

## AN EMPOWERED, THRIVING COMMUNITY BUILT THROUGH DYNAMIC COLLABORATION

### East Gainesville Instruction Community Partners

- Alachua County Library Headquarters
- 18 Faith Based Churches in East Gainesville
- College Reach Out Program
- Title Three HeadStart Program
- Middle Schools in East Gainesville
- Rawlings Elementary School
- The Governor's Front Porch Florida Initiative
- Alachua County School Board
- Three Rivers Legal Services
- St. Francis House
- Fifth Avenue Arts Festival
- ACTION Network
- UF College of Engineering
- Magic 101.3 FM
- Gainesville Police Department
- HIPPIY
- 4 A's Accountability Alliance
- Gardenia Gardens Apartments
- Gainesville Regional Utilities
- UF Office of Community Relations
- Blount Center Advisory Board
- Rosa Parks Quiet Courage Committee
- Cotton Club Museum and Cultural Center Board
- UF Department of Astronomy
- NASA: National Aeronautics and Space Administration
- Florida Works
- Hawthorne Middle and High School
- United Way of Alachua County
- The Gainesville Job Corps
- The GPD Reichert House
- Village Green Apartments
- Phoenix Apartments After School Program
- The Saturday Academy at Mt Carmel Baptist Church
- Faith Based Churches in Alachua and High Springs
- Eastside High School
- Library Partnership in East Gainesville
- Department of Children and Family Services
- Gainesville Guardian
- Displaced Homemakers Program
- The Visionaires
- The Gainesville Chamber of Commerce
- The Martin Luther King, Jr. Commission, Inc.
- Twenty Pearls Foundation – Alpha Kappa Alpha Sorority, Inc.
- The Gainesville Chapter of the Links, Inc.



# SANTA FE COLLEGE

Adding value to the lives of our students and enriching our community

## Santa Fe College East Gainesville Instruction

## Five Year Strategic Plan

2011 – 2016

### Dear Community Friends and Residents of East Gainesville:

Santa Fe College's Office of Community Outreach and The East Gainesville Instruction are the natural expression of the college's interest in and commitment to educational outreach for the Gainesville community and the success of East Gainesville's residents. We are pleased to present the 2011-2016 strategic plan, which will provide impetus to and direction for our program.

This second five year strategic plan was created to update and expand our community outreach efforts, further establish guiding principles and priorities for our endeavors, and direct our resources toward fulfilling specific goals. These goals come directly from the community we serve. Focus groups were held with EGI partners, community agencies and organizations, faith based and community leaders, educators (administrators and teachers), SF employees and students, East Gainesville residents and residents from the community at large – all of whom were committed to our overall success. Based upon feedback from these forums, our successes over the past five years and through a strategic planning process, we have identified and updated goals for the 2011-2016 strategic plan that will give us direction as we strive for success in the following areas:

- Educational Outreach
- Communication and Visibility
- Downtown Blount Center
- Faith Based Connections
- Access, Retention and Success
- Volunteerism in East Gainesville
- Technology: Bridging the Digital Divide
- Cultural, Athletic, and Recreational Experiences

Our office is committed to maintaining an ongoing conversation with the community to guide, refine, and enhance our endeavors. The best way to achieve our long term goals is to invest in the lives of our youth and the community. We truly believe that we are "better together." It is our hope that our collective vision and strategic plan will serve as a meaningful tool as we partner for a positive change and "Add value to the lives of our students and enrich our community" (SF College Mission).

Respectfully,

Dr. Karen Cole-Smith

Executive Director, Community Outreach and East Gainesville Instruction

Mr. Eugene Jones, Chair, East Gainesville Instruction

Ms. Benny Alligood, Vice President of College Relations, Santa Fe College

Dr. Jackson Sasser, President, Santa Fe College



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# Santa Fe College Office of Community Outreach and East Gainesville Instruction (EGI) Strategic Plan 2011-2016 Objectives

## ► Educational Outreach

**Our goal is to provide educational opportunities and resources that will enhance the community and empower the residents of East Gainesville. To achieve this goal, we will:**

- Continue our partnership with Rawlings Elementary, (which is the college's officially adopted school) and provide, upon request, mentoring, test proctoring, parental support, tutoring and other support for boys in the third grade.
- Post and promote messages in middle and high schools located in East Gainesville that encourage students to enroll in a college preparatory curriculum and plan for college enrollment.
- Provide educational supplies and resources needed for quality instruction in support of teachers, staff, and students in the following schools and educational centers: Primetime After School Program, Phoenix Apartments After School Program, Compassionate Outreach Ministries Christian Academy, Showers of Blessing Education Center, and PASSAGE Christian Academy.
- Assist faith based organizations in providing students with access to stimulating and supportive learning environments after regular school hours.
- Provide FCAT tutoring and support for middle and high school students.
- Develop literacy initiatives in partnership with faith based and library organizations.
- Provide annual educational summer camps for middle school students with a focus on math, science, engineering, astronomy and life skills.
- Include a SF-EGI representative on local taskforces and boards that address the educational needs of youth who reside in East Gainesville.
- Offer educational courses at local churches in the East Gainesville community when enrollment dictates such offerings.
- Work with schools and other organizations and entities that are committed to improving the high school graduation rates for minority children in Alachua County, with priority being given to schools located in East Gainesville.
- Continue our successful educational outreach programs (i.e. coordinated annual events, including the SF planetarium and zoo) for youth in the Gainesville community, with priority being given to youth who reside in East Gainesville.
- Continue our partnership with the University of Florida Astronomy Department, which highlights an Astronomy / Science curriculum for middle school students and students in afterschool programs in East Gainesville.

## ► Communication and Visibility

**Our goal is to communicate more effectively with the college community and the community at large. To achieve this goal, we will:**

- Promote open lines of effective communication between local schools, the community and SF that will enhance educational opportunities for the residents of East Gainesville.
- Help parents and families to become more actively involved in the education of their children by promoting parental empowerment sessions in partnership with local schools and faith based organizations.
- Produce an annual newsletter to educate the college community and the community at large about the programs and successes of the Office of Community Outreach and East Gainesville Instruction.
- Utilize radio spots, Public Service Announcements, newspaper articles and advertisements (especially those in the Gainesville Guardian), and other forms of collegiate and community media to communicate to and exchange viewpoints with residents of the East Gainesville community.
- Employ community forums and the EGI website to keep Santa Fe College employees informed about the plans and programs of the EGI.
- Coordinate community forums and discussion groups to better articulate the concerns of East Gainesville residents and outline ways Santa Fe College can assist in addressing education-related concerns arising from the forums.
- Link SF's efforts with the stated goals of county government, as they pertain to higher education and educational empowerment.
- Publish and distribute the EGIs annual newsletter to communicate educational points of interest to local residents.

## ► Downtown Blount Center

**Our goal is to expand the Blount Center's role in providing educational services to the community. To achieve this goal, we will:**

- Continue to determine the educational and training needs of the residents in the downtown and East Gainesville communities and work toward providing a curriculum with course offerings that address those needs.
- Build collaborations with businesses and individuals who live in or do business in close proximity to the Downtown Blount Center.
- Ensure that the Blount Center is represented on community advisory boards and councils.

- Maintain a Blount Center Advisory Council that will consist of educators, governmental officials, and local residents of the downtown and East Gainesville communities who will advise the College regarding plans and events directly related to Santa Fe's long term role in the East Gainesville community.

## ► Faith Based Connections

**Our goal is to partner with faith based organization in order to promote stability and positive change in East Gainesville and surrounding communities. To achieve this goal, we will:**

- Continue to meet regularly with the 18 faith based organizations that are currently a part of the EGI-SF faith based connection.
- Use the EGI faith based partnership model to expand and establish faith based partnerships with pastors and community leaders in Alachua, High Springs, and Archer who are committed to educational issues.
- Continue the successful partnership with faith based leaders and organizations in East Gainesville and use this partnership to ensure positive change in the East Gainesville community.
- Maintain a "community" of faith based leaders committed to a shared vision of educational empowerment for the residents of East Gainesville.
- Offer grant writing support and assistance for faith based initiatives that will enhance the East Gainesville community.
- Enhance public awareness of the impact of faith based organizations and their collaborative efforts in meeting the needs of the residents in East Gainesville.
- Provide faith based organizations with technology resources that enrich the educational experiences of students and the community.
- Develop literacy and health care initiatives in partnership with faith based connections.
- Maintain the partnership with local faith based organizations and groups that provide resources for annual educational summer camps for youth that focus on math, science, engineering, astronomy, life skills and financial literacy education.
- Retain the partnership with local faith based organizations and groups that support HIPPIY-Alachua County, which is the only faith based HIPPIY program in the country.
- Continue to research educational grants through the National Fatherhood Initiative and assist faith based partners with applications for these grants.

## ► Access, Retention, and Success

**Our goal is to increase the admission, retention and success rates for community residents who apply for admission to Santa Fe College, especially residents of East Gainesville. To achieve this goal, we will:**

- Intensify the recruitment of high school students who reside in East Gainesville to Santa Fe College and establish measures that support retention once these students are enrolled.
- Expand the role of My Brothers Keeper and The Mister Program in the recruitment and retention of minority youth to SF.
- Increase community awareness of educational opportunities and resources offered at SF.
- Continue to establish liaisons with local schools, educational centers, and community organizations to identify and recruit students who are qualified to attend SF, with a focus on recruitment of students who reside in East Gainesville
- Provide programs that support retention and completion once these students are enrolled.
- Enhance current collaborations between SF and other educational and governmental agencies in Alachua and Bradford counties that serve as venues for recruitment.
- Solidify partnerships with community agencies that can be conduits of information to and about SF.
- Share educational success stories with elementary, middle, and high school students that will motivate students to attend college.
- Support early intervention educational programs that promote the importance of academic success and college attendance.
- Increase the focus on long-term assistance and support for youth and parents in the areas of financial aid, scholarships and other financial programs that aid in paying for a college education.

## ► Volunteerism in East Gainesville

**Our goal is to increase the number of volunteer opportunities in East Gainesville and create a culture and attitude of volunteerism to meet the newly created demand for volunteers. To achieve this goal, we will:**

- Ask our faith based partners to encourage members of their congregations to volunteer with schools, charitable organizations and other service agencies in the community.
- Provide a listing of volunteer sites for those who wish to volunteer in the East Gainesville community.
- Develop a mentoring guide that may be used by those who wish run mentoring programs and use community volunteers.
- Continue to develop partnerships that benefit from the volunteer efforts of SF personnel.
- Provide volunteer opportunities through internships in The Office of Community Outreach and The East Gainesville Instruction.
- Work directly with SF Student Services and Student

Leadership in an effort to establish a more coordinated and streamlined volunteer pool that can and will volunteer in the East Gainesville community.

- Explore ways that SF's Ambassador Program can be used to expand volunteerism in the East Gainesville community.
- Establish a formal partnership with Big Brothers and Big Sisters of Mid-Florida in order to expand the program's involvement the East Gainesville community.

## ► Technology: Bridging the Digital Divide

**Our goal is to improve technology literacy and narrow the digital divide. To achieve this goal, we will:**

- Provide computers and computer training at various faith based sites in East Gainesville.
- Provide software programs/packages and technology training opportunities to accompany computer placements in local after-school programs
- Offer basic and advanced weekend computer classes and training sessions at the Mt Carmel Family Life Center and other designated sites.
- Continue the 21 for the 21<sup>st</sup> Century SF computer initiative with partnering churches in the downtown and East Gainesville communities.
- Continue to research and apply for technology grants and initiatives that will benefit the residents of East Gainesville.
- Provide technology training and support to ensure that community residents are proficient in the use of technology needed for daily living.
- Solicit college volunteers to assist with computer training sites established in the local churches and educational centers in East Gainesville.
- Create a system of computer distribution that ensures equity among the local residents.
- Continue to support the computer/technology outreach efforts at the local St. Francis House for the homeless to help improve job seeking skills.
- Establish Florida Works sites in faith based computer labs to increase local access and job training for local residents.
- Help narrow and the "digital divide" for residents of East Gainesville.
- Search for resources that may fund technology programs and purchase technology materials.

## ► Cultural, Athletic, and Recreational Experiences

**Our goal is to provide residents of East Gainesville with opportunities to participate in and enjoy diverse cultural and recreational experiences. To achieve this goal, we will:**

- Support and participate in Gainesville's Fifth Avenue Arts Festival on an annual basis by providing sponsorships, cultural and performing arts entries, and educational booths.
- Invite school age children to SF campus to participate in cultural and/or athletic events as a prelude to learning about educational opportunities at the college.
- Provide cultural and athletic events to Rawlings Elementary and other afterschool programs in East Gainesville.
- Increase opportunities for youth to experience diverse cultural experiences.
- Offer more classes and tutoring sessions that focus on humanities and the arts.
- Continue to support the development of the Cotton Club Museum and Cultural Center that will offer cultural events and performances for the community.
- Develop and maintain a partnership with middle schools in East Gainesville and the SF athletic department to provide athletic events and health related initiatives for middle and high school youth.
- Support Rosa Parks cultural and educational outreach efforts in schools and the community.

## ► General Long Term Action Plans

**As a college/department, our goal is to maintain a viable presence in the East Gainesville community while enriching the community through positive change. To achieve this goal, we will:**

- Work with local agencies, educational institutions and faith based organizations in an effort to provide resources and educational opportunities for community residents.
- Maintain current partnerships and create new partnerships committed to enhancing the East Gainesville community.
- Assist in supporting strategic workforce development plans through our partnership with Florida Works and SF's CEID program (Center for Economic and Innovative Development).
- Research the feasibility of establishing an East Gainesville location/venue for the dissemination of financial literacy education year round.
- Research the feasibility of a parent resource center that operates on a regular basis and provides the support needed by parents to help their children achieve academic success.
- Continue to maintain partnerships with organizations addressing anti-poverty and economic development issues in the local community.

The following objectives will be implemented by Santa Fe College's East Gainesville Instruction in partnership with its faith based connections, educational institutions, and the East Gainesville community.

# East Gainesville Instruction Mission Statement

Partnering for a positive change as we add value to the lives of our students and enrich our community.

## Values of the East Gainesville Instruction, supported through Santa Fe's core mission

We believe in:

- Sustainable solutions that look beyond immediate "returns"
- Supporting measurable, meaningful socio-economic change
- Involving the entire community
- Encouraging and fostering a love of lifelong learning
- Educational empowerment of local residents
- Meaningful communication and visibility in communities
- Proactive rather than reactive approaches to educational progress
- Management and Accountability
- Listening to needs and proposed solutions as defined by residents

## EGI Major Highlights and Accomplishments 2005-2010

- Development of TECH (Targeting Educational Computers for the Home) Program and receipt of a \$400,000 Grant from the Florida Legislature
- Development of National Faith Based HIPPY model – only one in the country
- Bridging the Digital Divide through ongoing Computer/technical Classes for Residents in East Gainesville
- Presentation of Eight Annual Summer Camps for Middle School Students that highlighted Math, Science, and Life Skills
- Partnership with NASA in support of University of Florida's Astronomy Department's curriculum for Low-income students and communities
- Establishment of a Model Program connecting Faith Based and Educational Institutions in Alachua County
- Ongoing Financial/Computer Literacy Education Sessions for Youth and Adults in Alachua County
- Development of Literacy Initiatives and other reading programs that highlight father and son connections
- Increased Community Awareness of Educational Opportunities and Resources at SF with an East Gainesville focus
- Continuation of the 21 for the 21st Century SF Computer Initiative and Partnerships with partnering churches in downtown and East Gainesville communities
- Development of a Faith Based Partnership with 18 churches in East Gainesville and the leadership of local pastors and community leaders

## EGI Priority Areas within the 2011-2016 Strategic Plan

- Improving high school graduation rates in Alachua County and number of students who transition to college
- Bridging the digital divide for residents of East Gainesville
- Continuing successful educational outreach programs
- Increasing the visibility of and information about resources and educational opportunities at SF
- Continuing the successful partnerships with faith based connections and community leaders
- Increasing the focus on parental empowerment and parental support for parents of high school youth
- Focusing on recruitment and retention of high school students who reside in East Gainesville to Santa Fe College