

# RAISING THE GAME

A Campaign for Santa Ana College



*Creating High-Impact Opportunities for  
Student Achievement in Santa Ana and Beyond*

"If we want to see Santa Ana College thrive and be the best of the best, we need to rise to the challenge of investing and creating a strong foundation for its future. That's why giving to SAC is so important.

IT IS AN INVESTMENT THAT **LIVES ON** IN THE **STUDENTS YOU SUPPORT,**

...in the lives of their children, in the friends they inspire, and in the life of the community that is lifted up by their success."

Rossina Gallegos, President, Santa Ana College Foundation Board of Directors



For over 100 years, Santa Ana College has been providing high-quality academic and professional resources that help students raise their game in the world of work... and in the game of life.

But today, the college game has changed.

## TODAY, GOING TO COLLEGE ISN'T JUST ABOUT GETTING A DEGREE.

It's about **committed** mothers and fathers searching for better careers so they can support their families.

It's about **hard-working** millennials and veterans working multiple jobs and still living out of their cars.

And it's about all of SAC's **high-achieving** students struggling to balance life with the education they need to successfully enter the career of their choice or transfer to a four-year university.



IT ISN'T ENOUGH TO JUST PLAY THE GAME THESE DAYS.  
STUDENTS HAVE TO DO MORE. AND SO DO WE.

THAT'S WHY WE THINK  
IT'S TIME TO START...

# RAISING

How does the youngest son of a first-generation Irish family with no resources rise to the position of Superior Court Judge in Orange County?

HE RAISES **HIS** GAME.

How does a shy young lady who doesn't speak English ascend to a career as a trial attorney at the US Department of Justice?

SHE RAISES **HER** GAME.

And how does a community college ensure that high-achieving students who have the will to succeed but not the financial resources get the opportunity to reach higher, go farther, and succeed faster?

WE RAISE **OUR** GAME.

# THE GAME.



# RAISING THE GAME

is more than a scholarship campaign.

*It's a cheer...*

for all that Santa Ana College has been and all that it will be as it advances into the future.

*It's a rallying cry...*

for taking student success and achievement to the next level.

*And it's a challenge...*

for those who have climbed the ladder of success to support students reaching for new heights.

TODAY, WE INVITE YOU TO JOIN US AS WE RAISE OUR GAME...

# THE SANTA ANA COLLEGE FOUNDATION

BELIEVES that no student who is willing to work hard in order to take their career, family, and future to the next level should be denied the opportunity to attend college, enter the profession of their choice, and live a successful life due to financial constraints.



SO MORE STUDENTS CAN START RAISING THEIRS.

*Succeeding faster*

achieving **MORE**

*Going*

**RAISING THE GA**

*dreaming*

**BIGGER**

*Digging*

**DEEPER**

**BEING**

Reaching Higher

FARTHER

ME *means...*

Working  
HARDER

BOLDER

**RISING** to the challenges set forth by the California Community Colleges Chancellor's Office through its Vision for Success of improving student equity and achievement in order to meet California's current and future workforce needs.

**FURTHERING** Santa Ana College's goals to reduce regional achievement gaps while increasing the number of students who successfully attain a degree or certificate, or transfer to a four-year institution so they can successfully enter the workforce.

**ADVANCING** Santa Ana College Foundation's commitment to supporting student success by identifying the most critical areas of need and strategically addressing those areas in ways that will have greatest impact on student achievement.

# COMMUNITY COLLEGES **HAVE** **NEVER BEEN MORE IMPORTANT..**

**65%** of all future jobs will require more education than a high school diploma.<sup>1</sup>

**1 MILLION** unfilled jobs in California by 2025 due to not having enough educated workers.<sup>2</sup>

**\$1.2 BILLION** How much SAC and its students contribute to the Orange County economy.

**KEY INDUSTRIES** in California are unable to find enough sufficiently trained workers to fill jobs according to the National Skills Coalition.<sup>3</sup>

**THE FASTEST GROWING** occupations in the country all require post-secondary education.<sup>4</sup>

Santa Ana College is the **LARGEST** pathway for students looking to transfer to a four-year university in Orange County.



# AND THE COST OF LIVING HAS NEVER BEEN HIGHER.

Even after financial aid is factored in, the overall cost to attend and be successful at a community college is more expensive than many realize. When taking into account all of the expenses they face, many students, even with the help of financial aid cannot attend full-time. In addition, financial aid support for a community college student is on average 79% less than those attending universities such as University of California, Irvine, and California State University, Fullerton.

## 2019 AVERAGE STUDENT COST OF SAC ATTENDANCE:

Tuition & Fees:	\$1,290
Books & Supplies:	\$1,830
Food & Housing:	\$9,180
Transportation:	\$1,200
Personal Expenses:	\$2,990
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TOTAL	\$16,490

Balancing Work  Paying Expenses  
are the top two challenges to community college  
completion according to real students. <sup>6</sup>



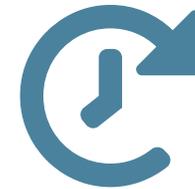
# THE BIGGEST CHALLENGES FACING STUDENTS AREN'T JUST

**\$0.00**

The amount of support half of all SAC students expect to receive from their families

 **36%**

of SAC students are supporting  
1 or more persons



30% of SAC students  
are employed full-time

Average unmet need.....

**\$52.4  
million**

Total unmet  
need of SAC  
students

# TUITION AND FEES

76%

of SAC students report a family income of \$40,000 or less

\$9,260

6 out of 10  
CA community college students reported being "housing insecure" in the previous year.

41% of CA community college students reported skipping or reducing meals for financial reasons in 2018

The real cost of attending college goes well beyond the cost of enrolling. Basic necessities such as textbooks, transportation, food, and housing create an average unmet need among Santa Ana College students of \$9,260 even after they've received financial aid.

Compounding this reality is the fact that the game has completely changed when it comes to who community college students are. Today, community college students are not just eager, high school graduates—they're also individuals who are working multiple jobs, supporting a family, and mid-career individuals who are aiming for more than a minimum wage job.

But Santa Ana College students are not easily deterred. So what do they do? They work longer hours while striving to make ends meet. They take fewer courses, even though that puts them behind. Unfortunately, according to research, all of this makes them less and less likely to succeed.<sup>5</sup>

According to The Institute for College Access and Success, part-time students who work more than 20 hours per week are much less likely to graduate than those who work less.

No matter how hard our students work, many will face financial obstacles that can prevent them from taking their careers and their communities to the next level.

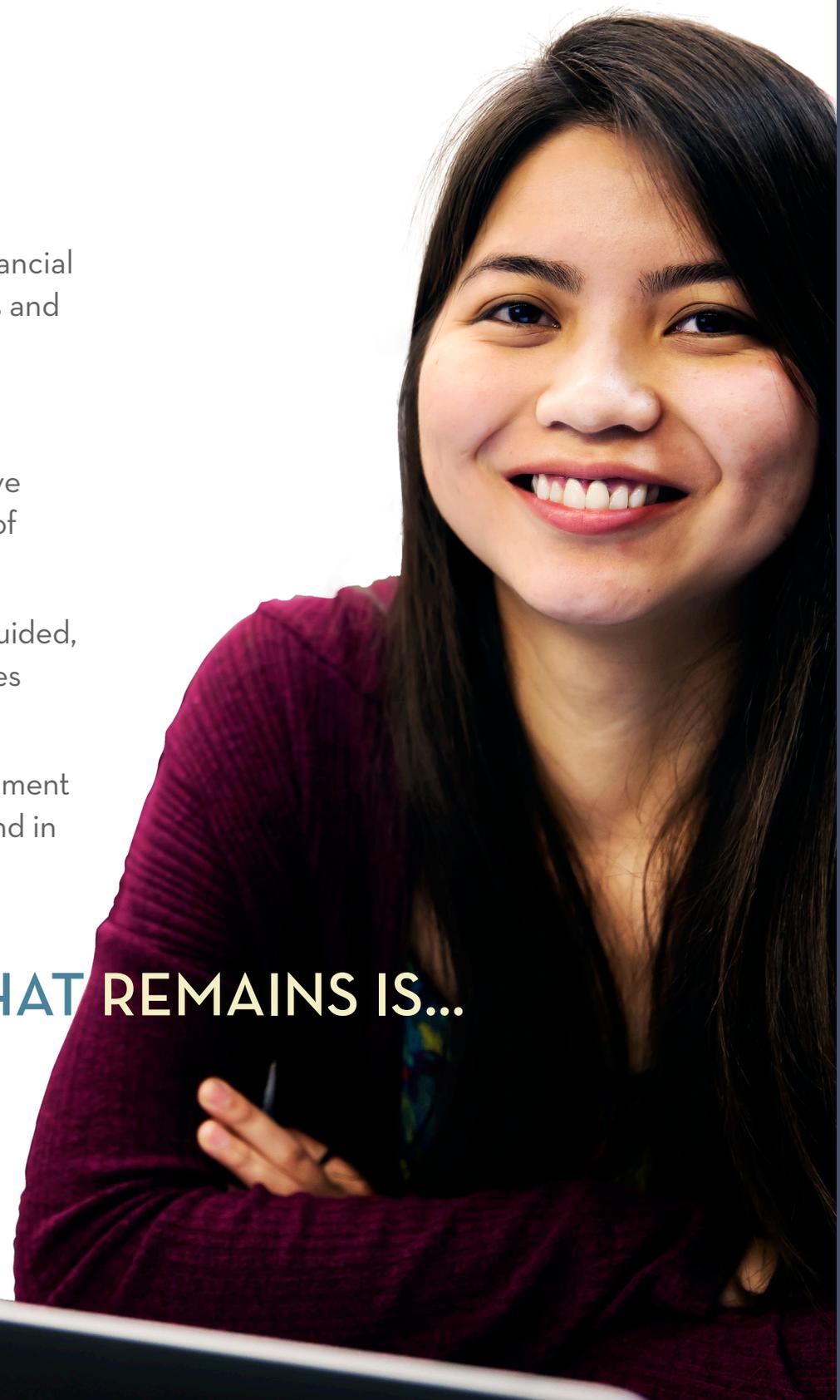
**But it doesn't have to be like this.**

Research tells us that targeted student scholarships improve the ability of students to succeed by reducing the burden of excessive work hours and student loan debt.

We know that funding innovative programs that promote guided, career-focused, educational and transfer pathways improves efficiency and makes it easier to graduate.

And we know that arts education improves student engagement and makes them more likely to succeed in the classroom and in the workforce.

**THE ONLY QUESTION THAT REMAINS IS...**



ARE YOU READY TO BE A  
GAMECHANGER?



## ROBIN FOLLMAN-OTTA

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**International Operatic Soprano. CEO of R.A. Industries.**

Like many people, my higher education started at a community college here in Orange County. But unlike most, I was 16.

At the time, I was a student at El Toro High School and like all the amazing women in my family, I could sing. And I could sing well.

But as a high school student, I didn't really fit in. I just had a different perspective than other kids. I wanted to get out into the real world and start working. So, one weekend I snuck out and took the GED without telling my parents.

My parents were not happy when the letter came saying I'd passed. My mother was adamant I stay in school even though I was already singing professionally and performing part-time. But my father had a completely different perspective.

My father was a machinist, a trade that would eventually lead him to becoming founder and owner of what is today R.A. Industries, one of the most trusted, high-precision manufacturing firms in Orange County. He never went to college, but he understood that with the right kind of training, I too could make a career out of my trade.

So, he made me a deal. He would sign me out of high school if I went to Saddleback College. That's how I became the first person in my family to graduate college. I remember my dad filling out the forms. I was so grateful—it was like he had handed me the keys to my future.

**Community colleges are like threads within the landscape of our communities. They give students from all backgrounds a platform for furthering their education so they can make their lives better.**

Today, R.A. Industries sends our employees to **SAC** when they need to upgrade their skills. It's a win-win for everybody—they receive a quality education, we get more qualified employees, and Orange County gets a more educated workforce that can afford to live here.

That's why when I decided to go back to college, after retiring from opera to become CEO of R.A. Industries, I chose **Santa Ana College**.

I had completed an Executive MBA at Chapman University but realized there were holes in my education that could only be filled by an engineering degree.

People often see community colleges as a second or third choice. But for me, **SAC** was my first choice. I feel lucky to have had that opportunity, even though the demands of being a CEO made it impossible to finish.

It is for these reasons and more that my father, brother, and I choose to support veterans and the machining and engineering programs at **Santa Ana College**.

When a family friend told us about a program at **SAC** that helped veterans who didn't have the resources to pay for college, my father and I looked at each other and said that's something we can personally fix. The scholarships we support bridge the gap for veterans who, after giving of themselves, can return home, go to school and get the education they need to transition back into civilian life.

Orange County is my home. It's where I'm from, where I was raised, and the source of so many opportunities that changed my life. I've been so very fortunate because people here gave me a helping hand when I needed it. That's what I hope our scholarships do. When the opportunity comes, I want the students we've supported to have the confidence that they've gained from their education to be able to seize it and be successful. Sometimes something little, just the right support at just the right time, can make the greatest impact on a person's life.

That is what is so amazing about working with the **Santa Ana College** Foundation. It's realizing that some of the biggest obstacles for students are easy to overcome with the right kind of support. **We give to the SAC Foundation because we know our gifts are going directly to those who not only need it most, but those who will benefit from it most, too.**





## ARLINE RADILLO GREENE

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**Teacher. TV Personality. Biotech Entrepreneur.**

**Santa Ana College provided a bridge to the life I wanted to live.** It was 1971, and like many students today, I had to pay for my education myself. I lived on \$1 a day and worked as a drive-up teller. I typed term papers, babysat for professors, and even worked the night shift at a mortuary. It was all I could do to work and study and get to classes.

Some days, when I was feeling sorry for myself, I'd go to the piano room at the college and play "The Impossible Dream." It sounds corny now, but that's really how it felt. My high school counselors hadn't thought I would amount to much, but I was determined to prove them wrong. At the time, finishing college was my "impossible dream."

Every once in a while, someone would come along and make me feel like my dream was a little less impossible. There was a custodian (whose name I wish I could remember) who would open the classroom with the baby grand pianos for me to play. It was such a little thing, but it made a big impact on me. There were a lot of little things like this along the way that gave me just the boost I needed to keep going.

It was while I was at **Santa Ana College** that I decided I wanted to be a teacher. I was going to teach all those little girls who were just like me that they could do anything they put their minds to.

After finishing my AA and transferring to California State University, Long Beach to get a teaching credential, I landed my dream job teaching 2nd grade at John Adams Elementary School. That job led to the creation of a bilingual educational TV show called *El Mercado de los Numeros* or "The Number Shop." I wrote and hosted the show, which we eventually sold to KCET in Los Angeles. This led to more opportunities in the entertainment business and the rest, as they say, is history.

**But the reason I give to Santa Ana College is not just because of the opportunities it provided me, but also because of my father.**

My father was the third of five children born to a very poor, working class family. Even though he'd been forced to quit the 7th grade to work, my father recognized that education was the ticket to success in America. That's why in 1950, at the age of 20, he and a group of friends decided to start a club that would raise funds for **Santa Ana College** student scholarships and promote the importance of higher education within the Hispanic community.

Over the years, the Gemini Club (the founders all had the same astrological birth sign) made it possible for hundreds of individuals to attend Santa Ana College. In 2001, to honor my father and continue his work, my husband and I started a scholarship fund for high-achieving Hispanic students majoring in Engineering, Biology, or Chemistry. Since then, we have given out over 170 scholarships totaling \$470,000 to students who were accepted to a four-year institution but didn't have the financial resources they needed to transfer and be successful.

But let me make something clear—my husband and I have not won the lottery. After starting several biotech companies, there were points where we had to remortgage the house to make ends meet. Things obviously turned around and we did okay, but it wasn't without a lot of blood, sweat, and tears. We worked hard, and I expect the same from all of the students we support. It's been nice to see that there is no shortage of exceptional, hard-working students at **Santa Ana College**.

**Today, the students we've supported have gone on to become doctors, engineers, scientists, and much more. Many of them still keep in touch, and seeing and sharing their success has been a real joy. It's why I do this. I imagine it's why my father did it, too.**





## ROSSINA GALLEGOS

**Director & Corporate Social Responsibility Officer, Union Bank.  
President, Santa Ana College Foundation Board of Directors.**

When I was a child, my father worked as a typeset for one of the biggest newspapers in Guatemala. He loved reading and could speak eloquently about any subject even though neither he nor my mother had gone to college. He knew what it was like to work hard for little pay, but he also knew that with education came choices and a path to a more successful life. He believed education was the great equalizer and made sure his children knew that too.

That's why when I was 19, after completing my secondary education in Guatemala, I came to the United States in order to perfect my English. My initial plan had been to stay with my extended family for about 6 months but after enrolling at Los Angeles Community College, I decided to stay longer. I saw the possibilities and benefits that community colleges offered to students like me who came from diverse backgrounds.

I, of course, made all the mistakes a new student can make. Since I was the first person in my family to go to college, I didn't have anyone to tell me how to be successful. But I wanted to be able to provide for my new family and my young children, and I knew a college degree would help make that possible. I worked hard to pay for school and to make ends meet and at age 24, I graduated summa cum laude with a degree in accounting.

Soon after, I took a job in the banking industry. As a woman and a minority in what was a very male-dominated industry forty years ago, I quickly learned that giving 100% was not enough. I had to do more, work harder, and constantly be raising my game. So, I took every class offered by the Bank of California (which later became Union Bank and then MUFG Union Bank) where I worked, I accepted jobs that I didn't know how to do, and I refused to let fear keep me from succeeding. Today, I am honored to manage nearly 6 million dollars in philanthropic funds as Union Bank's Director and Corporate Social Responsibility Officer.

From a business standpoint, the MUFG Union Bank Foundation supports non-profits with strong governance and a credible history of fiscal responsibility. We partner with organizations that can share their results

and produce the impact we're looking for. This is one of the reasons we started supporting **Santa Ana College** through the **Santa Ana College** Foundation. We trusted them to be effective and efficient stewards of our investment.

Additionally, the MUFG Union Bank Foundation's mission is to make philanthropic investments that expand access to economic opportunity in low- and moderate-income communities specifically in the areas of affordable housing, economic development, education, human services, and the environment. It is in the areas of economic development and education that supporting **SAC** fits with MUFG Union Bank's philanthropic mission.

The role that community colleges play in the economic development of a region is extremely important. **Small businesses are the engine of any regional economy, but they need educated and skilled workers to grow and they need customers who can afford their services. Community colleges support all of this and more.**

The MUFG Union Bank Foundation started supporting **Santa Ana College's** Summer Scholars Transfer Institute (SSTI) in 2011. For 25 years, SSTI had been providing a means for high-achieving but economically challenged community college students to take an intensive, 10-day class at University of California, Irvine, live on campus, and learn what going to a university is like. Since many of these students are the first in their families to go to college, this experience allows students to learn the ins-and-outs of what university life is like while boosting their transfer awareness and academic confidence.

This is a critical program that gives students the real experience they need to make smart decisions about their futures. At the time, even though it had a proven track record of success, it was vulnerable due to lack of funding. Union Bank decided to do something about that. Today, the program continues to be an important and effective gateway program for high-achieving students who are eager to raise their games but might not know how. Even better, SSTI students are 20% more likely than other students to transfer to and succeed at a four-year institution.

Mahatma Gandhi once said, "Be the change you want to see in the world." To me, this means if we want the world to be a better place, we must give of ourselves in ways that benefit others. Not only because it brings happiness to our souls and makes us feel good, but because philanthropy connects us to our humanity.



# RAISING THE GAME...

“California’s workforce skills gap is **substantial**,” says Hans Johnson, Public Policy Institute of California senior fellow.

“But if we can **improve** educational outcomes, the **benefits** are significant—higher incomes for residents, lower demand for social services, and a more **competitive** California economy.”



# TOGETHER

## RAISING THE GAME IS MORE THAN JUST A SCHOLARSHIP CAMPAIGN...

It is a comprehensive approach to responding to the barriers that hinder our student communities from thriving, growing, and rising to their full potential. Santa Ana College students are unbelievably hard workers with tenacity and drive. They are high-achievers. And many of them are gamechangers in their own right.

Today, our regional economy and communities are at risk of losing these students because of financial obstacles and institutional challenges. We have the data, we know what works, and we know how to overcome these challenges. We know what our regional economy needs to thrive. We know what programs and services support and improve student retention and achievement. And we are certain that given the right support, our students are ready to rise to the challenges of tomorrow by digging deeper, working harder, and reaching higher.

But we can't do it alone. Raising the game is not just a campaign for Santa Ana College students; it is a campaign for the Santa Ana community and beyond. Like Arline Radillo Greene, we come from humble beginnings but are hungry for more. Like Robin Follman-Otta, we insist on dreaming big and working hard. And like Rossina Gallegos, we know that defining the future begins with the choices we make today.

# HOW WE RAISED



# OUR GAME

The Santa Ana College Foundation initiated a campus-wide research and feasibility study to identify the most immediate needs of students, the college, the community, and the regional economy. On a basic level, we wanted to know what was working and what the challenges were.

Data was collected from student and faculty focus groups, economic leaders, community stakeholders, college leadership, and regional and state agencies. After careful analysis of the challenges and opportunities at hand, three high-impact areas for strategic resource alignment and development were identified:

## **I. STUDENT SUCCESS SCHOLARSHIPS**

Expand scholarships and award amounts that support and advance student achievement, completion, and transfer with a specific focus on high-achieving students, adult learners, and industry-focused pathways.

## **II. PROVEN HIGH-IMPACT PROGRAMS**

Build capacity for programs that have a track record of success supporting transfer and promoting career-based experiences while driving the development of new, results-driven student resources.

## **III. NEW ACADEMIC AND COMMUNITY SPACES FOR THE ARTS**

Accelerate the creation and completion of new academic and community spaces for SAC's award-winning arts programs.

*Addressing these high-impact areas will provide direct support to students where and when they need it most so that they can climb the ladder of professional and personal success, fulfill the workforce needs of our region, and take our community to the next level.*

# STUDENT SUCCESS SCHOLARSHIPS

## Taking Student Success to the Next Level

Targeted support starts with targeted data, and that's exactly where **Santa Ana College** started when we decided to raise the game for student achievement. The following funding areas are the result of a careful analysis of local, state, and national research as well as an in-depth survey of Santa Ana College students, staff and faculty.

Across the United States, jobs requiring post-secondary education are growing faster than ever. According to the National Skills Coalition, 65% of all future jobs will require education beyond high school. In addition, the Public Policy Institute of California estimates that by 2025, 1 million jobs that require "some college" education (but not a four-year degree) will go unfilled because there will not be enough educated workers to fill them. The potential negative impact on state and regional economies is significant.

In order to meet these needs, the California Community Colleges Chancellor's Office has set goals of increasing overall rates of degree or certificate completion by 20% and increasing the number of career education students employed within their field of study from 60 to 76%.

Santa Ana College has the future-focused curriculum and student-centered infrastructure in place to meet these ambitious goals, but we need your help making sure our region's worthiest students have the financial support they need to rise to the challenge of becoming the next generation's business, professional, and community leaders.

### **PATHWAY SCHOLARSHIPS**

*Support the ability of students to stay on the career path of their choice as they work to get the education they need to successfully enter the Orange County workforce.*

These industry-based scholarships will support students as they pursue career-specific majors, professional certifications, and occupations that require transfer to four-year universities so they can secure high-demand jobs and become working members of the regional economy. As an extension of the California Community Colleges Chancellor's Office commitment to developing efficient educational pathways that lead directly to in-demand careers, these scholarships will be aligned with career specific pathways that have been developed and are currently being offered at SAC.

Donors can choose to support a variety of programs such as Santa Ana College's innovative Pathway to Law School Program, which provides educational and financial resources that are designed to make it easier for students to transfer to a four-year institution, and then into law school. Or, donors can develop their own scholarships to support students pursuing degrees in business administration, engineering, education, criminal justice, manufacturing, or any number of SAC's industry-focused degree and certificate programs.

Regardless of the pathway, these "win-win" scholarships will allow Santa Ana College to continue to support students as they complete their training and education so they can successfully enter the workforce of the future.

### **TRANSFER SCHOLARSHIPS**

*Build a bridge from Santa Ana College to the top universities in the country by supporting high-achieving students with the critical funds they need to successfully transfer to the nation's most competitive schools.*

Every year, SAC students are accepted into world-class universities such as Harvard, Yale, Stanford, University of

Southern California, University of California Los Angeles, University of California Irvine, California State University Fullerton, and others. Transferring can be expensive and many students are unable to attend due to a lack of financial resources. Increased tuition, books, moving, housing, and living expenses often combine to create insurmountable financial obstacles, turning achievements that should be celebrated into lost opportunities that are regretted.

Unfortunately, not only do the financial challenges associated with transferring mean students lose out on the opportunities that go along with attending prestigious four-year institutions, but so does Orange County. The simple truth is, our regional economy needs these graduates and the advanced skills they bring back to our workforce. Especially when you consider that in California, occupations requiring Bachelor's degrees will make up 35% of all future jobs.

Given the rising cost of living in Orange County, supporting students as they pursue four-year degrees and the higher-wage careers they often lead to also ensures that the regional economy will have the more highly educated workforce it needs to continue to flourish well into the future.

Supporting transfer ensures that our highest achieving students are able to reap the rewards of their greatest academic accomplishments so that we as a community can benefit from them too.

### **SUPPORTING WORKING ADULT SCHOLARSHIPS**

*Inspire adult learners who are looking to receive the education they want and need to secure better careers and more fulfilling lives.*

Community college students come in all shapes, sizes, and ages, but returning to school can be especially intimidating

and difficult for adult learners who are often working multiple jobs and supporting families. Unfortunately, these adults are often the ones who would benefit most from advancing their education. It may come as a surprise, but the average age of a community college student is no longer 18-22. It's 29. These are working adults looking to start or finish their degrees or certificates so they can secure a better paycheck, make a career change, or enter a new occupation. But even as more working adults than ever eagerly seek out the life-changing opportunities that higher education provides, they remain an often forgotten and underserved population.

Through this fund, we seek to change that by attracting and providing real-time, responsive financial support to students who are just starting on a new career path and those who are nearing completion so that more adults can upgrade their skills, paychecks, and lives.

## **PRESIDENT'S SCHOLARS PROGRAM**

Centered around attracting and backing the best and brightest students so they can continue to make an impact in our community and our world, this prestigious program will create access and opportunity for high-achieving students by supporting their all-around personal and professional development with the following:

- **A \$1,000 yearly book stipend**
- **One-on-one mentorship**
- **Exclusive access to the SAC President's roundtable**
- **Honors Society membership**
- **A substantial \$2,500-\$10,000 transfer scholarship**

More importantly, supporting these scholarships will allow **Santa Ana College** to not only address real student needs, but also build capacity in programs that are proven to increase student achievement. For example, students who participate

in learning communities like the SAC Honors Program take significantly less time to finish their degrees. What is especially important is that these students are 42% more likely to successfully transfer to a four-year institution compared to other students. Similarly mentorships, another key component of the President's Scholars Program, are a proven way to improve student retention and success, especially among minority and first-generation students.

The President's Scholars Program sets the stage for Santa Ana College to attract the best talent in the region. It also positions SAC to remain a college of choice for the next generation of business and community leaders by ensuring they receive the support they need.



# SUPPORTING HIGH-IMPACT



Raising the game for student achievement is all about identifying areas of need and supporting students in a way that will lead to better student outcomes. One innovative area that Santa Ana College has taken the lead on is in Open Educational Resources (OER). With partners across the country, SAC has developed a comprehensive start to online educational resources, which completely changes the game for students when it comes to covering the costs of textbooks. OER is born from the idea of sharing textbooks and creating content on campus with the help and leadership of faculty. This program gives students the opportunity to take a course with a zero textbook cost. It allows SAC to eliminate the publisher, produce content that is more intuitive and create a zero-cost scenario for books, which in turn, creates higher course completion and student engagement rates. In just two academic years, the OER Program has saved students over \$2.5 million in textbook costs. That is why we're developing an entire fund to support programs and practices that are proven to boost student achievement. This fund will build our capacity to develop and support effective programs in three major areas: learning communities, programs that promote transfer, and career-based experiences.

Many of these high-touch, high-impact programs, such as the SAC Honors Program, Santa Ana Promise Program, Students for Students Peer Mentoring, the Veterans Resource Center, Summer Scholars Transfer Institute (SSTI), and MESA (Math Engineering Science Achievement) have already proven themselves to be highly effective. For instance, SSTI students transfer to four-year institutions at a rate that is 20% higher than similarly qualified, non-SSTI students. Similarly, MESA's success is built on research which shows that students, especially students of color, are more likely to persist and finish their degrees and certificates when they are supported by a tight-knit community of students and staff all working towards a common goal.

These are successful programs that can be challenging to maintain and expand due to their hands-on approach, high student-to-staff

ratio, facilities, and institutional demands. Additional resources in these areas allows SAC to continue to apply the latest research regarding engagement to the maintenance and development of programs that are proven to enhance student success while building our capacity to offer them to more students.

## **LEARNING COMMUNITIES**

Santa Ana College offers students a unique experience. Not just because we provide the most competitive training and academic programming available, but because we recognize that academic success can be enhanced by specialized support systems like learning communities.

By giving students a space to expand their intellectual engagement and fostering the social aspects of learning, academic learning communities like Santa Ana Promise Program, the Veterans Resource Center, SAC Honors, Students for Students Peer Mentoring, MESA, and others have been shown to increase retention, improve time to degree or certificate completion, and enhance the overall intellectual development of our students.

While often overlooked, athletics provides an instructive example of the way learning communities make students more likely to persist and succeed. With a shared identity and sense of purpose, SAC athletes take 50% less time to graduate with a degree or certificate compared to non-athlete students. The data is there and the time is now to raise our game by building our capacity to offer experiences like these that support the academic and career choices of our students. We need donors that have a passion for this work to be our champions so that we can do more faster and with greater impact.

By encouraging students to build support networks, form friendships with like-minded peers, and connect with Santa Ana College faculty and staff, learning communities play a critical role in supporting academic achievement by providing a missing link that often gets overlooked when colleges talk about student success. The proven success of these communities provide a broad range of

# PROGRAMS THAT WORK

support options for donors interested in having a direct impact on student engagement and achievement.

## PROGRAMS PROMOTING TRANSFER

According to the Public Policy Institute, California “will need 1.1 million additional workers with bachelor’s degrees by 2030 to remain economically competitive.”<sup>8</sup> In order to meet this projected demand, the California Community Colleges Vision for Success set the goal of increasing the number of community college students transferring to a UC or CSU by 35%.

While this goal is ambitious, helping more students earn a bachelor’s degree will have a significant positive impact on Santa Ana College students and Orange County’s regional economy. Giving students the education they need to secure high-demand, high-paying careers, will provide Santa Ana with the highly educated workforce it needs to continue to thrive.

Unfortunately, the hidden costs associated with transferring can be significant. This, coupled with a lack of academic confidence and misunderstandings about what transferring entails, discourages many capable students from making the leap to the university of their choice. To make matters worse, 70% of Santa Ana College transfer students report feeling highly vulnerable about their financial resources during their first year of transfer.

In order to address this vulnerability, this fund seeks to develop and implement more transfer-oriented programs like the SAC’s Honors Program, MESA’s NASA-sponsored Alaska Trip, and the highly successful Summer Scholars Transfer Institute (SSTI). SSTI is a ten-day, residential, summer institute at University of California, Irvine that gives high-achieving but economically challenged students a chance to live on campus, take a class, earn transferrable

credits, and get real-world university experience. For students with little or no exposure to a university, the SSTI experience can prove transformational. As for their effectiveness, this program alone increases the likelihood of successful transfer by 20% among participating students.

Another such initiative is the nationally recognized Santa Ana Partnership and Santa Ana Promise Program, which improves college affordability, access, and student completion by providing a comprehensive approach to student success. This intersegmental partnership collaborates with our K-12 partners, funders and community organizations to create the best practices, policies and strategies so that students can see that college pathways are accessible, affordable and attainable. This exceptional program gets students on the path to success by providing free tuition and dual enrollment opportunities for any Santa Ana Unified School District student. The Santa Ana Promise, which is the most recent program born out of the Santa Ana Partnership, is a commitment to our community that includes free tuition, laptop accessibility, specialized counseling and support, as well as guaranteed transfer path to University of California, Irvine or California State University, Fullerton. In addition, we create early college pathways with our dual enrollment program which allows local high school students the opportunity to begin college early directly on their high school campus. When resources are used collectively and strategically, it changes the game for students.

By supporting programs like these, donors can make sure that deserving students and our regional economy reap the rewards of more four-year degrees and the high-paying jobs that go with them.

## CAREER-BASED EXPERIENCES

In order to help students receive the training they need to meet employer demand, businesses across a broad range of industries have collaborated with community colleges like Santa Ana College to remove barriers to success and provide flexible career pathways for millions of Americans. By working together, these industry-driven partnerships help provide innovative educational and professional development experiences to individuals looking to get hands-on experience while building marketable skills.

Not surprisingly, data suggests a strong link between direct industry exposure and student retention. Opportunities like the Student Professional Development Institute, the annual Society of Hispanic Professional Engineers (SHPE) conference, and other internship and field experiences provide an important compliment to SAC’s academics. These kinds of career-based experiences give Santa Ana College students the competitive advantage they need when entering the job market.

Additionally, they help students improve important skills like communication, problem solving, and critical thinking that employers report are lacking in today’s workforce. This fund will support motivated students looking to participate in experiences like these while building SAC’s capacity to develop new partnerships with regional businesses, the community, alumni, and other friends of the college.

*Let’s raise our game together by supporting programs that are proven to make an impact on Santa Ana College students and improve their chances of real success.*



SAC Plaza de Artes Rendering by Darren Hostetter



# INSPIRING STUDENTS AND THE COMMUNITY THROUGH THE ARTS

Whether it's the 40-plus galleries that call Santa Ana's Arts Village home, or the vibrant colors of Santa Ana's legendary murals, the arts play a key role in expressing our community's identity. They inspire its flavor. Its sound. And its culture.

## THEY ALSO MAKE OUR STUDENTS MORE LIKELY TO SUCCEED IN SCHOOL.

According to Americans for the Arts, "A student involved in the arts is four times more likely to be recognized for academic achievement," while "low-income students who are highly-engaged in the arts are twice as likely to graduate college as their peers with no arts education."<sup>9</sup> Unfortunately, a National Endowment for the Arts study reveals an opportunity gap based on race and social class which leaves low-income individuals less likely to have access to the arts compared to their wealthier peers.

If Santa Ana College is to truly raise its game to become the premier provider of regional education and career training, we need to take our Fine and Performing Arts programs to the next level. Not just so we can continue to attract and train the best and brightest creatives in the region, but because of the real careers arts education provides.

Not only do jobs in creative industries make up 10% of California's total employment, these industries employ a quarter of a million workers who earn more than \$99 billion in annual income.

"These are real jobs and real careers," says Dr. Kellori Dower, Santa Ana College's Dean of Fine and Performing Arts. "But the importance of the arts doesn't stop there. At a time when employers are complaining about a lack of soft skills like those required for effective communication and collaboration, the arts have an important role to play in preparing Santa Ana College students for the workforce demands of the future in all fields. That's why it is more important than ever that we raise our game when it comes to the kinds of opportunities our programs can provide to students and the community."

GIVEN THE PROVEN IMPACT OF THE ARTS ON STUDENT SUCCESS AND SANTA ANA'S OWN FLOURISHING ART SCENE, SUPPORT IN THIS AREA WILL HELP SANTA ANA COLLEGE MEET THE CHALLENGES OF PROVIDING ITS STUDENTS AND SANTA ANA AS A WHOLE WITH THE KINDS OF SHARED, ARTISTIC SPACES AND OPPORTUNITIES THAT ALL COMMUNITIES AND CULTURES NEED TO THRIVE.

# NEW ACADEMIC AND COMMUNITY SPACES FOR THE ARTS

## CENTRAL MALL AMPHITHEATER AND PLAZA DE ARTES

At the heart of this fund, are two capital campaigns to raise money to finance the completion of **Santa Ana College's** Central Mall Amphitheater and the creation of Plaza de Artes. New, state-of-the-art, technical, lighting and sound systems will elevate **Santa Ana College's** own program performances to a professional level while bolstering our ability to attract the best in regional and national performing groups.

Facilitating the completion of these spaces will allow **Santa Ana College** to continue to be a leading provider of regional arts education by providing the professional-level spaces our students need to practice their skills. This will also facilitate the development of ongoing community partnerships with professional fine and performing arts groups like Shakespeare Orange County, a distinguished, 40-year old theater troupe whose 2019 summer season was held at **Santa Ana College**.

According to Dean Kellori Dower, such open, campus spaces provide important access not only to the community-at-large, but to students who are not directly involved in the arts.

"The arts connect us with our humanity," says Dower. "In the public sector, they've been shown to increase civic engagement and social cohesion. They make people feel connected to each other and give them a chance to be human. This is especially important because shared spaces like these help students feel more connected to our campus and to each other. And research tells us that when this happens, they become more likely to finish their education."

Creating these spaces ensures that **Santa Ana College** will be able to continue to play a major role in the arena of Santa Ana's historic, multicultural, and flourishing arts culture well into the future.

## PROGRAM PERFORMANCE FUND

In the arts, it is not enough to be average. It is not enough to almost get the pitch correct when playing a note. It is not enough to remember most of your lines when acting in a play. And it is not enough to get half of the colors correct in a painting.

In the arts, success doesn't come to those who are pretty good. It only comes to those who have raised their craft and creativity to the highest levels. But excellence requires practice. It requires learning new skills, applying them in a professional setting, refining one's techniques, and practicing them again and again.

This is what the Program Performance Fund is all about—ensuring students succeed in their chosen creative fields by supporting their ability to practice what they are learning at a professional level.

Just like fire technology students need to be able to practice fighting fires with real fire and water, performers of all types need the opportunity to put their skills to the test. Without this critical component, their skills will never reach the level of professionalism required to succeed in the arts.

**Santa Ana College's** fine and performing arts students fill important technical and performance related jobs at small and large performing arts spaces like Segerstrom Center for the Performing Arts, Irvine Barclay Theatre, and South Coast Repertory. But in order to get these jobs, students must have the kind of high-level, practical experience they can only get from performing professional-level work.

Offsetting the cost of performance-related expenses in dance, music, theater, TV-video communications, and the fine arts, will provide a critical complement to the instruction students receive from **Santa Ana College's** award-winning faculty. By replacing and upgrading worn out instruments, damaged costumes, and outdated video equipment, donors will be able to directly impact the success of **Santa Ana College's** hard-working students, giving them the tools needed to take their skills to the next level.





"YOUR NAME" AMPHITHEATER

SAC Central Mall Amphitheater Rendering  
by Darren Hostetter

TODAY, WE INVITE YOU  
TO PARTNER WITH US...

in order to create a future where students have access to the education they need to be competitive and find in-demand careers, to raise prosperous families, and to become not just contributing members of society, but the leaders who will take our community and regional economy into the future.



SAC

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SANTA ANA COLLEGE

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"Santa Ana College has long been a beacon of hope for our community. As proud as we are of our student and faculty accomplishments, now is not the time to rest on our legacy. Today, the stakes are high for our students, our regional economy, and our community. Today, it is not enough to simply follow the status quo. Today, we must raise our games so that our students can start raising theirs.

That's why the gifts of donors like you are so important. We know how to help students succeed. What we don't have are all the resources we need to give every student an equal chance at achieving their greatest dreams.

## JOIN ME TODAY BY BECOMING A **GAMECHANGER** IN THE LIVES OF HARD-WORKING **STUDENTS,**

in the life of Santa Ana College, and in the life of a community and country that rises with each and every person's success."

Dr. Linda D. Rose, President, Santa Ana College



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