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| **Reach new community members in N. Fair Oaks, Belle Haven, and East Palo Alto, especially BIPOC communities** | | |
| **Challenges** | **Possible Solutions/Actions** | **Lead on Next Steps** |
| Better understand and connect with these communities | * Work with trusted community leaders/partners to help to build relationships and connection with the community (attend events, workshops, overall community presence): College Track, JobTrain, Boys & Girls Club, faith-based communities * Faculty engagement in our communities is so important (e.g., Star Party); how can we support more of it? Reassigned time? Role of Guided Pathways Faculty Leads? * Improve access to important material and events by offering it in multiple languages * Staff are supported with OT pay for attending events after hours and on weekends * Hold more events – even Flex Days – in the community so that faculty and staff can get to know our communities better. | * SSPC/Outreach * SSPC/IPC? * Marketing/Outreach * Cabinet/Outreach * Marketing/Outreach |
| Strengthen existing programs serving these communities | * Umoja – the entire campus needs to be ready to welcome and support BIPOC students who are part of our new Umoja program (and other programs serving these communities) * Men of Color program * Dream Center * Veterans Center * Scale and increase the diversity of students participating in Middle College | * Umoja Leads * SSPC * Dream Center * Veterans Center * Middle College Team |
| Create more visibility for Cañada in these communities | * Wear Cañada gear whenever we are in the community * Elevate our athletic events and games to bring community members to see our teams compete. * Promote “Free College”! | * SSPC/Outreach * KAD/Marketing/Outreach * Marketing/Outreach |
| Improve access to programs and employers important to members of these communities | * Bolster our offerings at the Menlo Park and future JobTrain/EPA sites (courses, programs – credit and not for credit) * Strengthen employer partnerships to demonstrate the college-to-career connections possible via our programs (be deliberate about working with employers actively seeking to hire Black people and Black men in particular. | * VPI/Strong Workforce Program * VPI/Strong Workforce Program |