

Laney College Student Success Project 2014-15

Funding Request Form

(Please type responses and submit electronically
to mjameson@peralta.edu by Monday, June 16, 2014)

Projects considered will be those that present a sound rationale for significantly improving student success by meeting one or more of the outcomes listed below. Collaboration among departments, programs and services areas will be given priority.

- Close the achievement gap through targeted student enrollment, instruction and instructional support services to better serve disadvantaged students residing within the boundaries of the District
- Fulfill or expand an instructional program that is not fully funded by the District Budget Allocation Model (BAM)
- Fulfill or expand a student support program that is not fully funded by the District BAM

Name of the Project:

Associated Students of Laney College (ASLC) Student Leadership Development Initiative

Purpose/Rationale of the Project:

(Describe the scope and anticipated results, especially the impact on student success i.e. student persistence, course success, certificate/degree completion, transfers and job placements.)

The purpose of this project is for student leaders to receive transferrable credits while taking various independent study courses and a small stipend as an incentive to improve the campus life and student activities on campus. Through this initiative, Laney College will have a marketing team, led by students, which is an essential part of connecting the Laney College student body with various resources and activities Laney provides.

The primary leaders in this project would be the Associated Students of Laney College (ASLC) and members of the ASLC would be enrolled in independent study courses that are pertinent to their positions held in the council. While working with each other and clubs on campus to plan various events and activities on campus, the ASLC would also receive support from Photography, Graphic Arts, Journalism, Media Communications, and Theatre Arts students enrolled in independent study courses pertinent to their fields to create visuals to disseminate to the Laney College student body. Once the visuals are created, the materials would go to TEAM Laney, which is a new group created by the ASLC.

TEAM Laney, led by the Publicity Commissioner of ASLC, was created as a marketing team to inform students about the resources on campus by tabling in the quad, passing out flyers, making classroom announcements, updating social media sites, etc. Not only would TEAM Laney be disseminating information about events and activities held on campus, but also information like tutoring resources (Writing Center, Math Lab, etc.), student service programs (APASS, TRIO, etc.), transfer and graduation information (Transfer Center, Petition Deadline, etc.), and Laney College changes and updates (Yearly Goals, SSSP, etc.) And not only is TEAM Laney perfect because it fills a void needed at the college, but it also fulfills a part of the Laney College Master Plan by developing an “integrated marketing plan” working towards enhancing general awareness, promoting academic excellence, cultivating internal pride, nurturing displaced workers, and increasing online presence.

The anticipated results of this project is to develop resources and opportunities to allow ASLC members to be more effective in their positions, for students to gain real-life experience in their field of study which makes them more qualified when applying to jobs, and to increase the total awareness around the college and community. Also, this initiative incentivizes disadvantaged students to become leaders in their community.

Number of Students Expected to be Served:

(The College is seeking to improve the outcomes of 7500 new and continuing students with specific priority to address the performance gaps among Black and Latino students.)

The ASLC Student Leadership Development Project would allow for 39 students to be enrolled in various independent study courses. The students enrolled in the independent study course would be serving the entire Laney College student body (~14,000).

Independent Study Areas-

Political Science- 3 units (7 ASLC senators)

Researching various aspects of politics, Roberts rules of order, parliamentary procedures, brown act, local policy (ASLC constitution, school and district policy), California education code, state policies and legislation (Student Advocate).

Business (Management and Supervision) – 3 units (ASLC President, Vice-president, Internal Secretary, External Secretary, Club Affairs Officer)

Learning, researching and reporting on group management. Office Management. Collecting data and preparing for presentations.

Business (Accounting) – 3 units (ASLC Treasurer)

ASLC and Club Accounts. Learning effective budget accounting and reporting. Learning to use Quickbooks.

Business (Marketing) – 3 units (ASLC Publicity Commissioner, 10 students from TEAM Laney)

Learning, researching and reporting on effective marketing strategies.

Photography- 3 units (2-4 students)

Attending ASLC sponsored events as an official ASLC photographer. Collaborating with students from graphic arts, ASLC members and other areas to create flyers, brochures etc...

Graphic Arts- 3 units (2-4 students)

Creating Flyers, brochures, etc... Researching visualization techniques for outreach. Collaborating with students from photography, ASLC members and other areas to help complete visuals for ASLC sponsored events.

Journalism- 3 units (4 students)

Reporting on campus life and activities and ASLC meetings for Laney Tower. Helping create a bi-weekly/monthly ASLC newsletter to disseminate to the Laney student body.

Media Communications – 3 units (4 students)

Collaborating with other students to help create video visuals for marketing and branding for ASLC. Working with ASLC on projects (creation of commercials, documentaries, etc.). Researching visualization techniques for outreach.

Theatre Arts – 3 units (2 students)

Stage managing for talent shows, movie nights, comedy shows, other events in the theatre. Helping to create and plan such events.

Project Implementation Timeline:

(The project should begin by August 2014.)

August 18-22, 2014 (1st week of Fall semester): Outreach to students in Photography, Graphic Arts, Journalism, Media Communications, and Theatre Arts about the program and opportunities.

August 29th, 2014 (end of 2nd week of Fall semester): Instructors and ASLC members review applicants and select students to be enrolled in the independent study course.

September 1st, 2014 (3rd week of Fall semester): Introductions and working groups begin.

October 15th, 2014: 1st assessment of the project due

January 15th, 2015: 2nd assessment due

January 20-23, 2015 (1st week of Spring semester): Outreach to students in Photography, Graphic Arts, Journalism, Media Communications, and Theatre Arts about the program and opportunities.

January 30th, 2015 (end of 2nd week of Spring semester): Instructors and ASLC members review applicants and select students to be enrolled in the independent study course. Priority given to returning students.

April 15th, 2015: 3rd assessment due

July 15, 2015: Final assessment due

Assessment of the Outcome:

(Describe how you will assess the outcome each semester in order to reveal the effect of this project on student persistence, course success, certificate/degree completion, transfers and job placements.)

The measurable outcomes for the ASLC Student Leadership Development Initiative are how many students attend campus and ASLC sponsored events, how many students apply to Laney College's student service programs, how many students petition for graduation, how many students complete the independent study courses, how many students apply for ASLC offices for 2015-2016 academic year.

The Director of Campus Life and Student Activities, Instructors, and ASLC members will collaborate to assess the program.

Budget:

(Detail the staffing, technology, facilities, and equipment needs. Provide approximate cost of each item.)

Independent Study Units (free for participants): *approximately 117 units/semester x 2 semesters= 234 units for school year*

Total for units= \$10,764

ASLC Positions

President- (Business - Management & Supervision 3 units)

Vice-President - (Business - Management & Supervision 3 units)

Internal Secretary - (Business- Management & Supervision, 3 units)

External Secretary (Business - Management & Supervision, 3 units)

Treasurer- (Business Accounting 3 units)

Club Affairs - (Business - Management & Supervision 3 units)

Communications Officer - (Business - Marketing 3 units)

Student Advocate- (Political Science 3 units)

7 Senators- (Political Science 3 units)

OTHER POSITIONS OF SUPPORT

TEAM LANEY (10 students, Business – Marketing 3 units)

PHOTOGRAPHY- (2 students, 3 units)

GRAPHIC ARTS (2 students, 3 units)

JOURNALISM (4 students, 3 units)

MEDIA COMMUNICATIONS (4 students, 3 units)

THEATER ARTS (2 students, 3 units)

Stipends for Participants:

President- \$350 monthly

Vice-President-\$250 monthly

Internal Secretary- \$250 monthly

External Secretary- \$250 monthly

Student Advocate- \$250 monthly

Treasurer- \$250 monthly

Publicity Commissioner- \$250 monthly

Club Affairs- \$250 monthly

7 senators- \$150 monthly

TEAM LANEY (10 members)- \$150 monthly each

Support Positions (2 Photography, 2 Graphic Arts, 4 Journalism, 4 Media Communications, 2 Theatre Arts) - \$150 monthly each

TOTAL for stipends- \$6,750/monthly x 10 months= \$67,500

__Carl Oliver_____ 08/04/2014_____
Project Lead (or Author of Proposal) Date

__ASLC, Student Services_____
Division(s)/Department(s)/Program(s)/Service Area(s)