



Merritt College

12500 Campus Drive · Oakland, California 94619 · (510) 531-4911 · FAX (510) 436-2514

Robert A. Adams, Ed.D
President

Merritt College's Three Initiatives

September 19, 2007

Dear Merritt Faculty and Staff,

The beginning of the semester is always exciting, and here at Merritt College we have outstanding faculty, staff and student leadership. Even though our issues are not that different from most community colleges, we have some institutional challenges that must be addressed and I am asking for your ideas and participation:

First, currently, we are down 7% in enrollment and we need to increase community access to our campus.

Second, our overall successful course completion rate is a solid 67%, but we have a semester-to-semester return rate for all students of just 51%.

Third, we have limited funds to support departmental programs and institutional activities.

We are forming three campus taskforce teams that will make short and long range recommendations by the end of this semester, and we need your ideas and participation. Please contact campus leadership and the following administrators for your areas of interest.

Dr. Herring, VP Student Affairs/Co-Chair, Marty Zielke- Recruitment Taskforce Team

This team will identify high schools, community based organizations, and special programs in order to recruit new or re-entry college students. Services will be offered that will increase access and diversity.

Linda Berry, VP Instruction/Co-Chair, David Morales - Retention/Persistence Taskforce Team

This team will review the retention/persistence rate of the diverse range of students that we serve. Its charge is to coordinate resources for sound pedagogical practices and introduce innovative instructional and student support services.

Peralta Community College District

333 East Eighth Street · Oakland, California 94606 · (510) 466-7200

Jacque Bell, Business Manager/Co-Chair, Pamela Price - **Entrepreneurial Leadership & Independent Resource Development Team**

The adoption and implementation of an ambitious growth agenda requires expanded resources. This team will identify independent funding sources to generate discretionary funds for departmental and institutional use.

The Entrepreneurial Leadership & Independent Resource Development Task Force will focus on generating new and sustainable financial resources through the following strategies:

1. Maximizing the net contribution and expansion of existing resources; and
2. Augmenting existing resources through innovative development initiatives, community collaborations and corporate partnerships.

Again, to be successful, we need your help!

Sincerely,



Dr. Robert A. Adams
President

RAA:mml