniors that graduate and come to us typically do not have any concurrent or Dual Enrollment classes on their transcripts, and they seem to struggle.

**Does the department request help developing these instruments?**

Yes

**Institutional Performance Data, or "Lag" Measure(s):**

Each year we can look at the completion and success data to see if the percentage completing and completing successfully are increasing.

**Person Responsible:**

Kim Blackwell, Counseling, A&R, 1st Generation Student Committee

**Unit gap or institutional goals addressed:**

It addresses a gap in student equity

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## Resource Needs

## Facilities

### Bishop:

Swap out tables/chairs in Zoom Room 122. Quote: (Cody will price out)

12 Tables / 24 Chairs Max Occupancy 36

### Mammoth:

Swap out tables/chairs in Zoom Room 202. Quote: (Cody will price out)

22 Tables / 40 Chairs Max Occupancy 50

See Cody's plan for further projects for ESCC.

## Information Technology

Convert iTV rooms to Zoom rooms due to iTV no longer being supported.

- Bishop Room: 110
- Mammoth Room: 206

Clear out old IT equipment from both Bishop and Mammoth campuses.

See Mike's IT plan for further projects at ESCC.

## Marketing

### Bishop:

Requesting \$12K for continued sponsorship of Tri-County Fairgrounds. Provides use of facilities to hang our banners on Highway 395 and other prominent high traffic areas on the grounds; have booths at every event year round; use of a display board on the Heritage Arts building; use of their monument board during registration (coming soon); and our logo on all their electronic media/promotions that has a clickable link back to us. They advertise throughout our service area (Mammoth/Bishop/IWV/Tehachapi). **Put in my budget.**

Mule Days \$1K for continued sponsorship for one of the largest events in Bishop. It allows us to put up our banners and be in their popular guide book. We should have them promote our low cost online offerings since most people at the event are from out of the area. **Put in my budget.**

Bishop Twin Theater: Continue advertising at the theater. Gives us the opportunity to swap out our slides as much as we want throughout the year. High traffic/high gathering area for locals, high schoolers, and college aged students. See Jeff for actual cost/details. Put in Jeff's budget.

Billboard (see Jeff for price) on 395 between the curve at the fairgrounds and the Chevron station. Can advertise both our Bishop/Mammoth campuses and our online offerings. Put in Jeff's budget.

### Mammoth:

Minaret Theater \$3K It is not as flexible as the Bishop Twin Theater, as they are owned by people out of state. See Jeff for actual cost/details. Also put in Jeff's budget.

Newsstands to put at high traffic gas stations/coffee shops/grocery stores (Manor Market/Yuhubi/Bishop Paiute/Black Sheep/Loony Bean/Grocery Outlet). We would not put them in chain stores like Starbucks or Vons. Just locally owned/operated. Approximate cost \$2K total for both sites. **Put in my budget.**

Also see Katie's, Franki's, Christine's, Nicole's, and Jeff's unit plans for outreach/marketing in our service areas.

## Professional Development

### To stay up to date on local happenings:

Bishop Chamber and Rotary Memberships: \$250

Mammoth Chamber Membership: \$200

### To come up with innovative/proven strategies to help students be successful:

Student Support/Success Type Conferences: \$2000.00

## Other Needs

### One AWD or 4WD SUV for Bishop

- IT/M&O/Director/Counseling/Faculty for transportation of college equipment/supplies or to get to the opposite site in an emergency or for events during work hours, so people do not have to use personal vehicle for college business.
- Transportation of staff/management/faculty between any college site/partner for meetings, conferences, and gatherings.
- Outreach to/from: Lone Pine, Independence, Big Pine, Palisade Glacier, Bishop, Mammoth, Lee Vining, and Coleville. There are 10+ area high schools. Our local counseling and A&R go to help register for Early College and local seniors, as well as director going to do local area parent nights. This type of outreach is not currently done at our high schools by IWV located outreach staff. With IWV being busy with their area schools at the same time, it will prove difficult for them to get to our service area and provide timely/equitable service. There are 3 different spring breaks, and from end to end our service area is 200 miles long or 3-5 hour drive depending on weather.

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## Staffing Requests Not Already Listed In Unit Plans

### 1000 Category - Certificated Positions

### 2000 Category - Classified Staff