



# Mesa

SAN DIEGO MESA COLLEGE



REPORT TO THE COMMUNITY

06/07

Explore. Connect. Succeed.

## CONTENTS

FROM THE PRESIDENT.....	1
A CULTURE OF EVIDENCE.....	2
GLOBAL COMPETENCY AND TECHNOLOGY.....	4
STUDENT ENGAGEMENT.....	6
EDUCATIONAL EXCELLENCE.....	8
ECONOMIC DEVELOPMENT PARTNERSHIPS.....	10
VISIONING MESA'S FUTURE.....	12
COLLEGE FACTS ON FILE.....	13

### MESA BY THE NUMBERS:

**42,515**



Number of degrees and certificates conferred by Mesa College in 42 years of operation.

Throughout this annual report you will find "Mesa By the Numbers," a collection of memories and milestones achieved during the 2006-2007 academic year.

Among the largest community colleges in California and the nation, San Diego Mesa College is a fully accredited, two-year college offering 160 Associate Degree and Certificate Programs. Mesa College transfers more students to universities and four-year colleges than any other community college in the region. The college's excellent academic and career preparation programs cover a wide range of disciplines, making Mesa an important economic development catalyst.

Situated on a sprawling, 104-acre suburban campus in the geographic center of San Diego, the college's small classes, outstanding faculty, and reputation for quality is well established regionally and statewide.



*Dear Friends and Colleagues,*

During the past year, many of the discussions about education for the 21st Century have centered around two powerful driving forces: rapidly changing demographics, and the availability of a skilled workforce. These indicators reflect the dramatic impact of an aging workforce, increased ethnic and language diversity, growing high school drop-out rates, and the increasing number of students who are not prepared to succeed in college-level work.

These discussions often challenge the status-quo and question the value and wisdom of time-honored traditions associated with the delivery of instruction. Increasingly, the conversations turn to issues of accountability and the need to do more with less. The use of data to support effective decision-making, the importance of being "student-centered" in our thinking, and the powerful emergence of technology as a tool to deliver instruction any time, anywhere, have become critical factors.

Underlying all of these discussions is the realization that a world class workforce is central not only to issues of economic development but to national security itself. Community colleges, in direct partnership with business and industry, are key to the successful resolution of this problem.

This report highlights several program areas, college-wide activities, and student support services that are representative of our efforts to respond to the challenges of the 21st Century, including:

- **Accountability.** Great strides have been made in the area of informed decision-making, and building a "culture of evidence." Mesa College has engaged in the development of a research planning agenda to document our successes and identify areas that need improvement.

- **Global Competency and Technology.** New academic programs, new ways of teaching, and new ways of communicating help the college – and its graduates – keep pace with the rapid changes that characterize the world we live in. At Mesa, the use of technology is pervasive and an integral part of learning, teaching and doing.

- **Student Engagement.** Mesa College is a student-centered campus environment where students, faculty, and staff come to learn, teach and work together in order to contribute to our greater community. We are particularly proud to have become a smoke-free campus. This student-initiated, student-led campaign secured support at all levels of college governance, resulting in the campus becoming a smoke-free environment. In addition, Mesa students were key players in the successful passage of the Proposition N bond measure.

- **Educational Excellence.** I like to say that at Mesa, students are our true North. In other words, they provide the most authentic direction to guide our campus. It is for this reason that Mesa views itself as a "premier institution of higher education." Our goal is to ensure that from the moment a student enrolls, he or she receives an excellent education supported by superior faculty and exceptional educational programs, comprehensive student support services and opportunities that help to ensure personal success, and ultimately, economic prosperity for our region.

- **Economic Development Partnerships.** More than ever, the 21st Century requires that we listen carefully and consistently to the signs of change, not only in our own backyard, but also worldwide; that we sustain relevant curriculum and educational services; and that we become very adept at understanding and using transformational changes in technology to inform, to learn, and to remain accountable to the communities we serve. As a contributing member to the greater San Diego community, Mesa remains committed to strengthening its educational, economic and cultural partnerships, thereby contributing to the vitality of the region and its high demand for skilled professionals.

Last November, San Diego voters supported our call to help build facilities for the 21st Century. As a community of learners, we need to ask for one more gift from our community. We must ask for your help in "visioning" our future. Together we will build a campus, but more importantly we will design education programs that will prepare a "world class" workforce to meet the needs of our region, our state and our nation.

These are exciting times to lead, and most importantly, these are times to realize that the responsibility for leadership rests with each one of us.



Rita M. Cepeda, Ed.D.  
President



*Great strides have been made in the area of informed decision-making, and building a culture of evidence.*

## A CULTURE OF EVIDENCE

One of the most important accomplishments of San Diego Mesa College in 2006 2007 is the completion of our accreditation focused midterm report, which is an effective review of our educational programs and student support services set against very high standards of accountability.

Mesa administrators took great care in the ongoing review and revision of the Mesa College Educational Master Plan. This important document is designed to place the college in an ideal position to respond to the educational needs of our community now and in the future.

We worked diligently to build a culture of evidence – making decisions based on data, and not just what we thought made sense. Here are some outcomes.



## The Transfer College

"Transfer" is continuation of education at a baccalaureate-degree granting college or university, usually after completing two years at a community college. Mesa has earned its reputation as the "Transfer College" because so many of its students successfully transfer to four-year institutions. Last fall, San Diego State University accepted 90% of fall and 95% of spring Mesa applicants. In fall 2006, Mesa College had more students apply (680), admitted (594), and enrolled (412) in SDSU than any other community college in the San Diego region.\*

The college Transfer Center continues to be one of the campus's most valued resources, logging in more than 7,223 student contacts during the school year. New initiatives have emerged and include university campus tours, an annual Transfer Recognition Ceremony and the establishment of the Transfer Advisory Committee.

## Scholarship and Achievement

In June, 1,358 degrees and certificates were conferred on Mesa's 2007 graduating class. 433 students graduated with honors, 43 with a grade point average of 4.0.

## Enrollment Strategies

The college identified multiple strategies to address the needs of the traditional student, working professionals and individuals with families. We have expanded the number of online courses, short-term sessions, and sessions which began and ended at both different times of the year and time of day. Mesa now offers an ongoing schedule of classes to meet the needs of all learners.

Mesa's long-standing Accelerated College Program (ACP) now reaches more than 800 high school students and enables them to take college courses while still in high school.

During the year, 487 Fast Track high school students enrolled in Mesa College courses. High school partnership programs continue to expand and now include Kearny Fast Track, Clairemont Academy, Mission Bay Fast Track, Twain Pre-Fast Track, Point Loma Academy, and The MET, a college preparatory high school located on the grounds of Mesa College.

Mesa has also taken a systematic look at underserved populations, including the working adult looking for retraining or employment advancement opportunities, members of the military, and their dependents.

## The Mesa Research Initiative

The direction of the campus-based research initiative continues to provide tangible evidence that supports the excellent work done for our students by faculty, staff and administrators. The gathering of this research has resulted in the development of a credible database that helps to respond to needs expressed by both internal and external constituencies.

\*Source: SDSU Analytic Studies and Institutional Research.

21,178



1,358



13



433

## GLOBAL COMPETENCY AND TECHNOLOGY

Rapidly changing technologies are not only changing the way we live, they are also changing the way we teach, how students learn, and how Mesa College prepares students for traditional and emerging careers.

### Education On Demand

Following the motto of “education anytime, anywhere,” Mesa significantly increased its online instruction offerings. Mesa offered 85 different courses online from Summer 2005 to Spring 2007, for a total number of 663 class sections. These 85 courses meet General Education (GE), major, or other requirements.

Students majoring in Business Administration and Accounting may now complete most of the required courses, as well as most GE requirements, online.

In the area of computer literacy and innovative uses of technology, the college continued upgrading its teaching facilities and classrooms to “smart classrooms” that incorporate emerging teaching technologies. The college has also addressed training and equipment needs in this area.

The School of Learning Resources and Technology is committed to providing faculty with online instructional support. During the 2006-2007 school year, Mesa’s online mentor, Professor Hank Beaver, conducted 224 one-to-one workshops with 106 faculty members. Additionally, all aspects of the educational environment are supported by technology, including hardware, software, training, and student and faculty access.

*At Mesa, technology is pervasive and an integral part of learning, teaching and doing.*



## Bricks & Clicks

The virtual universe that is Mesa got a fresh new look with the unveiling of the college's redesigned website. Since January 2007, the Mesa College home page has been visited 986,873 unique times by people from 163 different countries and territories throughout the world.

Responding to student requests, the hub of activity and knowledge that is the Learning Resource Center now offers freshly ground coffee and a light menu in the first floor café, along with free Wi-Fi internet capabilities and internet tutorials for students.



## Globalizing the Curriculum

Global competence and computer literacy are two new additions to the list of skills required of students and workers in the 21st century. The Institute for International Education (IIE) defines global competence as those skills that include the ability to work effectively in international settings; awareness of and adaptability to diverse cultures, perceptions and approaches; and familiarity with the major currents of global change and the issues they raise. At Mesa College, a faculty-led committee has made great strides over the past year to complete the process of internationalization of the curriculum designed to develop the set of global competency skills identified by the IIE.

55,432



248



3,979

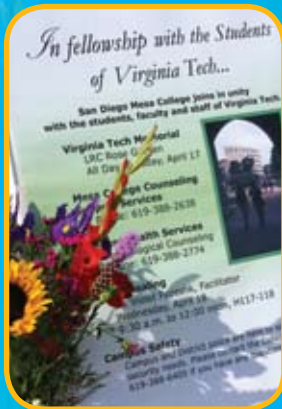
## STUDENT ENGAGEMENT

Mesa College is a student centered campus environment where faculty, staff and students come to learn, teach and work, and together contribute to the greater community.

### MESA BY THE NUMBERS:



**468** Number of feet of festoon and fringe used on Mesa's award-winning Martin Luther King, Jr. parade float.



**485**

Number of personal messages written by the Mesa campus community and sent to the students, faculty and staff of Virginia Tech in the wake of the April 16 tragedy.

#### Smoke-Free Mesa

On January 1, 2007, Mesa College became the third community college in California and one of the first few in the nation to become smoke-free. The student-led initiative has resulted in a dramatic drop in the number of smoking-related respiratory problems reported on campus. Mesa College has become a model for other colleges to follow.

#### The Campaign for Proposition N

Associated Students Government led a voter registration campaign, and joined with administrators, faculty and staff to support the San Diego Community College District's Proposition N campaign through rallies and volunteer efforts. The \$870 million bond measure, passed by voters on November 7, 2006, supports a new math and science building, an instructional technology building, and instruction space for fine and dramatic arts.



#### Reaching Out to Students

New and prospective students are always welcome at Mesa College. Student ambassadors regularly conduct campus tours for visiting students from middle schools, high schools and regional occupational programs. New and continuing initiatives include: parent orientations, Continuing Education Day, the African-American/Latino Male Leadership Summit, the Summer Bridge Academy for SDCCD Continuing Education Students, and the Freshman Experience pilot program for incoming high school students.





### Beyond the Mesa

Mesa student ambassadors and outreach staff participated in more than 75 community-based events. The college had a strong showing at community fairs, walks and regional parades, including the AIDS Walk, and the Susan G. Komen Breast Cancer 5K. A spirited team of faculty, students, staff and family members took second place honors in the 27th Annual Martin Luther King, Jr. Day Parade.

Mesa College was one of 20 community-based organizations to help to establish the Montgomery Family Success Center at Montgomery Middle School, which offers Linda Vista families a wide range of family and student support services free of charge.



### Artful Impacts

Interior Design Professor Kim Hansen, five of her students, and 17 Mesa College alumni were among 40 American Society of Interior Designers (ASID) chapter members who refurbished the San Diego Humane Society's dog and cat habitats during a weeklong decorating frenzy in January.

Mesa art students, under the direction of Art Professor Robert J. Sanchez, joined with our sister Continuing Education institution to paint wall murals representing the student stories told in the Mid-City School folk tales project.

### Going Green

In 2007, faculty, student and staff stepped up recycling efforts and began an aggressive environmental sustainability program. Early planning began for "Canyon Day." The community celebration that focuses on outreach, education and awareness around the issues of conservation of the environment and the preservation of Tecolote Canyon is scheduled to debut next April.

## MESA BY THE NUMBERS:



**2,351**

Number of voters registered during rallies and drives led by Mesa Associated Students.



**360**

Number of Thanksgiving dinners hosted and served by Mesa's Unsung Hero, Accounting Clerk Robert Booth.



**110**

Number of high school students who attended Mesa's African American/Latino Male Leadership Summit.

## EDUCATIONAL EXCELLENCE

From the moment a student joins Mesa College, he or she receives a superior education supported by faculty and program development, a rich campus life experience, and extensive student support services and opportunities to ensure personal success.

### MESA BY THE NUMBERS:

**4,723** Number of students who are the first in their family to attend college.



### National Scholars

For the second year in a row, a Mesa College student nominated by Spanish Professor Alison Primoza, Ph.D., was named a recipient of the largest and most competitive scholarship available to undergraduates in the nation. Autumn Hays, 21, a student who excelled in academics and art despite lifelong struggles with dyslexia and a bipolar disorder, was one of 51 selected from 723 nominees nationwide to receive a 2007 Jack Kent Cooke scholarship worth up to \$90,000. Autumn transferred this fall to UCSD to study studio arts. Last year, the award went to Mesa graduate Quang Phung, a Vietnamese immigrant who is majoring in biology at UCSD and plans to study medicine.

### Champs

Mesa athletics scored another outstanding year in the classroom and on the field. For the first time, a Mesa athlete, Ioane Tautiaga, was selected to give the student address at commencement.

Teams and individual athletes placed in numerous local, state and national competitions. The Women's Volleyball and Women's Water Polo teams won Pacific Coast Conference Championships, and the Women's Soccer team earned its seventh consecutive post season playoff berth. The Men's Baseball team won the Pacific Coast Conference Championship, and posted a 25-17 overall record. Women's Track and Field athlete extraordinaire, Morgan Bogard, completed a stellar year that included: first in the nation in the hammer throw, first in the nation in the discus throw, and first in the hammer and discus at the State Championships. Morgan broke 11 Mesa College records and the record in the hammer throw at the State Championships.



### Providing Paths to Success

Imagine creating a mathematical model to illustrate what happens to cell membranes that make up a red blood cell. 2007 Mesa College graduate Pierre Valdez (pictured above) did just that as an intern in the UCSD Bioengineering Lab. Valdez was one of the first participants in Bridges to the Future, a UCSD/Mesa College collaboration funded by the National Institutes for Health (NIH) that mentors and offers research internship opportunities to underrepresented students in the behavioral, biological and physical science fields. "The Bridges program has showed me the path to success and the means to travel through it," says Pierre.

### Fabulous Forensics

In May, the Olympian Speech & Debate Team continued its stellar success at the "Cool-Off" Palomar College tournament. With nearly 100 Mesa students competing and many advancing to the quarterfinal, semi-final and final rounds of competition, Mesa College took the Tournament Sweepstakes Championship.

### MESA BY THE NUMBERS:



**117,350** Number of dollars awarded in scholarships to 84 students.



**415** Number of students who have joined the "Smile Club." Its goal is to make Mesa the "friendliest college around."



**32,149** Number of students seen at Mesa's General Counseling Center.



## ECONOMIC DEVELOPMENT PARTNERSHIPS

Mesa College has paid close attention to the reports presented by such agencies as the San Diego Association of Governments (SANDAG) – on which President Rita Cepeda sits – and San Diego's Partnership for the Global Economy. Both these groups have identified industry sectors in our region where there is high demand for skilled professionals in what has been called "Clusters of Opportunity."

### MESA BY THE NUMBERS:



**5** Number of students in the Mesa College culinary team that placed in three categories, including 2nd place honors for centerpiece, in the 2006 San Diego Culinary Federation Iron Chef Competition. Pictured here with Chef Peter Robson (second from right).

### Traditional Disciplines, Tomorrow's Careers

In addition to its highly successful transfer programs with state and private universities, Mesa College has developed and expanded career and technical training programs that directly respond to educational needs in the career cluster areas of communications, computer electronics, design services, financial services, software, and travel and hospitality.

### GIS Curriculum Covers Ground

Thanks to a three-year grant from the National Science Foundation (NSF), Mesa College is on a fast-track to increase the quantity and quality of trained Geographic Information System (GIS) technicians in the San Diego area. Graduates are needed in real estate, city planning, biology, epidemiology, transportation engineering or any field requiring the analysis and display of information. Mesa College GIS faculty members serve on the San Diego Regional GIS Council. The college also participates in the CalWomenTech Project, funded by the NSF with the goal of increasing participation by female students in technology classes and facilitating their transition into technology careers.

### Mesa Serves Up Hospitality Curriculum

In 2006, Mesa College received state approval to begin offering three new degree and certificate programs in the dynamic and growing field of hospitality. All three disciplines – Culinary Arts/Culinary Management, Destination and Event Management, and Hotel Management – include an emphasis in hospitality management and incorporate practical experiences for students. Mesa College culinary arts teams regularly compete and have placed in local and regional competitions. The public is invited to sample student culinary creations at lunch and dinner service offered in the newly remodeled Culinary Arts Classroom/Laboratory. (Call 619-388-2789 for information.)

*Mesa remains committed to our goal of strengthening our educational, economic and cultural partnerships, thereby contributing to the vitality of the region and its high demand for skilled professionals.*



## Education

Mesa College's Allied Health programs have established unique partnerships with some of the area's top medical centers. All of the six programs – Animal Health Technology, Dental Assisting, Health Information Technology, Medical Assisting, Physical Therapist Assistant and Radiologic Technology – require students to complete a directed clinical practice component with partner providers. The popular Radiologic Technology program, for example, counts among its partners thirteen prestigious regional medical facilities, including Children's Hospital and Medical Center, Scripps Mercy Hospital, UCSD Medical Center, UCSD Women's Center and Sharp Memorial Hospital. Of the 32 graduates in 2007, the majority were offered permanent positions with their mentor facilities upon completion of their program and passing of the National Registry Exam.

(Pictured above: Scripps Mercy Hospital Clinical Instructor Mona Peabody, RT (center), flanked by Mesa 2007 summer interns.)

## NKBA Endorses Interior Design Program

In June, the National Kitchen & Bath Association (NKBA) announced that the Mesa College Interior Design program had met the rigorous requirements for NKBA Endorsement, cementing the program's premier status and its reputation for providing superior Interior Design Education in Southern California. Mesa has the distinction of being the only college design program in San Diego County and only one of four in California to be endorsed by the NKBA. The endorsement clearly gives Mesa College students an edge in the workforce, and provides local industry with a skilled and highly trained workforce.

## MESA BY THE NUMBERS:



**1** Number of community college or university programs endorsed by the NKBA in San Diego (Mesa College).



**100** Percentage of Mesa's 2007 Radiologic Technology graduates who became licensed practitioners after passing the American Registry of Radiologic Technologists examination. The average score was 87.8. Nearly as many graduates – 95% – were offered permanent positions at their clinical practice sites.



**8** Number of degrees and certificates offered in Mesa's Consumer and Nutrition Studies Program, which include Dietetic Service Supervisor, Consumer Resource Management and Nutrition and Fitness.

## VISIONING MESA'S FUTURE

*We must also engage in “visioning” to determine the focus of Mesa’s future.*

Australian futurist Richard Slaughter defines visioning as “a process of making images of the future sufficiently real and compelling to act as ‘magnets’ or goals to achieve, or ‘spurs’ to present action.”

This report has provided information not just about what Mesa has done to address current needs, but also why the college has targeted certain areas of priority by visioning the future and the physical and intellectual college San Diego Mesa College needs to be in order to best serve future students and train the region’s future workforce.

### Breaking Ground

On November 7, 2006, San Diego voters passed Proposition N, an \$870 million bond measure, with an impressive 63 percent vote. The successful outcome has enabled the District to proceed with a well-planned, continuous \$1.6 billion construction and building equipment program at Mesa and its sister colleges and Continuing Education campuses. For a complete list and status of projects, including Mesa’s new Allied Health Center and Visual Arts Building Remodel, go to [www.sdccdprops-n.com](http://www.sdccdprops-n.com).

In summer, 2007, Mesa College began construction of its long-awaited Parking Structure and Police Substation. The five-level structure, funded by Proposition S, is targeted for completion in January 2009. Also this year, Mesa College released its Facilities Master Plan (see [www.sdmesa.edu/facilities](http://www.sdmesa.edu/facilities)). The plan provides a phased framework for future campus improvement projects funded by Proposition S and Proposition N.

### Funding the Future

Mesa College saw an increase in the amount of resources generated through grants from a total of \$1 million to \$2.8 million in the 12 months ending February 2007. The college’s foundation has embraced new directions, and a process to facilitate grant writing is being developed to support the efforts of entrepreneurial faculty and staff.

### MESA BY THE NUMBERS:

**1,086** Number of parking stalls slated for Mesa’s new Parking Facility and Police Substation.



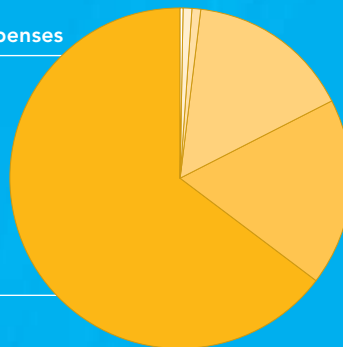


## COLLEGE FACTS ON FILE

### Budget

2006-07 Actual Expenses

Category	2006-07	Actual Expenses
Academic Salaries	\$32,559,065	64.53%
Employee Benefits	\$8,985,666	17.82%
Classified Salaries	\$7,857,803	15.57%
Other Operating Expenses & Utilities	\$395,880	0.78%
Equipment & Minor Improvement	\$384,083	0.76%
Supplies & Materials	\$272,380	0.54%
General Fund/Unrestricted	\$50,454,877	100%



Academic Salaries	64.53%
Employee Benefits	17.82%
Classified Salaries	15.57%
Other Operating Expenses & Utilities	0.78%
Equipment & Minor Improvement	0.76%
Supplies & Materials	0.54%

### Student Profile, Fall 2006\*

#### Headcount by Term

(Unduplicated within Terms)	
Summer 2006	11,115
Fall 2006	21,077
Spring 2007	21,178

#### Age

Under 18	742	3.5%
18-24	12,354	58.6%
25-29	3,430	16.3%
30-34	1,495	7.1%
35-39	915	4.3%
40-49	1,181	5.6%
50+	732	3.5%
Unknown	228	1.1%
Total	21,077	100%

#### Ethnicity

American Indian	175	.8%
Asian/Pacific Islander	3,419	16.2%
African American	1,295	6.2%
White	8,765	41.6%
Latino	3,711	17.6%
Filipino	1,111	5.3%
Other	569	2.7%
Unknown	2,032	9.6%
Total	21,077	100%

#### Gender

Female	11,389	54%
Male	9,684	46%
Unknown	4	0%
Total	21,077	100%

### Degrees and Certificates Awarded

(2006-2007 Academic Year)

AA/AS Degree	1,061
Certificate of Achievement	297
Total Degrees & Certificates	1,358

### Top Five Majors Selected by Students

Undeclared AA/AS	6,284
Business	1,900
Transfer	1,540
Biology	966
Special Admissions Programs (Allied Health)	659

### Number of Faculty

Contract Faculty	253
Adjunct Faculty	704
Total Faculty	957

Total Number of Employees: 1,436

### MESA BY THE NUMBERS:

**373** Number of Mesa athletes who competed in the 2006-2007 sports seasons in 20 intercollegiate sports programs.



**3,410**

Number of rice bowls served or sold at the Mesa Cafeteria.

\*Source: SDCCD Facts on File 2007-2008 Edition.



[www.sdmesa.edu](http://www.sdmesa.edu)

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To learn more about supporting excellence and opportunity at Mesa College,  
call **Mesa College Foundation 619.388.2746**

To explore workforce partnerships and programs,  
contact **Dean Otto Lee at 619.388.2803**

RITA M. CEPEDA, Ed.D., PRESIDENT



## SAN DIEGO COMMUNITY COLLEGE DISTRICT

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