



Merritt College

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

Robert A. Adams, Ed.D.
President

January 7, 2008

Dear Merritt Faculty and Staff:

Happy New Year!

After completing my first semester as the President of Merritt College, I am very excited about the opportunities and challenges ahead as we strive to provide quality education and support services for our students.

During our busy Fall semester, we continued the district-wide strategic planning process, began purchasing equipment using Measure A funds, and began work on our Accreditation Report by forming our Accreditation Standards Committees.

Listed below are some of the activities that occurred during the Fall semester:

- September 21, 2007 – Brown Bag Lunch with Classified Staff
- September 27, 2007 – Disaster training at the College of Marin
- October 17, 2007 – Town Hall Meeting on Campus Safety
- October 24, 2007 – Student Learning Outcomes and Assessment Faculty Workshop
- November 8, 2007 – Peralta Latino Initiative Kickoff
- November 9, 2007 – Tenure Track Faculty Luncheon with Faculty Senate President and the Tenure Facilitator
- December 5, 2007 – Board of Trustees Listening Session
- December 13, 2007 – The College's Educational Master Planning Committee's Listening Session with the Strategic Management Team

On September 19, 2007, I sent a letter to the Merritt Family encouraging participation in three task forces addressing challenges such as student recruitment and outreach, student persistence and retention, and using entrepreneurial leadership to support institutional concerns and departmental programs. Below is an update on the activities of these task forces:

Recruitment and Outreach Task Force, Dr. George Herring and Ms. Marta Zielke, Co-Chairpersons

The Recruitment and Outreach Task Force has developed the following recommendations:

- Hold a “Spring High School Day” for students and parents emphasizing concurrent enrollment

Peralta Community College District

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

- Assign Counselors to spend some time each week at the high schools in the area
- Increase the number of Student Ambassadors to assist counselors in high schools in distributing recruitment materials, serving as college aides at various community events, and conducting campus tours
- Purchase an Information Kiosk
- Increase community outreach activities
- Translate selected recruitment materials into Spanish

Retention and Persistence Task Force, Dr. Linda Berry and Dr. David Morales, Co-Chairpersons

The Retention and Persistence Task Force has identified several issues affecting retention and persistence which are being discussed for future recommendations:

- Basic Skills – Increase basic skills teaching throughout the curriculum
- Library Hours – Increase Library hours
- Financial Aid – Improve financial aid practices
- Campus Climate – Create a student first campus culture
- Tutors – Develop stronger tutorial services
- Counseling Information – Improve counseling articulation
- Improve Transportation Access – Facilitate better bus routes and schedules
- Need Earlier Support in Learning Support Services – Develop an academic alert program to support the Learning Center

Entrepreneurial Task Force, Ms. Jacquelin Bell and Ms. Pamela Price, Co-Chairpersons

The College's Entrepreneurial Task Force has generated an ambitious list of innovative projects which will be reviewed for prioritization. Key projects under discussion include:

- Conduct feasibility studies for development of District owned real estate adjacent to the college
- Evaluate options for formalizing and expanding the Fruitvale Center
- Evaluate the establishment of an Enterprise/Facilities Rental function within the college which would coordinate ancillary revenue generating enterprises, corporate sponsorships/partnerships, private donations, entrepreneurial training, economic development, grant funding, and community services education

The Spring semester begins with two Professional Development Days. **January 15, 2008**, will be held at Laney College and begins at 8:30 a.m. in the Laney Theater. Merritt's **January 16, 2008**, Professional Development Day schedule is enclosed. I hope you and your family had a safe and happy holiday.

Sincerely,



Robert A. Adams, Ed.D.
President

RAA:jpb
Enclosure