



THE ROSELAND REPORT

THE PRESIDENT'S TASK FORCE
SANTA ROSA JUNIOR COLLEGE
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President's Task Force on the Roseland / Southwest Santa Rosa Concept Paper

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Preface

In July 2007, the President of SRJC directed that a concept paper be developed that assessed and envisioned the educational presence of the Junior College in the Roseland area of Sonoma County. The district had identified community outreach, development and involvement as one of its key initiatives, and while the Roseland area represents only 7% of the district's population, this unincorporated section of Southwest Santa Rosa has several characteristics which make it a prime outreach area for SRJC:

- Its population is more ethnically diverse than the county as a whole and encompasses one of the district's highest concentrations of Latino residents---a group that has been projected as one of the fastest growing populations in the college district.
- The population in the area has the lowest percentage of residents with a BA degree or higher in the district.
- It is one of four areas within the district with the highest concentration of residents age 17 or under.
- The area has been targeted by both city and county officials for expanded housing and commercial development and is recognized as the Roseland community.

The process of developing the Roseland concept paper was interactive and collaborative. Several college administrators, faculty and staff were involved in a series of formal meetings and informal email dialogue. The group reviewed written documents including information prepared for the regional "Roseland Roundtable" organization, the Santa Rosa City "Urban Vision" plans for Sebastopol Road, and the recently completed "Regional Community Needs Assessment," a major report conducted by SRJC's Office of Institutional Research.

Included in this report is a review of the current academic programs offered in the area; the current student services provided; SRJC's workforce development partnerships; and various outreach efforts conducted in the area. The demographic and needs data compiled and analyzed by the Office of Institutional Research has been invaluable in guiding the task force's understanding of the educational challenges, opportunities and needs in the Roseland community.

Roseland is defined as the geographic area encompassed in the 95407 zip code in Southwest Santa Rosa. A growing region of nearly 31,000 residents, the area is targeted for annexation by the city of Santa Rosa and urban redevelopment funding. The population in Roseland is predominately non-white (about 52%), with the largest ethnic groups represented by Latinos (39%) and Black, Asian and Native American populations (13%).

After conducting its review, the task force identified several recommendations to enhance educational services to the residents of the Roseland area. We believe the college's strategic role as an educational partner in the economic and civic development of Roseland will be solidified as the area undergoes political transformation in the very near future. And finally, the task force is convinced that the value of a renewed connection to the Southwest region of Santa Rosa can become a viable, sustained commitment for Santa Rosa Junior College.

Community Background and Demographics

Southwest Santa Rosa, as defined by the zip code 95407, is predominately the area south of Highway 12 and east of Highway 101 (although part of the ZIP code zone is found on the east side of Highway 101 south of Highway 12). This area is characterized by a high density of Latino residents and younger residents. It is also characterized by lower levels of educational attainment. Approximately 7% of the population of Sonoma County lives in the 95407 ZIP code (*see Appendix I for comparison data from the US Census 2000 on selected demographic measures for Southwest Santa Rosa and Sonoma County*).

The population in Southwest Santa Rosa is more ethnically diverse than the county as a whole, with more than double the percentage of Latinos, Blacks, and American Indians, and nearly double the percentage of Asians. Southwest Santa Rosa has a higher percentage of male residents than the county as a whole (51% versus 49%) and a much younger median age (29.9 versus 37.5). This area has a higher percentage of households with children, and a much lower percentage of households with persons 65 and older. In Southwest Santa Rosa, the average household size is 3.2 versus 2.6 for the overall county population. While there are overall lower levels of educational attainment for residents in Southwest Santa Rosa (much higher % with 9th grade or less, much lower % of BA+), there is nearly an equal percentage of residents with an Associate Degree (7.7% in Southwest Santa Rosa versus 8.9 % of the total county population).

In Southwest Santa Rosa, approximately twice the percentage of residents are foreign born as compared to the county as a whole (27.2% versus 14.3%) and the majority of the foreign born (82.4%) report being born in Latin America. Approximately 21% of people living in Southwest Santa Rosa are not U.S. citizens, compared to 9.5% countywide. Nearly two-thirds (60.7%) of Southwest Santa Rosans speak English only at home, while the same is true for 80.2% of county residents. Conversely, approximately one-third (32.7%) of residents of Southwest Santa Rosa speak Spanish at home (13.8% in the county).

Academic Programs

SRJC has been offering classes in Southwest Santa Rosa for many years. A review of the district's datamining information (which goes back to Spring 2003) shows that SRJC has offered between 47 (Spring 2003) and 54 (Fall 2007) different sections each semester. The majority (86%) of these academic classes have been noncredit.

The credit class offerings have been extremely limited. A series of intensive, weekend Spanish classes have been offered regularly at Elsie Allen High School since Spring 2003. Since Summer 2006, through the high school initiatives program, College Skills has been offering its series of test taking classes (CSKLS 331.1-331.3) at Youth Build, an alternative charter high school in Southwest Santa Rosa. The only other credit classes that have been offered since Spring 2003 have been an American Sign Language class (Spring 2003) and an Apprenticeship Education class (Spring 2004).

The instructional focus to date in the Southwest Santa Rosa area has been on the English Language Learner. SRJC has partnered with the Bellevue Union Elementary School District through the state funded CBET (Community Based English Tutoring) program to provide instructional support services including ESL instruction, parent literacy and tutor training, childcare, school-age after school tutoring, GED classes, transportation, and books at Bellevue, Kawana and Meadow View elementary schools in southwest Santa Rosa.

With the exception of these elementary school sites, SRJC's noncredit classes are currently concentrated at the Labor Center, located on Corby Avenue, adjacent to Highway 101. Six to seven different classes are offered six evenings a week, with two to five different classes offered in the daytime six days a week. Classroom space, however, is less than ideal—some classrooms are accessible only by walking through another classroom, which is disruptive to the teaching process. And, while surplus computers from SRJC have been set up in a makeshift laboratory space, the hardware is dated and cannot be adequately maintained by the college. Despite these drawbacks the noncredit ESL classes have been very popular. During Spring 2007 there were 1,266 students enrolled in the multi-level ESL classes, generating approximately 272 FTES annually. The duplicated headcount recorded for 2006-07 totaled 3,202 enrollments.

Workforce Training & Economic Development

In the early 1990s, the Redwood Empire Small Business Development Center (SBDC) at Santa Rosa Junior College began discussions with community members and business leaders in Southwest Santa Rosa to offer services such as business counseling and business start-up workshops. Although staff at the SBDC made numerous contacts, they achieved only limited progress in setting up support services for the Latino business community. Recently, the Hispanic Chamber of Commerce has increased its efforts to support businesses in the area; consequently, the SBDC anticipates improved opportunities for cooperative ventures.

In Fall 2007, the SBDC participated in a Financial Education Fair in Southwest Santa Rosa that was sponsored by the City of Santa Rosa Neighborhood Revitalization Program. At the fair, an SBDC counselor presented a workshop in Spanish focused on steps for starting a business. The SBDC staff also provided information about small business start-ups for the many attendees at the fair.

As a result of the success of the workshop, the City of Santa Rosa asked the SBDC to offer a Pre-venture Workshop in January 2008 in Southwest Santa Rosa. An SBDC counselor will present the workshop in Spanish. This workshop is tailored to meet the needs of the Latino community in Roseland and will be part of a series focusing on financial literacy and business start-up issues.

Currently, the SBDC has two counselors in Sonoma County who are fluent in Spanish. Both the SBDC's administrative assistant and student employee are fluent in Spanish. Many SBDC materials are available in Spanish.

SRJC Contract Education does not have programs designed specifically for delivery in Southwest Santa Rosa. However, training has been offered for companies such as La Tortilla Factory and Flowmaster, thereby strengthening companies that may provide employment opportunities for residents in Southwest Santa Rosa.

Student Services

Student Services provided in the Roseland area can be described in two broad categories: extensive matriculation services at the Labor Center, primarily for the ESL noncredit program; and the School Relations/Outreach activities conducted at numerous school and community sites throughout the Southwest Santa Rosa region.

At the Labor Center classified staff, counselors and STNC's have been assigned to coordinate matriculation access activities. For example, bilingual (English/Spanish) staff assist students in completing the admissions application and registration process. Counselors are assigned on a regular basis to perform academic advising, personal counseling and transition preparation for the credit curriculum. Noncredit placement testing is currently under scrutiny so that the process meets instructional needs and complies with assessment regulations. Noncredit matriculation funding has been the primary budget source for these services at the Labor Center. Over the past year there has been an in-depth evaluation of the matriculation services and the staff collaboration necessary to strengthen the delivery and management oversight at the Labor Center. New classified positions have been developed that will facilitate these improvements by June 2008. The current physical facilities at the Labor Center are not sufficient for the scope and delivery of support services. In order to prepare students for the academic transition from non-credit to credit coursework a confidential counseling area should be designated. Admissions and Assessment operations can adapt to peak enrollment cycles but student records need to be processed in a secure area.

There have been substantial Outreach activities implemented in the Roseland schools and throughout this general community. The School Relations Office schedules regular information visits for Elsie Allen High School and Roseland University Prep., coordinating presentations by college specialists from Counseling, Financial Aid, Puente, Scholarship and EOPS. The English Language Learning Outreach team also visits virtually all primary and secondary schools in Roseland emphasizing contact with ELL students and parents. In addition, the SRJC partnership with the "Aiming High" project has involved hundreds of high risk students at Elsie Allen, Cook Junior High and several elementary schools. SRJC also actively participates in outreach at the community level such as the annual "Cinco de Mayo" festival, the Native American "Reunion" event for indigenous groups in Sonoma County, the "End of Harvest Fair" targeted toward farm worker families and the Cesar Chavez Health Fair. Furthermore, the Adult Reentry counselor and the EOPS Outreach Specialist are regular guests on the local bilingual radio station, KBBF, which is located in Roseland. Ongoing interaction with the Southwest Community Health Center is established by the outreach team and a formal referral agreement has been contracted by the SRJC Student Health Services Department with this same organization.

English Language Learner (ELL) Outreach

Approximately five years ago, Santa Rosa Junior College Latino professionals convened to address the changing landscape of the Sonoma County Latino population. The group felt it of paramount importance to address the issue of implementing culturally appropriate outreach strategies in reaching out to underrepresented and underserved students. The primary goal was to utilize existing programs and resources, staff, and high school outreach workshops to provide information to counselors, administrators, Latino students and their families. The issue at hand was addressing the lack of high school students, especially Latinos, pursuing higher education institutions with a focus on SRJC.

The number of student and parent contacts has been phenomenal, evidencing the importance of institutionalizing efforts that reflect “best practices” in reaching the Latino community in the Roseland area. It is no coincidence that members of the ELL Team represent key college programs and services. These include EOPS, Financial Aid, Counseling, Healthcare Workforce Development, and the Puente Project, all programs that have a tremendous amount of experience in working with the Latino community.

More importantly, the ELL Team has demonstrated that non-traditional outreach efforts are effective with the Latino population. Effective practices include, but are not limited to:

1. “High touch” outreach (evening and weekend hours);
2. A parental component;
3. College staff who are bilingual and bicultural, and sensitive to the Latino population;
4. Key college materials that are translated into Spanish; and
5. Outreach strategies in non-traditional areas (churches, community events, Latino organizations, etc).

The ELL model that should be systematically applied in Roseland is defined as an “Early College Initiative”. It includes the K-14 educational pipeline - elementary, secondary and college partnerships with a strong family component. In addition, this model integrates a business and community component. The ELL Outreach Team established partnerships with 15 school districts throughout Sonoma and Marin counties in reaching out to Latino and/or ELL students, including the Bellevue Union School District, Roseland School District and Santa Rosa City School District which serve residents in Southwest Santa Rosa.

Partnership Opportunities

The most effective means of improving the flow of economic and business information to Southwest Santa Rosa residents is to bundle Small Business Development Center services with other SRJC offerings. This approach will allow the college to reach more residents and to provide complementary services or instruction.

In cooperation with other SRJC programs, the Hispanic Chamber of Commerce, the City of Santa Rosa, Sonoma State University, community organizations, and local businesses, the SBDC would be well-positioned to deliver individual business counseling, business-related workshops, and services to enhance the economic development of the area. The college could approach local banks to investigate cooperative ventures that qualify under the banks' Community Reinvestment requirements.

If the college acquires adequate classrooms and computer labs in Southwest Santa Rosa, it could expand course offerings to include basic work skill training and specific occupational instruction. Partnerships might focus on training residents in high demand occupations such as winery operations, business office technology, automotive technology and health occupations.

Currently SRJC is offering classes and services to the Roseland/Southwest Santa Rosa area utilizing several partnerships, primarily with K-12 colleagues. However, several new opportunities have risen in the past year that hold significant promise for providing more and better service to current and future students. Those potential partnerships include the Roseland Roundtable, the Marin/Sonoma California Conservation Corp, and the City of Santa Rosa Parks and Recreation Department and the Sonoma County Office of Education.

The Roseland Roundtable is a highly organized group comprised of private and public entities, that all share the common vision of a revitalized Roseland/Southwest Santa Rosa. Representatives are from Sonoma State University, the City of Santa Rosa, SRJC, Sonoma County, several banks and industries that are located in or serve the Roseland area, as well as private and non-profit group members. The group vision includes an expanded "downtown" area along Sebastopol Road west of 101, with shops, community meeting space, and facilities for education all within walking or easy transportation distance for community members. The Roseland Roundtable group has a sound vision and initial buy-in from a broad range of organizations. It is recommended that SRJC continue to participate in these discussions, recognizing that real planning and physical participation are several years from fruition. *Projected timeline: 5-10 years.*

A second potential partnership opportunity is a result of a recent move by the California Conservation Corp to extend service from Marin County to Sonoma. Its current operation in Marin County includes a classroom/teaching facility, which it shares with College of Marin. CCC has expressed an interest in defining a similar relationship with SRJC when it has located or built a facility here, but at present it is responding to the first phase of its two phase grant requirement: the start up of an operational recycling center. Phase II, which would be the classroom component of their program, is on hold until the CCC can fulfill the initial grant requirement. *Projected timeline: 2-3 years.*

The most recent opportunity to present itself is a partnership with the City of Santa Rosa Parks and Recreation Department. The Parks and Recreation Department is hoping to greatly expand its property at Southwest Community Park and to build a recreation facility and co-locate a library complex. They have expressed interest in a long-term project whereby SRJC would have classrooms located within the library or recreational facility. However, it is also interested in a more immediate partnership, which would include moving a portable facility to that location, supplemented with additional portables owned by SRJC, and offering courses on this site. *Projected Timeline: Portables as early as Fall 2008; Facility Buildout: 3-5 years.*

In the meantime, SRJC should continue to look for opportunities to enhance partnerships and opportunities with existing community and K-12 partners.

Resources

Santa Rosa Junior College's instructional program and support services have been successful in attracting strong enrollments at the Roseland Labor Center. The enrollment each semester is nearing 1,300 students and is poised to grow as housing development expands in the area. The current FTES (272 annually) is considered "enhanced non-credit" apportionment, thereby generating enhanced revenue per FTES. The annual FTES level could also qualify SRJC for special "educational center" funding should the college decide to pursue that status with the Chancellor's Office. The ESL faculty have acquired both state and federal grants, expanding the educational opportunities coordinated in Southwest Santa Rosa. Non-credit Matriculation funds are earmarked for the support services at the Labor Center and will continue as the highest priority use of this annual allocation.

Recommendations

1. SRJC's presence in southwest Santa Rosa needs to address the entire student, which means incorporating a combination of credit and noncredit classes, student support services, and partnerships with community based organizations to eliminate the existing barriers which prevent residents from pursuing higher education (i.e. family literacy, childcare, transportation, economics, etc.).
2. SRJC needs to expand the number of credit classes offered in southwest Santa Rosa to provide more general education opportunities as well as vocational training opportunities to the residents of the area.
3. SRJC needs to expand its outreach efforts to the elementary, middle school and high schools in the Roseland area and work with the families to ensure that young students continue their education and are adequately prepared for college.
4. SRJC needs to continue and consider expanding its services to the English Language Learners in the Roseland area to ensure their full integration into the community.
5. SRJC needs an adequate facility (or facilities) in the Roseland area, which would enable the district to provide academic and student services to the residents of this area who are unable, for a variety of reasons, to take classes on the Santa Rosa campus. Ideally this facility (or facilities) would involve other community-based organizations, which may be able to provide support services to the educational efforts of the district.
6. SRJC needs to provide internet access via a multi-purpose computer lab so that prospective and continuing students can utilize the college's WebLink enrollment services in addition to instructional exercises.
7. SRJC needs to expand its involvement with the economic development of the Roseland area, through the SBDC, the district's workforce training programs, contract education, and partnerships with other economic development organizations.

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I Demographic Information for Southwest Santa Rosa

	95407 Zip Code (Southwest Santa Rosa)		Overall Sonoma County	
Total population	30,868	-	458,614	
Male population	15,748	51%	225,804	49%
Female population	15,120	49%	232,810	51%
Median age	29.9	-	37.5	-
Hispanic/Latino (any race)	12,024	39.0%	79,511	17.3%
White, Not Hispanic/Latino	14,882	48.2%	341,686	74.5%
Black/African American	914	3.0%	6,522	1.4%
American Indian	871	2.8%	5,389	1.2%
Asian	1,440	4.7%	14,098	3.1%
Total number of households	9,471	-	172,403	-
Households with individuals under 18 years	4,378	46.2%	59,796	34.7%
Households with individuals 65 years and over	1,547	16.3%	41,314	24%
Average household size	3.2	-	2.6	-
Owner-occupied housing units	4,979	52.6%	110,475	64.1%
Residence: Same house in 1995	12,213	44%	224,549	52%
Educational Attainment of population 25+: less than 9 th grade	3,254	18.2%	20,542	6.7%
Educational Attainment of population 25+: Associate degree	1,388	7.7%	27,298	8.9%
Educational Attainment of population 25+: bachelor's degree or higher	1,977	11.0%	87,493	28.5%
Nativity: Foreign born	8,294	27.2%	65,726	14.3%
Not a citizen	6,395	21.0%	43,391	9.5%
Region of birth of Foreign Born: Latin America	6,838	82.4%	40,169	61.1%
Language spoken at home: English only	16,835	60.7%	345,971	80.2%
Language spoken at home: Spanish	9,069	32.7%	59,480	13.8%
Language spoken at home: Asian and Pacific Island languages	992	3.6%	9,535	2.2%

Source: US Census 2000

II Primary Industries in which Residents of Southwest Santa Rosa are Employed

As the table below shows, the largest industries in which residents of Southwest Santa Rosa work are: Manufacturing; Educational, health and social services; Retail trade; and Construction.

<i>% of employed civilian population, 16 years and over, by Industry</i>	Southwest Santa Rosa	Sonoma County
Agriculture, forestry, fishing, hunting, mining	3.1%	2.6%
Construction	11.0%	8.5%
Manufacturing	16.5%	12.7%
Wholesale trade	2.6%	3.1%
Retail Trade	13.2%	11.9%
Transportation and warehousing, and utilities	4.2%	4.1%
Information	1.9%	2.6%
Finance, insurance, real estate, rental and leasing	5.6%	7.8%
Professional, scientific, management, administrative, waste management services	9.5%	10.8%
Educational, health and social services	15.7%	18.6%
Arts, entertainment, recreation, accommodation, food services	8.1%	7.9%
Other services (except public administration)	5.2%	5.4%
Public administration	3.2%	3.9%

SRJC Student Enrollments from Southwest Santa Rosa

III Southwest enrollment for Spring 2007

In Spring Semester 2007, the following disciplines showed enrollments from Southwest Santa Rosa residents of over 100 students:

- English as a Second Language (973)
- Special Education (647)
- College Skills (388)
- Business Office Technology (331)
- Physical Education (320)
- English (286)
- Mathematics (237)
- Computer & Information Studies (179)
- Counseling (153)
- Child Development (145)
- Psychology (119)
- Art (105)

Labor Center Noncredit ESL Survey

In July 2007, as a part of the SCJCD Regional Community Needs Assessment, students enrolled in noncredit ESL courses were surveyed at the Labor Center in Southwest Santa Rosa. One hundred thirty-seven students submitted surveys. Of those, 98% are Latino, 72% are male, and 72% are between the ages of 20 and 39. The vast majority (74%) work full time.

Forty-four percent of survey takers reside in the 95407 ZIP code, while the bulk of the remainder lived in West Santa Rosa. Most (54%) have lived in the United States of America for between 1 and 5 years. Very few (2%) attended high school in the USA. Over one third (37%) have had six years of education or fewer, and another 40% have had only 7 to 10 years of education. Most students studying English at the Labor Center (64%) have been enrolled for between 9 and 7 months.

When asked what other SRJC classes they would like to take, 52% of the students indicated “Computer Classes,” 51% “More English Classes, 17% “Basic Skills,” 13% “Business Skills/Management,” and 11% “Soft Skills.”

When asked what the barriers are to their taking more classes at SRJC, 38% of the students indicated “Language problems/Learning English,” 24% “Financial problems/Not enough \$\$\$” and “Cost of classes, and of books,” 21% “Personal problems,” 19% “Not enough time,” 13% “Transportation problems,” and 11% “Classes not at a convenient time” and “I don’t understand the school system/American culture.”

IV Culturally Relevant Curriculum

Ethnic Studies

Inclusive classrooms are classrooms in which instructors and student work together to create and sustain an environment in which everyone feels safe, supported, and encouraged to express his or her views and concerns. In these classrooms, the content is explicitly viewed from the multiple perspectives and varied experiences of a range of groups. Content is presented in a manner that reduces all students' experiences of marginalization and, whenever possible, helps students understand that individuals' experiences, values, and perspectives influence how they construct knowledge in any field or discipline.

During the late 1960's, scholarship on the Chicano/Latino community was very limited. Chicanos/Latinos were an invisible group to many of the researchers writing in the academy. Consequently, the little research on the Chicano/Latino community appeared to be filled with distortion, stereotypes, and often, linguistic bias and prejudice.

It was not until the Chicano Movement, the Farm Worker's unionizing *Causa*, the Civil Rights Movement, anti-war sentiment, and counter cultural challenges that the stage was set for the scholarly acceptance of Chicano Studies.

Unfortunately, in 2007, while scholarship on the Chicano/Latino increased, culturally relevant curriculum has not taken importance in California community colleges and universities. The Latino population continues to grow; however, creating courses relevant to their cultural experiences has not been viewed as critical to issues of recruitment and retention.

The emergence of the many alternatives for students to earn college credit while in high school has important implications for action in addressing the high dropout rate of Latinos:

1. Both high school and college level Latino students can achieve academic success when the curriculum directly links their cultural experiences to earning, and when local values and traditions are reflected in the classroom environment.
2. The power of a Latino high school student attending college is key to eliciting adult behaviors and a serious investment in learning from adolescents who are frequently at risk of high school failure.
3. Research data suggest that dual enrollment students earn higher grades in college than those who have not experienced a dual enrollment program and that these students are retained at a higher rate.

SRJC faculty should continue to develop courses that are culturally relevant to the SRJC diverse student population as identified in Roseland. It is a well-documented retention strategy.

Other options to increase Latino student participation and address the Roseland area population is to offer courses in a bilingual format that mirror those currently offered by the SRJC Child Development Department.

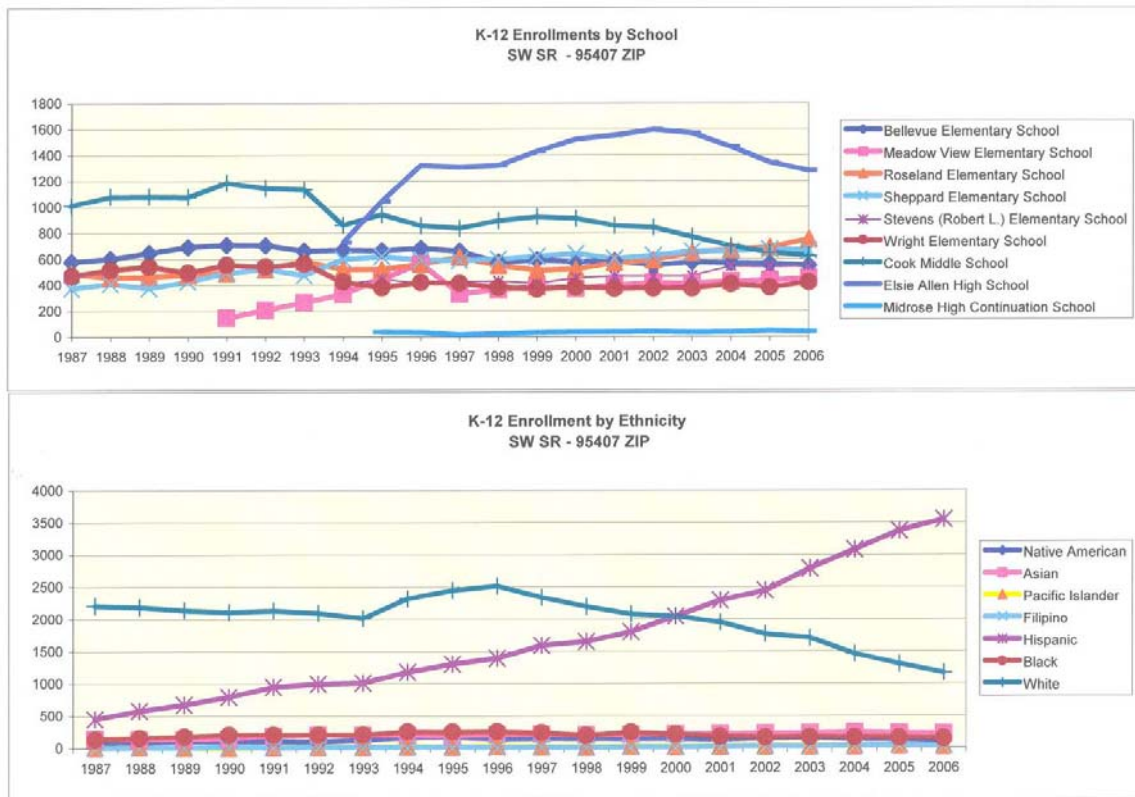
Questions regarding offering bilingual courses surfaced and clarified by Steven Bruckman, Executive Vice-Chancellor and General Counsel for the California Community Colleges Chancellor's Office in his Legal Opinion 06-10 stating:

A community college may offer certain sections of a course in English and other sections of the course in Spanish, or another language other than English, to students with limited proficiency in English if:

(1) students in all sections of the course are required to enroll in a basic skills English co requisite course; or
(2) those taking non-English sections of the course are designated as a cohort of students and are required to concurrently enroll in another course or courses designed to help them achieve proficiency in English.

(Excerpt from legal opinion).

Appendix V K-12 Enrollment Charts



Appendix VI Roseland Roundtable Overview / Vision

AN OVERVIEW OF POSSIBILITIES FOR A MULTICULTURAL CIVIC AND COMMERCIAL CENTER IN ROSELAND

NOTE: The possibilities presented below stem from personal conversations with many individuals and organizations. They do not represent official agency positions or commitments. They are summarized here to explore "what might be" in Roseland and the many varied interests that "might work together" to realize the vision.

THE VISION

Roseland contains the greatest cultural diversity in Santa Rosa. While home ownership is about 50% Anglo and 50% Latino, 95% of students in the Roseland School District come from Spanish-speaking homes. The area also embraces Asian and African immigrants. The Latino population, in particular, is growing rapidly in the City and the County. There is much interest in facilitating the integration of the various cultures and encouraging the emergence of Latino leaders to partner with traditional leaders in public and private endeavors. Roseland offers an ideal milieu for this endeavor.

In 2005, the Roseland Roundtable hosted a series of community meetings at which City/County funded consultants sought public input on the future use of the partially abandoned and blighted Roseland Village Shopping Center. City and County planners had speculated for years about the site as an international village but no concrete vision was proposed. The series of meetings followed the announcement that 6.9 of the 11 acre site was for sale and redevelopment was likely. Hundreds of community members participated in the process and a Sebastopol Road Vision Plan was developed. The center piece of the plan was a large public plaza faced by mixed-use structures for civic, small-scale commercial and residential uses. Architecture was to be early California mission style with a focus on pedestrian friendly walkways, outdoor eating, benches and lighting.

The plan locates the plaza fronting Sebastopol Road with the Joe Rodota Trail at the back. The Roundtable believes the community can be very well served by constructing a cultural arts/community center on one side of the plaza and an adult education center on the other. The cultural center would meet community needs for an auditorium, small meeting rooms, classrooms for after-school activities, childcare facilities and an ethnic arts museum. The educational center would support academic and vocational training provided by Santa Rosa Junior College, Sonoma State University, Sonoma County Schools Adult Education or other institutions.

These two structures, and the activities they would contain, would bring safe, positive, empowering activity to the heart of the community. They would bring consumers to commercial ventures around the plaza and, perhaps, become a destination point for local and out-of-town tourism. Further; the development of the Joe Rodota Trail as a paseo, a wide, paved walk/ bikeway lined with mixed-use structures embracing shops below and residences above, would tie the Roseland plaza to the SMART transit development only one half mile away. It would bring Roseland into the city physically as well as culturally. .

SOCIAL,CIVIC AND ECONOMIC REDEVELOPMENT IN ROSELAND

THE OPPORTUNITIES

Sonoma County: .

- The 11 acre Roseland Village Shopping Center is located on unincorporated County land within the 264 acre joint City/County Roseland Redevelopment Area. The Board of Supervisors recently adopted a five-year budget for the RDA providing: .

- \$2 million to improve Sebastopol Road
- \$2.5 million for commercial revitalization
- \$1 million for affordable housing
- \$.5 million for open space and recreation.

These funds could be applied to projects at the Shopping Center.-

- The County recently rezoned the 11 acre Shopping Center from commercial to planned community with the requirement that the two owners of the parcels comprising the Center submit a joint development plan reflecting the Sebastopol Road Vision Plan.

- The Shopping Center borders City boundaries. Annexation talks are underway for this and all County land forming islands within City boundaries. Estimates for agreement and annexation are 24 to 30 months. .

- The County owns a 40 to 50 foot wide right-of-way, the Joe Rodota Trail, which runs from Railroad Square in Santa Rosa through Sebastopol to Forestville. The Trail borders the back of the Roseland Shopping Center and links the proposed SMART transit development to the proposed Roseland plaza development.

- The County Agriculture and Open Space District will consider funding for urban public open space.

Santa Rosa:

-The City Council has agreed to move with haste toward adopting the Sebastopol Road Vision Plan as an amendment to the City General Plan guiding development in the area following annexation to the City or transfer of authority over the Roseland Redevelopment Area from the County to the City.

- One of several City requirements for annexation is the County's reinstatement of the expired power of eminent domain in the Redevelopment Area. This power, or threat of its use, might encourage the owner of the 6.9 acres to negotiate a reasonable sales agreement and allow the development to move forward with a new owner.

-The City has access to \$1 million of federal Brownfield funds which could be used through loans or grants to clean up soil contamination in Roseland.

-The City is developing a streetscape plan emphasizing pedestrian friendliness for Sebastopol Road between Dutton Ave. and Hwy. 101 and linking to Railroad Square. The Joe Rodota Trail bisects this part of the Redevelopment Area that is already within City boundaries. Planning for a paseo can be part of the SMART transit plan.

Owners and Developers:

- John Paulsen, a local resident who owns the eastern four of the 11 acres, is prepared to develop his property in accord with the Vision Plan and is ready to meet with prospective major tenants to discuss architectural design.

- James Baugh, representing his siblings, owns approximately seven acres of the Shopping Center. This property is for sale with no known active negotiations underway. Relations between Mr. Baugh, the community and the County have been difficult. The asking price, when last discussed, was \$5 million with total indemnification from any future effects of identified toxic pollution.

- Several adjacent properties might also be included in the overall redevelopment of the shopping' center site. Of particular interest are the parcels behind the center between the Rodota Trail and Highway 12, extending east to Dutton Avenue.

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Prospective Major Tenants:

- Santa Rosa Junior College is interested in the possibility of an extension campus in the Roseland area. There are no firm plans. Early consideration suggests a preference to lease rather than build and own a facility.

-Sonoma State University has expressed its intent to have a physical presence in Roseland but no specifics have been discussed.

-Lola's Market is interested in leasing a larger space than its current store in the area. The threat of WalMart absorbing Food Max and becoming a superstore is a significant concern.

-There may be interest in reworking the Social Service Building plan that was considered several years ago as a possible development further east on Sebastopol Road.

-Bilingual public radio station KBBF is in the midst of reorganization. It owns 4.5 acres southwest of the shopping center. There is potential for the station to sell its property (for salamander mitigation) and share ownership of a cultural arts center on the plaza. This would facilitate use of the plaza for cultural, educational and entertainment events hosted by the station.

-The California Human Development Corporation is considering possibilities for a permanent headquarters.

-Community Action Partnership of Sonoma is an active player in the Roseland area. One of its programs, YouthBuild, is a current tenant at the shopping center. CAPSC may need more space if Youth Build expands or other new programs are developed.

A FINALNOTE: There is a need to integrate Roselandand, more importantly, the Latino community into the mainstream of life and leadership in Santa Rosa and Sonoma County. Realizing the vision outlined here would affirm for the Roseland community that its multicultural voices have been heard and encourage further and fuller participation in civic governance. At the same time it would transform a blighted area into a unique, vibrant and commercially thriving community center linked by an attractive walking/biking corridor to the existing downtown. It is certain that redevelopment will occur in Roseland in one form or another. Embracing this vision offers the opportunity to use that redevelopment for pressing social and civic growth as well as economic gain.

COMMENTS OR QUESTIONS?

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