

Chancellor's Circle Business Briefing
8:15 a.m. February 10, 2012
University Center

Good morning to all of you! It's a joy to be here with you today and we are proud to sponsor this special event for our Chancellor's Circle members and the business community. I especially want to acknowledge our presenter, Marc Emmer. Marc has been a friend of the college for many years, and we appreciate his generosity in sharing his time and his willingness to share his insights with us this morning.

The theme of chaos is certainly appropriate, as these are indeed chaotic times. California's community college system has been cut by more than \$1 billion in the last three years, and we have experienced our share of the reductions here at College of the Canyons.

Still, that's not a reason to throw our hands up in the air in frustration and throw in the towel, as many others have done. Our students, and our community continue to count on us, and even more so now, to deliver the education and training needed to reach their goals. So instead, of hanging on to the old way of doing things, we must let go of business as usual and create a new approach. We must break out of old structures and adapt ourselves to a changing reality.

As we know, that's not always easy for some folks to do. To illustrate that point in one of my doctoral classes, Professor Tom Harvey brought in a bowl full of regular ice cubes and gave us a challenge. "Christmas is coming and I want some ice cubes shaped like trees for a party I'm hosting. How can I change these rectangular ice cubes into Christmas trees?" Well, judging by some of the responses, you would have thought he'd asked how to turn lead into gold. Someone suggested coloring the cubes with a green marker. Another said we should put Christmas tree stickers on the cubes. Professor Harvey finally said, "Never mind. We'll come back to this later."

He put the bowl of ice aside and continued on with his lecture about change. And you can probably guess what happened next. He picked up the bowl a couple of hours later and poured the water from the melted cubes into a new ice cube tray shaped like Christmas trees. His point was that to change, you can't be frozen in old structures. You must unfreeze, rethink, redesign, reform, and reshape. That's a lesson we're always applying at COC. And as result, we push the boundaries, explore new opportunities, and find new ways to better serve our students and the community.

The community itself creates the context in which we can be flexible, form creative new partnerships, and thrive amidst chaos. Our partners believe in us and support us, our staff and Board members provide consistent, courageous, and passionate service, and help us to build networks and bridges in the community. As a result, we build capacity and foster relationships that create opportunities that others can only dream about.

We are committed to innovation, and that commitment is grounded in the knowledge that we can accomplish anything we set our minds to. That's what we do. We dream, we plan, we prepare, and we create opportunities through an entrepreneurial spirit, optimism, attitude and innovative approach that enables us to thrive in times of calm and chaos.

Whether it's the K-12 Arts Partnership that touched 17,000 students in our community last year, or our work with Newhall Land to identify a campus site in the Newhall Ranch development, we find new ways to expand what we do and extend our reach into the community and meet this community's needs.

The results are evident, as we have:

- **Opened our first permanent building at the Canyon Country Campus.**

The Applied Technology Education Center houses our automotive, solar, plumbing and water systems technology programs that feature curriculum developed in partnership with representatives from local industry.

- **Received a \$10,000 contribution from Wells Fargo** to fund training and counseling for local business owners by our Small Business Development Center.
- **Secured \$1.9 million in economic development grants** and training revenue for the Small Business Development Center, Center for Applied Competitive Technologies, Business Incubator, and Employee Training Institute so we could help more than 3,000 employees at 500-plus businesses retool, retrain, and build momentum in these challenging economic times while creating dozens of jobs so far this year.
- **Completed the Osher Foundation Scholarship Challenge**, and generated \$1,065,000 in scholarship funds, which will be matched by \$532,500 and create ninety-five \$1,000 scholarships every year for the rest of time.
- **Launched the Fast Track Training Institute**, which is helping local residents quickly obtain the skills needed to launch careers in high-demand, high-wage industries such as welding, advanced manufacturing, clean energy, and project management.

- **Secured more than \$6.1 million in grant revenue** to fund innovation and needed programs in areas such as nursing, medical lab tech, teacher training, nano engineering, and entrepreneurship.
- **Launched the Medical Lab Technician training program**, becoming one of the first community colleges in the region to offer training in this high-demand field.
- **Continued to grow the Non Profit Council** and enhance the support it offers to our many local community organizations.
- **Offered 9.5 percent more classes** this spring than we did in Spring 2011, an increase of 142 classes that will provide more than 4,000 seats for students.

Someone once said, “Believe in your dreams and they may come true; believe in yourself and they will come true.” And that’s exactly what we’re doing right now with the Institute for **Culinary Arts** as we move forward with a capital campaign to build an on-campus home for this fast-growing program.

Students currently have very few palatable choices to receive the training and build the skills needed to thrive in this industry.

- ✓ That can cost anywhere from \$50,000 to \$75,000 a year at private proprietary institutions.
- ✓ However, at a cost of \$36 per unit at College of the Canyons, our students would be able to receive comparable training for a cost between \$2,000 and \$5,000 – a huge benefit to our students and the culinary field.
- ✓ When students accrue \$75,000 in loans, it is highly unlikely they will remain in the field.
- ✓ As in any industry, new graduates must pay their dues, and with entry-level wages for restaurant jobs in the \$10 to \$14 an hour range, paying off loans like that is impossible.

It's no surprise, then, that the College of the Canyons' Institute for Culinary Education is highly regarded and has been in high demand. It is a dynamic, thriving program, and it is poised to move to the next level.

- ✓ To enable that growth to occur, and to serve more students, the program needs a place of its own.
- ✓ The program has been housed in three separate facilities in the past five years; the existing college cafeteria, restaurant space at the Valencia Town Center, and currently, at leased restaurant space in Castaic.

While the "off campus" sites have served as adequate temporary solutions, they have not been able to offer the general academic support needed by successful students, such as a library, tutorial assistance, student support services, computer labs, and other benefits of college life found on a comprehensive campus.

With a new facility located on the Valencia campus, students who take classes in the Culinary Arts will also be able to take other “core” college classes needed to earn a certificate or degree without the inconvenience of having to travel back and forth between locations.

A permanent facility on the Valencia campus will also provide opportunities for culinary students to hone their “front of the house” skills. The facility will include not only teaching kitchens, but also a dining room where students can serve what they have created.

The current estimate for the cost of constructing this new Culinary Arts Facility is approximately \$6.7 million. The construction costs for the current Library expansion project have come in \$3 million under budget – so the cost savings from that project can now be applied to the Culinary Arts project. The project remains on schedule and under budget, so more savings are certainly possible.

With the ability to apply the \$3 million in cost savings toward constructing the new facility, it leaves a balance of \$3.7 million needed to be raised from private sources. That's the part where most colleges would pause and say, "Not right now. But maybe, when the time is right." I'm here to say there is no better time than right now. Why?

As we launch this campaign, it's clear that we have all the necessary pieces in place. We have the faculty. We have the students. We have the demand from industry. We have the community's support and confidence in us. And, we have the proven ability to bring the necessary resources together.

In other words, we have the proven ability to thrive in chaos. We are not frozen into old structures. We are dynamic, creative, visionary, and strategic in the way we look at the world around us. And we have the help of passionate, supportive friends who believe in the power of education, and see the potential of College of the Canyons.

It has been said that “Excellence can be obtained if you:

...care more than others think is wise;

...risk more than others think is safe;

...dream more than others think is practical;

...expect more than others think is possible.”

That’s what we do at College of the Canyons, because our community inspires us to do so. Because people like you expect more, we care, risk and dream more. And as a result, we achieve more.

I thank you for the chance to speak with you today, and I hope you are as excited about your future, and that of our community, as I am about the future of College of the Canyons! As Peter Drucker said, “The best way to predict the future is to create it.” I look forward to working with all of you to create a future of which we can all be proud!