



FROM THE PRESIDENT

OXNARD COLLEGE

October 26, 2015

The Moment of Truth



Does this scenario sound familiar to you?

You've done business in the past with a particular store, vendor, or merchant. Your happiness with their services has been slowly eroding over the past several months, making you wonder if the costs of their merchandise or services are worth it when considered against a perceived deterioration of product quality or a diminished focus on customer service.

Now, as you prepare to walk into the store or to talk with a company representative, you think to yourself, "If I don't [fill in the blank here as to what you want], then I'm no longer doing business here."

We've all had that feeling at one time or another. We make a decision about continuation of a business relationship based on the outcome of the next encounter and what you have privately established to be your minimum expectancy of service or attitude. The company representative will not know that you have "drawn a line in the sand" and that the interaction could be a defining point in their relationship with you, and most likely they won't know if they fail and the reasons why you took your business elsewhere.


This phenomenon is known as the "moment of truth." And it occurs here, on our campus, every day.

As you daily engage with individual students, you most often won't be cognizant of their satisfaction with OC prior to your conversation. As a result, you'll not receive any clues that your interaction could be, in fact, an individual "moment of truth;" in other words, that your actions may be the deciding factor as to whether one of more of those students gives up on OC or whether they continue to feel valued by the College.

In my first address to you at during Flex Week, I shared the story of a student who said that the reason he came to Oxnard College was because "all my friends said that this college really cared about students." That is a reputation that is hard-won but easily lost. These students look to us for support, for guidance, and for a confirmation that they are important to us. So, I ask, as you work with our students, to always remember that you may be in a "moment of truth" engagement with a student and to continue to provide the support and the attention that is truly reflective of the passion and the commitment that pervades every corner of our academic community.



Who'll be Next?

It has been a distinct pleasure to recognize Jeff Hiben and Chris Horrock as our first two recipients of the Condor Spirit Citation. We know that so many other members of the OC community should be recognized for their service to our students and to our College. You are all encouraged to submit nominations. The fillable PDF form is available on the "Oxnard College" webpage under the **Faculty & Staff** tab on the left menu – click this  button.

Every Wednesday – SHOW YOUR CONDOR SPIRIT – Sport Your "Condor wear"!

This Week's Update on Campus Safety

In continuing our focus on campus and student safety, Mike Bush reports that “We are on track implementing the second phase of our personal emergency notification system. Our expanded Wi-Fi system is being fine-tuned and adjusted after observing its operations during the Great Shake-Out. The District Operation Council and The District Council on Administrative Services is requesting the Board transfer \$5,000,000 in order to upgrade classroom and building door locks and upgrade campus mass notification systems. Here on campus, Mike Ketaily, Fire Technology faculty, has developed an outstanding training module on classroom and office response to emergencies. He has already presented to three different campus groups and is available for other campus groups.”

I encourage supervisors to take advantage of Mike's expertise and contact him directly [via phone at (805) 986-5813 or email at mbush@vcccd.edu] to arrange a training session. As we work to upgrade facilities, the single most important strategy that we can implement is to increase our individual and collective awareness of what to do in case of an emergency, be it natural or man-made.

Día de los Muertos: Celebration of Life

Please join faculty and students of the Oxnard Visual and Performing Arts department for a fun and lively "First Fridays" event at the Museum of Ventura County, dedicated to creative works by Oxnard College students. Help us to celebrate life through the unique perspectives exhibited in visual works addressing "Día de los Muertos" or the Day of the Dead, a traditional Mexican holiday highlighted by gatherings of family and friends in prayer and remembrance. The exhibit will include:

- Works by Art Appreciation students, taught by Kindah Brennan, adjunct faculty, art appreciation;
- Works by Studio Art students, taught by Christine Morla, art professor; and
- Live music provided by Scott Wolf, Oxnard College music professor.

LOCATION: The Museum of Ventura County
100 E. Main Street,
Ventura, CA

FREE ADMISSION!

DATE/TIME: Friday, November 6, 2015
6:00 - 8:00 p.m.

Food and Drinks available via Food Truck

FIRST FRIDAYS
NOVEMBER 6, 2015
6:00 PM - 8:00 PM
AT THE MUSEUM OF VENTURA COUNTY
100 E. Main Street, Ventura, CA | (805) 653-0323

Día de los Muertos: Celebration of Life
Works by Art Appreciation Students and Studio Art Students at Oxnard College:

Bryan Aguilar	Eisen Ingersoll
Nora Aguilar	Celene Juarez
Anthony Almanza	Tayde Luevano
Edalith Ambriz	Abraham Muro
Lynette Araujo	David Perez
Edwin Escobedo Becerra	Jessica Perez
Amel Benamar	Jose Perez
Ashleigh Berg	Austin Raff
Melissa Bravo	Mindy Ramirez
Kathrin Brock	Oscar Ramos III
Luis Campa	Johnathan Rocha
Nehemiah Castro	Aylin Rodriguez
Tiffany Costlow	Jessica Rodriguez
John Del Rosario	Norma Sanchez
Claire Denering	Gema Servin De La Mora
Marina Dunbar	Nash Swendsen
Karina Escalera	Jim Thorpe
Xenia Fernandez	Shannon Tobin
Mayra Fuerte	Susie Uriostegui
Eufimio Gamboa	Estefania Urtiz
Sara Garcia	Adriana Velazquez
	Susana Vilas

Music by Scott Wolf, OC Music Professor

ART. LIVE MUSIC. FOOD.
FUN. FREE ADMISSION!

For directions or details about the event location, contact the museum at (805) 653-0323. Additional questions can be directed to kbrennan@vccd.edu.

Kindah Brennan
Adjunct Faculty, Art Appreciation



Latino Thought Makers Series



On October 21, the Latino Thought Makers Series brought to campus another outstanding series of speakers addressing the Latino experience in America. Judy Reyes discussed the obstacles and accomplishments of her career as she established herself as one of the country's leading Latino actresses, while Reynaldo Pacheco shared his story of a childhood in Bolivia and his efforts to pursue a career in acting. Julissa Arce (pictured, with host Rick Najera) offered compelling commentary on her activities as an immigration rights activist.

The next Latino Thought Makers, scheduled for November 12, features Ruben Navarrette, Jr., nationally syndicated columnist with the Washington Post Writers Group and weekly contributor to CNN.com; and Julio Varela, the founder the independent media company LatinoRebels.com.

I encourage you to attend any of these entertaining, probing, and thought-provoking presentations.

Associated Student Government

I was privileged to attend my first meeting with the Associated Student Government. They, along with their advisor Gabriele Rodriguez, are working diligently to create an organization that truly represents the concerns of our students. Their special election to select a president will be held on Tuesday, October 27.



Continuing National Attention on Accreditation

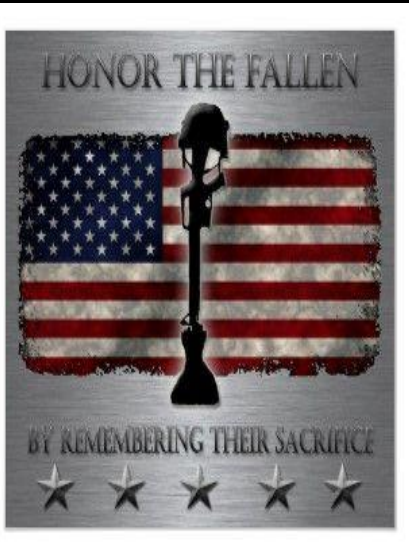
As you are aware, a task force sanctioned by the California Community College System has recommended that ACCJC be jettisoned as its accrediting body and that another accrediting organization be joined. Discussions about post-secondary accreditation are also occurring on a national level, as indicated by the following story from the October 23 edition of "Washington Watch," the federal policy update of AACC (American Association of Community Colleges).

Obama Administration Plans Accreditation Reform

Earlier this week [week of October 19], the U.S. Department of Education (ED) officials stated their intention to influence the institutional accreditation process through a variety of means, including administrative action, formal rulemaking, and legislative proposals. The executive actions will take place soon. ED's stated purpose is to require accrediting agencies to place greater emphasis on outcomes, including graduation rates and job placement. The current emphasis seems to be primarily on ensuring that the lowest quality institutions do not receive access to the federal student aid programs, rather than requiring accreditation agencies to spur major changes to the practices of most colleges and universities. Even small changes in federal accreditation policy can have a major effect on institutions, which historically have been extremely sensitive to new federal initiatives in this area. In 2007, the Bush administration met with intense opposition to its efforts to develop new regulations on accreditation; ultimately, Congress enacted a law that prevented ED from doing so.

SAVE THE DATES: More Upcoming Campus Events!

OXNARD COLLEGE VETERANS DAY



WHEN
NOV. 11th, 2015
11am – 2pm

COLORS & OPENING CEREMONY
11AM
With Special Guests
Dr. James Limbaugh
(OC Interim President)
Chaplin
Campus Flag Pole

Followed by food
and music outside
of Student Services

BENEFITING
Donate an
unwrapped gift to
Toys-For-Tots and
receive a free meal
ticket to one of the
food vendors.

Veterans Day Celebration with *music, great food & good people*, honoring all those who served and those who continue to wear the uniform. Come out and show your support for the veteran community.

WWW.FACEBOOK.COM/OCVETSCLUB

Annual **President's Holiday Reception** is scheduled for **December 2, 2015**, from **2-4 PM**, in the **Condor Café**.



*You are cordially
invited to attend the
President's
Holiday
Reception*

*Wednesday, December 2, 2015
from 2:00 p.m. – 4:00 p.m.
in the Condor Café*

Oxnard College Veterans Day Event is scheduled for **November 11, 2015**, from **11 AM – 2 PM**, at the **Campus Flagpole** (next to the Library off of Rose Avenue).