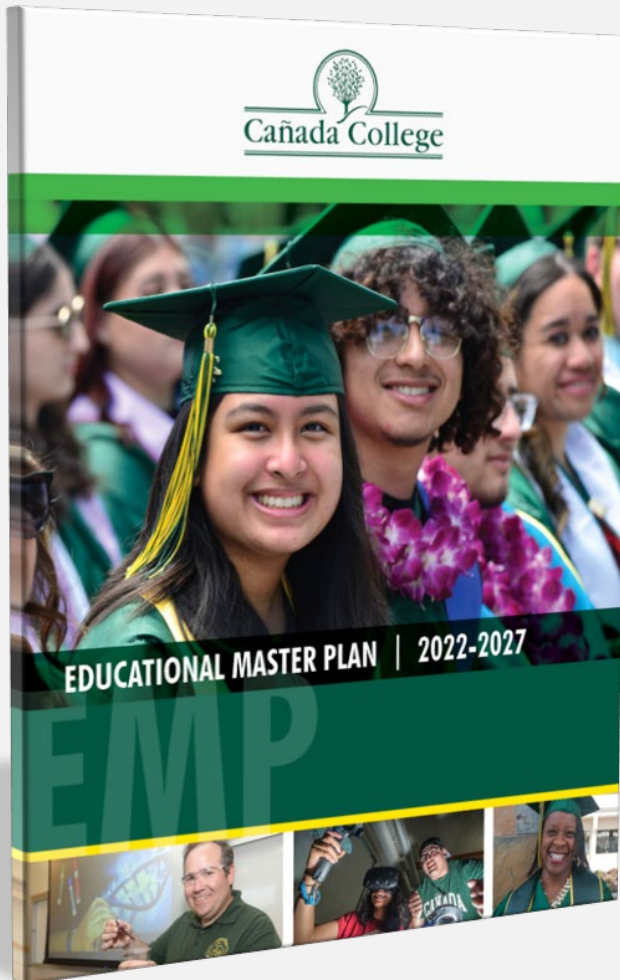


# Building for Impact



OCTOBER 23, 2024

Cañada College

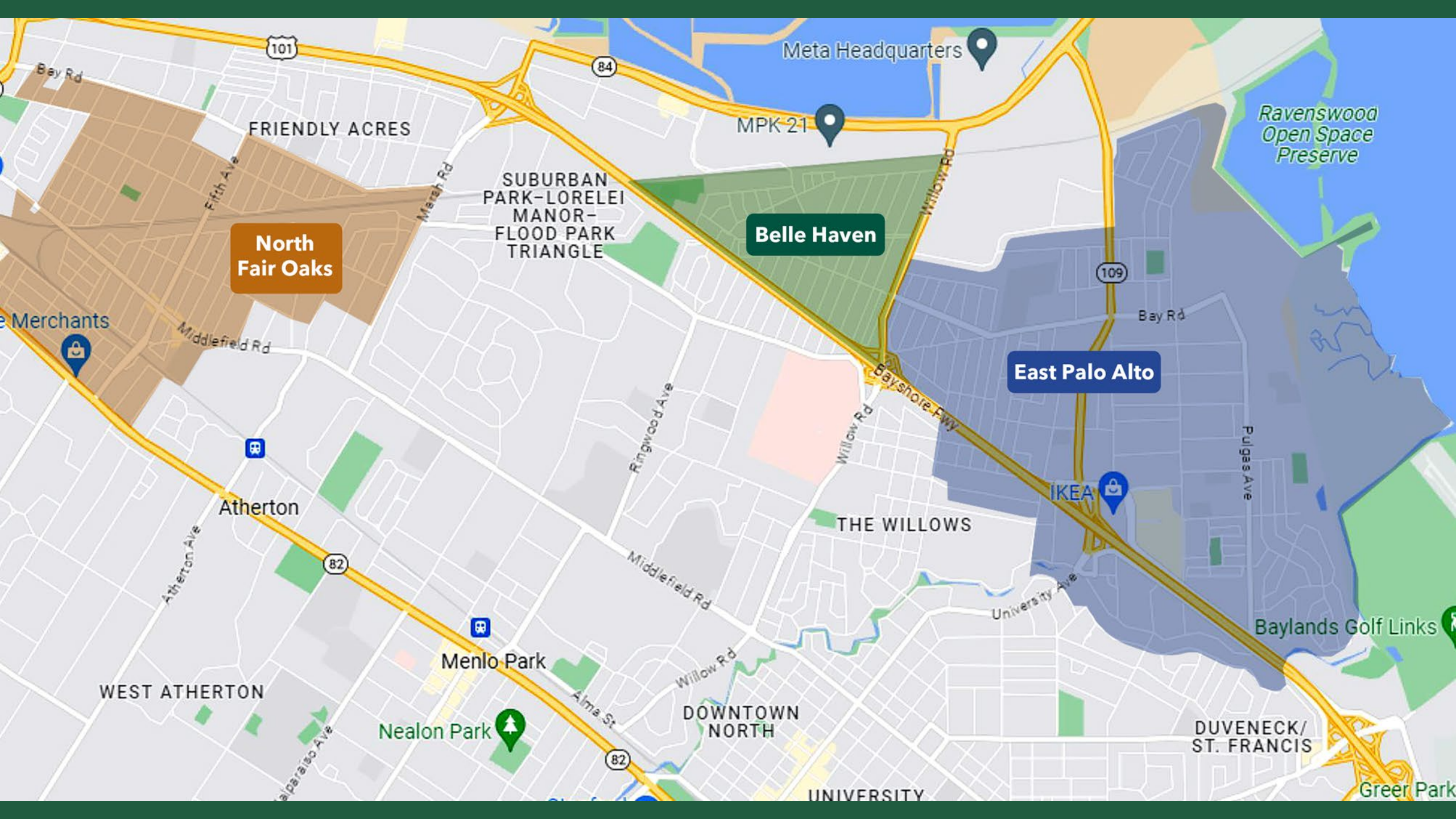


# College Goals

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1. Student Access, Success and Completion
2. Equity-Minded & Antiracist College Culture
3. Community Connections
4. Accessible Infrastructure and Innovation







# EMP Strategic Initiatives

- Strengthen our ties to our Black, Indigenous, People of Color (BIPOC) community in North Fair Oaks, Belle Haven and East Palo Alto.
- Increase the number of degree and certificate programs and general education courses at the Menlo Park site and/or other off-campus locations (East Palo Alto) to help students access needed courses and support services closer to home.



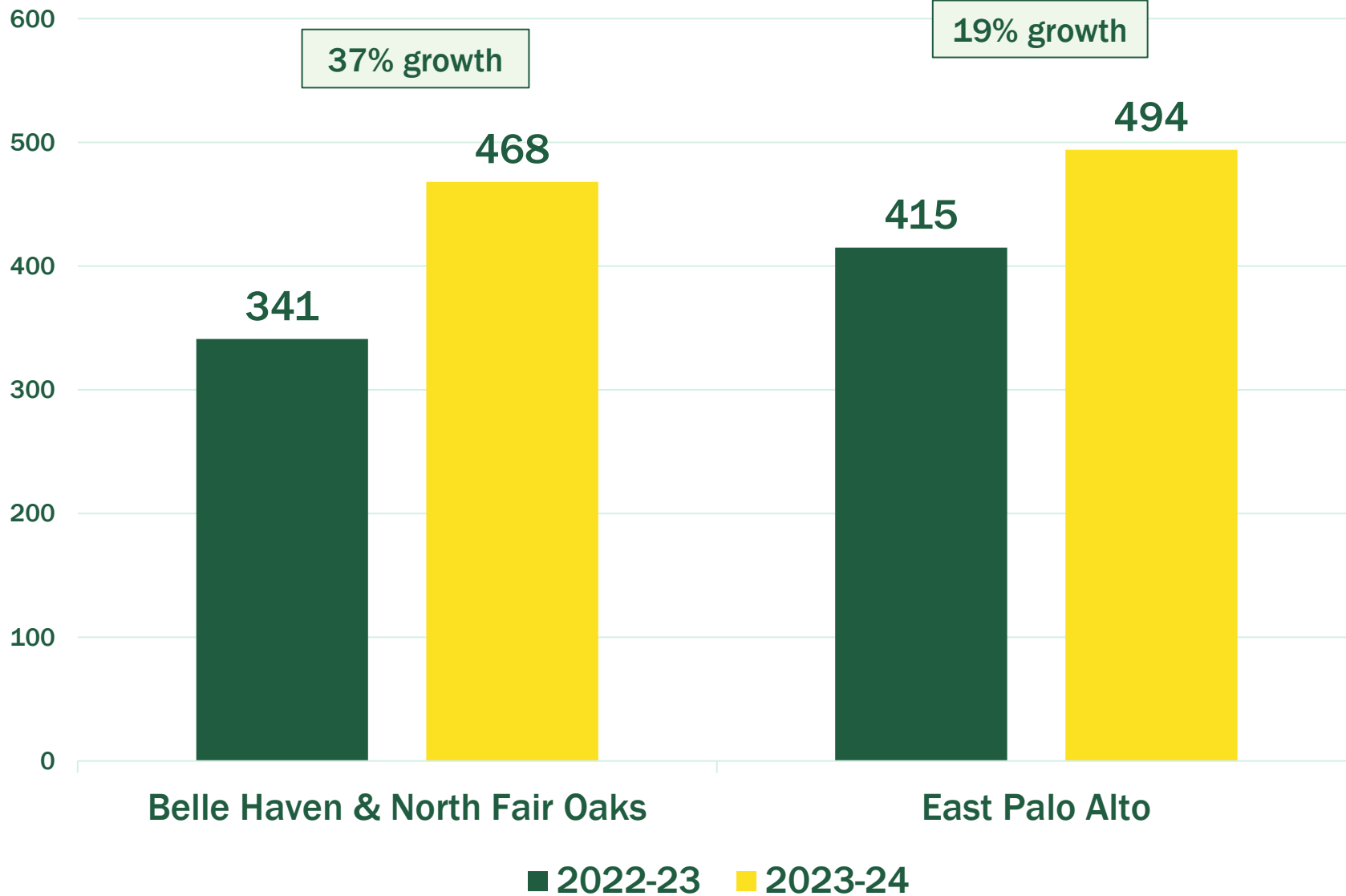
# Listening Sessions

- April 30 in North Fair Oaks
- September 19 in East Palo Alto
- Early Spring 2025 in Belle Haven

## Overall Themes from First Two Listening Sessions:

- Building Trust
- Community and Resilience
- Disparity and Inequality
- Educational Needs and Opportunities
- Support for Mental Health and Wrap-around Services





## During the 2023-2024 Academic Year:

Growth of students attending Cañada College from communities of focus in 2023-24 exceeds overall college growth of 13%

Nearly all of these students benefited from SB 893 Free College Initiative

Cañada College

	Shuttle AY 2022-23*	Lyft AY 2023-24
# of Unique Students	12	120
# of Rides per Academic Year	3,047	14,314
Total Cost	\$173,706	\$328,076
Average Cost per Ride	\$57	\$23

\*Shuttle ridership is estimated as vendor did not keep consistent logs. This data includes all riders, not just those from NFO, Belle Haven, and East Palo Alto.

# Total Shuttle and Lyft Ridership

in East Palo Alto,  
North Fair Oaks,  
and Belle Haven



## Cañada College



# Build Trust and Meet the Needs of our Communities

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Cañada College



# Living the Promise:

## Sequoia Union High School District

### Crystal Leach, Superintendent

- Middle College Enrollment Increase 28% to 117 Students Since 2021-2022
- Dual Enrollment Student Increase 262% Since 2021-2022; more than 1,000 students participated in 2023
- Sequoia Adult School Expanded Healthcare Career Pathway



# Living the Promise:

## Ravenswood City School District Partnership

Gina Sudaria, Superintendent

- Cesar Chavez Middle School weekly student engagement at lunchtime (2023-24)
- Cesar Chavez Middle School weekly student engagement at lunchtime (2023-24)
- All 8th graders received a SUHSD College and Career Guide
- Winter Middle School Camp hosted at Cañada (Feb. 2024)
- Changemakers Program (2024-25)

Cañada College







# Boys & Girls Clubs of the Peninsula Partnership

Dr. Esmeralda Ortiz, Senior Vice President  
High School & Postsecondary Programs

**MOU Signing Ceremony – October 23, 2023**

**2024 Middle School Engagement Camps:**

- Winter Camp: 60 Students attended February 20-24, 2024
- Summer Camp: 55 students attended June 25, July 3, July 10, July 17 and July 24, 2024

**Future Grads High School & Post Secondary Programs:**

- Summer Camps: 203 Students attended June 10-13, 2024, June 25-27, 2024

**Career Pathways Program:**

- 27 Students participated in CRER 137 course; 100% of class passed with C or better
- 17 Students participated in Ethnic Studies course in East Palo Alto; 94% of the students earned a B or higher



# East Palo Alto Academy Partnership

## 18 campus visits:

- Tabling events
- Application Assistance
- Financial Aid: Cash for College
- Clubs and Activities Day
- Students and Parent Events
- College Career and Technical Fair







# East Palo Alto Academy

Jose Heredia  
Counselor

Cañada College

# Job Train Partnership: Shaping a New Vision for 2026 and Beyond



Cañada College





# JOB TRAIN


# JobTrain Overview

- Anti-Poverty Workforce Development Non-Profit
- Founded in 1965
- \$10M Annual Budget
- 84 Staff
- Five Career Pathways
- Six Career Centers
- Comprehensive Supportive Services
- Economic Mobility North Star





# Scope of Services - 2025

	Mobility	200	Career Advancement Coaching, In-House Advanced Training, College Pathways
	Career Training	550	Tech, Healthcare, Construction Trades, Culinary Arts, Property Management
	Skills Upgrade	800	ESL, Digital Skills, HSE/GED, Job Readiness
	Stabilization and Support	2000	Food, Housing, Legal Services, Cash Relief, <b>Rapid Employment</b> , Child Development Center, Wellness Services

# Ecosystem of Opportunity Services

Curated community by community, individual by individual

## Employment centers

East Palo Alto

Menlo Park

South San Francisco

San Jose

North Fair Oaks

Half Moon Bay

## Career training

Culinary arts

Healthcare

Technology

Building trades

Property management

## Support services

Childcare

Health & well-being

Re-entry support

Legal services

Supportive services

## Innovation

innovate, test, scale

Partner ecosystem

Advanced coaching & training

College for working adults

Opportunity frameworks

Center for Economic Mobility



# Measurable Impact Where It Matters

**4,338**

Total clients served  
in FY24

**80%**

CTE Course Completion  
(2023)

**\$27.39**

average CTE wage for  
starting employees (2024)

**76%**

CTE graduates placed  
in careers (2023)

**97%**

from low-income  
backgrounds

**93%**

BIPOC

**46%**

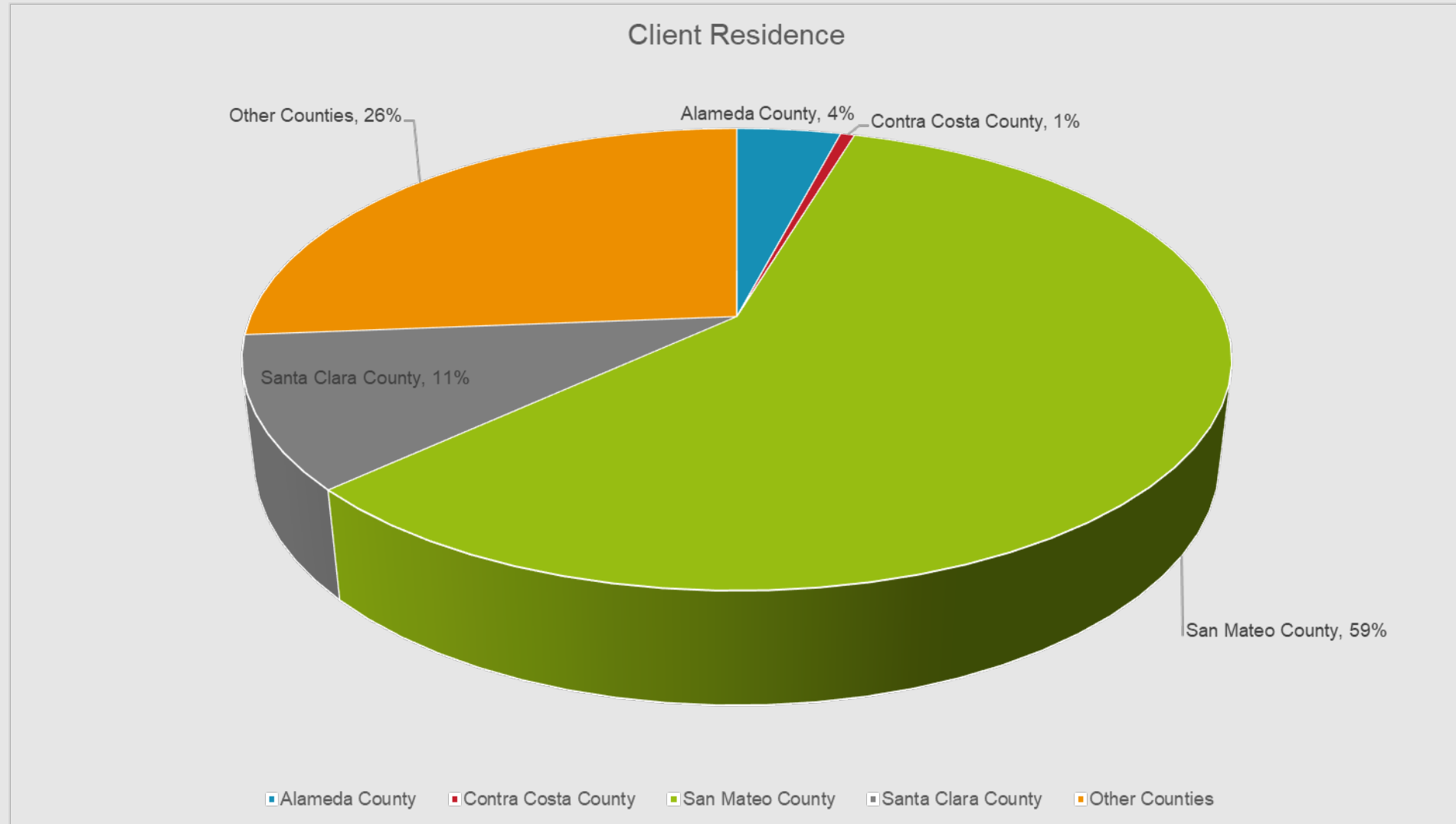
young adults

**15%**

formerly  
incarcerated



# Client Residence Chart





For the Bay Area,  
**Economic  
Mobility**  
is the **defining issue**  
of our time





# Economic Mobility

It's how

**our regional economic engine and leadership will persist**

It's how

**our full human potential will be realized**

It's how

**skills gaps and a reshaping of the workforce will be solved**







Today's Economic Mobility Imperative

How do we build an

# Opportunity Economy?

The new possible

**A future of work that offers  
opportunity for everyone**



# BUILDING NEW GROUND

The Center for Economic Mobility







## PROPERTY DESCRIPTION

# Property Overview

This is a 4-story building with 357 surface parking spaces available for the convenience of tenants and visitors. The building will have up to two full floors available for occupancy, with potential to divide by floor. Moreover, there is a local/priority hire agreement in place for the construction of the building, ensuring community involvement and benefits.

Address	2535 Pulgas Ave, East Palo Alto, CA 94303
Market/Submarket	SF Peninsula
Square Footage	100,000 SF
Lot Size	3.86 Acres
Year Built	Estimated completion 2026

# New Class A Development



**4-STORIES**



**357 SURFACE  
PARKING SPACES**



**UP TO 50,000 SQUARE  
FEET AVAILABLE**



**LOCAL/PRIORITY  
HIRE AGREEMENT  
FOR BUILDING  
CONSTRUCTION**



## The Future of Workforce

- State of the Art learning (VR lab, virtual instruction studios...)
- Hosting aligned partners
- Child Development Center
- Innovation Lab
- Large space for convenings
- Leed Silver design
- 50K square feet
- Ample parking (357)







**Together, we can do  
great things!**



# EMP Strategic Initiatives

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**Thank You**