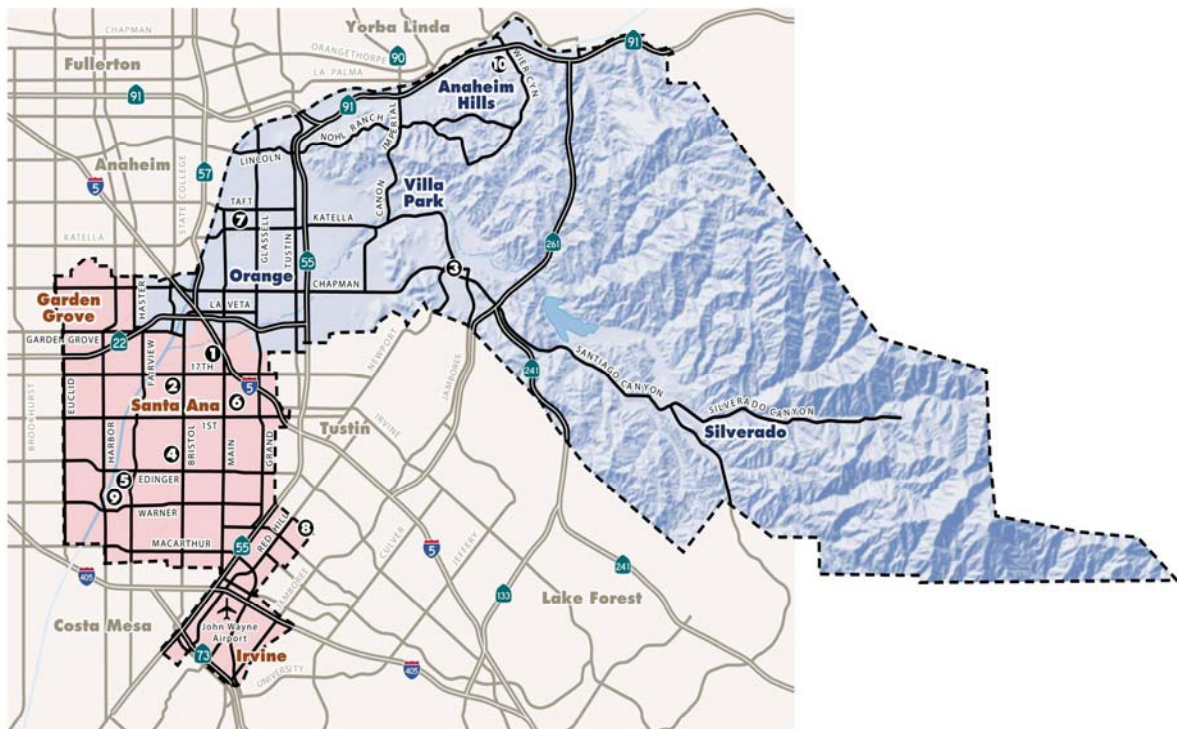


RSCCD



HUMAN RESOURCES AND EDUCATIONAL SERVICES DIVISION

2008 - 2009 ANNUAL REPORT

foreword

At the beginning of our annual report last year, I made the statement that 2007-08 would undoubtedly be remembered for its financial challenges. Unfortunately, that year pales in comparison to 2008-09 and potentially to the next few years as well.

Despite these unfortunate economic circumstances, the members of the Human Resources and Educational Services team continued to provide excellent services to the colleges and our community as a whole. The following pages summarize a tremendous amount of effort by our team.

Some highlights from the year included:

- The expansion of our Child Development program through the opening of a fifth center (Santa Ana College East),
- Implementation of the Datatel software system Human Resources module,
- Completion of the needs study to support the District's application to obtain Center Status for the Orange Education Center,
- An increase in competitive grant income of nearly \$3 million,
- The "graduation" of the first incubating business from the Digital Media Center, and
- Through our economic development programs, over 2,000 business received services resulting in an economic impact to Orange County of over \$12 million.

Even in the most challenging of times, talented and dedicated people can achieve positive results. This annual report is testimony to their efforts.

John M. Didion

John M. Didion
Executive Vice Chancellor
Human Resources and Educational Services

Human Resources

Under the direction of Assistant Vice Chancellor, Judy Chitlik, the Human Resources department provided services to more than 4,900 employees of the district during 2008-09—a decrease of almost 500 employees from the previous year.

In response to the deepening fiscal crisis in California, the District continued the hiring freeze that was initiated in June 2008. Staff resources in the department were diverted from recruitment to the implementation of the Datatel software system. Following nearly three years of planning and preparation, all employee records were converted to the Datatel system and the human resources module for the system went live in April 2009.

Despite the hiring freeze, recruitments were conducted for a few crucial positions. Employment Services Manager, Elouise Marasigan, supervised the successful recruitment and selection process for 13 permanent positions, which was a 91% reduction in the number of hires from the prior year. The hiring freeze resulted in a significant number of management positions being filled on an interim basis, as well as classified staff serving in out-of-class assignments. Toward the end of the fiscal year, internal recruitment processes were initiated to permanently fill some of these interim positions.

Despite the reduced number of job openings, the district processed 874 applications during the fiscal year, which was 88% less than the previous year. The department's efforts to recruit talented employees to bolster the district's diverse and dedicated workforce produced the following results:

- Twenty-eight percent of those applicants were members of underrepresented groups, which was 53% lower than the previous year.
- From that total applicant pool, 58 candidates were invited to interview for those positions.
- Fifty-three percent of those candidates were members of underrepresented groups.
- Of the 13 people hired, 85% were from underrepresented groups.

A demographic breakdown of the applicants hired during 2008-09 is presented on the following charts (not including part-time faculty and short-term classified hiring).

MANAGEMENT

NEW HIRES	July, 2008-June, 2009		Total Employees As of June 30, 2009	
Male	0	0%	49	41%
Female	0	0%	70	59%
Total	0	0%	119	100%
White	0	0%	57	48%
Hispanic	0	0%	38	32%
Black	0	0%	5	4%
Asian	0	0%	15	13%
Filipino	0	0%	3	3%
Native American	0	0%	0	0%
Other	0	0%	1	1%
Total	0	0%	119	100%

FACULTY (Full-time FARSCCD & CDCTA)

NEW HIRES	July, 2008-June, 2009	
Male	1	33%
Female	2	67%
Total	3	100%
White	1	33%
Hispanic	2	54%
Black	0	0%
Asian	0	0%
Filipino	0	0%
Native American	0	0%
Other	0	0%
Total	3	100%

Total Employees

As of June 30, 2009	
147	38%
243	62%
390	100%
239	61%
85	22%
12	3%
32	8%
6	2%
7	2%
9	2%
390	100%

CLASSIFIED (Full-time and Permanent Part-time)

NEW HIRES	July, 2008-June, 2009	
Male	0	0%
Female	10	100%
Total	10	100%
White	1	10%
Hispanic	5	50%
Black	2	20%
Asian	2	20%
Filipino	0	0%
Native American	0	0%
Other	0	0%
Total	10	100%

Total Employees

As of June 30, 2009	
328	36%
579	64%
907	100%
294	32%
383	42%
32	4%
168	19%
17	2%
8	1%
5	1%
907	100%

ALL GROUPS

NEW HIRES	July, 2008-June, 2009	
Male	1	8%
Female	12	92%
Total	13	100%
White	2	15%
Hispanic	7	54%
Black	2	15%
Asian	2	15%
Filipino	0	0%
Native American	0	0%
Other	0	0%
Total	13	100%

Total Employees

As of June 30, 2009	
524	37%
892	63%
1416	100%
590	43%
506	35%
49	3%
215	15%
26	2%
15	1%
15	1%
1416	100%

Staffing Trends and HR Metrics

Chart 1 presents the change in the number of permanent district employees, by category of employee, throughout the previous 10 years (as of June 30 of each year). Temporary employees (short-term classified, adjunct faculty and student workers) are excluded from this chart. The trend lines clearly show the impact of the hiring freeze on classified positions, which are the two employee categories that experience the highest annual turnover.

**Chart 1:
Annual Change in Employees by Category -- 10 Year Trend**

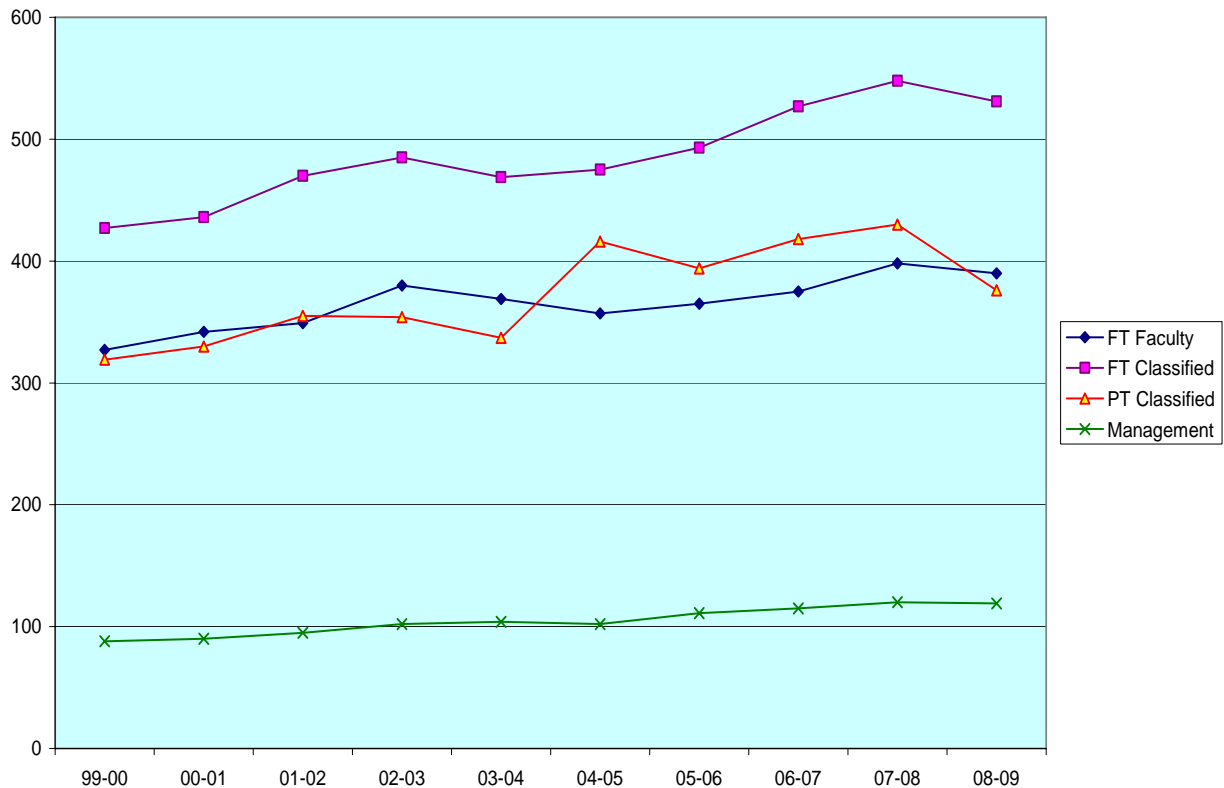


Chart 2 presents the ten year trend in the diversity of the permanent workforce by employee category. On this chart, both full and part-time classified employees are reported as a group. The aggregate trends for each group and for total employees all show an increase over the ten year period.

**Chart 2:
Ethnic Diversity: Percent of Non-White Employees -- 10 Year Trend**

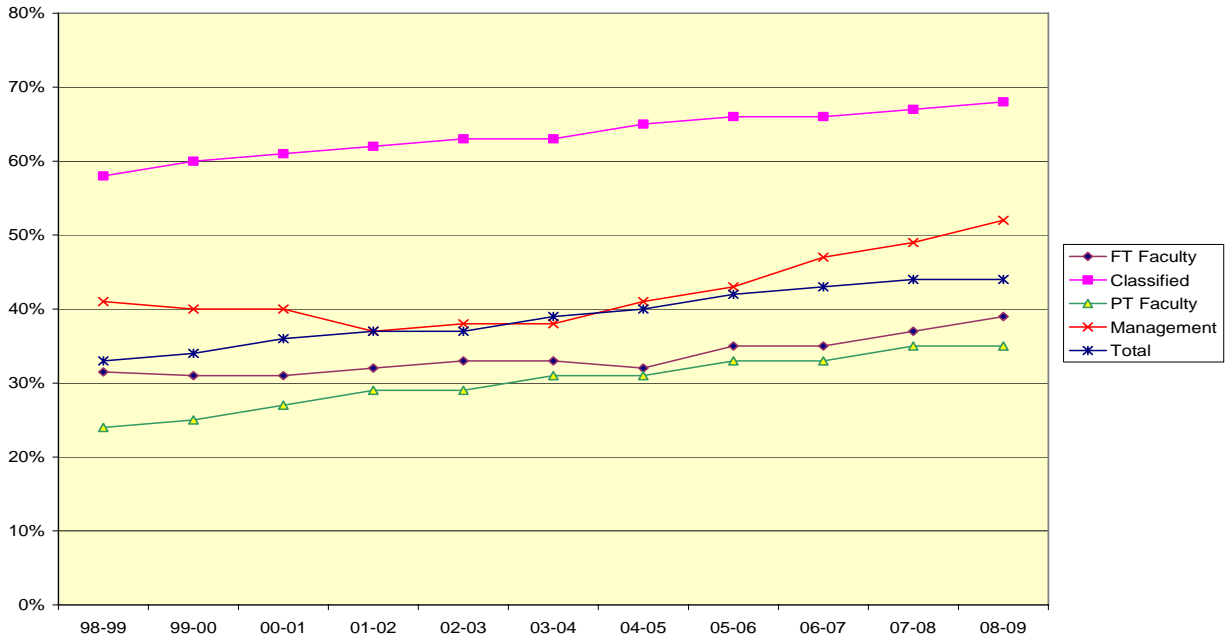
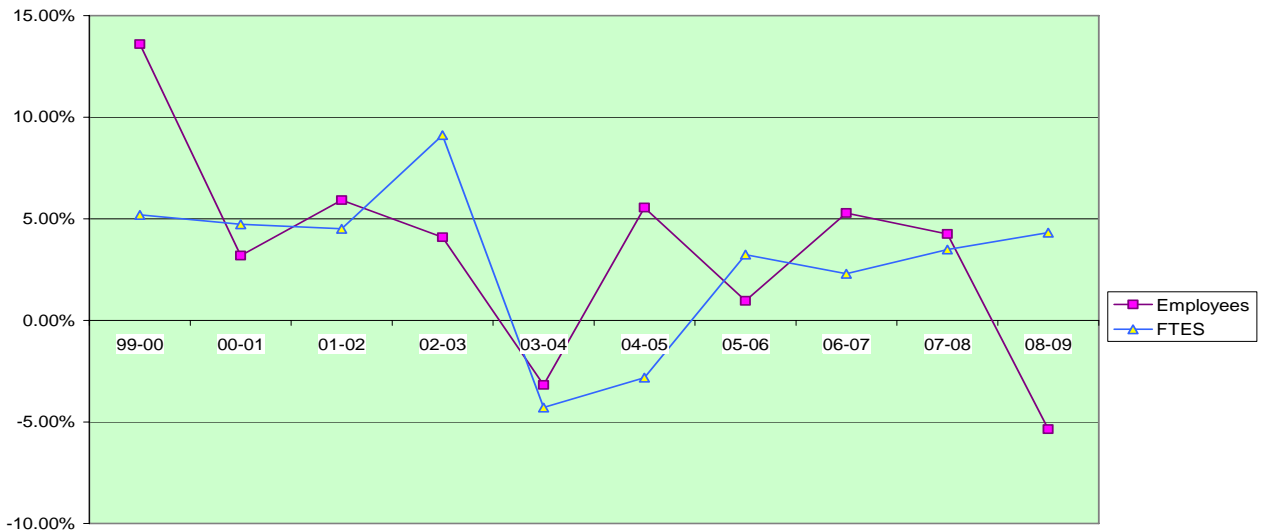


Chart 3 presents a comparison of the annual percentage change in total permanent employees (the sum of the employees presented in Chart 1) and the annual percentage change in full-time equivalent students (FTES) over the previous ten year period. Although FTES production continued to increase, the hiring freeze resulted in these trends moving in opposite directions.

**Chart 3:
Annual Change in Total Employment and FTES -- 1999 - 2009**



The cumulative increases in both employees and FTES for the last ten years are presented below in Chart 4. Clearly the pace of growth in students has exceeded increases in staff over the ten year period.

**Chart 4:
Cumulative Increase in FTES and Employees 1999 - 2009**

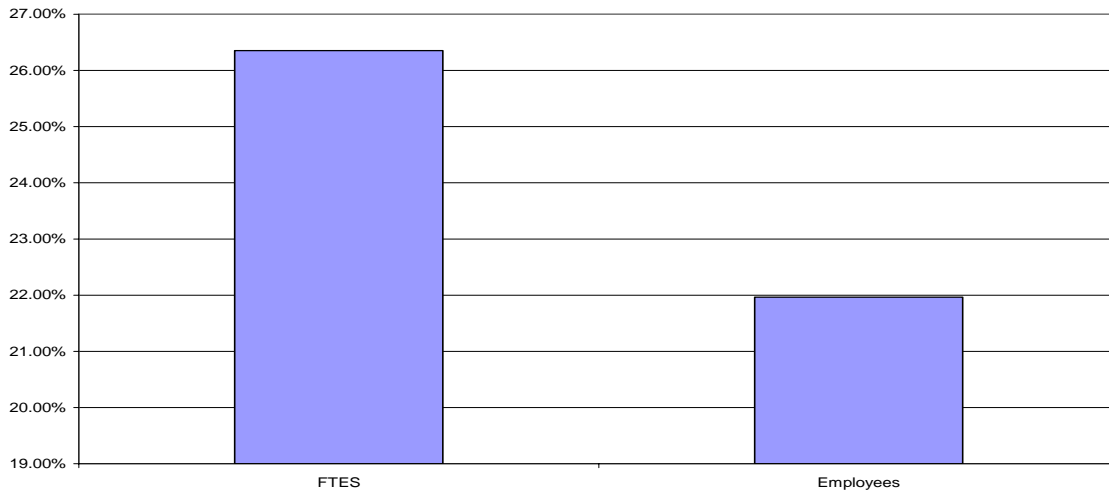
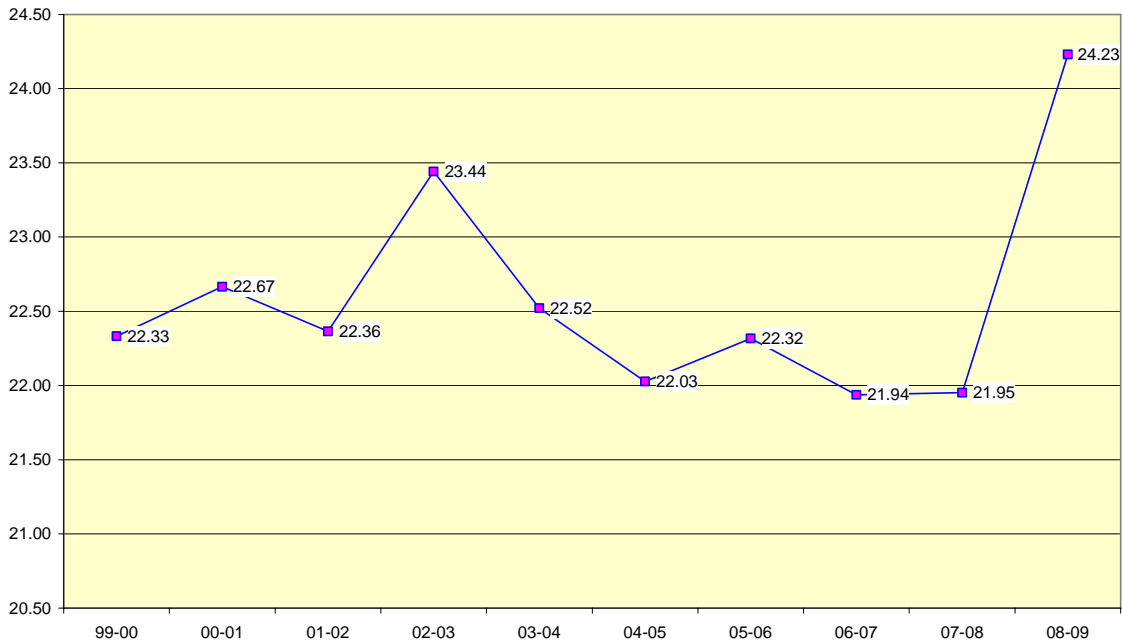


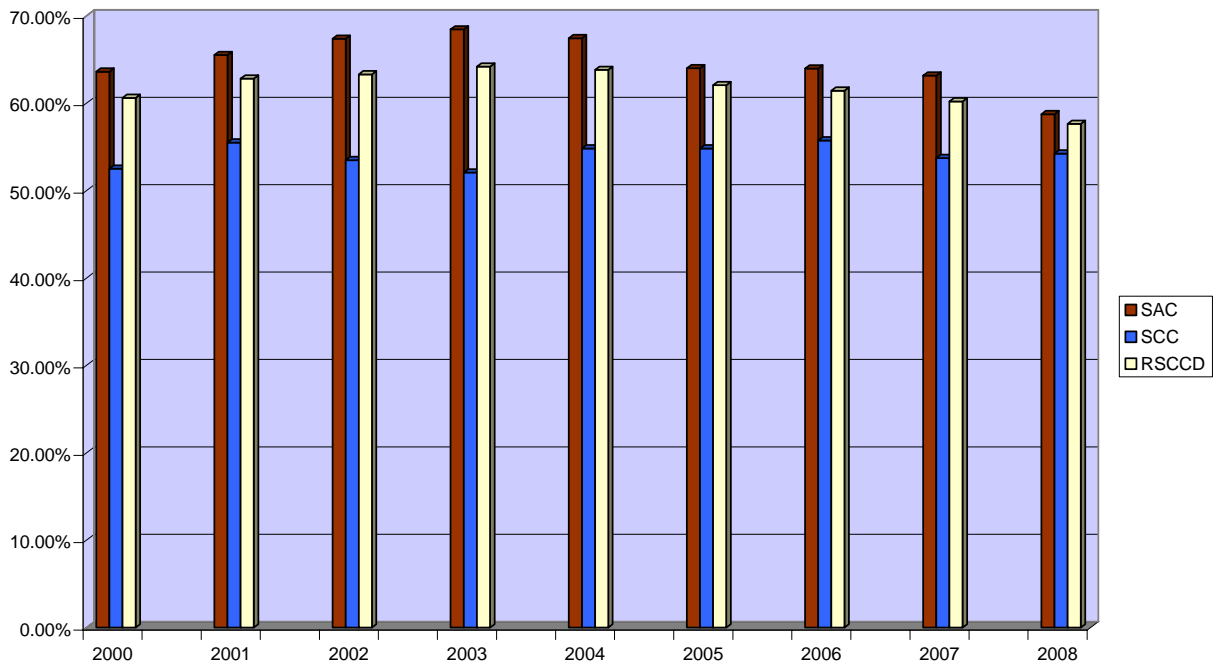
Chart 5 presents the ratio of permanent employees to FTES over the last 10 years. The dramatic increase in the 08-09 year reflects the impact of the hiring freeze and continued enrollment growth.

**Chart 5:
Ratio of FTES to Permanent Employees**



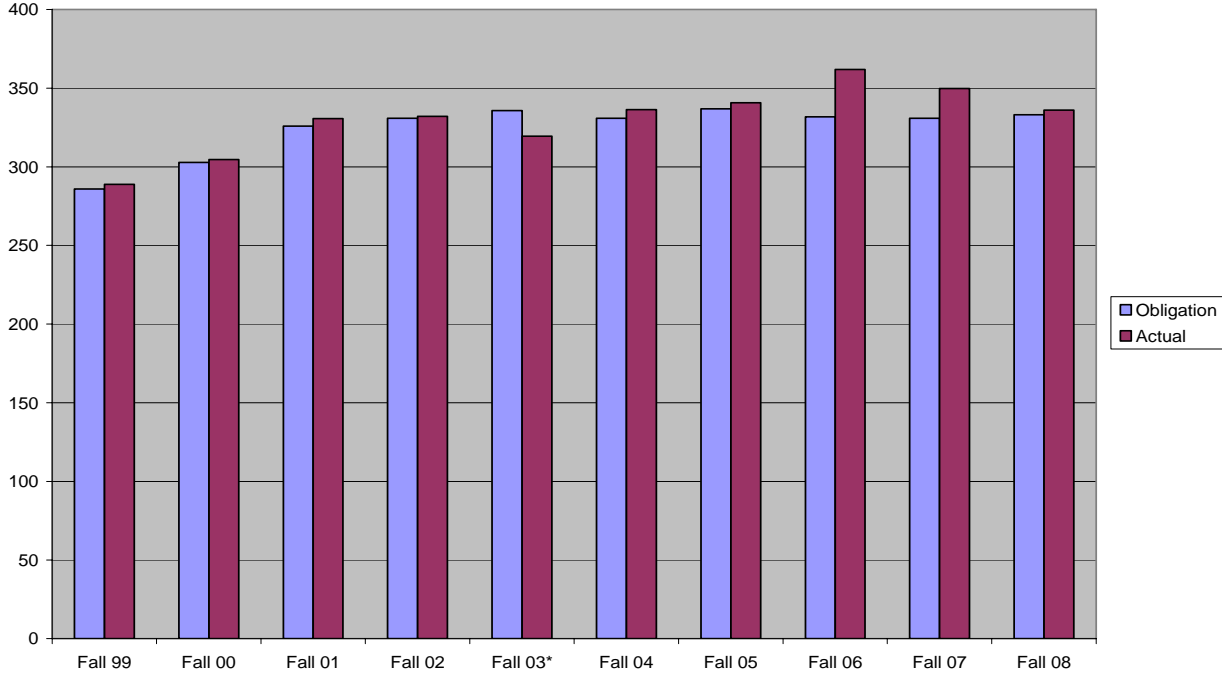
In 1988, as part of AB1725, the California Legislature established a goal that 75% of credit instruction should be taught by full-time faculty. Although funding to attain the 75% ratio was only provided for two years during the late 1980s, districts have been required since that time to monitor their full-time/part-time faculty ratio. Chart 6 displays the district's total ratio and the ratio by college since 2000 (the year when SCC attained separate accreditation).

**Chart 6:
Full-time Faculty Ratio Fall 2000- Fall 2008**



Each year districts are required to increase their full-time faculty in proportion to funded credit enrollment growth. Chart 7 displays the district's annual full-time faculty obligation and the actual number of full-time credit faculty employed. The district has met or exceeded its obligation every year except for 2003 when compliance with the obligation was waived due to a statewide fiscal crisis. Due to the hiring freeze the district was only 3 full-time faculty above its obligation in the fall of 2008.

**Chart 7:
Comparison of Full-time Faculty Obligation (FON) to Actual**



Risk Management and Employee Benefits

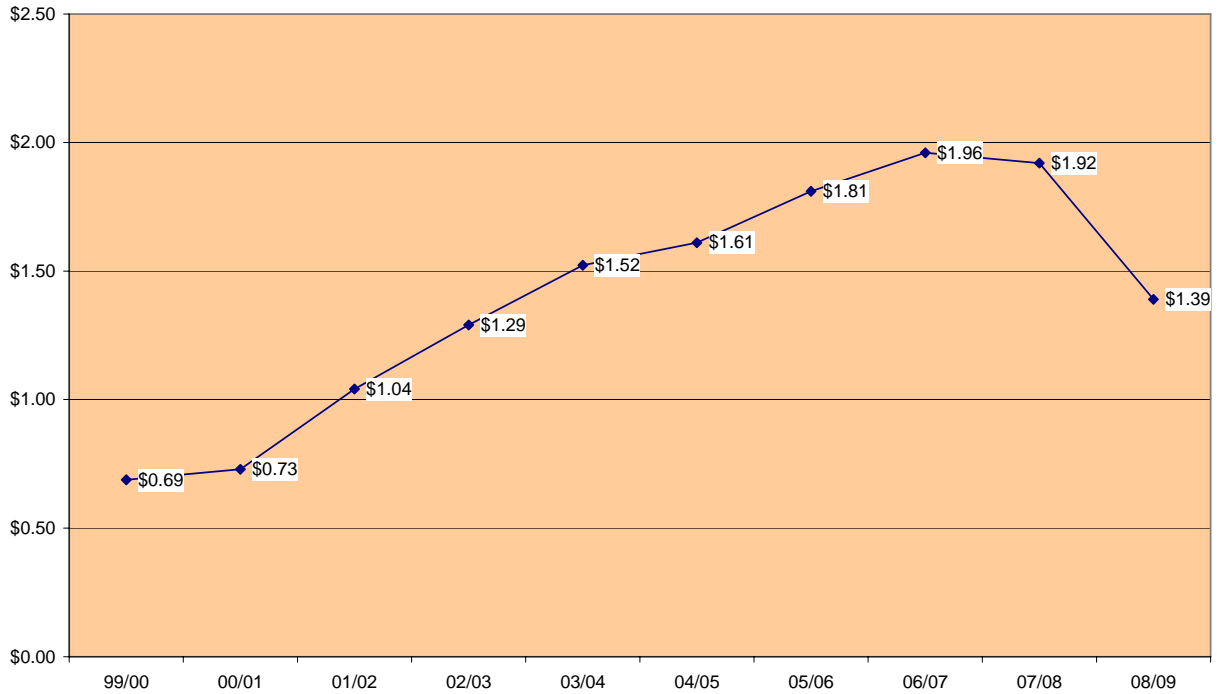
Under the direction of Leslie Piazza, the Risk Management Department successfully administered the district's property, liability, and worker's compensation insurance programs. The department also monitored all claims activity, managed litigation, evaluated employee workstations for ergonomic considerations, reviewed DMV records for operators of district vehicles, monitored insurance requirements in district contracts and provided certificates of insurance as requested by various departments and local municipalities and agencies.

Insurance Programs

The District relies on self-insurance for its property, liability, and workers' compensation exposures. As a member of the Alliance of Schools for Cooperative Insurance Programs (ASCIP) the district participates with 172 other community college and K-12 districts in these programs. ASCIP uses an experience modification rating system for both liability and workers' compensation coverage. The district's current experience modification factor is 0.65, which reduces the district's premiums to 65% of the pool's published rates. The 0.65 modification factor is the lowest of any district in the ASCIP pool.

Chart 8 presents the trend in the district's worker's compensation premiums (per \$100 of payroll) for the last 10 years. The first three years depicted in the chart reflect the period in which the district purchased commercial coverage. The rates offered at that time were significantly below the anticipated loss levels, which caused many commercial carriers to become insolvent or leave the California market. The district returned to self-insurance in 2001/02 and has participated in the ASCIP workers' compensation program since 2005. The dramatic decrease in the 08-09 rate reflects a unique "soft market" situation that allowed ASCIP to purchase coverage significantly below the prior year rates. It is unlikely these rates will remain this low in future years.

**Chart 8:
RSCCD Worker's Compensation Rates -- 10 Year Trend**

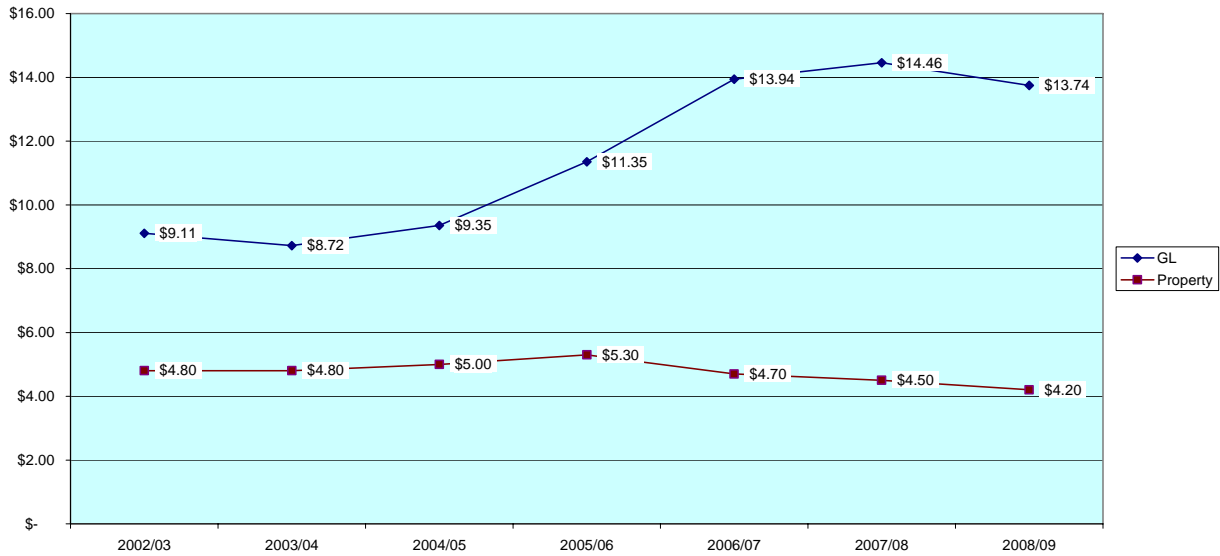


The district's general liability (GL) and property insurance premiums are presented in Chart 9. Property rates (expressed as a rate per \$10,000 of appraised value) have remained relatively stable and have even declined in the last three years.

Primary general liability coverage is provided by ASCIP for the first \$5 million of a loss. Excess liability coverage is provided through the district's membership in the Schools Excess Liability Fund (SELF) which is a statewide pool comprised of community college and K-12 districts as well as the California State University. Liability rates are assessed on a per FTES basis and after two years of significant increases, the 08-09 year saw the first decrease in liability rates in five years.

In addition to its regular insurance coverage, the District has elected to cover exposures related to Measure E construction projects through ASCIP's captive insurance company CIPA (Captive Insurance for Public Agencies). Coverage through CIPA ensures coordination of coverage and generally results in lower construction costs for the projects. In 2008-09, CIPA provided coverage for the SCC Science Center and Maintenance and Operations facility.

**Chart 9:
General Liability and Property Insurance Rates**



Employee Benefits

The Risk Management department handles fringe benefit administration for nearly 1,400 district employees and retirees. Medical and dental insurance premiums comprise the most significant portion of the district's benefit costs, but the department also administers a variety of benefit programs for the employees including:

- Life insurance
- Employee Assistance Plan
- Retirement Planning
- Insurance continuation benefits (COBRA)

In addition to these district administered programs, the Risk Management Department offers a variety of voluntary benefit plans to employees through payroll deduction:

- Supplemental life insurance
- Vision insurance
- Disability plans
- Medical Expense Reimbursement Accounts
- Dependent Care Reimbursement Accounts

Maintaining the district's medical and dental insurance programs is a significant challenge for both the administration and the employee associations. Chart 10 shows the cumulative percentage increase in medical and dental premiums over the last ten years. During this time, coverage has remained fairly stable, but deductibles and co-pays have increased and the portion of the monthly premiums paid by the employees has increased.

**Chart 10:
Cumulative Medical and Dental Premium Increases 2000-2009**

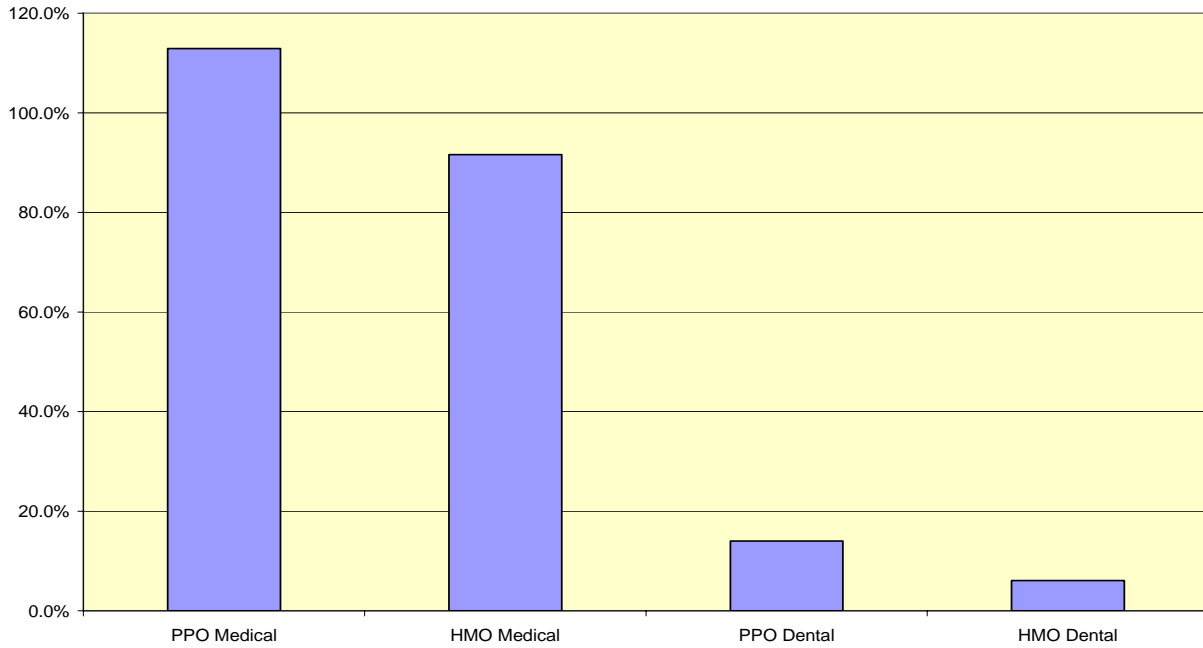
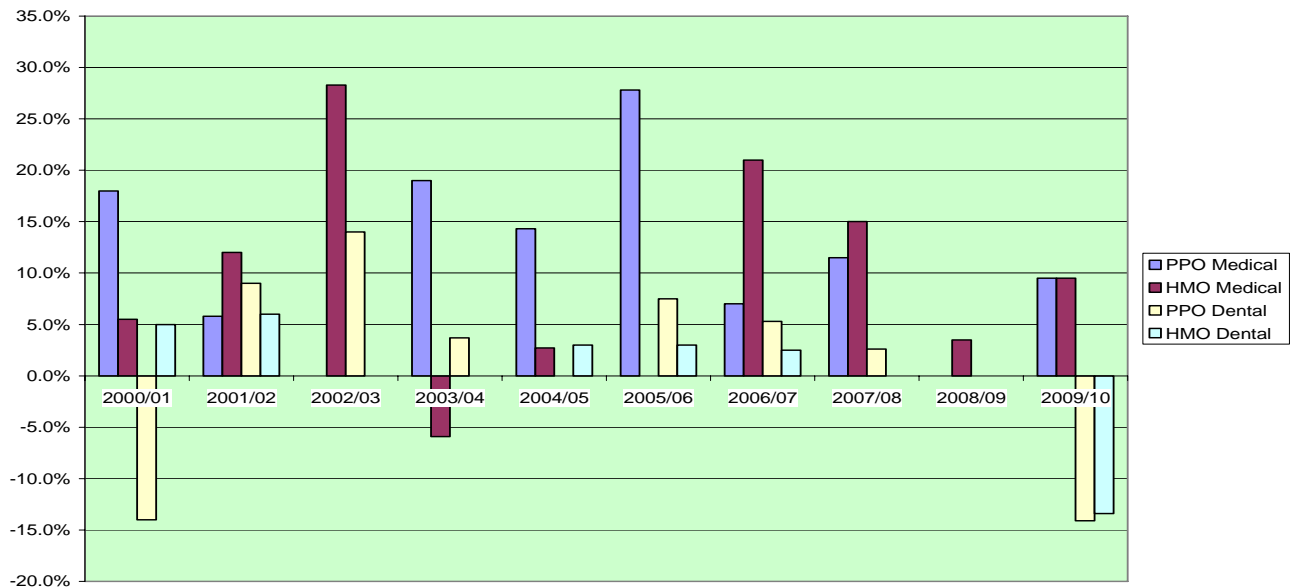


Chart 11 shows the annual percentage changes in the rates for each insurance plan. The rate of increase has varied significantly from year to year, which creates challenges in both the budgeting and collective bargaining processes.

**Chart 11:
Annual Percentage Increases in Medical and Dental Premiums 2000-2009**



Educational Services

The retirement of Julie Slark, Assistant Vice Chancellor of Educational Services, marked the end of a 31-year career with the District. Enrique Perez was named as the Interim Assistant Vice Chancellor, which facilitated the consolidation of all of the District's economic development programs and educational services departments in one division.

Research

The Research Department, under the direction of Nga Pham, continues to support college and district staff by providing information and analyses to assist in program development, planning, accountability, and improvement. The department published 34 institution-wide and 35 departmental and program studies/reports in 2008-2009—in addition to numerous ad hoc data requests. Other significant research activities included:

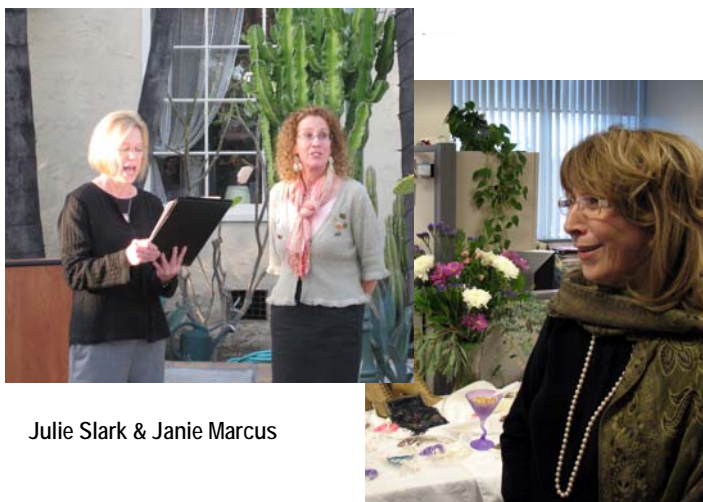
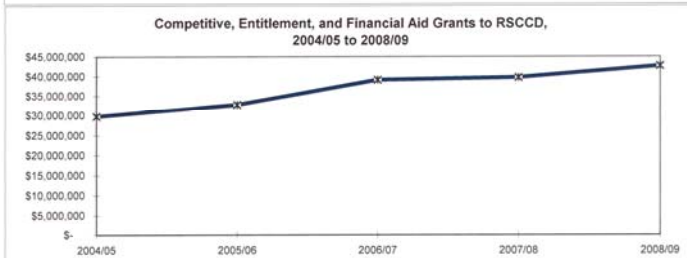
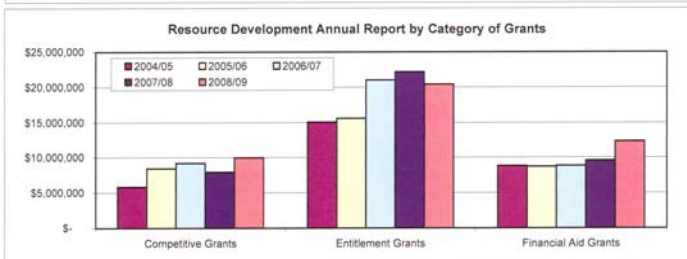
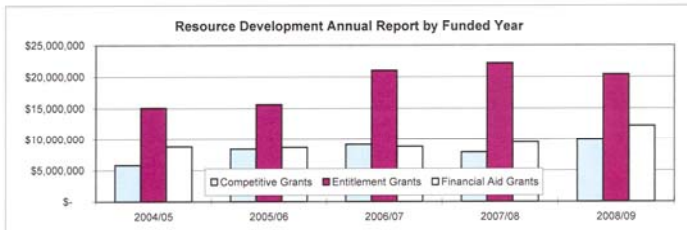
- Managed efforts for the comprehensive needs study integral to RSCCD's application seeking authorized educational center status for the Orange Education Center (OEC). Compiled enrollment and FTES data and projections to support the need for the Center.
- Supported planning and accreditation efforts at both colleges:
 - Compiled, advised and validated data for self-study report at the colleges.
 - Provided comprehensive data (community, student and staff characteristics, student outcomes, and economic trends) and supported the college master plans.
- Supported district-wide planning efforts:
 - Coordinated the portfolio planning process for district operations.
 - Updated and coordinated district planning timelines and related activities to align the various processes and clarify linkages between planning and budget allocation.
 - Coordinated research and planning activities to provide the Board with information to assess the degree to which goals have been met and to continue planning and creating appropriate policies for the district.
 - Reviewed and analyzed college/district office input regarding 2007-2009 goals
 - Analyzed input from community, business and educational partners, staff and students
- Coordinated, guided and assisted staff to understand numerous accountability measures, such as the Accountability Reporting for the California Colleges (ARCC) and other external research reports.
- Guided and supported evaluative and assessment work at the colleges, including:
 - Matriculation evaluation
 - Basic Skills Initiative (BSI) activities
 - Departmental program review
 - Student learning outcomes/core competencies assessment
 - Vocational and Technical Education Act program activities
- Assisted researchers, both RSCCD employees and from outside agencies, to ensure integrity, confidentiality, and appropriateness of research design and implementation for 12 independent projects.

Compiled and validated data (student, staff, program, and institutional) to national and state agencies (such as Integrated Postsecondary Educational Data System, Chronicle of Higher Education, College Board, National Postsecondary Student Aid Study) for the colleges and the district.

Resource Development

Resource Development Annual Report 2008/2009

	2004/05	2005/06	2006/07	2007/08	2008/09
Competitive Grants	\$ 5,841,276	\$ 8,438,669	\$ 9,198,400	\$ 7,923,390	\$ 9,976,420
Entitlement Grants	\$ 15,105,138	\$ 15,638,878	\$ 21,040,378	\$ 22,205,005	\$ 20,419,850
Financial Aid Grants	\$ 8,819,756	\$ 8,703,308	\$ 8,847,829	\$ 9,582,271	\$ 12,248,746
Total	\$ 29,766,170	\$ 32,780,855	\$ 39,086,607	\$ 39,710,666	\$ 42,645,016



Julie Slark & Janie Marcus

LaVonne Stickney

In 2008/2009, grant income overall increased by \$2,934,350. Financial Aid and Competitive grants accounted for the increase, by \$2,666,475 and \$2,053,030 respectively. Entitlement grants funds decreased by \$1,785,155.

The year revealed a trend in funding geared toward career technical education and workforce development programs. Santa Ana College (SAC) was successful in winning a competitive Irvine Foundation grant to plan and develop pathways to the college's career technical education programs for Santa Ana Unified School District (SAUSD) students. Partnering with SAC, Santiago Canyon College, CCROP, Orange County Department of Education, and SAUSD, the District was awarded three new grants to develop the colleges' CTE programs, build pathways from high schools to the colleges, expand the Orange County Animation Project, and provide career exploration programs to 7th and 8th graders in SAUSD and Orange Unified School District. Further, SAC and the District Office have coordinated their efforts on these respective grants to produce innovative instructional models to motivate and support high school students to enroll and succeed in college courses. The "sheltered course" model will offer special sections of college CTE courses with enrollment restricted to high school students, provide academic and support services to ensure that students are successful in those courses, and encourage their continued enrollment through high school and after graduation. Gradual immersion and success in the college culture will provide a stronger foundation for Santa Ana students pursuing higher education, while providing them with marketable skills through college-level career technical education. These "sheltered courses" will be piloted fall 2009 and spring 2010 in Digital Media, Automotive, International Business, and Welding.

In 2008/2009, the department underwent a dramatic transformation as three key staff members retired: Julie Slark, Asst. Vice Chancellor of Educational Services; Janie Marcus, Director of Resource Development and Grants; and LaVonne Stickney, Senior Resource Development Coordinator. With these women go an immense resource of knowledge and experience, the loss of which is only mitigated by their generosity and commitment to share their expertise with the other Resource Development staff members to ensure a successful transition and to prepare them to assume the mantle of leadership and service.

Child Development Services

Under the direction of Dee Tucker, Child Development Services (CDS) provided child care and early education services for 2,345 children on five college sites during the 2008-09 school year. The majority of the parents attended college or non-credit classes. Eighty-five per cent of the families who received services were at or below the 75th percentile of the state median income.



Highlights from the year include:

- Program expansion funding from the California Department of Education enabled the district to open a fifth child development center (CDC). The **Santa Ana College Child Development Center East Campus** opened in February for 144 children. The center is located at 15th and Parton just blocks from Santa Ana College (SAC).
- The groundbreaking for the new child development/human development building on SAC campus funded by Measure E occurred in May.
- California Department of Education funding requires teachers to have 24 units of Human Development and 16 units of general education – our teachers far surpass this requirement – 4 have master's degrees, 16 have bachelor's degrees and 21 have AA degrees. Two teachers received their master's degrees this year and three additional teachers have been accepted into master's programs.
- Funding was received to complete a business plan for a social enterprise, EdUPlay. **Santa Ana College CDC** opened for non-traditional hours during winter and spring breaks as a fee based service to pilot EdUPlay with full operations planned for the coming year. This funding stream will support the mission of the department.
- The District Parent Advisory Council spearheaded the second all district family/staff picnic in May. The event was held at Atlantis Park in Garden Grove and 500 families attended.
- A state repair and renovation grant funded health and safety improvements on the playgrounds and buildings at three of the centers located on the campuses of SAC, CEC and SCC.
- **Santa Ana College CDC** focused on healthy lifestyles through grant funding from the Network for a Healthy California (sponsored locally by the Orange County Department of Education). Many special health/nutrition trainings and activities, which included the center's first Health Fair and Trike-a-Thon, were provided to the children, families and staff throughout the year.
- **Santiago Canyon College CDC** staff participated in the Desired Results Access Project in coordination with the California Department of Education and West Ed, a national nonprofit research and service agency that works with education and human development communities to promote excellence.
- **Orange Education Center CDC** successfully completed the second year of its Kinder Connect project funded by the Merage Foundation. Kinder Connect assists families as they transition to elementary school. The project was expanded to two other centers – Santa Ana College CDC and Centennial CDC.

Digital Media Center

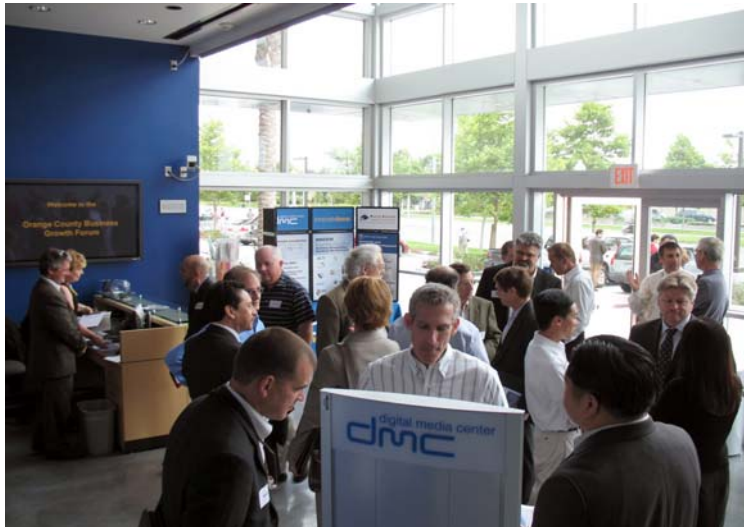
The Digital Media Center (DMC) completed a very successful year of operation. The DMC was recognized by business organizations such as the Orange County Business Council, TechBiz Connection, Keiretsu Forums, Tech Coast Venture Network, TriTech Small Business Development Center, Orange County Business Council, and other business organizations as a leader in economic development and education in Orange County.

The DMC's Business Incubator had its first graduate, True Games Interactive. The company created 40 high paying jobs in digital media/technology, and established excellent working relationships with Santa Ana College students who worked on redesigning the company's website, and in creating the company's logo. Three new high technology companies were admitted: DesiYou, CouponEx, and MelRoK Corporation.



The DMC held its first Orange County Business Growth Forum. The event drew over 80 entrepreneurs and investors who had an excellent opportunity to network, and to learn the strategies needed to achieve success in a downturn economy. Due to the great success and satisfaction expressed by attendees, a second forum will be planned in 2010.

New services offered at the DMC included onsite consulting assistance in Marketing, Technology, Sales, and Legal Assistance, discounted and free memberships to networking events, monthly CEO Roundtable meetings, and technology focused workshops.



Santa Ana College students gained invaluable academic and real-world experience through the DMC's unique and highly-effective connection between business and community college programs. Digital Media Arts students worked with 2 of the 3 DMC's newest companies to develop marketing and brand identities.



Orange County Center of Excellence

During 2008-2009, Dr. Osiel "Ozzie" Madrigal directed the Orange County Center of Excellence, a regional Economic & Workforce Development initiative funded by the Chancellor's Office.

The Center works with businesses and community colleges in Orange County to address workforce needs through the development of industry scan reports, partnership development, and providing technical assistance to the community colleges. These efforts assist the colleges with strategically developing their career technical education offerings and resources to play a key role in the economic vitality of the region.

In 2009, the Centers of Excellence were selected by the Community College Futures Assembly (CFFA) as one of ten community college finalists from across the country for the National Bellwether Award in Workforce Development. The Centers were recognized for providing colleges with real time information for industry outreach, competency-based curriculum design and partnership development.

Significant Highlights for 2008-2009:

- Produced three industry scan reports: Medical Imaging (MI), Information and Communications Technology (ICT), and Health Information Technology (HIT). These reports can be downloaded from www.rccd.edu/coe.
- Created over 20 customized labor market information reports requested by local community colleges.
- Served on Golden West College's Career Technical Education Portfolio Taskforce which included reviewing, evaluating and recommending modifications to the program.
- Along with the RSCCD Workplace Learning Resource Center, exhibited at the 6th Annual National Association for Community College Entrepreneurship Exposition.
- Facilitated a presentation at San Diego's Earth Week "Green Jobs and Career Workshop". This presentation highlighted the findings from the Green industry scan.
- Conducted a break-out session at the California Association of Local Economic Developers (CALED) and California Community College Economic & Workforce Development (CCCEWD) joint 2009 Annual Conference. The session was titled, "Data You Can Actually Use: How to Customize It, Use It, and Keep Programs Relevant."
- Presented at the Institute for Women Entrepreneurs (IWE) "The Power Within: Women's Summit 2009." Presented and facilitated a session titled "Green...with Envy."
- Participated actively in Orange County Business Council's Community College Working Group.
- Participated in various business events sponsored by the Santa Ana Chamber of Commerce, Small Business Administration, Orange County Forum, City of Santa Ana, Orange Chamber of Commerce, and Chapman University.



Orange County Small Business Development Center (SBDC)

The Orange County Small Business Development Center (SBDC), under the leadership of Leila Mozaffari (Director), provides local small businesses with a one-stop source for technical assistance, access to financing, business development, and education and training. The Center's programs, offered in English, Spanish, and Vietnamese, serve a very diverse clientele; 54% of the center's clients are women, 58% percent are minorities and seven percent are veterans.



Representatives of the SBDC as they appear (front row left to right) are: Tony Dupree, Maricela Sandoval, Ruth Cossio-Muniz, Leila Mozaffari, Katie Nguyen, Claudia Figueroa, Linda Harasin, Linda Harasin, and (back row left to right) are: Dick Brown, Linda Hoitt, Elisabeth Pechs, Luis Kings John Gibson.

Highlights from 2008-2009:

- In June 2009, Orange County SBDC team was recognized by the US Small Business Administration Santa Ana District as an **SBDC Center of Excellence**.
- Orange County SBDC provided 1,458 small business clients with 4,518 hours of consulting services. As a result of the center's activities, 27 new businesses were started, 225 jobs were created, and 150 jobs were retained. Clients of the center reported an increase in sales of \$21,206,811 and capital infusion totaling \$6,124,050.

- The OCSBDC conducted 76 training events, which were attended by 2084 small business owners and entrepreneurs. Among new training partnerships, was a successful collaboration with the California Department of General Services.
- OCSBDC continued participation in the California Construction Contracting Program (CCCP) and offered consulting and training to businesses interested in obtaining Disadvantaged Business Enterprises (DBE) certification for bidding on Caltrans contracts.
- Orange County SBDC piloted a small business assistance center in West Orange County in partnership with the Huntington Beach Chamber of Commerce. This increased the number of locations where SBDC services are available throughout the County.
- OCSBDC's Vietnamese Technical Assistance program continued to receive support from Wells Fargo Foundation to provide services to entrepreneurs and businesses of Little Saigon. Whether offering advice at a business expo or presenting at a local community center, our Business Consultant, Katie Nguyen (pictured below), serves this community.



- As a member of Orange County President's Council (OCPC), an umbrella organization encompassing all minority and ethnic chambers of commerce in Orange County, Leila Mozaffari co-chaired OCPC's annual event BIZCON 2009 where over 500 business owners and entrepreneurs came together for a full day of workshops, expo, keynotes and networking. Leila facilitated the collection of the membership rosters of the chambers to create a multi-cultural Business Exchange Directory.
- Together with the Center for International Trade Development (CITD), the OCSBDC leveraged its existing infrastructure and partnerships to launch Youth Entrepreneurship Program (YEP) in the fall to provide entrepreneurial training and consulting to young adults between the ages of 18 and 27 who would like to start or expand a business. This effort culminated in a business plan competition judged by Tech Coast Angels.



Youth Entrepreneurship Program Announces Winners

The Center for International Trade Development (CITD) and Orange County Small Business Development Center (SBDC) proudly announce and congratulate the winners of the Youth Entrepreneurship Program's first business plan competition:

Ted Liu, Sweet International -- CITD Winner
Oscar Fimbres, Jerry's Happytail Clothing Co. -- SBDC



Enrique Perez, Director CITD
with Ted Liu

Last week, students from the first graduating class of YEP presented their business plans to members of the Tech Coast Angels, the largest angel investor group in the country. Of the 111 initially recruited, 8 students representing Santa Ana College, Santiago Canyon College, Cal State Fullerton, and UC Irvine competed for two \$1,500 scholarships.



Leila Mozaffari, Director SBDC
with Oscar Fimbres

The purpose of YEP is to increase awareness of self-employment as a legitimate lifetime career path. YEP is funded by the California Community College's Economic and Workforce Development Program and administered through the Orange County SBDC and Center for International Trade Development at RSCCD, with a target audience of young adults, ages 18-27 years.

For information on YEP 2009, contact Maricela Sandoval at (714) 564-5200 or sandoval_maricela@rsccd.org.



YEP Staff, Maricela Sandoval,
Pooja Patel, and Linda Harasin



Tech Coast Angels with YEP competitors.

- The Orange County SBDC initiated a partnership with the Alliance for Disabled Veteran Business Enterprises and hosted their Entrepreneurial workshops targeted toward DVBE and Veteran-owned firms. The DVBE Alliance provided the OCSBDC with a complementary booth at the "Keeping the Promise" Conference and Expo on May 18-19 in Irvine with over 300 participants.
- Orange County SBDC partnered with the Asian Business Association – Orange County on several outreach and training events including the Small Business Day held at the City of Orange. This event was sponsored by Wells Fargo and attracted over 150 participants, exhibitors, and presenters.
- OCSBDC Director, Leila Mozaffari, was recognized by Senator Lou Correa as a "2009 Woman Making a Difference" at an award ceremony on March 13 and as a 2009 JubilAsian Honoree by the Asian Business Association (ABA-OC) for community involvement.
- Orange County SBDC co-sponsored a Franchise Showcase in Newport Beach. This two-day expo and conference was attended by over 120 business owners and entrepreneurs interested in franchise opportunities.
- Orange County SBDC expanded its monthly electronic newsletter which is distributed to nearly 5,000 subscribers requesting information on upcoming events, seminars, new resources, and business tips.
- During the year, the Orange County SBDC received media coverage in various publications such as the *Orange County Register*, *Orange County Business Journal*, *Para Todos*, *Miniondas*, *Excelsior*, and *Nguoi Viet* as well as VNCR radio station and Little Saigon TV.

Center for International Trade Development

Under the direction of Enrique Perez, the CITD provided technical assistance to small businesses in Orange County looking to import or export products and/or services. During the fiscal year 2008-2009, the CITD established new partnerships with community partners, government agencies and the private sector to encourage more international trade. The CITD Director also served as the Executive Director of the International Consortium of Education and Economic Development (ICEED), a consortium of 75 community colleges in the U.S., Mexico and Canada.

Highlights from the year included:

- Provided 405 small businesses with 1235 hours of technical assistance and conducted 36 separate training events, which were attended by 2264 persons.
- Assisted the mayors from California and Baja California to plan the inaugural California-Baja California Summit that took place on March 12, 2009. Mayors on both sides of the California border wanted to work hand in hand to ensure the future vitality of the economic partnerships between both regions.



- Signed an MOU with a women’s business group in Baja California, Asociacion de Mujeres Empresarias (AME) and the Institute for Women’s Entrepreneurs (IWE) to develop a bilateral International Business Promotion program for Women Entrepreneurs in Orange County and Baja California, had two business delegations (one to Tijuana and one to Anaheim).



- Partnered with the Digital Technology Center to host the Orange County Business Growth Forum: “Implementing effective strategies to ensure success and growth.”

- Continued partnerships with the International Consortium of Education and Economic Development (ICEED), the American Association of Community Colleges (AACC), the Association of Canadian Community Colleges (ACCC) and the National Association of Technical Universities in Mexico (ANUT) to develop a trilateral mobility program between Canada, United States and Mexico.
- Coordinated export readiness seminars with the OC SBDC and IWE to get more firms familiar with the export and import processes.



- Partnered with the Institute for Women Entrepreneurs (IWE) to host the Women's Summit VIP reception and incorporate an international business element to the Summit's seminar sessions.
- Signed an MOU and Co-Sponsorship Agreement with the U.S. Small Business Administration and U.S. Commercial Service to partner to provide Orange County businesses with an Export Training Assistance Program six-session series.
- Partnered with the U.S. Small Business Administration, U.S. Commercial Service, Santa Ana Mexican Consulate, Anaheim Visitor's and Convention Bureau and Orange County Hispanic Chamber of Commerce to host the World Trade Week Mexico Trade Outlook event with the incoming Minister Counselor Ann Bacher.
- Coordinated 10 trade missions to Mexico focused on connecting California businesses to several industries in Mexico.
- Hosted 8 small business delegations from Mexico in Orange County and coordinated 10 small business delegations to Mexico.



Institute for Women Entrepreneurs (IWE)

Under the direction of Sallie Salinas, the IWE continued to expand and deliver its signature *RtStart Business Edge* series and fulfill its commitment to serve the growing number of women entrepreneurs in all stages of business development. The program offered technical assistance to over 5,131 businesses looking to start, improve, or expand their ventures.

The IWE celebrated its second recognition from the U.S. Small Business Administration (SBA) as a “best practice” model on numerous levels including high level of counseling, web development and best managed center. IWE set unprecedented records by exceeding benchmarks by over 300% reporting 38 new business start-ups.

During the 2008-2009 year, the IWE offered 68 seminars and workshops, provided individual counseling to over 520 clients, and expanded its outreach to state, national and international levels.



RtStart Business Edge series offers weekly interactive work sessions



IWE expanded counseling to incorporate Business Life Coaching and Green

2008-2009 Highlights:

- As a result of the Institutes activities, 38 new businesses were started, 87 jobs were created, and 237 jobs were retained. The clients of IWE reported an economic impact of \$6.2 million.
- IWE received the 2009 Women's Business Center of Excellence award from the U.S. Small Business Administration.
- The center launched the Tiger Team rapid response consulting team with collaborative partners for distressed businesses affected by economy. IWE received recognition from the City of Santa Ana for its efforts.
- IWE organized a *Business Survival Tools* seminar to bring critical resources to entrepreneurs in the current economy.

- The IWE signed a Memorandum of Understanding with California Hispanic Chambers of Commerce (CAHCC), Filipino-American Chamber of Commerce and Mujeres Empresarias, Tijuana, Mexico to serve growing ethnic and diverse communities.
- In June, the IWE hosted a state-wide summit of women entrepreneurs to a sold-out crowd of over 580 business owners.
- IWE is recognized for producing two U.S. SBA business awardees for the third year in a row.



- Through the support of Comerica Bank and Citibank, IWE expanded its *RtStart Business Edge* signature program to incorporate business coaching and trend development strategies.