

This Week at the District

Dear Coast Family,

As we join our family and friends to celebrate this Holiday season, I want to thank you for your support, dedication and commitment during a very challenging and unprecedented period. I am deeply grateful to have each and every one of you on this journey with me.

It's been a very turbulent year for our economy at home and abroad, and we were not spared the devastating impact of state budget cuts. That being said, I have great confidence in our future. In the day-to-day hustle and bustle we sometimes lose sight of the future and the impact that we have on our students' lives. But I see it. I see it in the work you do and it does not just "impact" our students, it transforms their lives.

It is our commitment to our students that gives me confidence in our future. This year, we have been tested and we have weathered the storm and emerged stronger, more capable and well-positioned to create our own future. Looking ahead, it is reassuring to see that there is a clear commitment to student success and, with this in mind, we will work together to create a brighter future for Coast students.

So, thank you for your service. Thank you for what you have done. Thank you for what you are doing. But, most importantly, thank you for what you will do. On behalf of our entire Coast family, I want to wish you and your family a safe, joyous and happy Holiday season and a prosperous and productive New Year.

Sincerely,



Board Meeting Reminders

- January 16** - Regular Meeting
- February 6** - Regular Meeting
- February 20** - Regular Meeting

Chancellor's Calendar

Week of December 31, 2012

Monday - Tuesday
Winter Break

Wednesday – Friday
Vacation



From the Office of
Loretta P. Adrian, Ph.D.
President
11460 Warner Ave.
Fountain Valley, CA 92708
(714) 241-6152

PRESIDENT'S BULLETIN

Vision: Creating opportunities for student success.

Mission: Coastline Community College promotes academic excellence and student success for today's global students through accessible, flexible, innovative education that leads to the attainment of associate degrees, transfers, certificates, basic skills readiness for college, and career and technical education.

Wednesday, Dec. 12, 2012

COMING EVENTS:

Now - December 14

Angel Tags in the President's Office. Pick one up today!
(See flier on next page)

December 17-18

Campuses closed for furlough days.

December 19-Jan. 1

Campuses closed for winter break.

SAVE THE DATE

February 1, 2013

Spring All-College Meeting

Recent press releases:

www.coastline.edu/news

Recent news clips:

www.coastline.edu/clips

President's Open Hour:

The President will continue to have the last Thursday and first Friday of each month available for *Open Hour*. Contact Laila Rusamiprasert at lrusamiprasert@coastline.edu if you wish to come by on those days.

Coastliners present at e-learning conference

Thank you to Sylvia Amitoelau and Meg M. Yanalunas who recently presented *Successful Outcomes in a Mentor Program* to the United States Distance Learning Association (USDLA) at the International Forum for Women in E-Learning (IFWE) in Bonita Springs, Florida. This event draws an international audience of attendees engaged in eLearning, to discuss their ideas with experienced women in distance learning from corporate, government, education and consulting fields. The presentation focused on strategies for developing a clear process for using a mentor program to pilot, evaluate, launch, and continually improve an enterprise-wide program such as Coastline's Learning Management System (LMS), Seaport. Participants who attended this presentation gained valuable insight about how to best approach the design and development of a web-based (online or hybrid) mentor program.

Marketing provides PR and advertising tips to faculty

Coastline Director of Marketing and Public Relations, Michelle Ma, recently visited an Academic Senate meeting to present information on how faculty and staff members can market their courses and programs for little to no cost. The strategies include public relations and social media efforts, as well as utilizing Coastline's existing resources like the digital sign (on Warner Ave.) and the college website. The flier provided to faculty at the Academic Senate meeting is attached to this e-mail. For assistance marketing your courses, programs, or services, e-mail Michelle Ma at mma@coastline.edu or call (714) 241-6186.

Holiday Boutique a success for Classified Senate

The Coastline Classified Senate hosted an annual Holiday Boutique at College Center on Monday, December 10, 2012. The event--which was promoted with articles in both Fountain Valley Living Magazine and the Daily Pilot--brought in shoppers from all over Orange County and netted the Classified Senate \$435 to use for scholarships and group activities.

Coastline Military Programs to sponsor beach challenge

Coastline's Military Programs department will sponsor the upcoming *1st Battalion, 1st Marines Foundation 3rd Annual Beach Challenge*. The event will be held at the Newport Dunes Waterfront Resort and invites civilians of all ages to participate in military-type fitness challenges. Coastline will have representatives at the event and will distribute marketing information about our programs and services for military students and veterans. To participate in the challenge, visit <http://oneonemarines.com/>.

Student Activity Club members to participate in Roosters event

Members of Coastline's Student Activity Club, led by Advisor Anita Preciado, are planning to participate in the Roosters Foundation Holiday Food Drive event on Sunday, December 16, 2013 (flyer is attached). Volunteers are still needed to help fill and distribute nearly 3,000 boxes of food. If you would like to volunteer, please contact Anita at apreciado@coastline.edu.



To all Coastline Staff, Faculty, and Students

Are you a Coastline Angel?

A warm-hearted, caring humanitarian who is willing to donate gifts out of love



**You have an opportunity to be a Coastline Angel
to someone this holiday season.**

Coastline's Associated Student Government is continuing our tradition of participating in "Operation Santa Claus," a program sponsored by the County of Orange Social Services Agency, Health Care Agency, Probation Department, Child Support Services, and OC Community Resources to provide gifts for needy children who are survivors of abuse, neglect, abandonment, or other misfortunes. These children are currently receiving services from various county social service agencies, such as health care, housing, and probation or protective services. Many of them will spend their holidays in foster care. Each one of those children is waiting for an Angel to bring some comfort and love to their lives.

Right here in our neighborhood, we also have low-income elderly, blind, and disabled adults who will be facing harder times during the holidays. Each one of them is also waiting for an Angel to fill their hearts with some joy and happiness. You can be that Angel!!

Age-specific Tags are available in the President's Office beginning November 26, 2012.

Attach the Angel Tag to your Unwrapped gift and return it to the President's Office before December 14th. (No gift bags or wrapping paper please!)

All gifts will be picked up the morning of December 14th.

Your gift will make a difference.

Thank you for being a Coastline Angel!



Marketing your programs, services, and courses

NO-COST ways of getting the word out

- **Press releases**
 1. Also posted on website under "News"
 2. Also feeds to MyCCC under "News"
- **Event calendar listings- internal and external (zvents)**
 1. Also posted on website under "Events"
 2. Also feeds to MyCCC under "Events"
- **Digital sign at college center- Please include the following:**
 1. A very short message for the sign- Remember, people are driving by it and only have seconds to see it.
 2. A call to action- What do you want people to do when they see your message? Call you, e-mail, come in? Please include this.
 3. A time period- Tell us when you want the message to run.
- **College website banners (run on the home page of the college website). Please include the following:**
 1. Description of photo you would like to show.
 2. Concise text.
 3. URL the banner should link to.
- **Social media postings (can link out to your department/course web page, your event listing, your press release or announcement)**
 1. Twitter
 2. Facebook (*see below for promoted posts*)
- **Social media- Dedicated Twitter account for your department (subject to college social media guidelines).**
 1. www.twitter.com/ABI
 2. www.twitter.com/DL
 3. www.twitter.com/CoastParalegal
 4. www.twitter.com/MyCCC
 5. www.twitter.com/CCCMilitary
 6. www.twitter.com/CCCFacilities
 7. www.twitter.com/CoastlineASG
 8. www.twitter.com/OCGlobalWomen
- **All-College e-mail announcements**
 1. Dedicated e-fliers/announcements
 2. Incorporate your news into the weekly President's Bulletin
- **C-TV! Commercial (formerly known as a Coastline Minute)**
 1. TV commercials produced in-house for airing on our YouTube, Cable Channel, or website.
- **On-campus information booth**

LOW-COST ways of getting the word out

- **Brochures/fliers/posters for campus distribution and outreach use**
 - Be sure to print enough to cover all Coastline sites and the OC One-Stop Centers, plus enough for our outreach team to take to high school and community events.
 - See "Print Shop Pricing Sheet" for costs
- **Facebook promoted posts**
 - \$5 or \$10 to promote your news/announcement to 5000+ people over a period of 3 days.
 - Full analytics (how many people clicked on it, "liked" it, or "liked" your page because of it)
- **Advertising in the hyper-local papers** (OC Register local weekly sections, Daily Pilot, HB Independent)
 - \$200-\$600 per placement for ½ page ad.
- **RingClear calls/text messages**
 - Dedicated calls with a specific voice or text message to a list of students (current or past)
 - Cost is less than 9 cents a connection
- **Every Door Direct Mail (EDDM) mailing**
 - Mail your postcard or brochure to every residence within a set distance from your campus (needs to be less than 3.3 ounces in weight per piece).
 - Can choose to include or exclude PO Boxes or Businesses.
 - Cost is approx. 7 cents per household (postage) using our mailing permit.
 - Westminster, .5 mile out, 5,719 households
 - Garden Grove, .5 mile out, 2,688 households
 - Newport Beach, .5 miles out, 3,913 households

**NEWPORT BEACH
1ST BATTALION,
1ST MARINES
FOUNDATION**

3RD ANNUAL

BEACH

CHALLENGE

JAN 19, 2013

8AM

THE NEWPORT DUNES WATERFRONT RESORT

NEWPORT BEACH, CA

sure you can run... but can you challenge the Marines at their own game?

**ENLARGE
MEDIA
GROUP**



online registration powered by
active.com



RoadID
It's Who I Am

Our 17th Year!

Roosters Foundation Holiday Food Drive

Sunday, December 16, 2012



On Sunday, December 16, 2012, the Roosters will hold their 17th Annual Holiday Food Drive. The plan calls for filling and distributing 3,000 boxes of food.

"It Was The Right Thing To Do"

In 1995, Rooster Jeff Smith established the Holiday Dinner Food Drive. The Roosters' Foundation purchased food items and delivered 100 boxes of food to needy families on a Sunday morning before Christmas. The annual event has become the Roosters' favorite project because it is hands-on and involves the whole family. It has received large community support and recognition from the news media, the Orange County Board of Supervisors, the California State Senate and the U.S. Congress for outstanding community service.

Volunteers Make It Happen

The food packing is a success largely because of the many volunteers who participate, including Roosters members, their families and friends, the community, and members of the military. With clockwork precision, the Roosters will gather at dawn at the Second Harvest warehouse in Irvine to prepare 60 tons of food, including a turkey, potatoes and other canned goods.

Local Nonprofits Distribute Boxes

The Roosters is a volunteer group of 100 men whose main purpose is dedicated to supporting disadvantaged and at-risk children in the Orange County area of Southern California. They select local organizations to distribute the food boxes to the families that these organizations support. Fifty different organizations come in cars, vans and trucks to pick up their allocation from 10-250 boxes. Leaders of these organizations are lavish in their praise and thanks for the bright light these food boxes provide to less fortunate families during the Christmas season.

Donations are Needed

Each food box includes a frozen turkey and all the traditional trimmings to feed a family of 8-10, so the 3,000 boxes will feed 30,000 people including hungry children and their families. The funds to purchase the food comes from Rooster sponsored events, individual Rooster members, corporate and other individual donations. Each food box costs approximately \$20. No administrative expenses are incurred. With your help, we will truly

make a difference in the lives of those we serve and will renew a family's spirit during the holiday season.



*According to Second Harvest Food Bank,
"In Orange County, one of the world's most affluent places, over 456,000 people are at risk of going hungry sometime every month - 214,000 people are living below the poverty line and 38% of the hungry in Orange County are children."*

For more information, go to www.roostersfoundation.org

Help Us Feed the Children of Orange County this Holiday Season

Name: _____

Address: _____

City: _____ State _____ Zip: _____

Phone: () _____ - _____ E-mail: _____

YOUR DONATION \$ _____

Roosters Foundation is a 501(c)3 non-profit corporation. Tax ID# 33-0764177.

Please send this form with your check made payable to **Roosters Foundation Food Drive** to:

Roosters Treasurer

2222 Michelson #300, Irvine, CA 92612

or Contact Jon at: 714-637-3064 • Cell: 714-345-0714 • E-mail: jgiberson@callaccounting.com

Credit card donations may be made at www.roostersfoundation.org and then click on the **Red Rooster** at the bottom of the page.

