



Laney College

The Eagle Flies

October 1, 2008

News & Information for
the Laney College
Community

Upcoming Events




Educational Master Plan

Help Shape
Laney's Future Roadmap

- Equity
- Excellence
- Student Success

Town Hall Meeting
1-3 p.m.
Thurs., Oct. 9
T-450




**ACCREDITATION
SELF-STUDY**

FROM WHERE WE'VE BEEN...
TO WHERE WE ARE

Provide input & recommendations to help improve Laney College

Town hall meetings:
Thurs., Oct. 16 (Standards I and II)
Thurs., Oct. 23 (Standards III and IV)
1 - 3 p.m.
T 450




Contact: Karolyn van Putten or Matthew Goldstein

**Laney College
World Music Series**

Thursday
October 16

Live in G-189
At Noon



John Schott,
Klezmer Ensemble

Presented by the Laney College Music Department Faculty



LANEY EAGLE FOOTBALL vs. SISKIYOU

Friday, October 3
7 - 9 p.m.

Laney Football Field

\$2 students & seniors
\$5 general

Broadcast live on Peralta.TV
Cable channels 27 & 28




... From President Frank Chong, Ed.D

Fall 2008 promises to be a pivotal semester for Laney as we focus on continuous campus renovation, accreditation self-study, educational master plan, and more.

While the self-study efforts ensure Laney remains an accredited California community college, the educational master plan will shape our college's roadmap for the next decade. Your input will help determine that future. It is important that we all participate in the upcoming town hall meetings scheduled on Thursdays, on October 9, 16 & 23, from 1 -3 p.m., in T-450.

Together, we have already transformed the Welcome Center to make Laney College a less daunting and friendlier place. Students can now quickly get useful, practical information about enrollment, registration, classroom changes, financial aid, counseling, and other student services in the Welcome Center. They can also receive one-on-one assistance in navigating the Web-based CCCApply and Passport systems.

This successful transformation is the combined efforts of various Laney teams. Special thanks go to Interim Dean Jim Bracy, Dean Marco Menendez; Cassandra Upshaw, Susan Truong, and the many dedicated Student Ambassadors and staff members.

Finally, don't forget the many rich and diverse activities on campus. I'm looking forward to seeing you at the Business Symposium, Transfer Day, Laney Eagle Football, World Music Series, August Wilson's The Piano Lesson...

Welcome Center Offers Smooth Transition for Students

The Laney College Welcome Center was the centerpiece of the Fall 2008 student enrollment / admission drive. Eagle Flies recently spoke with Interim Dean of Student Support Services James Bracy about the Welcome Center operations.

Q: How would you describe Laney's Welcome Center?

A: The Welcome Center is designed to help students access college education. We're part of the admission process, assisting students in the enrollment and admission processes. We also offer pertinent student services information, such as financial aid, counseling, campus life, and

the overall learning environment. Our mission is to enable a smooth transition for students.

Q: The Welcome Center has undergone major transformation in the last few months. Why the changes?

A: There were three major changes.

Upcoming Events

Transfer Day !

Laney Quad
Transfer & Admission Info
35+ Colleges

Wed., October 15
10 a.m. – 1 p.m.

Transfer Center T-301
www.laney.peralta.edu/transfer

LANEY THEATER ARTS & THE FUSION THEATER COMPANY

The Piano Lesson

by AUGUST WILSON

directed by MICHAEL TORRES
designed by JIM CAVE & ANNIE HALL AT
featuring NE DONALD LACY as WINNING BOY & THE FABULOUS FUSIONEROS

OCTOBER 23RD | 24TH | 25TH | 30TH | 31ST & NOVEMBER 1ST
ALL SHOWS 8PM | DOORS OPEN 7:30PM | GENERAL \$10 | STUDENTS, FACULTY & STAFF \$5

*OCT 23 PAAAAA FIRST ANNUAL STUDENT SCHOLARSHIP FUNDRAISING GALA RECEPTION 6:30PM | DOORS OPEN 7:30PM | PLAY BEGINS 8PM
DEC 05 SPECIAL PERFORMANCE AT THE OAKLAND MUSEUM AS PART OF THE MUSEUM'S FIRST FRIDAYS SERIES | 7PM



TICKETS 510 464 3543
email: MTORRES@PERALTA.EDU
url: WWW.MYSPACE.COM/LANEYFUSIONTHEATER

LANEY COLLEGE THEATER
address: 900 FALLON STREET
OAKLAND CALIFORNIA 94607



LANEY EAGLE FOOTBALL vs. LOS MEDANOS
Friday, October 24
7 - 9 p.m.

Laney Football Field

\$2 students & seniors
\$5 general

Broadcast live on Peralta TV
Cable channels 27 & 28



Flu shots

Wednesday Oct. 15
11 a.m. - 1 p.m.
Student Center

Inside the Welcome Center

Serving Students with Care, Empathy, and Pride



(Back Center)
Cassandra Upshaw oversees the day-to-day operations of the Welcome Center.

By Cassandra Upshaw, Assistant to Dean of Student Support Services

The old Welcome Center was established in 2002... one year after I became a student here. The Center basically provided printouts of registration, and was staffed by volunteer instructors and employees.

Today, the Center has been completely transformed into the place where students – especially new students – connect with faculty and staff as well as learn how to negotiate the college system.

Our Student Ambassadors are the key to the success of the Welcome Center. They know what it's like being a student here and can help newcomers avoid the pitfalls. Several of our Student Ambassadors are multilingual and multicultural, they are in a unique position to help recent immigrants navigate the process.

It's not just a paycheck for these Student Ambassadors. They perform their duties with such care, empathy, and pride.

Inside the Welcome Center

A Critical Turning Point...

By Joni Phillips, Student Ambassador

One day, a high school student came in with his mother. She basically spoke for this young man and tried to register him for a specific class. I noticed the boy's hesitation; so I recommended several courses. And, told him to speak to a counselor.

It's so cool when he eventually spoke up and selected a class he wanted. It's probably the first time this young man spoke up for himself... because I could see the mother was very proud. I'd like to think I played a small role in this young man's critical turning point.

I have gained confidence as well as knowledge at Laney. And, the Welcome Center turned me into a mentor.



Welcome Center to Become a Beacon for Laney College

Continue from page 1

1.) We implemented critical technology modernization, including a bank of computers. This allowed students to access the application and enrollment systems.

2.) We hired a team of Student Ambassadors and launched Eagle Corps... a new, prestigious student employment program. Team members received customer service training and learned Web-based CCCApply (California Community Colleges online application) and the electronic Passport (Peralta Colleges Student Enrollment System) enrollment processes. Our Student Ambassadors helped new students navigate through the application and enrollment processes.



3.) We have centrally relocated major student services – enrollment, admissions & records, assessment, orientation, counseling, and photo ID – in a single, convenient location. This is a big step toward our vision of a one-stop, centralized student service center.

Q: How many students did you serve during the Fall 2008 registration period?

A: During the three-week peak enrollment period, we averaged more than 500 students a day. We had 18 Student Ambassadors, one staff coordinator as well as faculty and staff volunteers managing an 11-hour-day operation.

Q: Tell us about the “Ask Me” campaign.

A: Volunteer employees and Student Ambassadors, wearing bright green “Ask Me” buttons or T-shirts, staffed the information and referral desk in the Laney Tower lobby. They also worked under the canopy located at the campus entrance, a focal point of our Fall 2008 efforts. They greeted newcomers, provided referrals, and gave general assistance to students.



(Left to right) President Frank Chong, Vice President Donald Sautome Moore, Dean James Bracy and Student Ambassadors.

The Welcome Center is becoming the networking place for students.

Q: What have you learned from this recent effort?

A: The most recent Fall '08 enrollment report shows a slight increase in full time equivalent students (FTES). At one point, we were down six percent. Our focused efforts helped turn the enrollment numbers around.

For most students, there was a steep learning curve for the new CCCApply and Passport systems. Some had no computer skills, others didn't have access to computers. The Welcome Center became the place for answers and assistance.

Now that the enrollment rush is over. We still serve 100 – 150 students each day. Some students are here to add and drop classes. Others attend assessment and orientation sessions. And, many ask about financial aid requirements, counseling, campus life, and a host of other student concerns. The Welcome Center is becoming the networking place for students.

Q: What is your future vision for the Welcome Center?

A: Our goal is to expand our services and create another level of assistance, like financial aid workshops. We're working to establish a positive environment here. Students can drop in anytime to talk and feel comfortable and welcome to the college.

This year, only about 20 percent of our students were able to navigate the new CCCApply and Passport systems without assistance. In three years, we hope to increase that rate to 90 percent. We can then devote time to cultural activities and welcoming events.

The Welcome Center will ultimately have multilingual signs, student photos, colorful flowers, a large TV monitor displaying campus news. Students would feel at home here. The Welcome Center would be a beacon for Laney College.

Laney Business Symposium Offers Real-Life Successes in the Performing Arts

Free Event to Spotlight MC Hammer & D'wayne Wiggins of Tony! Toni! Tone!

Aspiring entrepreneurs and performing artists will have a unique opportunity to connect with business and music industry leaders at Laney College's fifth annual business symposium. "Entrepreneurship in the Performing Arts: The Music Industry" is scheduled for Friday, October 3, from 10 a.m. to 12 noon, at the Laney College Theatre.

The free event will spotlight Grammy Award-Winner MC Hammer, Platinum-Selling Artist D'wayne Wiggins of Tony! Toni! Tone!, Oakland Film Commissioner Ami Zins, Music Industry Attorney Michael Ashburne, and Bay Area Sound Studios Producer/Engineer/Director Stephen Hart. Returning for the fifth time, as moderator, will be Emmy Award-Winning Reporter Renee Kemp.

"I am thrilled to play a role in educating the next generation of entrepreneurs. Laney's business symposium allows industry professionals to share real-life experiences with students in a supportive environment," said Kemp.

The symposium is designed to provide practical knowledge and techniques to students who wish to start their own businesses. It is an integrated component of Laney's Certificate of Achievement in Entrepreneurship curriculum, according to Business Department Chair Ronald Jones.

"In addition to academic training, we are demonstrating various paths to success through practical, personal insights from local role models," added Jones.

The Business Education Advisory Council – a Laney and private industry partnership – has carefully matched speakers' expertise to meet the needs of Laney students. Representing local businesses are: Arnold Fong of Lake Pharmacy, D Jacquelyn Edwards of the City of Oakland, Boku Kodama of Urban Voice, Michael Lange, East Bay Community Foundation Director Darien Louie, County of Alameda Conference Center Director Elsie W.K. Lum, Consultant Janet Sapenter, Chris Scrivani of Wells Fargo Bank, and California Employment Development Department Manager Octobere Vance.

The Business Symposium is open to Laney students and the public. The program will be broadcast live on Peralta TV (cable channels 27 & 28.) The Wells Fargo eBus will also be on campus to offer hands-on training in banking, home purchase, and financial education.



Laney College Business Department
Presents

Fifth Annual Business Symposium

Entrepreneurship in the Performing Arts:
The Music Industry

Friday, October 3
10 a.m. – 12 noon
Laney College Theater
Broadcast live on Peralta.TV
Cable Channels 27 & 28



Keynote Speaker

MC Hammer

Grammy Award-Winner
Business Entrepreneur



Moderator

Renee Kemp

Emmy Award-Winning Reporter
KTVU-TV Channel 2



Panelists

D'wayne Wiggins

Platinum-Selling Artist
Producer/Entrepreneur
Tony! Toni! Tone!



Stephen Hart

Music Producer/Engineer
Bay Area Sound Studios



Ami Zins

Film Commissioner
Oakland Film Office



Michael Ashburne

Music Industry Attorney
Author

Please send comments and story ideas to Eliza Y Chan, Public Information Officer, elizachan@peralta.edu