Dear Coast Family,

As we join our family and friends to celebrate this Holiday season, I want to thank you for your support, dedication and commitment during a very challenging and unprecedented period. I am deeply grateful to have each and every one of you on this journey with me.

It's been a very turbulent year for our economy at home and abroad, and we were not spared the devastating impact of state budget cuts. That being said, I have great confidence in our future. In the day-to-day hustle and bustle we sometimes lose sight of the future and the impact that we have on our students’ lives. But I see it. I see it in the work you do and it does not just "impact" our students, it transforms their lives.

It is our commitment to our students that gives me confidence in our future. This year, we have been tested and we have weathered the storm and emerged stronger, more capable and well-positioned to create our own future. Looking ahead, it is reassuring to see that there is a clear commitment to student success and, with this in mind, we will work together to create a brighter future for Coast students.

So, thank you for your service. Thank you for what you have done. Thank you for what you are doing. But, most importantly, thank you for what you will do. On behalf of our entire Coast family, I want to wish you and your family a safe, joyous and happy Holiday season and a prosperous and productive New Year.

Sincerely,

[Signature]

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**Board Meeting Reminders**

- January 16 - Regular Meeting
- February 6 - Regular Meeting
- February 20 – Regular Meeting

**Chancellor’s Calendar**

- Week of December 31, 2012
  - Monday - Tuesday: Winter Break
  - Wednesday – Friday: Vacation
Coastliners present at e-learning conference
Thank you to Sylvia Amitoelau and Meg M. Yanalunas who recently presented *Successful Outcomes in a Mentor Program* to the United States Distance Learning Association (USDLA) at the International Forum for Women in E-Learning (IFWE) in Bonita Springs, Florida. This event draws an international audience of attendees engaged in eLearning, to discuss their ideas with experienced women in distance learning from corporate, government, education and consulting fields. The presentation focused on strategies for developing a clear process for using a mentor program to pilot, evaluate, launch, and continually improve an enterprise-wide program such as Coastline's Learning Management System (LMS), Seaport. Participants who attended this presentation gained valuable insight about how to best approach the design and development of a web-based (online or hybrid) mentor program.

Marketing provides PR and advertising tips to faculty
Coastline Director of Marketing and Public Relations, Michelle Ma, recently visited an Academic Senate meeting to present information on how faculty and staff members can market their courses and programs for little to no cost. The strategies include public relations and social media efforts, as well as utilizing Coastline's existing resources like the digital sign (on Warner Ave.) and the college website. The flier provided to faculty at the Academic Senate meeting is attached to this e-mail. For assistance marketing your courses, programs, or services, e-mail Michelle Ma at mma@coastline.edu or call (714) 241-6186.

Holiday Boutique a success for Classified Senate
The Coastline Classified Senate hosted an annual Holiday Boutique at College Center on Monday, December 10, 2012. The event—which was promoted with articles in both Fountain Valley Living Magazine and the Daily Pilot—brought shoppers from all over Orange County and netted the Classified Senate $435 to use for scholarships and group activities.

Coastline Military Programs to sponsor beach challenge
Coastline's Military Programs department will sponsor the upcoming *1st Battalion, 1st Marines Foundation 3rd Annual Beach Challenge*. The event will be held at the Newport Dunes Waterfront Resort and invites civilians of all ages to participate in military-type fitness challenges. Coastline will have representatives at the event and will distribute marketing information about our programs and services for military students and veterans. To participate in the challenge, visit [http://oneonemarinies.com/](http://oneonemarinies.com/).

Student Activity Club members to participate in Roosters event
Members of Coastline's Student Activity Club, led by Advisor Anita Preclado, are planning to participate in the Roosters Foundation Holiday Food Drive event on Sunday, December 16, 2013 (flyer is attached). Volunteers are still needed to help fill and distribute nearly 3,000 boxes of food. If you would like to volunteer, please contact Anita at apreciado@coastline.edu.
To all Coastline Staff, Faculty, and Students

Are you a Coastline Angel?
A warm-hearted, caring humanitarian who is willing to donate gifts out of love

You have an opportunity to be a Coastline Angel to someone this holiday season.

Coastline's Associated Student Government is continuing our tradition of participating in “Operation Santa Claus,” a program sponsored by the County of Orange Social Services Agency, Health Care Agency, Probation Department, Child Support Services, and OC Community Resources to provide gifts for needy children who are survivors of abuse, neglect, abandonment, or other misfortunes. These children are currently receiving services from various county social service agencies, such as health care, housing, and probation or protective services. Many of them will spend their holidays in foster care. Each one of those children is waiting for an Angel to bring some comfort and love to their lives.

Right here in our neighborhood, we also have low-income elderly, blind, and disabled adults who will be facing harder times during the holidays. Each one of them is also waiting for an Angel to fill their hearts with some joy and happiness. You can be that Angel!!

Age-specific Tags are available in the President's Office beginning November 26, 2012.

Attach the Angel Tag to your Unwrapped gift and return it to the President's Office before December 14th. (No gift bags or wrapping paper please!)

All gifts will be picked up the morning of December 14th.

Your gift will make a difference.

Thank you for being a Coastline Angel!
Marketing your programs, services, and courses

NO-COST ways of getting the word out

- Press releases
  1. Also posted on website under "News"
  2. Also feeds to MyCCC under "News"
- Event calendar listings - internal and external (events)
  1. Also posted on website under "Events"
  2. Also feeds to MyCCC under "Events"
- Digital sign at college center - Please include the following:
  1. A very short message for the sign - Remember, people are driving by it and only have seconds to see it.
  2. A call to action - What do you want people to do when they see your message? Call you, e-mail, come in? Please include this.
  3. A time period - Tell us when you want the message to run.
- College website banners (run on the home page of the college website). Please include the following:
  1. Description of photo you would like to show.
  2. Concise text.
  3. URL the banner should link to.
- Social media postings (can link out to your department/course web page, your event listing, your press release or announcement)
  1. Twitter
  2. Facebook (see below for promoted posts)
- Social media - Dedicated Twitter account for your department (subject to college social media guidelines).
  1. www.twitter.com/ABI
  2. www.twitter.com/DL
  3. www.twitter.com/CoastParalegal
  4. www.twitter.com/MyCCC
  5. www.twitter.com/CCCMilitary
  6. www.twitter.com/CCCFacilities
  7. www.twitter.com/CoastlineASG
  8. www.twitter.com/OCGlobalWomen
- All-College e-mail announcements
  1. Dedicated e-flyers/announcements
  2. Incorporate your news into the weekly President’s Bulletin
- C-TV! Commercial (formerly known as a Coastline Minute)
  1. TV commercials produced in-house for airing on our YouTube, Cable Channel, or website.
- On-campus information booth
LOW-COST ways of getting the word out

- **Brochures/fliers/posters for campus distribution and outreach use**
  - Be sure to print enough to cover all Coastline sites and the OC One-Stop Centers, plus enough for our outreach team to take to high school and community events.
  - See “Print Shop Pricing Sheet” for costs
- **Facebook promoted posts**
  - $5 or $10 to promote your news/announcement to 5000+ people over a period of 3 days.
  - Full analytics (how many people clicked on it, “liked” it, or “liked” your page because of it)
- **Advertising in the hyper-local papers** (OC Register local weekly sections, Daily Pilot, HB Independent)
  - $200-$600 per placement for ¼ page ad.
- **RIngClear calls/text messages**
  - Dedicated calls with a specific voice or text message to a list of students (current or past)
  - Cost is less than 9 cents a connection
- **Every Door Direct Mail (EDDM) mailing**
  - Mail your postcard or brochure to every residence within a set distance from your campus (needs to be less than 3.3 ounces in weight per piece).
  - Can choose to include or exclude PO Boxes or Businesses.
  - Cost is approx. 7 cents per household (postage) using our mailing permit.
    - Westminster, .5 mile out, 5,719 households
    - Garden Grove, .5 mile out, 2,688 households
    - Newport Beach, .5 miles out, 3,913 households
3RD ANNUAL BEACH CHALLENGE

JAN 19, 2013 8AM

THE NEWPORT DUNES WATERFRONT RESORT NEWPORT BEACH, CA

sure you can run... but can you challenge the Marines at their own game?

ENLARGE MEDIA GROUP

online registration powered by active.com

RoadID
It's Who I Am
Roosters Foundation Holiday Food Drive
Sunday, December 16, 2012

On Sunday, December 16, 2012, the Roosters will hold their 17th Annual Holiday Food Drive. The plan calls for filling and distributing 3,000 boxes of food.

"It Was The Right Thing To Do"
In 1995, Rooster Jeff Smith established the Holiday Dinner Food Drive. The Roosters' Foundation purchased food items and delivered 100 boxes of food to needy families on a Sunday morning before Christmas. The annual event has become the Roosters' favorite project because it is hands-on and involves the whole family. It has received large community support and recognition from the news media, the Orange County Board of Supervisors, the California State Senate and the U.S. Congress for outstanding community service.

Volunteers Make It Happen
The food packing is a success largely because of the many volunteers who participate, including Roosters members, their families and friends, the community, and members of the military. With clockwork precision, the Roosters will gather at dawn at the Second Harvest warehouse in Irvine to prepare 60 tons of food, including a turkey, potatoes and other canned goods.

Local Nonprofits Distribute Boxes
The Roosters is a volunteer group of 100 men whose main purpose is dedicated to supporting disadvantaged and at-risk children in the Orange County area of Southern California. They select local organizations to distribute the food boxes to the families that these organizations support. Fifty different organizations come in cars, vans and trucks to pick up their allocation from 10-250 boxes. Leaders of these organizations are lavish in their praise and thanks for the bright light these food boxes provide to less fortunate families during the Christmas season.

Donations are Needed
Each food box includes a frozen turkey and all the traditional trimmings to feed a family of 8-10, so the 3,000 boxes will feed 30,000 people including hungry children and their families. The funds to purchase the food comes from Rooster sponsored events, individual Rooster members, corporate and other individual donations. Each food box costs approximately $20. No administrative expenses are incurred. With your help, we will truly make a difference in the lives of those we serve and will renew a family's spirit during the holiday season.

According to Second Harvest Food Bank,
"In Orange County, one of the world's most affluent places, over 456,000 people are at risk of going hungry sometime every month - 214,000 people are living below the poverty line and 38% of the hungry in Orange County are children."

For more information, go to www.roostersfoundation.org

Help Us Feed the Children of Orange County this Holiday Season

Name: ________________________________________________________________

Address: ____________________________________________________________________________

City: ___________________________ State ______ Zip: __________

Phone: ___________________________ E-mail: ________________________________

YOUR DONATION $ ____________________ Roosters Foundation is a 501(c)3 non-profit corporation. Tax ID# 33-0764177.

Please send this form with your check made payable to Roosters Foundation Food Drive to:
Roosters Treasurer
2222 Michelson #300, Irvine, CA 92612
or Contact Jon at: 714-637-3064 • Cell: 714-345-0714 • E-mail: jgiberson@callaccounting.com

Credit card donations may be made at www.roostersfoundation.org and then click on the Red Rooster at the bottom of the page.
Happy Holidays!
Friday, December 14, 2012

The campus will also be closed on Monday, January 21st, to observe Martin Luther King Day. Classes for the Spring 2013 semester begin on Monday, January 28th.

HAPPY HOLIDAYS!
Campus offices will close on Friday, December 14th, and reopen on Wednesday, January 2nd, for winter break.

STUDENT TEAM TO PROMOTE DESIGNATED DRIVER PROGRAM

Meet the Peer Health Action Team (PHAcT), a new group of student leaders on campus. These students are working with the Student Health Center to promote peer-to-peer health education, currently focusing on preventing drunk driving and promoting the use of the designated driver system among Orange Coast College Students. Look for posters in classrooms across campus. For more information on PHAcT or Student Health Center efforts, please email Kelly Greene at kgreene@occ.cccd.edu.
Welding Students Win National Prize

Orange Coast College welding students have captured first place in the American Welding Society (AWS) poster competition for the third year in a row.

Jason Rhoton of Huntington Beach, Lam T. Lam of Garden Grove and Steven Zeal of Fountain Valley submitted the winning poster describing their project, "The Effect of Arc Gap When Using Active Flux." Faculty advisor for the winning entry was David Belzaire. Zeal also participated in last year’s winning entry.

Active fluxes have been developed to improve the depth and consistency of weld penetration in austenitic stainless steels, according to Zeal. The effectiveness of these fluxes is dependent on the arc length used, he explained. In the OCC experiment, students evaluated the effect of arc length on weld penetration of orbital welds in stainless steel. The project showed that use of the flux increased the weld penetration. The students also determined that the effectiveness of the flux increased as arc length increased.

The FABTECH conference, held in Las Vegas this year, is North America’s largest metal forming, fabricating, finishing and welding event with more than 35,000 visitors and 1,300 exhibitors. The conference includes workshops presenting the latest technology, cutting-edge topics and industry experts.

FABTECH is co-sponsored by five industry-leading associations: the American Welding Society (AWS), the Fabricators & Manufacturers Association, International (FMA), the Society of Manufacturing Engineers (SME), the Precision Metalforming Association (PMA), and the Chemical Coaters Association International (CCAI).

Winning the competition is “a testament to the ability of our students and strength of our program,” Bezaire said. He noted that there are many career options for welding students, including inspectors, welding engineers and lab technicians.

Volunteers Needed For Spring Welcome Days 2013

We’re filling our slots with OCC staff and student volunteers to help new and returning students. You’ll spend your time greeting students and providing printed materials such as campus maps at one of the information tables in the Quad, Library or Watson Hall. We need help between the hours of 7:30 am to 7:00 pm.

To volunteer go to http://bit.ly/PStxZu and select the location and time that works for you. If you have any additional questions contact Heather Codding at hcodding@occ.cccd.edu or call 714-432-0202 ext. 26511.