



CALIFORNIA STATE
UNIVERSITY
EAST BAY

Concord Campus



Highway 4 Corridor Initiative





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CI = 4 Corridor Initiative

Vision:

CSU East Bay Will Re-Focus and Re-Articulate its Position in Contra Costa County, with a 10 Year Plan to Expand its Educational Presence in the Growing Communities Along the California State Route 4 Corridor.



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Vision:

This Expanded Educational Presence will be Achieved by an Increase in Academic Programs and Support Systems at Our Present Campus in Concord, Supplemented and Enhanced by Online Delivery Systems.

The Development of On Ground and Hybrid Delivery Efforts at Local Community College Campuses, Leased Office Spaces, and Other Locations Will Also Be Explored.

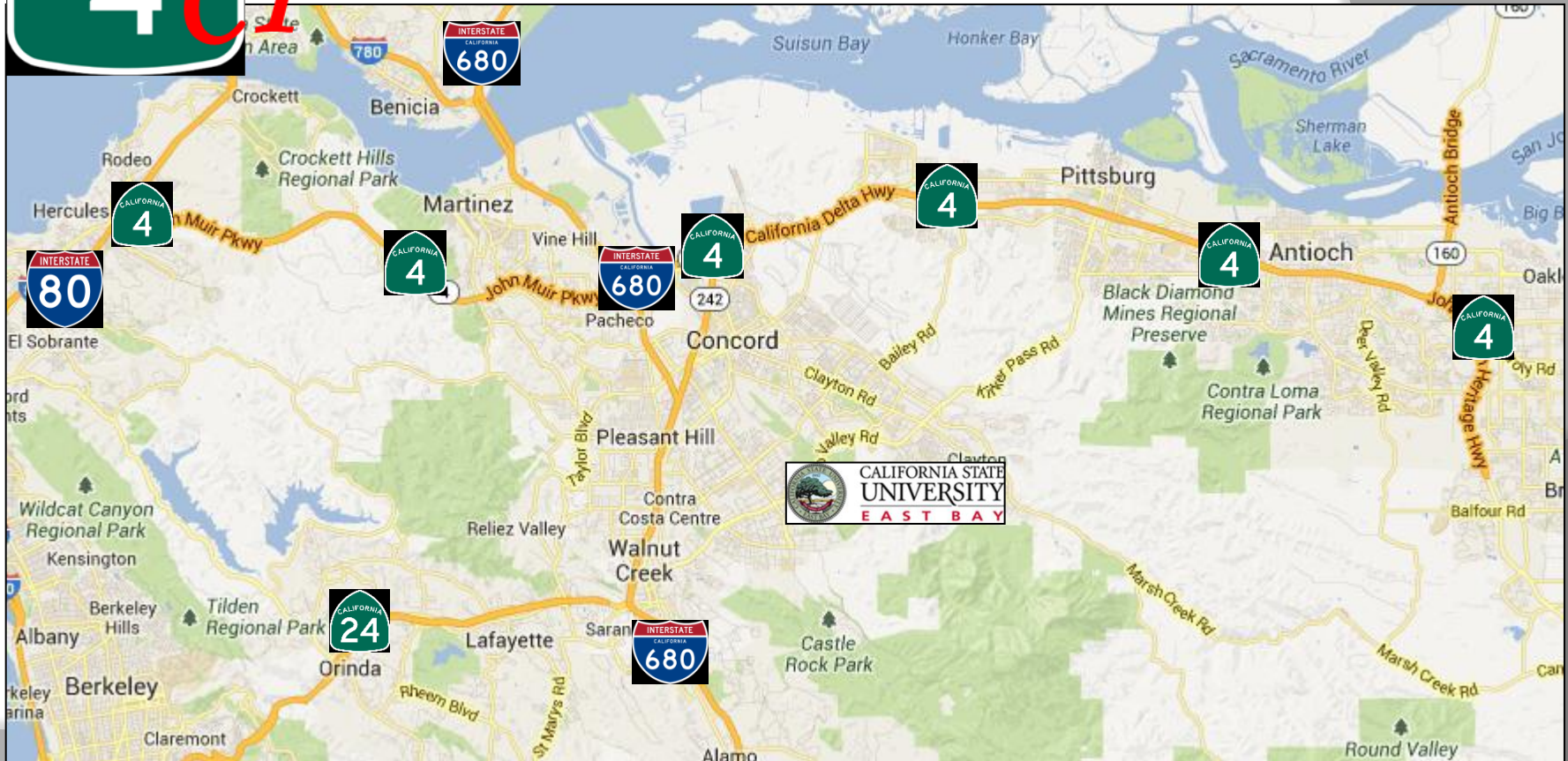


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The Highway 4 Corridor





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Why The Highway 4 Corridor?

- **Demographics**
- **Social Need**
- **Geography**
- **Potential for Co-Located Academic Partnerships**

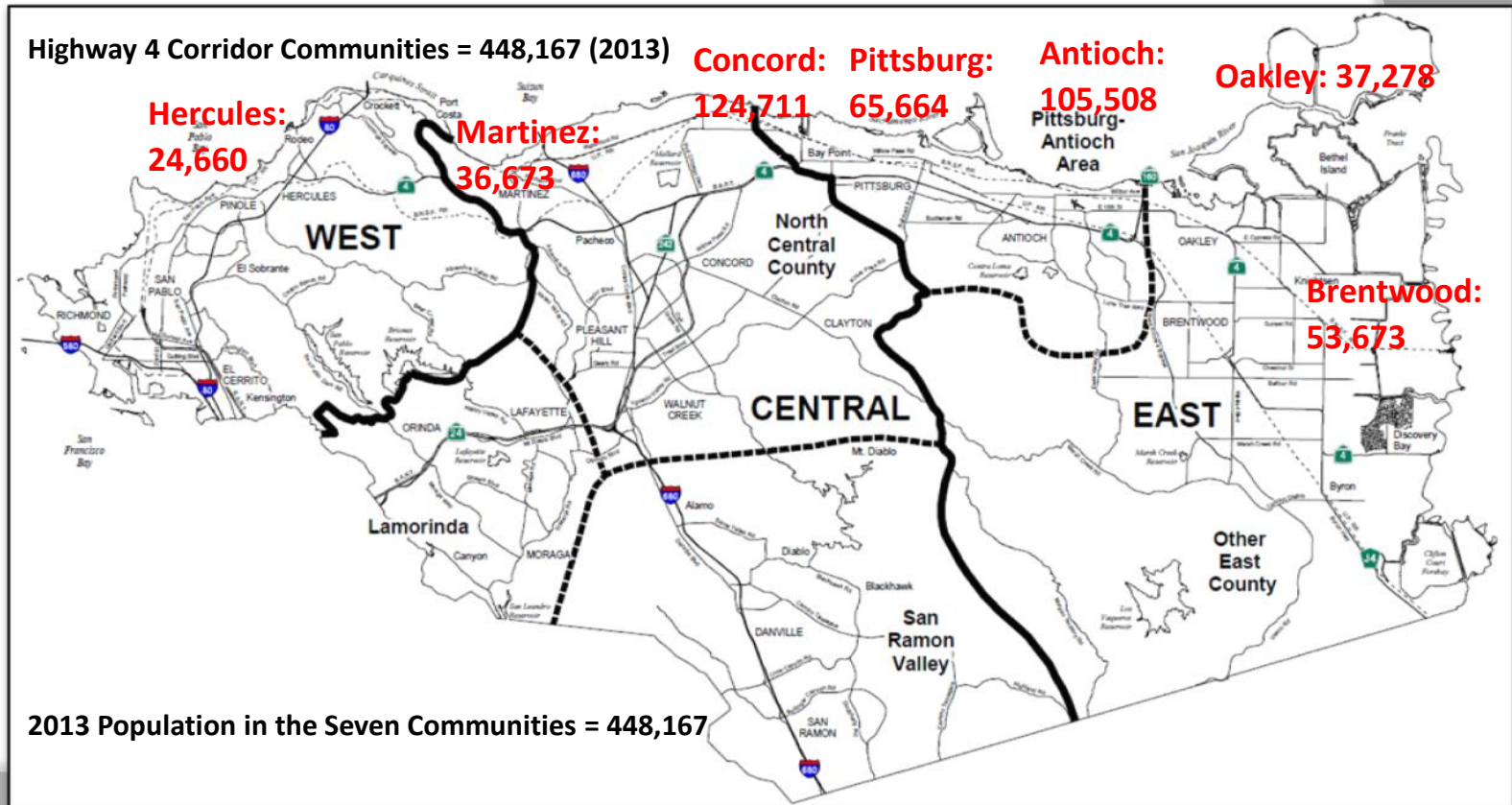


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The Corridor Communities: 1/2 Million Residents





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Corridor Population Growth, 1980-2010

City	1980	1990	2000	2010	% Increase
Antioch	42,683	62,195	90,532	102,372	140%
Brentwood	4,434	7,563	23,302	51,481	1,061%
Concord	103,255	111,348	121,780	122,067	18%*
Hercules	5,963	16,829	19,488	24,060	303%
Martinez	22,582	32,038	35,866	35,824	59%
Oakley	2,844	18,225	25,619	35,432	1,146%
Pittsburg	33,034	47,564	56,769	63,264	92%

- The eventual disposition of CNWS will be a major determinant for the City of Concord's future growth. CNWS Re-Use Plan projects Concord's population will grow BY 40% to 171,000 by 2030, largely due to the opening of the 5,000 acre CNWS "Inland Area" tract.



Growth in Nearby Communities

City	1980	1990	2000	2010	% Increase
Contra Costa County					
Danville	26,446	31,306	41,715	42,039	59%
Pleasant Hill	25,124	31,585	32,837	33,152	32%
Walnut Creek	53,643	60,569	64,296	65,695	22%
Total				140,886	
Solano County					
Benicia	15,376	24,437	26,865	26,997	76%
Fairfield	58,099	77,211	96,178	105,321	81%
Vallejo	80,303	109,199	116,760	115,942	44%
Total				248,260	
Total Nearby Communities	258,991	334,307	378,651	389,146	



County Population Projections, 1980-2010

Year	2015	2020	2025	2030	% Increase
Projection	1,093,171	1,147,399	1,197,866	1,254,205	
Year	2035	2040	2045	2050	
Projection	1,324,740	1,392,509	1,443,636	1,489,068	36.2%

Contra Costa County will be the fastest growing county in the Bay Area over the next fifty years, and will reach rough population parity with Alameda County by 2060.

SOURCE: California Department of Finance



Social Geography

Population	City	% Pop. Hispanic	% Pop Black	% Pop Asian
124,711	Antioch	30.60%	3.60%	11.10%
105,508	Brentwood	31.70%	17.30%	10.50%
65,664	Concord	42.40%	17.70%	15.60%
53,673	Hercules	26.80%	6.60%	7.90%
24,660	Martinez	14.60%	18.90%	45.50%
36,673	Oakley	14.70%	3.60%	8.00%
37,278	Pittsburg	34.90%	7.30%	6.30%
448,167	Total	28.00%	11.00%	15.00%



Social Geography

Contra Costa County's New Social Geography is of National Interest....

Interesting counties

- Rockingham County, New Hampshire
Fewer children coming.
- Denver County, Colorado
Lots of little kids.
- Contra Costa County, California**
Similar numbers of Hispanic and white kids.
- Gwinnett County, Georgia
One of the most diverse in the country.
- Jefferson Parish, Louisiana
Wave of Hispanic kids approaching.
- Cook County, Illinois
Majority minority, but in flux.

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THE CHRONICLE OF HIGHER EDUCATION

January 23, 2014

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Students

January 19, 2014

Prospects: Who Will Reach College Age in the Next 14 Years?

By Justin Myers

As the U.S. population changes, so, too, will the makeup of American colleges and universities. In the coming years, they can expect to see significant changes in the demographics of their student bodies—and the regions from which students will hail.

This tool highlights those changes, from the national level down to within the more than 3,000 counties in the U.S. See the key takeaways for every county, the trends in changing demographics, population densities, and search for areas with specific demographic attributes. (Related articles: [Colleges, Here Is Your Future](#) | [Changing Times, Tough Choices](#))

Contra Costa County, California

Search for county or state

Key characteristics

Demographic change over time

→ Compared to other counties, Contra Costa County is **very diverse and heavily populated**.



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Social Need

There is a Critical Need for Access to Public Higher Education in the Growing Communities Along the Highway 4 Corridor



The Concord Campus Recently Hosted the Hispanic Chamber of Commerce's Seminar on Going to College for Hispanic High School Students.



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Access to Institutions of Higher Education

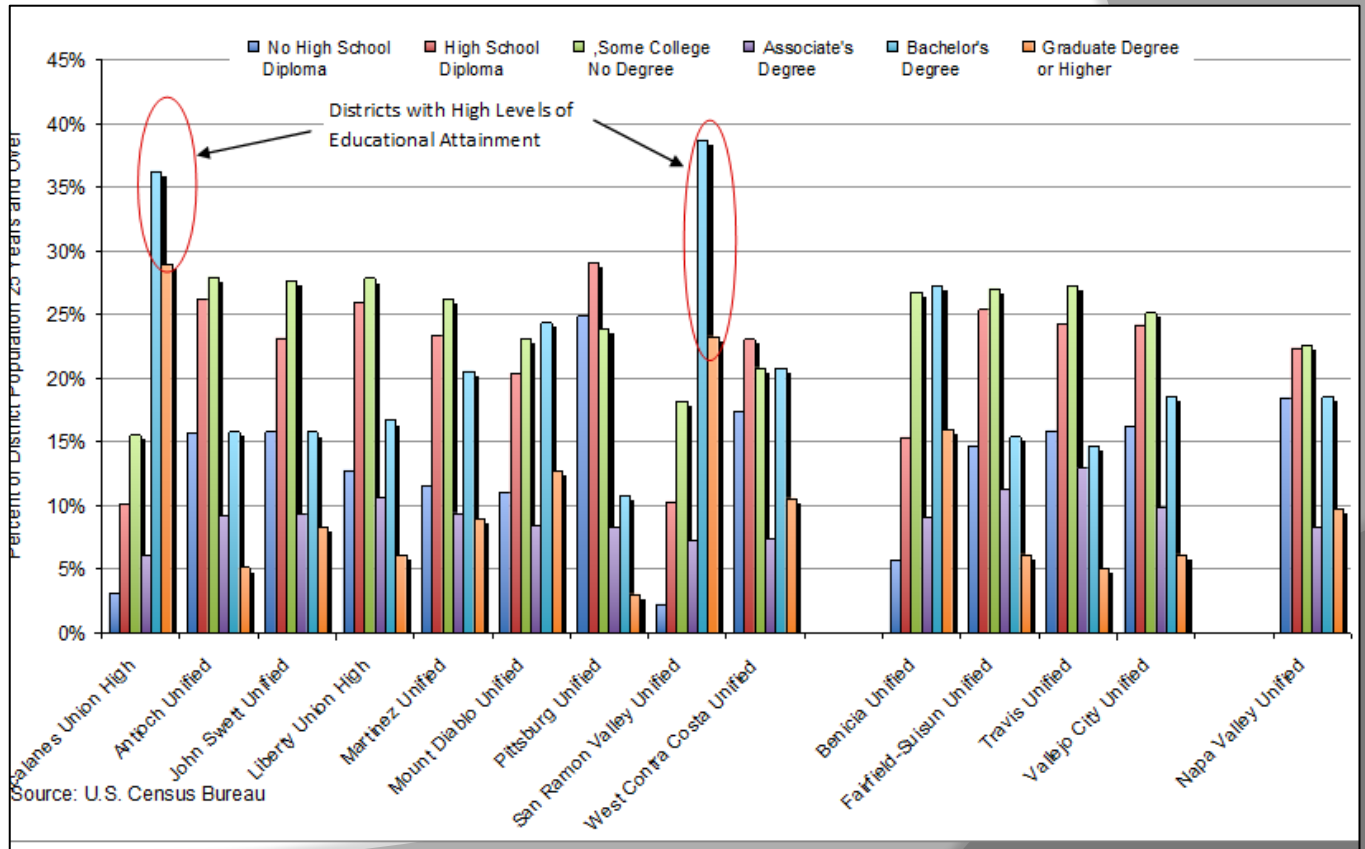
As the map at right shows, Contra Costa County is underserved in regards to traditional institutions of higher education.





Access And Current Educational Attainment

Educational Attainment is Modest in Most Contra Costa County School Districts. High School Diploma with Some College, Shown in Green, is Most Common.





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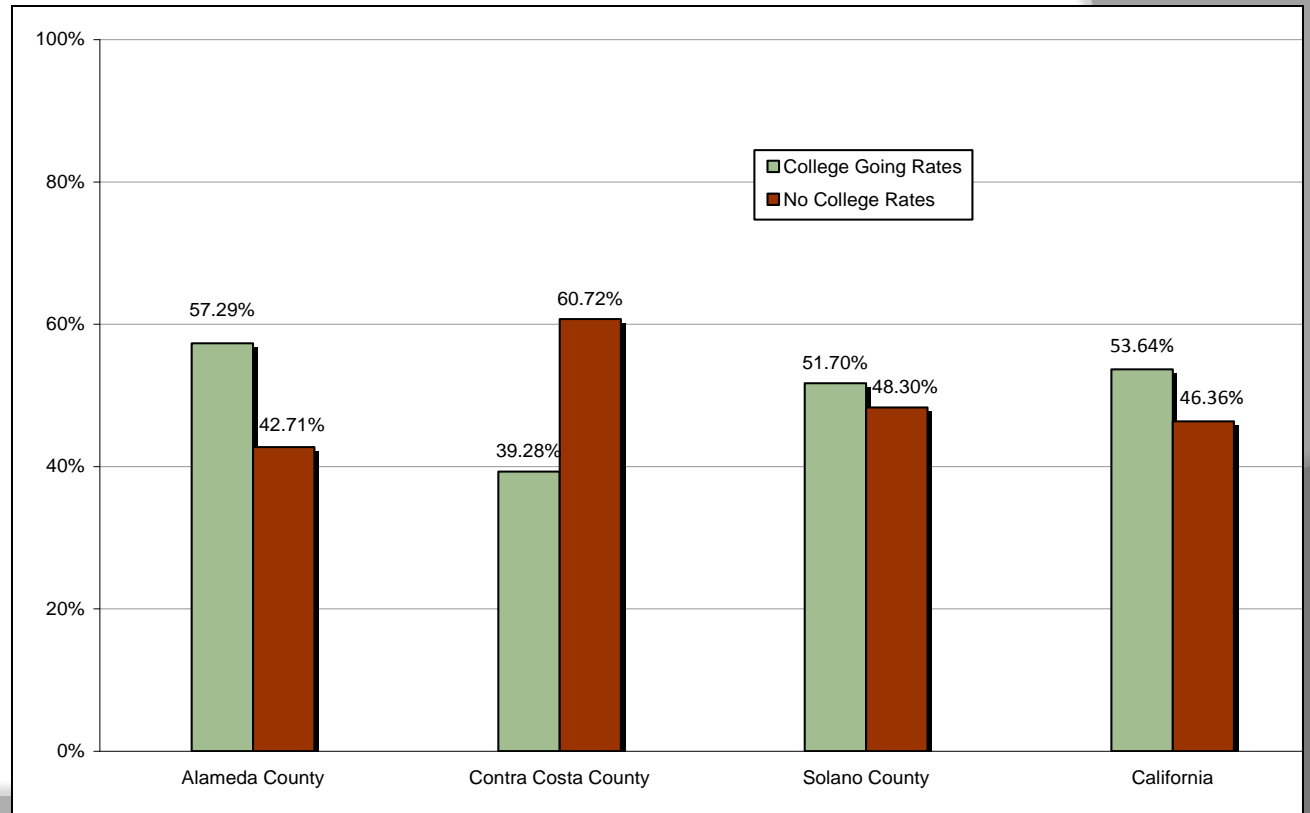
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Current College Going Rates

Contra Costa County possesses a college going rate of only 39%, significantly below the statewide average.

In CPEC's Final Report on High School College Going Rates, of California Counties, Alameda County Ranked 16th, Contra Costa County Ranked 37th.





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**Making an Impact: The Concord
Campus and the Highway 4 Corridor**



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Location: The Future is Now

The Concord Campus is Well Located to Serve the Highway 4 Corridor



“Much of the long term population growth in (Contra Costa) County will be in its northern and eastern sections. The Ygnacio Valley Road site is advantageously located to serve those areas. The development of Highway 4 into a multi-lane freeway will accelerate that population growth.”

*Dr. Ralph D. Mills, State University Dean of Extended Education
November 27, 1984*



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Getting to Highway 4: Kirker Pass Road

With a Current Speed Limit of 55mph, Kirker Pass Road Designed as a Principal Artery in the Contra Costa Congestion Management Program Network (CCTA 2009), and is a Convenient Access Route Linking the Concord Campus with Both Highway 4 and Los Medanos Community College.



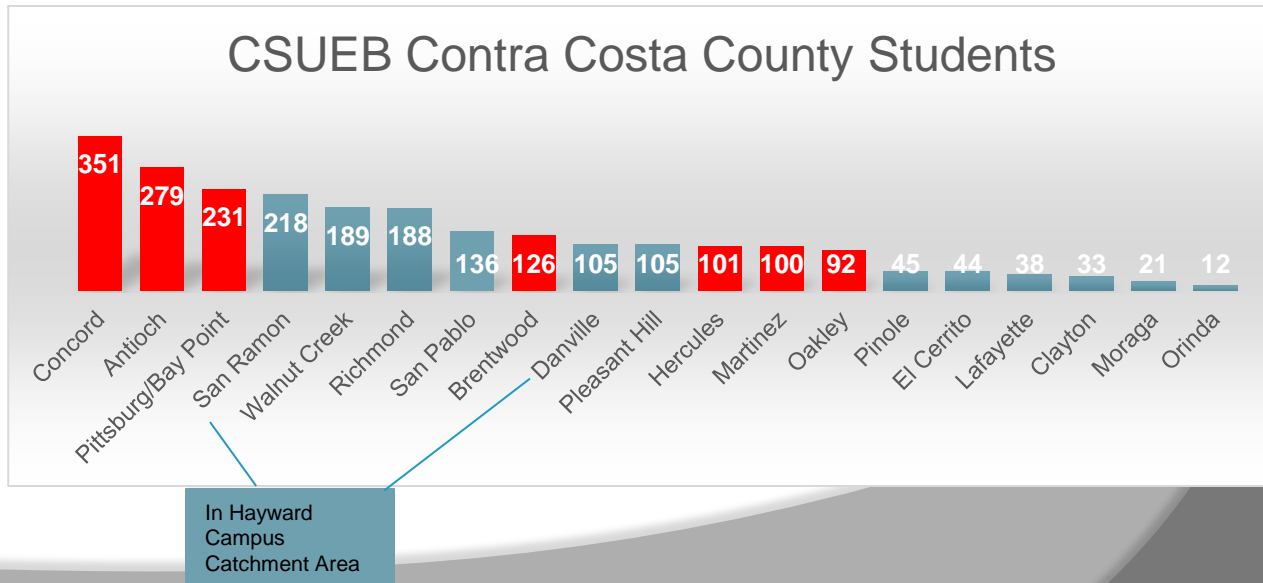


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Current Enrollment Demonstrates that the Concord Campus Can Draw Students from the Corridor

Currently, 1280, or 53% of Concord's Total of 2414 Students Come from the Corridor





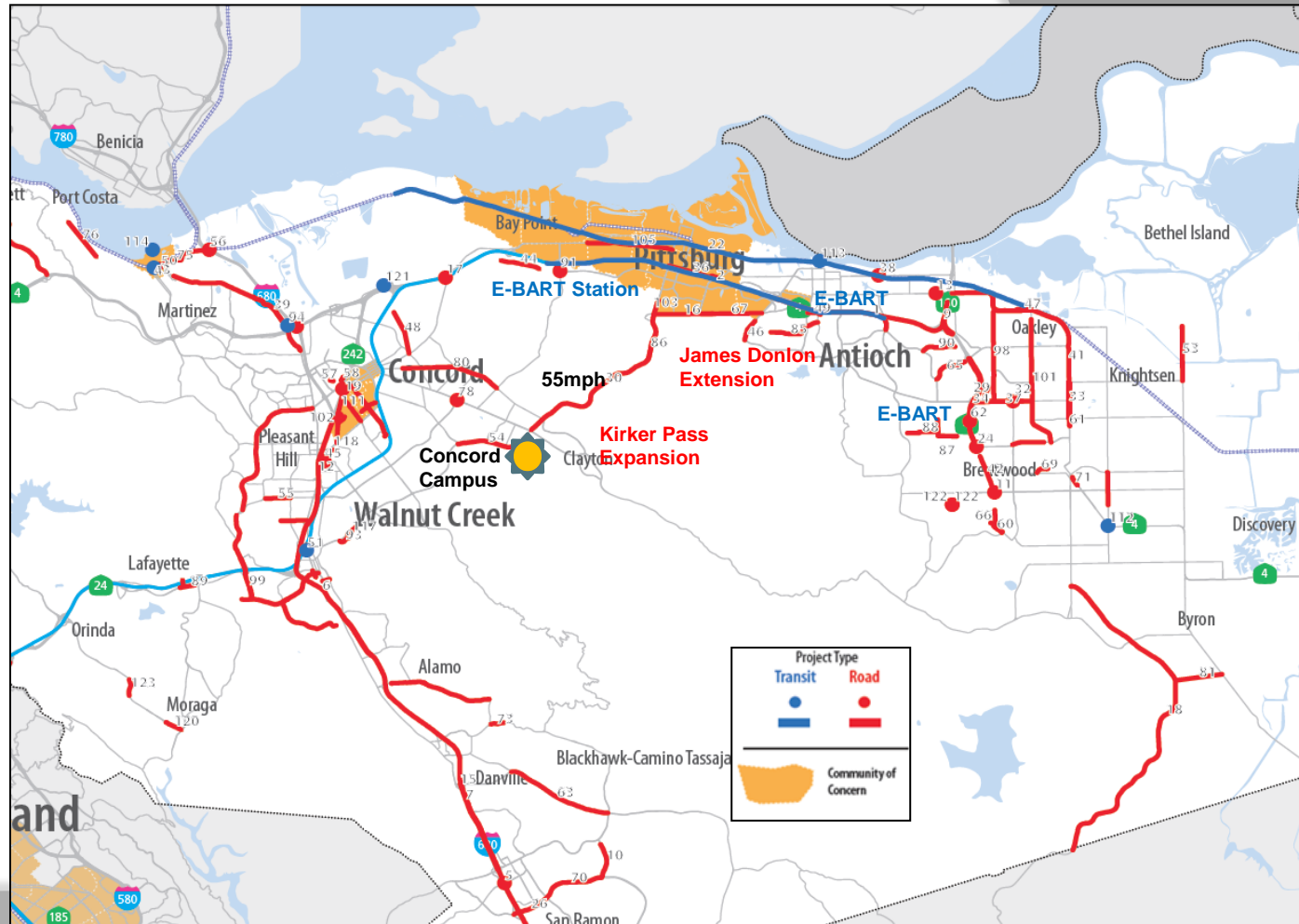
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Improving Infrastructure and Greater Access

Caltrans, BART, Contra Costa County and Various Communities are Making Substantial Improvements in Transportation Infrastructure that Will Improve Access to the Concord Campus.





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Highway 4 Widening

The Contra Costa Transportation Authority is Currently Widening SR 4 from the existing four lanes to eight lanes. The Widened Freeway Also Consists of One HOV Lane and Three Mixed-Flow Lanes in Each Direction, Improving East County Access to Kirker Pass. Various Improvements to Interchanges, On-Ramps and Off-Ramps, Are Also Ongoing.





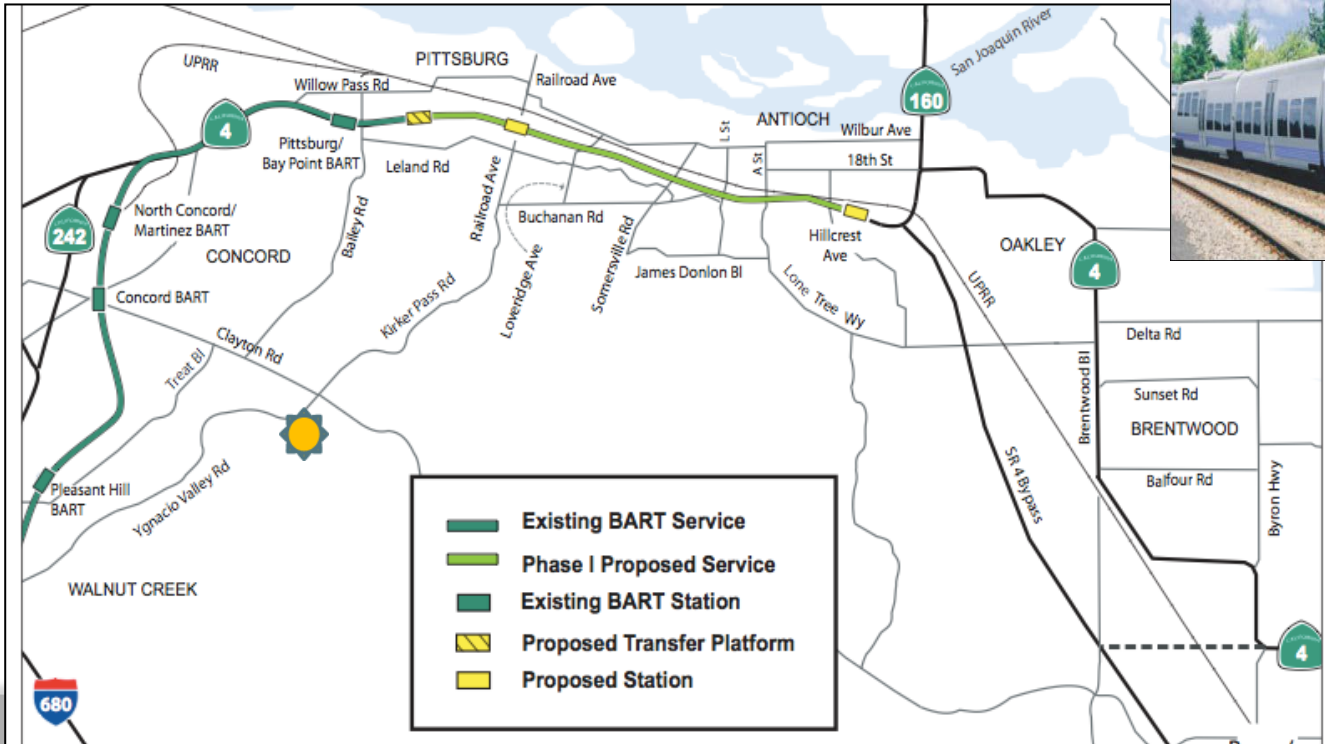
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E-BART

Now Under Construction, the E-BART Will Connect Highway 4 Communities to the Regional BART System. The Proposed Station on Railroad Avenue Can Connect E-BART Riders to the Concord Campus via a Kirker Pass BART Shuttle.

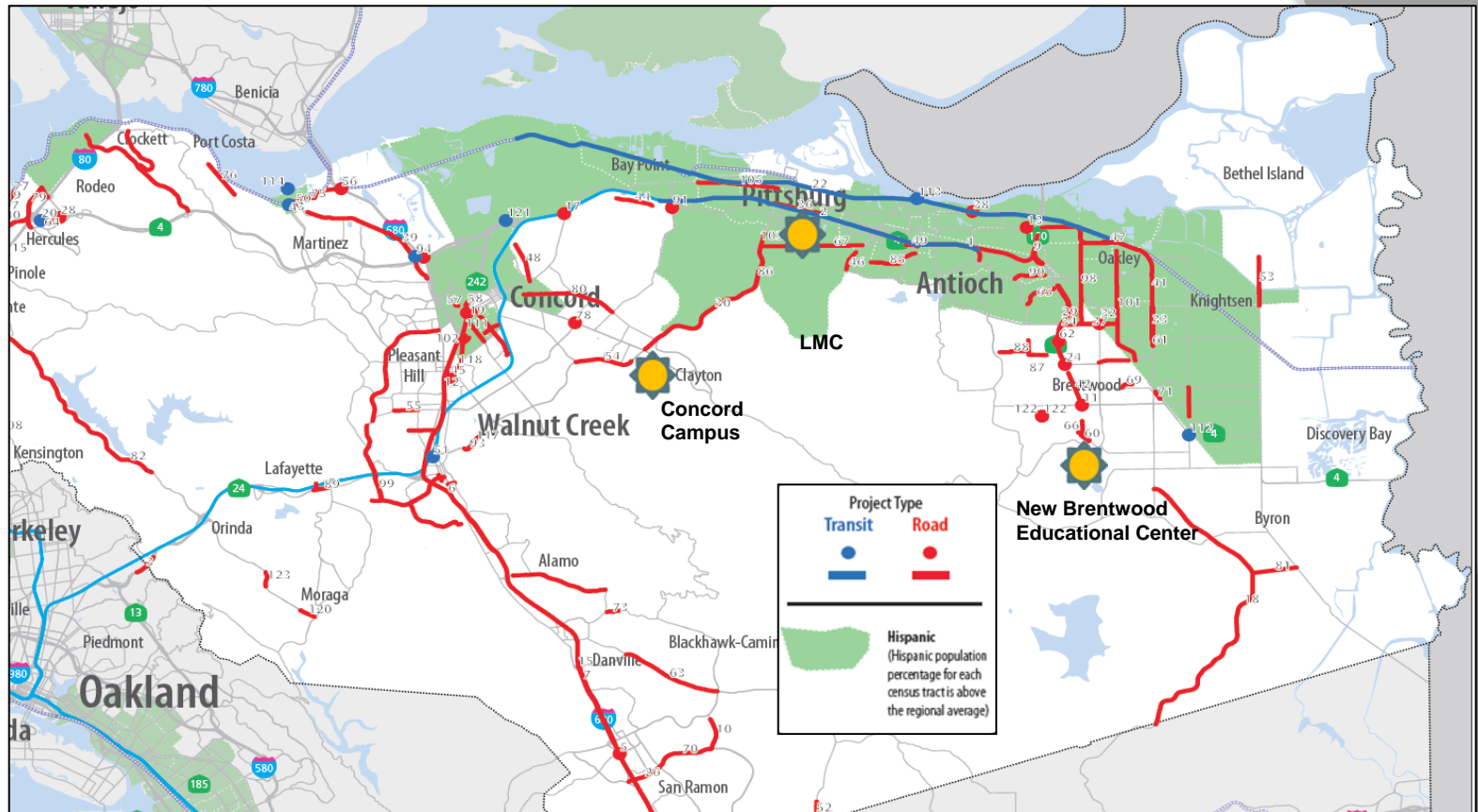


Highway 4 updates



Access to Underserved Communities

The Region's Improved Infrastructure Will Enhance Underserved Community Access to the Concord Campus.



Infrastructure Improvements in Relation to Census Tracts with Above Average Latino/Hispanic Population



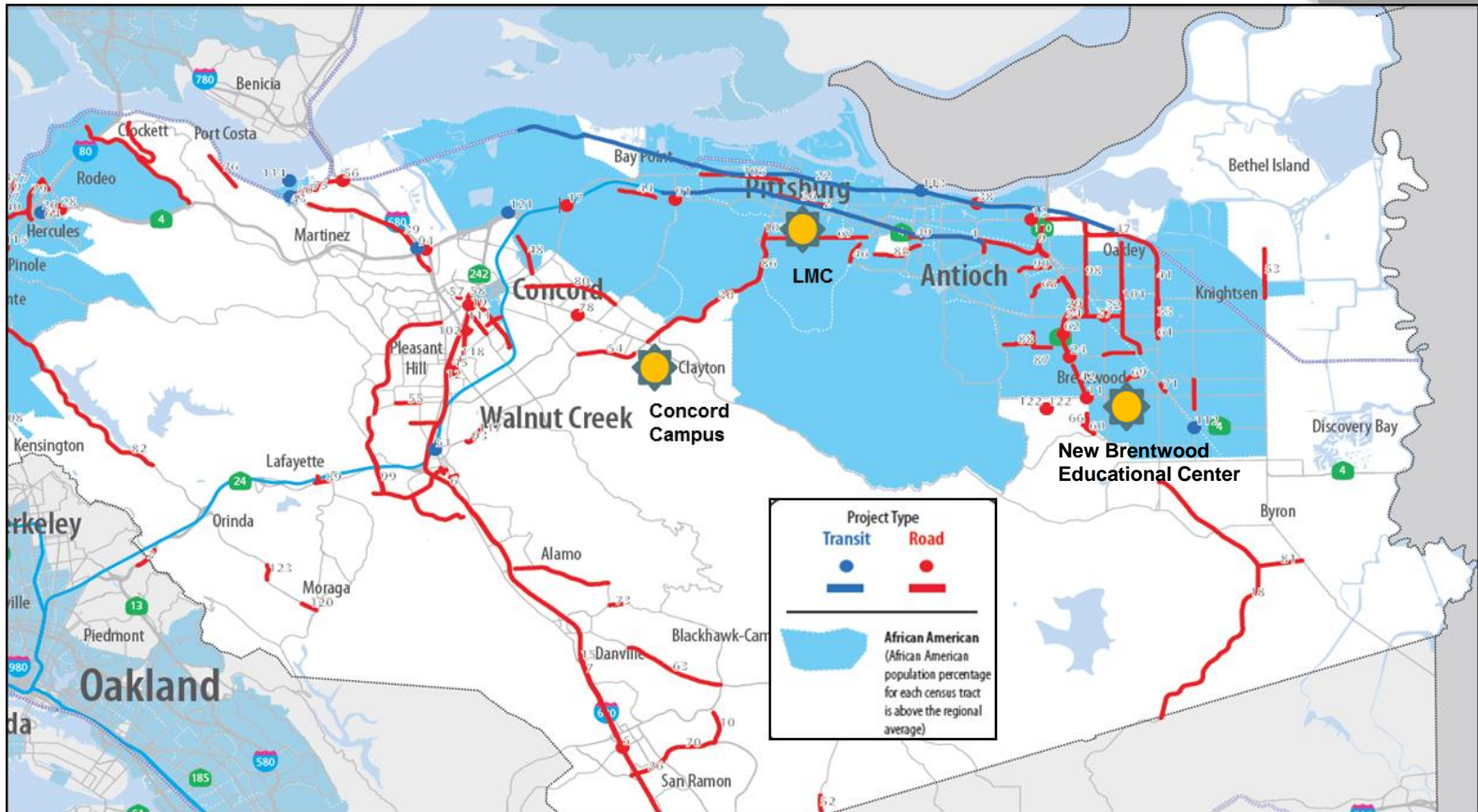
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Access to Underserved Communities

The Region's Improved Infrastructure Will Enhance Underserved Community Access to the Concord Campus.



Infrastructure Improvements in Relation to Census Tracts with Above Average African American Population



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A Strategy to Serve the Highway 4 Corridor



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Foundation: The Concord Campus



- Utilization of Existing Physical Plant
- Well Positioned to Serve 680 Corridor
- Easier Access with New State Route 4 Infrastructure
- Student Affinity for Campus Atmosphere and Demand for Courses
- Unlike CNWS, We Can Serve Community *Now*



Concord Campus



Current Enrollment with Comparisons

Table 2

Total Off-Campus Center Headcount Enrollment by Term, 2012-13 College Year

Campus	Center	Summer	Fall ⁽¹⁾	Winter	Spring	Annualized Summer Term	Academic Year	College Year
Bakersfield	Antelope Valley	105	560	541	548	35.0	549.7	584.7
East Bay	Concord ⁽²⁾	409	896	866	722	136.3	828.0	964.3
Fullerton	Irvine ⁽³⁾	1	2,612	-	2,420	0.5	2,516.0	2,516.5
San Bernardino	Palm Desert ⁽⁴⁾	110	784	778	730	36.7	764.0	800.7
San Diego	Imperial Valley ⁽⁵⁾	245	1,184	-	986	122.5	1,085.0	1,207.5
San Francisco	Canada College	-	-	-	-	-	-	-
San Francisco	Downtown	75	798	-	766	37.5	782.0	819.5
Stanislaus	Stockton ⁽⁶⁾	17	320	-	208	8.5	264.0	272.5
Center Total		962	7,154	2,185	6,380	377.0	6,788.7	7,165.7



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Required: Community College Partnership

To Serve the Corridor, CSU East Bay Will Require A Strong Community College Partner :

- Lower Division Prohibition for CSU Branch Campuses*
- CSU/CC Collaborate to Expand Current Lower Division Offerings
- CSU/CC Co-Brand Increase Reach to Highway 4 Students
- Leveraging Existing and Future Facilities

*Pre-Nursing Exception at the Concord Campus



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COLLABORATIVE MODELS

A NUMBER OF CSU'S HAVE STRUCK COLLABORATIVE AGREEMENTS WITH SURROUNDING COMMUNITY COLLEGES TO INCREASE ACCESS TO HIGHER EDUCATION IN THEIR REGIONS.

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Chico



Shasta College

CSUC Programs Available in Business Administration, Sociology, and Social Work at Shasta College in Redding.



Reciprocal Parking, Library and Facilities Use; Dual Faculty, Co Located Academic Programs.



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COLLABORATIVE MODELS



irvine campus

&





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COLLABORATIVE MODELS



irvine campus



COLLABORATIVE GOAL: “To Increase the Number of Fully Prepared Irvine Valley College Transfer Students and the Rate at which Irvine Valley College Students are able to Complete Academic Requirements for Transfer to CSUF and Successfully Obtain Baccalaureate Degrees.”



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COLLABORATIVE COMPONENTS



irvine campus



- 1) Implementation of a Seamless, Connected and Transparent Process through Various Sub-Initiatives at Both IVC and CSUF's Irvine Campus.



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COLLABORATIVE COMPONENTS



irvine campus



2) Development of a Comprehensive Tracking and Advising Partnership Designed to Increase the Number of Transfers.



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COLLABORATIVE COMPONENTS



irvine campus



3) Joint Facilities Usage, Including Classrooms, Computer Labs, Laboratories, Student Services, and Reciprocal Parking Privileges, at Irvine Valley College and CSUF's Irvine Campus to Support and Accelerate the Transfer of Irvine Valley College Students and Support and Increase the Number of CSUF Students Progressing Towards their Baccalaureate Degree.



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COLLABORATIVE COMPONENTS



irvine campus

4) Allow Irvine Valley College Students the Opportunity to Take Courses Taught by Irvine College Faculty at CSUF's Irvine Campus, and for CSUF Students to Take CSUF Upper Division Courses Taught by CSUF Faculty at Irvine Valley College.



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COLLABORATIVE COMPONENTS



irvine campus



5) Allow CSUF to Offer Lower Division Courses at Irvine Valley College and CSUF's Irvine Campus. Proposed Courses will be Vetted by Irvine Valley College Administration and are Limited to Courses that are Either Impacted or Not Offered by IVC, or in Other Mutually Agreed Upon Cases.



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Potential Academic Partner



- **Currently Serving Over 12,000 Students**
- **7,500 FTES**
- **The Fastest Growing College in the C4D**



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LMC: Proximity to Concord Campus

Distance Between LMC and
Concord Campus = 9 Miles
Commute Time = 14 Minutes



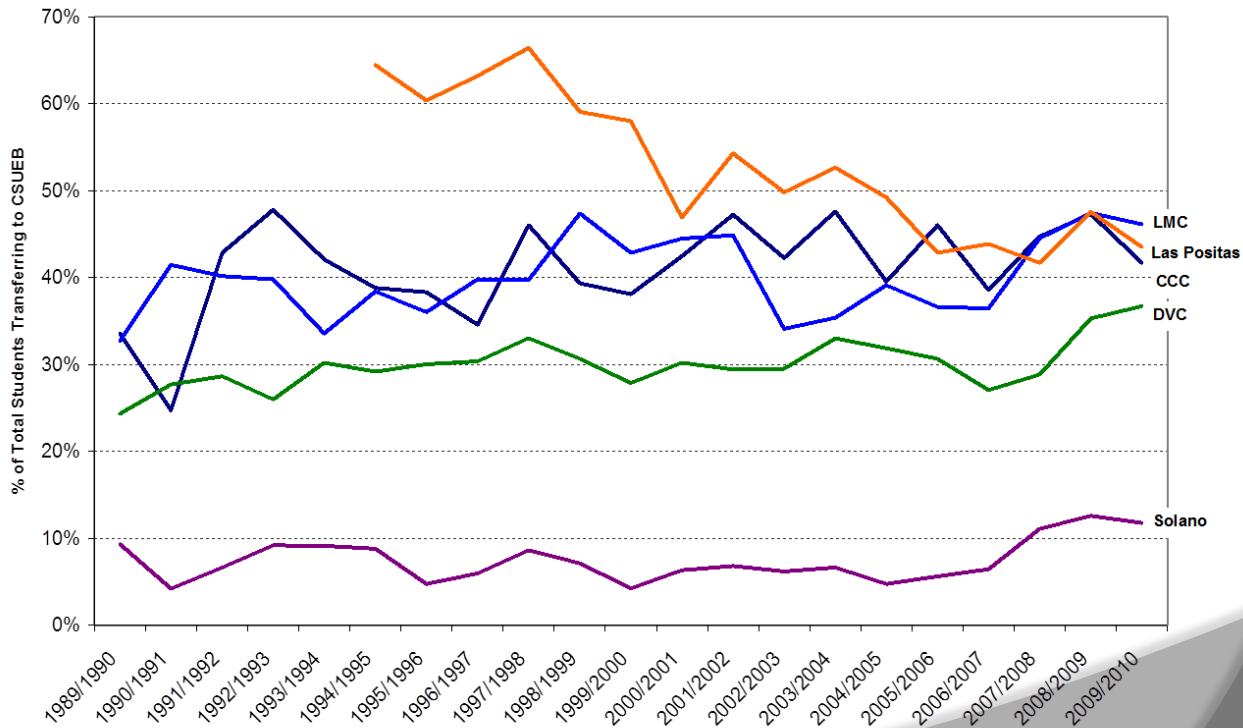


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A Solid Transfer Partner





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Associate Degree for TransferSM



LMC's SB 1440 AA-T/AS-T

- Administration of Justice
- Business Administration
- Communication Studies
- Early Childhood Education
- History
- Kinesiology
- Physics
- Psychology
- Sociology
- Theatre Arts

California Community Colleges are now offering associate degrees for transfer to the CSU. These may include Associate in Arts (AA-T) or Associate in Science (AS-T) degrees. These degrees are designed to provide a clear pathway to a CSU major and baccalaureate degree. California Community College students who are awarded an AA-T or AS-T degree are guaranteed admission with junior standing somewhere in the CSU system and given priority admission consideration to their local CSU campus or to a program that is deemed similar to their community college major. This priority does not guarantee admission to specific majors or campuses.



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Access to East County: LMC Brentwood Center

- Current Brentwood Center
- Currently in Leased Space
- Serving 2,600 students currently
- 22,000 Square Feet
- 2017-2018 : 1,900 FTES Projected

- *Brentwood Education and Technology Center*
- Groundbreaking Scheduled for 2016
- The Vineyards at Marsh Creek
- 40,000 square feet





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Proposal



- STUDENT SERVICES HUB
- FACULTY SERVICES HUB
- CSUEB LIBRARY ACCESS POINT
- HOST CAMPUS FOR STEM BASED COMPLETION PROGRAMS REQUIRING HEAVY LAB WORK
- HOST CAMPUS FOR FRACTION OF CO-LOCATED DEGREE COMPLETION AND GRADUATE PROGRAMS
- HOST CAMPUS FOR CSUEB LOWER DIVISION PRE-NURSING
- HOST CAMPUS FOR SELECT LMC LOWER DIVISION GE
- HOST CAMPUS FOR MAJOR ADVISING



- LMC FACULTY SERVICES HUB
- LMC LIBRARY ACCESS POINT
- HOST CAMPUS FOR FRACTION OF CSUEB DEGREE COMPLETION AND GRADUATE PROGRAMS
- HOST CAMPUS FOR LMC LOWER DIVISION GE AND CERTIFICATE PROGRAMS
- HOST CAMPUS FOR LMC STUDENT RETENTION PROGRAMS
- HOST CAMPUS FOR LMC / CSUEB DIVERSITY SUPPORT PROGRAMS



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A Regional System of Public Higher Education



Campus



BART Station



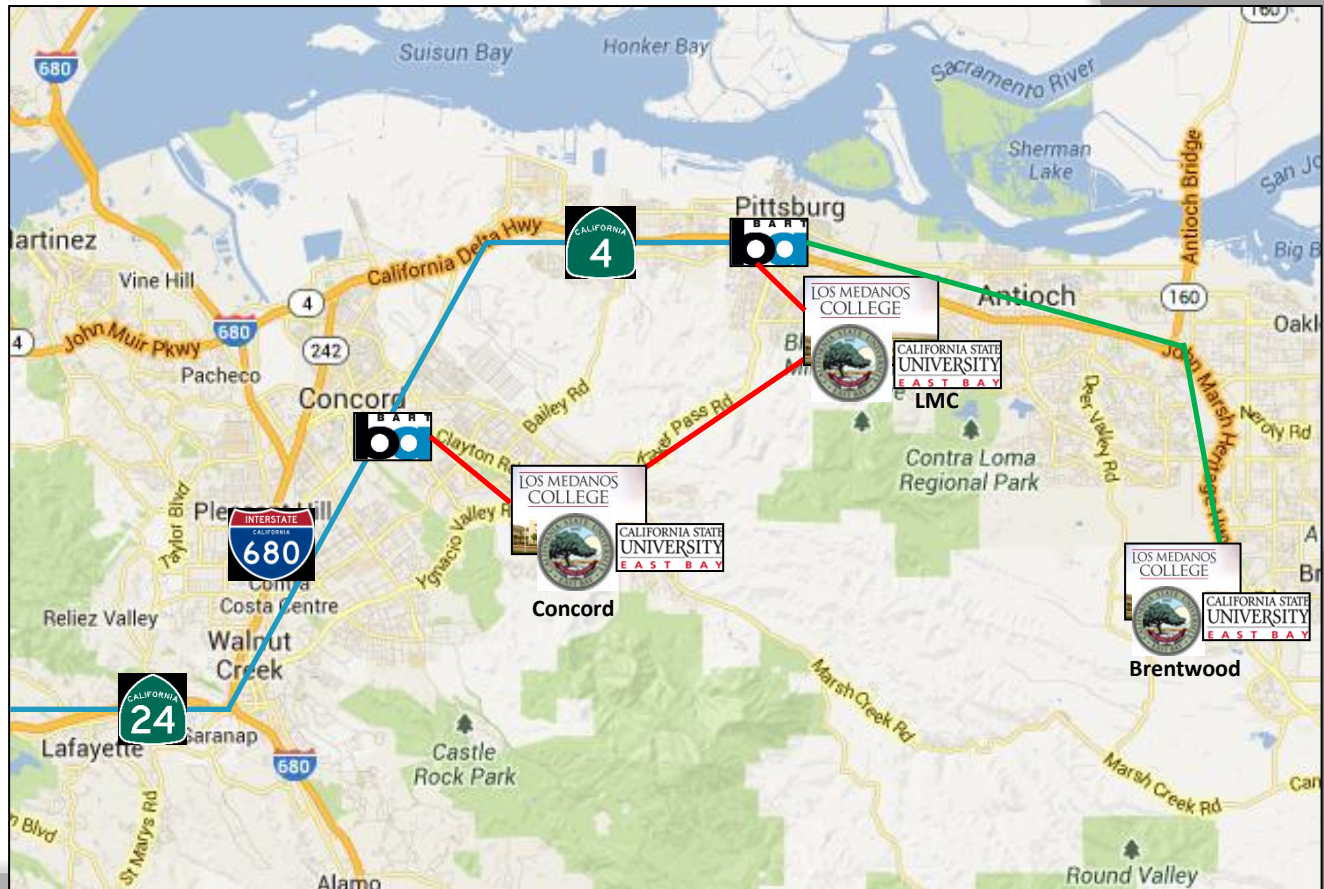
BART Line



E-BART Line



Shuttle Service





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Example of a Co-Located Degree Completion Mix

FALL	WINTER	SPRING	SUMMER
Concord Ground	LMC Hybrid	Concord Ground	Concord Self-Support
LMC Hybrid	Concord Ground	LMC Hybrid	LMC Summer Session Hybrid
Concord Hybrid	LMC Hybrid	Concord Hybrid	Online
Online	Online	Online	Online

- Total 16 Sections
- 6 Concord On Ground or Hybrid Sections
- 5 LMC Hybrid Sections
- 5 Online Sections

COURSE LOCATION MIX SHOULD REMAIN FLEXIBLE, BASED ON DEMAND. SOME PROGRAMS MAY EVOLVE INTO AN LMC-HEAVY DELIVERY MODE. OTHER PROGRAMS MAY BE CONDUCTED ENTIRELY AT LMC OR CONCORD.



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Proposed Degree Mix and Timeline

**SEMESTER
CONVERSION**

MOU Signed
2014-15 AY

4CI Program 1&2
2015-2016

4CI Program 2&3
2016-2017

4CI Program 3&4
2017-2018

LMC Lower
Division Concord

AY	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018
CBE	Add Marketing Option BSBA	Add Finance Option BSBA	Add Accounting Option BSBA	Reintroduction MBA	Daytime Core BA Program	TBD
CLASS		IS and CJ on Full 2Yr. Schedule	Reintroduction MPA	Reintroduction MSW	Liberal Arts Cluster FTF	MS Comm. Disorders
CSCI		Health Science 2 Year Hybrid	Masters Nursing	MS Health Care Admin	Construction Mg BS	Computer Science - ETech
CEAS		ECE Cohort 1 KIN Sect/ Qtr.	Masters Ed Leadership	Kinesiology	Masters Ed Curriculum	TBD

Undergraduate or
Credential Program

Graduate
Program

CO-LOCATED PROGRAMS TBD FROM ABOVE LIST



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Required FTES

TYPE	FTES
Concord Current	500
Concord Additional On Ground / Hybrid	200
New LMC CSUEB On Ground / Hybrid	150
Additional CSUEB Online Sections	150
Total	1,000



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First Steps

- **REFINE PROPOSAL AT CABINET LEVEL, WITH ANY EYE TO DEVELOPING A CLEARLY ARTICULATED PLAN**
- **ENGAGE 4CD/LMC LEADERSHIP TO EXPLORE COLLABORATIVE POSSIBILITIES, INCLUDING CO-LOCATED ACADEMIC PROGRAMS AND SERVICES**
- **ENGAGE CSU FULLERTON LEADERSHIP TO ESTABLISH BEST PRACTICES**
- **ENGAGE CSUEB FACULTY TO DEVELOP INSTRUCTIONAL SUPPORT MECHANISMS FOR ANY COLLABORATIVE AGREEMENT**



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First Steps

- **DEVELOP ADMISSIONS STRATEGY TO ALLOW GROWTH THROUGH A CONCORD CAMPUS-LMC PARTNERSHIP**
- **ENGAGE COMMUNITY STAKEHOLDERS TO ASSIST IN THE DEVELOPMENT OF ACADEMIC AND SUPPORT PLANS**
- **ENGAGE CSUEB COMMUNITY, INCLUDING THE OFFICE OF DIVERSITY, TO PLAN THE DEVELOPMENT OF EOP, EXCEL, GANAS, RENAISSANCE SCHOLARS, UNIVERSITY HONORS, GATEWAYS, AND SIMILAR PROGRAMS DESIGNED TO ENSURE STUDENT SUCCESS AND RETENTION**



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QUESTIONS?



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