



Cañada College President's Advisory Council

March 12, 2025, 12 – 1 PM, Via [Zoom](#)

MINUTES

President's Advisory Council Members

Alicia Aguirre, faculty/Councilmember, Cañada College/City of Redwood City
Amy Buckmaster, President & CEO, Chamber San Mateo County
Barrie Hathaway, President & CEO, JobTrain
Bill Graham, President, Dignity Health Sequoia Hospital
Dr. Cathy Sandeen, President, Cal State East Bay
Crystal Leach, Superintendent, SUHSD
Elizabeth Wells, Executive Director, Foundation for a College Education
Dr. Esme Ortiz, VP, High School & Post-Secondary Success Programs, Boys & Girls Clubs of the Peninsula,
Gina Sudaria, Superintendent, Ravenswood City School District
Ivan Martinez, Executive Director, PAL Center
John Pimentel, Trustee, SMCCCD
Larry Moody, Government Affair & Community Liaison Director, JobTrain
Dr. Linda Prieto, Executive Director, Upwards Scholars
Lisa Hicks-Dumanske, Executive Director, Redwood City Library Foundation
Dr. Lynne Mahoney, President, San Francisco State University
Melissa Stevenson Diaz, City Manager, City of Redwood City
Pam Jones, Former Faculty/Community Member, Cañada College
Patty Hall, Former Faculty/Community Member, Cañada College
Patricia Siguenza, Vice President, BioAnalytical Sciences, Genentech
Rafael Avendaño, Executive Director, Redwood City Together
Rosanne Foust, President & CEO, SAMCEDA
Shweta Bhatnagar, Associate Director, Community Relations, Stanford University
Megan Barber Allende, Executive Director, San Mateo County Community College Foundation
Wade Painter, President & CEO, Monterra Credit Union
Kim Lopez, President, Cañada College
Lizette Bricker, VPSS, Cañada College
Ludmila Prisecar, VPAS, Cañada College
Chialin Hsieh, VPI, Cañada College
Karen Engel, Dean of PRIE, Cañada College
Megan Rodriguez Antone, Director of Community Relations & Marketing, Cañada College
Aziza De La Torre, Executive Assistant to the President, Cañada College

Attendance: Kim Lopez, Megan Rodriguez Antone, Karen Engel, Chialin Hsieh, Lizette Bricker, Ludmila Prisecar, Aziza De La Torre, Wissem Bennani, Jasmine Jaciw, Lynn Mahoney, Pam Jones, Jaleh Naasz, Megan Barber-Allende, Patty Siguenza, Larry Moody, Lisa Hicks-Dumanske, Esme Ortiz, Wade Painter, Cathy Sandeen, Melissa Stevenson Diaz

Topic	Discussion Lead(s)
Welcome	President Kim Lopez welcomed everyone. Attendees introduced themselves.
Key Learning and Next Steps from our Listening Sessions in North Fair Oaks, East Palo Alto and Belle Haven	<p data-bbox="354 254 1516 325">Presenters: Chialin Hsieh, Vice President of Instruction/Lizette Bricker, Vice President of Student Services/Wissem Bennani, Dean of Enrollment Services</p> <p data-bbox="354 363 529 394">Presentation</p> <p data-bbox="354 436 876 468">Focus on Community Engagement</p> <p data-bbox="354 474 1516 688">President Kim Lopez mentioned that the team analyzed at the data and are now looking at how the College can better serve the community. She emphasized the importance of understanding community needs, particularly in South San Mateo County, including East Palo Alto, Belle Haven and North Fair Oaks. These areas have a high proportion of adult residents without associate or baccalaureate degrees, leading to a strategic action plan to better serve these communities.</p> <p data-bbox="354 730 823 762">Community Listening Sessions</p> <ul data-bbox="363 768 1516 989" style="list-style-type: none"> • Listening sessions were held in the fall of 2024 and spring of 2025 in North Fair Oaks, East Palo Alto, and Belle Haven to gather feedback from the community. • Key feedback points included the need for more accessible educational programs, flexible class schedules, and short-term certifications leading to employment. <p data-bbox="354 1031 824 1062">Improving Access to Education</p> <ul data-bbox="399 1068 1516 1213" style="list-style-type: none"> • Starting Fall 2025, a Business Information Worker certificate will be offered at the Menlo Park site, aimed at improving employment opportunities. • Continuing to offer upskilling programs, such as Water Treatment and Entrepreneurship, and expanding Spanish-language offerings. <div data-bbox="371 1260 1466 1327"> <p data-bbox="570 1276 1247 1308">Improve Access to Education for Working Adults</p> </div> <div data-bbox="423 1383 621 1411"> <p data-bbox="423 1383 621 1411">What We Heard</p> <ul data-bbox="423 1434 899 1707" style="list-style-type: none"> • Offer programs in the community in Business, IT, Early Childhood Education, Entrepreneurship and Business Start-Up help and other programs that lead to careers in our region • Schedule classes at flexible times, including evenings, Fridays, and weekends, to accommodate working adults • Create short-term, stackable certificates that lead to employment and continued college pathways </div> <div data-bbox="932 1383 1219 1411"> <p data-bbox="932 1383 1219 1411">Possible Ways Forward</p> <ul data-bbox="932 1434 1424 1772" style="list-style-type: none"> • Starting Fall 2025, offer for-credit programs and courses at the Menlo Park Site on days and times that work for working adults • Continue providing not-for-credit upskilling and career transition programs at the Menlo Park Site • Offer an entrepreneurship program fully in Spanish to help the community formalize and expand their business ideas and existing ventures • Design and launch additional short-term, stackable certificates and career-pathway on-ramps • Partner with Job Train to job search assistance for working adults </div> <p data-bbox="354 1764 649 1795">Technology Access</p> <ul data-bbox="399 1801 1516 1980" style="list-style-type: none"> • Community members requested better access to technology, including computers and reliable Wi-Fi. • Plans include providing hands-on tech support, offering online programs from Cañada College, Skyline and CSM, and identifying computer labs in key communities.

Increase Access to Technology

What We Heard

- Provide access to Wi-Fi, computers, and hands-on tech support in the community
- Provide digital literacy training

Possible Ways Forward

- Identify computer labs in the community the College can help support and in which we can provide additional technical instruction and hands-on support
- Organize opportunities to access all that Cañada, Skyline, and CSM have to offer online

Enhancing Student Services

- A dedicated College Recruiter/Community Liaison for the targeted communities will be hired to improve application processes, counseling and financial aid support.
- The College Recruiter/Community Liaison will be stationed in South San Mateo County, providing in-person workshops and personalized services to students.

Enhance Access to the Campus

What We Heard

- Provide in-person support for the application, registration, counseling, financial aid, and orientation services in the community and in multiple languages.

Possible Ways Forward

- Hire a dedicated College Recruiter/Community Liaison who works in Belle Haven, East Palo Alto, and North Fair Oaks on a daily basis and who facilitates access to all college services and programs both in the community and online.
- Conduct application, financial aid, and registration workshops in partnership with local organizations in the community regularly and in multiple languages
- Provide weekly access to a designated counselor at the Menlo Park Site for personalized support services, starting Fall 2025

Youth Engagement

- The community expressed the need to engage youth earlier, with a focus on Dual Enrollment opportunities in Technology, Media, Business, and Ethnic Studies.
- Suggestions included increasing career pathway workshops, organizing internships, and collaborating with local partners such as the Boys and Girls Club for mentorship programs.

Engage Youth

What We Heard

- Bring young folks to campus early and often
- Increase access to dual enrollment, especially in tech/media, business, Ethnic Studies, Mex. Am. Lit. and History

Possible Ways Forward

- Partner with Boys and Girls Club and others to scale our winter and summer camps for Ravenswood students
- Continue to increase dual enrollment opportunities in local high schools

Basic Needs for Students

- Key needs identified included housing, financial aid, childcare, healthcare, and mental health services.
- Plans to expand SparkPoint services, open a new on campus Child Development Center by 2027, and for the College Recruiter/Community Liaison to share health and mental health services offered at the College.

Help Meet Basic Needs

What We Heard

- Improve Access To:
 - Housing
 - Financial Support
 - Immigration Support
 - Childcare
 - Health Care
 - Mental Health Services

Possible Ways Forward

- Connect campus SparkPoint services more fully to the community to increase access to housing, food, financial, and immigration services and assistance
- Open a new Childcare Center on campus in 2027
- Provide access to campus health and mental health services for students via our Recruiter/Community Liaison

Long-term Commitment and Community Presence

- It was highlighted that Cañada College needs to demonstrate a long-term commitment to these communities by remaining visible, engaging in local events, and sponsoring community activities.
- Efforts are underway to invest in personnel presence and collaborate with community organizations for co-hosting regular events.

Build and Sustain Trust

What We Heard

- Demonstrate commitment to the community over the long term
- Engage with and listen to community leaders and partner organizations
- Be visible and help organize events in the community

Possible Ways Forward

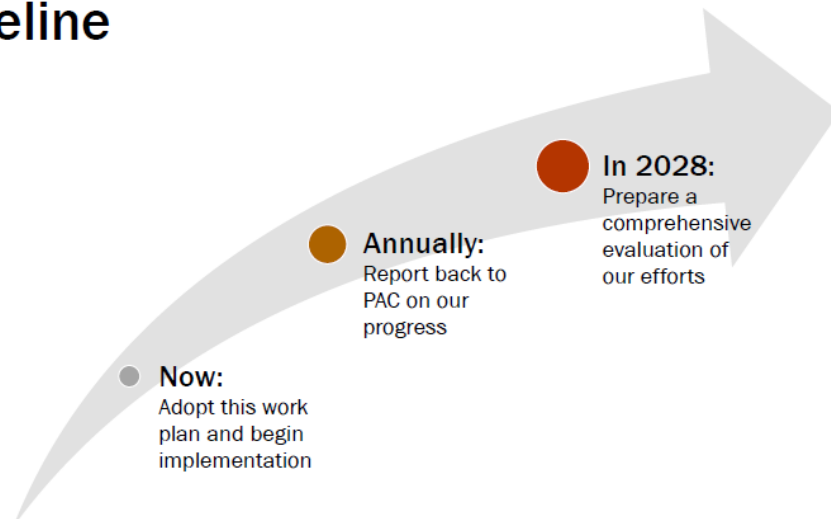
- Invest in personnel and physical locations in the community
- Invite others to participate in the President's Advisory Council
- Serve on local organizational boards and engage in their work
- Partner with community organizations and leaders to support and/or host regular events in the community

Follow-up Items

- Hire a permanent College Recruiter/Community Liaison which will be based in South San Mateo County to strengthen community relationships.
- Continue to expand course offerings and student services in response to community need and foster stronger partnerships with local organizations and schools to increase youth engagement.
- College will continue providing more programs [Cañada at Menlo Park.](#)

President Lopez provided the update:

Timeline



Next Steps:

- Feedback from the President's Advisory Council is encouraged to refine and expand efforts.
- Further community outreach and event participation aims to strengthen ties with South San Mateo County communities.

<p>Eco Elegance Earth Day Fashion Event on April 22</p>	<p>Presenter: Jaleh Naasz, Fashion Department Instructor/Program Coordinator</p> <p>Event</p> <ul style="list-style-type: none"> • Presentation regarding the Eco Elegance fashion event on April 22, 2025, in celebration of Earth Day. • The event is a student showcase combining sustainable fashion with technical skills from the fashion program. • Key Features: <ul style="list-style-type: none"> ◦ Focus on sustainable design and donated fabrics for student creations. ◦ Diversity on the runway with open participation for students and community members. ◦ Partnerships with Menlo Park Art Gallery, local vendors and the Sustainability Division. ◦ More than 200 high school students participating, including Dual Enrollment students from Westmore High School. <p>Partnerships and Collaborations</p> <ul style="list-style-type: none"> • Collaboration with Cosmetology students for hair and makeup. • Vendors from Recology and Rethink will provide sustainability-related informational booths. • Involvement of SMCCC Foundation to help raise funds and bring visibility to the event. <p>VIP Sponsorship</p> <ul style="list-style-type: none"> • The Foundation is offering VIP sponsorship opportunities for guests, including reserved seating and access to a VIP tent for post-show mingling. • Sponsorship will support the Fashion Department. <p>Foundation's Role</p> <ul style="list-style-type: none"> • Megan Barber Allende from the SMCCC Foundation outlined their support for the event and fundraising efforts. • A sponsorship package has been designed for VIP seating and engagement. • Visibility and community involvement are key goals for the Foundation. <p>Event Details</p> <ul style="list-style-type: none"> • Date and Time: April 20, 2025, from 11:00 AM - 1:00 PM, with doors opening at 11:00 AM. VIP event begins at 11:30 AM. • A flyer and PowerPoint will be sent to the President's Advisory Group and other stakeholders.
<p>Closing Comments</p>	<ul style="list-style-type: none"> • Kim Lopez confirmed Megan will send the presentation slides to the President's Advisory Council. • Megan Rodriguez Antone provided contact info for further collaboration allendem@smccd.edu, (650) 358-6860
<p>Adjournment</p>	<p>Meeting adjourned at 12:49 PM</p>

Next Meeting: The next President's Advisory Council meeting will be held (via Zoom) on Wednesday, September 17, 2025 from 12-1 p.m.