

East Kern College Center Department
ASP for Academic Year 2025-2026
November 2024

Description Of Section

Connection to College Mission

East Kern Center:

The East Kern Center serves the communities of Edwards Air Force Base, North Edwards, Mojave, Boron, California City and Tehachapi.

The Edwards AFB site offers the Cerro Coso IGETC, CSU Certification, and local pathways partially online and partially on-ground. Two degrees are available to students at this site: an AA in Liberal Arts: Arts and Humanities, and an AA in Liberal Arts: Social and Behavioral Sciences, which mainly online coursework. Students in the military can also take courses online and on-ground to complete their general education requirements for an associate degree from the Community College of the Air Force (CCAF) at the Edwards AFB site.

The Tehachapi campus offers the Cerro Coso IGETC, CSU Certification, and local pathways, as well as Associate Degrees in Liberal Arts: Arts and Humanities, Liberal Arts: Social and Behavioral Sciences, and Clinical Medical Assisting on-ground.

Additionally, students can complete an Associate Degree in Psychology almost entirely on-ground, with the exception of one online course. Available CTE programs at the Tehachapi site include Emergency Medical Technician certificate offered 100% on-ground and Industrial Technology courses in the area of Welding. In 2019, the Tehachapi campus was identified to offer a POST certified modular police academy where students can earn college credits that can be applied toward a degree and several cohorts have completed this program. Students and recruits who complete programs at our academy will be eligible to apply for a variety of law enforcement careers such as a police officer, deputy, reserve, probation or parole officer, and more. Most recently in 2022, the Tehachapi campus started to offer an 8-week Wildland Firefighting program.

Kern River Valley:

Another higher education location that falls under East Kern's umbrella is the Kern River Valley site. The Kern River Valley (KRV) campus serves the rural and socioeconomically challenged communities of Lake Isabella, Wofford Heights, Kernville, Bodfish, Weldon and Onyx from an office location located in the town of Lake Isabella. In support of the College's mission, KRV provides distance education support in the areas of general, transfer, career technical education programs, and GED preparation support to ensure that all students are adequately served.

East Kern and Kern River Valley:

All sites in the East Kern (South Kern) region offer comprehensive support services on-ground that assist with supporting the institution's instructional programs and college mission. These services include the following: Library, Learning Assistance Center, Counseling, Access Programs, Admissions and Records,

and financial aid accessibility. All other student serves are provided online or via the IWV campus.

Overall, the East Kern campuses embrace and are committed to serving the diverse socioeconomic population of students who reside in the surrounding rural communities by providing outstanding educational, career technical, Early college/dual enrollment, prison education and distance education programs, along with facilitating student success through comprehensive supportive services. This ongoing commitment strives to meet our students' and community's educational and training needs that are in connection with Cerro Coso Community College's primary mission.

Review And Planning

Performance and Equity Gaps Still to be Addressed

Equity Data:

2023-2024 gap analysis data revealed that East Kern (EK) is “doing much better” in both completion gaps and success gaps when comparing to college wide data. EK's student completion rates are at 96.3%.

Area of Further Inquiry:

College data has identified a gap with Tehachapi students taking applying for and taking advantage of Extended Opportunity Program & Services (EOPS). Currently, 94.5% of on-ground students are not in EOPS; whereas, only 5.5% of on-ground students are participating in this program. The question is why? The Tehachapi team will be looking further into this data so that the why and interventions can be identified.

EOPS	2021-2022	2022-2023	2023-2024
EOPS Student	1.3%	4.8%	5.5%
Not EOPS Student	98.7%	95.2%	94.5%

Another persistent gap is evident when comparing East Kern students who receive financial aid to those who do not. At the Tehachapi campus, more than half at 52.6% of students not financial aid recipients, compared to 47.4% who are FA students.

Based on this equity data, East Kern fully supports hiring a full-time Financial Aid Technician to be based at the new campus location. By hiring for this position, we will have dedicated financial aid staff focused on supporting East Kern students, helping to close the financial aid gap in these areas.

Financial Aid Award	2021-2022	2022-2023	2023-2024
FA Student	26.4%	40.4%	47.4%
NOT a FA Student	73.6%	59.6%	52.6%

Last Year's Initiatives

Early College Program – Department Creation & Comprehensive Staffing Plan

The initiative to establish an Early College Department and implement a comprehensive staffing plan has largely been completed. Staffing requests were approved, and as of July 2024, the Director of Early College has been appointed to lead a newly established, stand-alone, college-wide Early College department. This department is in the process of being fully developed.

With support from Kern Community College District funding, recruitment efforts for an Early College Department Assistant III and Early College Program Coordinator are underway, with anticipated hires by fall 2024. However, the faculty coordinator position, which was part of the original request, was not approved. It is recommended that this request be revisited to ensure adequate faculty support for the Early College program.

As the program continues to grow, additional staffing will be required to support its expansion and operational efficiency. The Director of Early College will have the opportunity to revisit this need as the program evolves.

Returning the Community to our Community College (Tehachapi Campus)

The initiative to “Return the Community to our Community College Campus” has been successfully initiated and remains ongoing. The Director of East Kern explored various avenues to engage the community and gathered valuable input on potential community education courses for the Tehachapi campus. Several individuals expressed interest in teaching these courses, and the college provided them with the necessary information and guidance to develop course proposals. Despite follow-up efforts, those individuals ultimately chose not to proceed with their offerings due to personal reasons.

However, this exploration sparked a broader conversation around non-credit opportunities as an alternative to community education. In response to community interest and the college’s support for non-credit courses, we are currently evaluating the feasibility of creating a non-credit certificate program in Culinary Arts, specifically focused on Baking Fundamentals. The Director of East Kern is actively working with faculty and the Career Technical Education (CTE) Dean to assess the viability of this program.

While the initial community education courses did not come to fruition, this initiative has evolved into a promising opportunity to develop non-credit programs that meet both community needs and the college’s strategic objectives. The Director of East Kern will continue efforts to position the Tehachapi campus as a center for community engagement and life-long enrichment through these ongoing initiatives.

Initiatives for Next Academic Year

Tehachapi Campus Relocation & Concept

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

In the 2025-2026 academic year, Cerro Coso Community College will be relocating the Tehachapi campus to a new, permanent location owned by the college. This move will significantly enhance the

college's presence in the community, providing a more stable and recognizable location for both students and staff. The relocation will require a coordinated effort across multiple departments to ensure a smooth transition and minimize disruption to operations.

Concept for a Groundbreaking Career and Technical Education Campus in Tehachapi, California

Cerro Coso Community College has an exciting opportunity to lead the way in the California Community Colleges system by developing the first-ever campus entirely dedicated to Career and Technical Education (CTE). While many community colleges, including nearby Antelope Valley College (AVC), Bakersfield College (BC), and the soon-to-open BC campus in Arvin, offer similar liberal arts and CTE courses, no institution in the region—or the state—has a campus solely focused on in-person career certificates and workforce training.

This new Tehachapi campus will still offer liberal arts courses that complement and connect with CTE certificates and degrees, providing students with a well-rounded education. By creating a CTE-focused campus, we're offering students an exciting new option to gain skills and enter the workforce quickly without the burden of high tuition costs associated with for-profit career colleges. This innovative approach will set Cerro Coso apart while meeting a critical need for students and employers in the community, paving the way for economic growth and student success.

Below are some ideas of potential names for the site -

- Cerro Coso Career and Arts College
- Cerro Coso College Trade & Arts Center
- Cerro Coso College Career Tech & Arts Center

If the concept of a CTE-focused college is not adopted, the newly developed Tehachapi campus will still play a vital role in serving and supporting the students of East Kern. It will continue to provide access to higher education opportunities, helping students achieve their academic and career goals while contributing to the region's growth and development.

Phase I - Relocation/Moving

Planning and Coordination

The first phase of this initiative will involve detailed planning and collaboration with key departments to move and set up in a new campus location.

- **Staffing:** Reviewing and hiring staff at the Tehachapi campus to ensure support for facilities management, in-person student services, campus growth, and long-term sustainability.
 - **Program Coordinator, East Kern/Tehachapi** (Requested in EK section plan)
 - **Site Maintenance & Operations Specialist** (Requested in M&O section plan & supported)
 - **Systems Support Specialist I** (Requested in M&O section plan & supported)
 - **Admissions and Records Technician II** (Requested in A&R AUP & supported)
 - **Financial Aid Technician** (Requested in FA AUP & supported)
 - **Public Officer I full-time** (Requested in Safety & Security section plan & supported)
- **Maintenance and Operations:** Coordinate with Maintenance and Operations to manage logistics, such as moving equipment, setting up classrooms and offices, and ensuring that the new facility meets operational needs.
- **Information Technology (IT):** Work closely with IT to ensure all technological infrastructure—networking, computer systems, and classroom technology—is installed and fully

functional at the new location before operations begin.

- **Safety and Security:** Partner with Safety and Security to develop a comprehensive plan to address campus safety, emergency protocols, and the installation of any necessary or identified security systems at the new site.
- **Instruction (Faculty):** Engage with the faculty to ensure the new location meets instructional needs, including classroom configurations, technology, and access to necessary teaching resources.
- **Scheduling:** Based on the timeline of the move look at offering late start hybrid courses in during the fall 2025 semester to provide an extra time if the campus has not been moved into new location by August 1, 2025.
- **Student Services:** Collaborate with Student Services to ensure that key services, such as admissions, counseling, and financial aid, are available and seamlessly transitioned to the new location.

Phase II - Campus Future Focus

Determining the Campus's Future Focus

As we move into Phase 2 of the Tehachapi campus development, it will be essential to make a strategic decision regarding the long-term vision and purpose of this new location. This phase will include a thorough review of the Career and Technical Education (CTE) campus proposal, which offers an exciting opportunity to establish a first-of-its-kind college solely dedicated to workforce training and career certificates.

During this phase, we will engage key stakeholders, analyze community and workforce needs, and assess the feasibility of this groundbreaking idea. A decision on whether to adopt the CTE-focused vision will shape the direction of the campus and ensure that it meets the evolving needs of the East Kern community. My hope is that the CTE campus concept will be embraced, positioning Tehachapi as a leader in workforce development and innovation.

Phase III - Marketing & Outreach!

Marketing and Community Engagement

The second phase of the initiative that would start in fall 2025 would rely on the Outreach and Marketing and Communications Department to take the lead in promoting the new campus location to both the community and current students. While the Tehachapi campus continues to experience steady growth, it is essential to maintain this momentum and fully take advantage of the opportunities provided by the new permanent facility. Our role will be to collaborate and support their efforts, but the primary responsibility for marketing will rest with the Marketing and Communications Department. Their work will be key to ensuring continued enrollment growth and fostering strong community engagement. Some ideas that could be done include the following:

- **Community Outreach In-Person:** Host informational sessions and open house events for residents, businesses, and community leaders to introduce them to the new facility and highlight the programs and opportunities available at the Tehachapi campus.
- **Community Outreach by Mail:** Postcard outreach campaign (to mimic CC Rocks Postcards). Send out postcards to promote Express Enrollment Event that will include the event being located "at the new campus location) in both fall (August 2025) and spring (January 2026)
 - 14,138 postcards each send out to Tehachapi Community prior to each semester
 - Total Cost Requested: \$10,000 (this is for two sets of postcards – for both fall & spring)
- **Digital Marketing:** Leverage the college's website, social media platforms, and email campaigns

to announce the relocation. Regular updates will be shared with students, alumni, and community members to keep them informed about the transition.

- **Press Releases and Media Campaigns:** Work with local media outlets, including newspapers, radio stations, etc., to spread the word about the new campus location. Emphasize the benefits of the new facility and how it will enhance the student experience.

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

By August 2025 the Tehachapi campus will have moved to the new location.

Does the department request help developing these instruments?

No

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

By June 2026 Tehachapi campus will be operating at new location with all facility and marketing needs being met.

Person Responsible:

Multiple Departments at Cerro Coso College

Unit gap or institutional goals addressed:

It addresses a Strategic Plan goal or objective (reminder to the right), It addresses a gap in student equity, It addresses an Educational Master Plan direction

N/A

Strengthening Educational Access and Community Support in Kern River Valley

Is this part of a multiyear initiative?

Yes

Specific Action Steps to be Taken:

The Kern River Valley region, including Lake Isabella, Wofford Heights, Kernville, Bodfish, Weldon, and Onyx, is a rural, low-income area with significant needs for both education and basic support services. Poverty rates in the region often exceed national averages, making access to higher education a crucial factor in helping individuals improve their economic prospects. By maintaining a physical location or office in Kern River Valley, Cerro Coso Community College ensures that students and residents have access to in-person educational resources, student services, and basic needs.

One key component of this initiative will involve working closely with local non-profit organizations to provide students not only with educational support but also access to essential services. A primary potential partner in this effort will be the KRV Bridge Connection, a newly developed organization committed to connecting underserved residents with resources they otherwise wouldn't be able to access locally. KRV Bridge Connection focuses on bringing together local and county services to the Kern River Valley to assist in areas such as housing, food security, mental health, and more. Their mission aligns with our goal to ensure that students have a support system that extends beyond education.

Step one: Strengthening Non-Profit Partnerships and Connections

Going above and beyond Cerro Coso's Basic Needs program support, KRV Bridge Connection will serve as a key collaborator, helping to link students with resources that address basic needs, such as housing assistance, food, and mental health services. We will formalize a partnership to ensure that non-profit services are easily accessible to our students at the Kern River Valley campus. (Maybe add Kern Connected Community Network)

Step two: Expanding Adult Education and GED Preparation

In fall 2024, Cerro Coso launched a GED Preparation in-person support program in connection with adult education for the Kern River Valley communities. This program is critical in helping adults attain their GED, which is a gateway to higher education and economic mobility. Research consistently shows that obtaining a GED is often a first step out of poverty, as it opens doors to both college and better job opportunities. This initiative will continue to support and grow the GED Preparation program, ensuring that more residents in the region have access to adult education, which in turn helps to fuel enrollment in our college programs.

Step three: Marketing and Community Engagement

This aspect of the initiative will need to be led by the Marketing and Communications Department. The request would be to create targeted marketing campaigns to raise awareness about the educational opportunities and support services available at the Kern River Valley location. The KRV office team will provide support by collaborating with local organizations to potentially host informational sessions to get the word out. This will help attract more residents to the programs offered, ensuring that the college remains a vital resource for the community.

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

MOU completed with KRV Bridge to use facilities for GED support by June 2025

Does the department request help developing these instruments?

No

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

Step three completed by December 2025

Person Responsible:

Lisa Stephens & Marketing Department

Unit gap or institutional goals addressed:

It addresses a Strategic Plan goal or objective (reminder to the right), It addresses a gap in student equity, It addresses a Student Equity and Achievement Plan goal

N/A

Resource Needs

Facilities

Please refer to the M&O Section Plan for requests connected to East Kern.

East Kern is fully supporting M&O position request for a **Site Maintenance & Operations Specialist** at the Tehachapi campus. This is a NEED for the new permanent campus location.

Information Technology

Requesting a smart white board for new LRC/LAC. Requesting new television for the new student center so that a digital display can be used.

Please refer to the Information Technology (IT) Section Plan for East Kern requests.

East Kern is 100% supporting IT's position request for a **Systems Support Specialist I** at the Tehachapi campus. This is a NEED for the new permanent campus location.

Marketing

Media Campaign for New Tehachapi Campus (Initiative #1)

EK is requesting that this department fund an outside agency to create and implement a marketing and media campaign to meet this need. The campaign would need to begin in July 2025.

Estimated Cost: \$15,000.00

Media Campaign for Kern River Valley (Initiative #2)

Requesting targeted marketing campaigns to raise awareness about the educational opportunities and support services available at the Kern River Valley location.

Professional Development

Management/Staff Professional Development Requests

Professional development and conference attendance promotes employee continuous quality improvement. Attendance at conferences plays a supportive role in promoting employee morale and growth. Professional development opportunities also provide employees with an outlet to learn about ideas that can be used to support students and the college by providing an outlet to think, create and innovate.

Management to attend the ACCCA and/or Community College League of California management professional development conferences. One EK/KRV classified staff to attend professional development conference (i.e., Community College League of California Classified Leadership Institute or 4CSD – California Community College Council for Staff Development).

Each year a different classified staff member will get the opportunity to attend a professional enrichment conference opportunity. Ongoing Request (no-change): \$3,000.00*

Note: This is an annual request that is currently budgeted and there is no change from the previous academic year. *This request is connected to the climate survey of employee morale and professional development.

Other Needs

Funding Request(s) – ATTN BUDGET COMMITTEE

Request #1 - 5860 CT

Community Marketing & Outreach by Mail: Postcard card outreach campaign (to mimic CC Rocks Postcards). Send out postcards to promote Express Enrollment Events that would include the event being located at the new campus location in both fall (August 2025) and spring (January 2026). (Initiative #1 & #2)

- Requesting 14,138 postcards to be sent out prior to each semester (Ongoing)
 - **Total Cost Requested: \$10,000** (this is for both fall 2025 postcards & spring 2026 postcards)

Request #2 - 5300 CT

Institutional Membership Dues Increase to \$5000.00 – Tehachapi Campus: Increasing our Tehachapi Chamber of Commerce membership from \$1000.00 to a \$5000.00 Chairman level membership will provide the essential visual support needed during our campus relocation. For our campus to grow, to be recognized, and be successful in the new campus location, accessing the Chairman's benefits will be crucial in supporting this effort. Ongoing Request. (Initiative #1)

The benefits of this upgraded membership include:

- Chairman's Circle (includes logo, bio and link to your website) page on Chamber's website. www.tehachapi.com
- Logo and Contact Information listed on Chairman's Circle page in Chamber Business Referral Guide. (Value: \$1,000)
- Chairman's Circle Membership Plaque to display in your office
- Free Table at Job Fair
- Free Business Marketing Consultation
- Logo presented at Chamber Luncheons
- Monthly Chamber Network Luncheon (40.00 per month X 12 = \$480.00 value)
- Job Fair Sponsor to include banners and announcements (Valued at \$500.00)
- Tehachapi's Finest Gala Tickets (Value: \$80 per ticket x 4 = \$320.00 value)
- Tehachapi's Finest Gala Sponsor to include banners and announcements (Valued at \$1000.00)
- Thunder on the Mountain Cruising Sponsor to include banners and announcements (Valued at \$500.00)
- Mountain Festival Sponsor to include banners and announcements (silver miner valued at \$2000.00)
- 1 / 2-page color Ad in Chamber Referral Guide (Value up to \$1100)
- Chairman's Circle member acknowledgement at all Chamber Events
- Logo Ad in Monthly Newsletter for one year. (Value: Subscriber Base -850)
- Article in Newspaper - The Loop (Valued at \$400.00)
- Special Podcast Episode on Tehachapod

Classified Position(s) Supported:

East Kern is M&O position request for a **Site Maintenance & Operations Specialist** at the Tehachapi campus. This is a NEED for the new permanent campus location.

East Kern is 100% supporting IT's position request for a **Systems Support Specialist I** at the Tehachapi

campus. This is a NEED for the new permanent campus location.

East Kern is supporting hiring an **Admissions and Records Technician II** to be housed at the Tehachapi campus. The addition of an A&R Technician is essential not only for operational efficiency but also for advancing student equity, particularly in the Tehachapi and East Kern areas.

East Kern is supporting hiring a **Financial Aid Technician** to be housed at the Tehachapi campus. Equity data reveals that the addition of this position will greatly assist this area of need that is not being accessed by students.

East Kern is supporting the hiring of a **full-time Public Officer I** to be housed at the Tehachapi campus. Campus safety is a top priority at Cerro Coso College. Our college is a place for learning, personal development, and community building, making it essential to protect the well-being of students, faculty, and staff in order to preserve this environment.

Staffing Requests Not Already Listed In Unit Plans

1000 Category - Certificated Positions

N/A

Location:

Justification:

N/A

2000 Category - Classified Staff

East Kern Program Technician Role to a 12-Month Schedule

Location:

EKC Edwards/Cal City, EKC Tehachapi, Kern River Valley

Salary Grade:

40.0

Number of Months:

12

Number of Hours per Week:

40

Salary Amount:

Justification:

This request is for the East Kern Program Technician position to be extended from an 11-month to a 12-month work schedule (addition of one month salary). This adjustment is essential for maintaining equitable staffing and supporting the growth of our East Kern campuses, especially as we prepare for the transition to our new Tehachapi location. (Initiative #1)

Justification for 12-Month Position:

1. **Equitable Employment Terms:** All other classified employees in East Kern work on a 12-month schedule, with the East Kern Program Technician now being the only exception. Converting this position to 12 months would provide consistency across our team, ensuring that all employees have the same contractual terms. This adjustment supports fair employment practices and aligns with labor guidelines that advocate for equal treatment within similar work environments.
2. **Increased Campus Needs and Summer Availability:** With the continuous growth in student enrollment and services, as well as our upcoming move to the new Tehachapi campus, we need consistent support throughout the year. The East Kern Program Technician plays a vital role in providing resources, managing learning spaces, and supporting faculty and students. Extending this role to 12 months will ensure we have the necessary support during the entire year, including the summer.

Updating the East Kern Program Technician to a 12-month position is crucial for maintaining effective operations, providing equitable employment, and meeting the increasing demands of our growing East Kern campuses. Thank you for considering this request to better support our team and our mission to serve students year-round.

Reclassification: Department Assistant III - Tehachapi

Location:

EKC Tehachapi

Salary Grade:

38.0

Number of Months:

12

Number of Hours per Week:

40

Salary Amount:

Justification:

This request is for the reclassification of East Kern's Department Assistant (DA) II position at the Tehachapi campus to DA III. Given the skill set required with the expanded scope of responsibilities and the anticipated shift in duties, this adjustment will better reflect the role's demands and support campus needs. (Initiative #1)

Justification for Reclassification:

1. **Increased Scope of Responsibilities:** The current Department Assistant II oversees all aspects of campus life, including coordinating campus activities, providing essential administrative functions, supporting students, staff, faculty, community and student services. The position is specialized support for the campus. These responsibilities align closely with the scope typically associated with a Department Assistant III, ensuring that the position is appropriately classified given the level of coordination and leadership required.
2. **Upcoming Department Changes:** With the anticipated retirement of a Department Assistant III, this reclassification would allow the transitioning Department Assistant II to take on many of the duties associated with that role, helping maintain continuity and a high level of support for our students, faculty, and staff.

Reclassifying the Department Assistant II position to Department Assistant III, will better align job classifications with the duties performed and provide the correct ongoing, reliable support across our campus community and site location. Thank you for considering this request to support our staff and the overall efficiency of the East Kern campus.

Program Coordinator, East Kern

Location:

EKC Tehachapi

Salary Grade:

42.5

Number of Months:

12

Number of Hours per Week:

40

Salary Amount:**Justification:**

As the college establishes a permanent location in the Tehachapi community, it's critical to assess and invest in staffing to support the growth and development of the new campus. Ensuring adequate personnel is a priority for meeting both campus and community needs.

Currently, the East Kern (Tehachapi) and Kern River Valley (KRV) offices are supported by three classified staff members:

- Department Assistant (DA) III – KRV
- Department Assistant (DA) II – Tehachapi
- Program Technician – Split between Tehachapi and KRV

With the anticipated retirement of the DA III at the end of the 2024-2025 academic year and the Program Technician transitions to full-time at the KRV office (to meet the community and educational access needs of that area), the newly created Tehachapi campus will be left with only one classified staff member that falls under the Director of East Kern. This sole position is tied to desk duties, limiting flexibility to support campus and community efforts.

This proposal requests replacing the retiring DA III position with a Program Coordinator at the Tehachapi campus. The Program Coordinator's advanced skill set will support the growth and expansion of the newly developing campus while also ensuring the continued strength of East Kern operations.

With this adjustment, the staffing for East Kern and KRV would remain consistent, with three classified positions allocated as follows:

- Program Technician – KRV
- Department Assistant II – Tehachapi
- Program Coordinator – Tehachapi (Replaced position)

This restructured staffing model, including the addition of an East Kern Program Coordinator, supports the college's commitment to community engagement and sustainable growth, ensuring the Tehachapi campus is well-prepared for future success.

Section Plan Budget Worksheet for East Kern - FY25

Fund	Org Description	Account Description	Program Title	Activity	Location	2024		2024		2025		2026		Notes	Increase?	If requesting increase of %5 or more			
						Adopted Budget	Actual Expenses	Adopted Budget	Request	Adopted Budget	Request	In planning document	Data?			Relevance?	Operational Efficiency?		
GU001	Kern Valley Campus	Non-Inst Supplies & Materials	Instnl Support/Academic Admin	OK	OK	\$ 1,000.00	\$ 989.16	\$ 1,000.00	\$ 1,000.00					no					
GU001	Kern Valley Campus	Paper	Instnl Support/Academic Admin	OK	OK	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00					no					
GU001	Kern Valley Campus	Maint & Repairs Supplies	Instnl Support/Academic Admin	OK	OK	\$ 100.00	\$ 67.35	\$ 100.00	\$ 100.00					no					
GU001	Kern Valley Campus	Employee Travel DO	Instnl Support/Academic Admin	OK	OK	\$ 250.00	\$ -	\$ 250.00	\$ 250.00					no					
GU001	Kern Valley Campus	Food/Meetings	Instnl Support/Academic Admin	OK	OK	\$ 100.00	\$ -	\$ 100.00	\$ 100.00					no					
GU001	Kern Valley Campus	Institutional Dues/Memberships	Instnl Support/Academic Admin	OK	OK	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00					no					
GU001	Kern Valley Campus	Rental of Facilities	Instnl Support/Academic Admin	OK	OK	\$ 10,500.00	\$ 10,350.00	\$ 10,500.00	\$ 10,500.00					no					
GU001	Kern Valley Campus	On Equipment Maint Agreements	Instnl Support/Academic Admin	OK	OK	\$ 500.00	\$ 394.80	\$ 500.00	\$ 500.00					no					
GU001	Kern Valley Campus	Postage/Express Overnight Svcs	Instnl Support/Academic Admin	OK	OK	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00					no					
GU001	Kern Valley Campus	Other Services & Expenses	Instnl Support/Academic Admin	OK	OK	\$ 200.00	\$ 442.00	\$ 200.00	\$ 200.00					no					
GU001	East Kern Campus	Employee Travel DO	Instnl Support/Academic Admin	OK	OK	\$ -	\$ 267.20												
GU001	East Kern Campus	Employee Travel DO	Instnl Support/Academic Admin	CT	CT	\$ -	\$ 114.70												
GU001	East Kern Campus	Employee Travel DO	Instnl Support/Academic Admin	CS	CS	\$ 1,000.00	\$ 1,733.37	\$ 1,000.00	\$ 1,000.00					no					
GU001	Tehachapi Campus	Non-Inst Students	Instnl Support/Academic Admin	CT	CT		\$ 22,000.00		\$ 22,000.00					no					
GU001	Tehachapi Campus	Class Non-Inst/ Overtime	Instnl Support/Academic Admin	CT	CT		\$ 5,000.00		\$ 5,000.00					no					
GU001	Tehachapi Campus	Instl Supplies & Materials	Instnl Support/Academic Admin	CT	CT	\$ 1,250.00	\$ 216.64	\$ 1,250.00	\$ 1,250.00					no					
GU001	Tehachapi Campus	Non-Inst Supplies & Materials	Instnl Support/Academic Admin	CT	CT	\$ 4,050.00	\$ 5,152.76	\$ 4,050.00	\$ 4,050.00					no					
GU001	Tehachapi Campus	Paper	Instnl Support/Academic Admin	CT	CT	\$ 3,500.00	\$ 842.00	\$ 3,500.00	\$ 3,500.00					no					
GU001	Tehachapi Campus	Maint & Repairs Supplies	Instnl Support/Academic Admin	CT	CT	\$ 250.00	\$ 48.79	\$ 514.00	\$ 514.00					no					
GU001	Tehachapi Campus	Employee Travel	Instnl Support/Academic Admin	CT	CT	\$ 3,000.00	\$ 4,450.43	\$ 3,000.00	\$ 3,000.00					no					
GU001	Tehachapi Campus	Employee Travel DO	Instnl Support/Academic Admin	CT	CT	\$ 2,000.00	\$ 2,128.70	\$ 4,000.00	\$ 4,000.00					no					
GU001	Tehachapi Campus	Employee Travel DO	Instnl Support/Academic Admin	CS	CS	\$ 1,000.00	\$ -	\$ 1,000.00	\$ 1,000.00		Increasing our Tehachapi Chamber of Commerce membership from \$1000.00 to a \$5000.00 (i.e. Chairman level membership) will provide the essential visual and organization support needed during our campus relocation. For our campus to grow, to be recognized, and be successful in the new campus location, accessing the Chairman's benefits will be crucial in supporting this effort. Ongoing Request. (Section Plan Initiative #1)	yes	Section		The benefits of a Chairman Membership are valued at a minimum of \$7,500 annually. This membership saves the college \$2500.00 and gives us even more opportunities for our name and info to be seen in the community. If you want to see all the detailed benefits go to my section plan under "Other Needs" and look for request #2.	With the new campus in Tehachapi, maintaining a Chairman Membership is key to increasing college awareness and connecting with the community. This membership helps ensure the community knows we've moved and are ready to serve their higher education needs through events, gatherings, and media opportunities. No students no campus.	The primary goal of establishing a permanent campus in Tehachapi is to support the college's growth and sustainability. Increasing the Tehachapi Chamber membership to the \$5,000 Chairman level will provide valuable benefits, boosting the college's visibility, community engagement, and opportunities for long-term success.		
GU001	Tehachapi Campus	(Local) Online Training/Webinar	Instnl Support/Academic Admin	CT	CT	\$ -	\$ 450.00							no					
GU001	Tehachapi Campus	Food/Meetings	Instnl Support/Academic Admin	CT	CT	\$ 500.00	\$ -	\$ 500.00	\$ 500.00					no					
GU001	Tehachapi Campus	Institutional Dues/Memberships	Instnl Support/Academic Admin	CT	CT	\$ 1,000.00	\$ 416.67	\$ 1,000.00	\$ 1,000.00					no					
GU001	Tehachapi Campus	Rental of Facilities	Instnl Support/Academic Admin	CT	CT	\$ 128,600.00	\$ 122,866.08	\$ 128,600.00	\$ 128,600.00					no					
GU001	Tehachapi Campus	On Equipment Maint Agreements	Instnl Support/Academic Admin	CT	CT	\$ 3,000.00	\$ 1,185.78	\$ 5,000.00	\$ 5,000.00					no					
GU001	Tehachapi Campus	Postage/Express Overnight Svcs	Instnl Support/Academic Admin	CT	CT	\$ 1,500.00	\$ -	\$ 1,500.00	\$ 1,500.00					no					
GU001	Tehachapi Campus	Other Services & Expenses	Instnl Support/Academic Admin	CT	CT	\$ 300.00	\$ -	\$ 300.00	\$ 300.00					no					
GU001	Tehachapi Campus	Computer/Technology Equipment	Instnl Support/Academic Admin	CT	CT		\$ 593.10												
LR001	Tehachapi Campus	Inst Supplies & Materials	Other Education	CT	CT	\$ -	\$ 1,031.66												

Resource Requests																
Type of request	1 time or ongoing?	Requested amount	description/explanation				In planning document	Data?	Relevance?	Operational Efficiency?						
Other																
Marketing	ongoing		Postcard card outreach campaign (to mimic CC Rocks Postcards). Send out postcards to promote Express Enrollment Events that would include the event being located at the new Tehachapi campus location in both fall (August 2025) and spring (January 2026). (Initiative #1 & #2)				Section		There are a total of 14,138 mailer routes in the Tehachapi community. Mailing one postcard to each household will cost the college \$2.83 per family per semester, totaling \$5,000. This small investment ensures that every household in Tehachapi sees Cerro Coso Community College's name, logo, and key information, increasing visibility and community awareness for our new college campus. FTEs is generated by students enrolled in courses at the college (among other factors in the funding formula). The total population of Tehachapi, including nearby areas like Bear Valley, is 34,271. Investing \$15,000 in a marketing consultant to reach and attempt to enroll even 3% of this population (1,028 students) would be a highly cost-effective strategy, with the potential of generating significant revenue for the college's general fund.		Targeting every household in Tehachapi each semester is relevant and I would argue crucial because consistent marketing is required for enrollment management. This approach will also promote the new Tehachapi campus location, ensuring greater community awareness and engagement.		This marketing approach will enhance operations by increasing awareness of the higher education opportunities available in Tehachapi. If people are unaware of the college, they are less likely to enroll and take advantage of the classes offered by our outstanding faculty.			
Marketing	1 time		EK is requesting funding to hire an outside agency or marketing consultant to develop and execute a marketing and media campaign focused on promoting the new campus location in Tehachapi. Population data for Tehachapi can be found at https://www.bestplaces.net/people/zip-code/california/tehadapi/93561				Section		We need a clear and effective plan to spread the word and launch our new campus location with a strong, impactful campaign. This is an opportunity to make a bold statement and reach the community on a large scale, rather than relying on a quiet or understated approach.		This marketing approach will enhance operations by increasing awareness of the higher education opportunities available in Tehachapi. If people are unaware of the college, they are less likely to enroll and take advantage of the classes offered by our outstanding faculty.					