

External Review of the Bachelor of Arts in Liberal Studies program offered by Sonoma State University at Napa Valley College

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Introduction

I have taught at the University of the Pacific for over twenty-five years, both in the Department of English initially, and during most of my career in the School of Education's skills center. Before going to Pacific, I taught English for two years at Louisiana State University and then ESL at the University of California, Davis. For approximately twenty years, I also taught a variety of English courses at San Joaquin Delta College and worked for the Educational Testing Service. At Pacific, I have served on numerous committees, including the General Education Committee when we were overhauling our GE program. I also have done a variety of outside consulting work for the San Joaquin County Office of Education, especially with their ONE program, which is the alternative education program offered by the county. Because I earned my BA in English at Sonoma State, I was very pleased to be invited to be an external reviewer.

It is clear from the information provided in the body of the Program Review and Self Study that the faculty who are involved in this endeavor are dedicated and highly motivated, especially Sandra Feldman, whose enthusiastic support of the Napa program seems to inspire other faculty and students alike. In my review, I will skip doing a summary of the background, history, course offerings, etc., since those are already contained in the document. I focus instead on some of the steps that might be taken to help SSU continue to grow and develop a dynamic program that will meet the needs of the ethnically diverse population of adult learners who reside in the Napa Valley area.

While it is clear that the adult learners who participate in the degree program are enthusiastic, highly motivated and hungry to learn and advance, my initial observations lead me to believe that some changes in course offerings, scheduling, advising, and marketing will help the program become more dynamic and sustainable. The goal is to improve this program—and perhaps by implication, the other off-site degree programs as well.

Measuring Program Effectiveness

Gather data on the number of students who enroll, the number who graduate, the number who fail to return, grade point averages, success at finding jobs which require degrees, etc. Also how many took the GRE and how they scored, how many applied for and were accepted to grad programs, also useful.

However, one major caveat from anyone who knows a little about statistical analysis (like me): Your numbers/samples are so low that no real inferences can probably drawn; only a glimpse at possible success, or the lack of it, depending on the numbers. If more than 50% of your students are finishing the degree and finding work, then that should indicate the program's effectiveness.

In my opinion (as is obvious from my report), much more effort needs to be made to reach the public at large via marketing efforts to grow your numbers.

Extended Education or Social Sciences?

My first recommendation is to transition all three off-site Bachelor of Arts programs from the School of Social Sciences to the School of Extended Education for several reasons: First, it makes much more sense for the off-site programs to be housed under Extended Education, a School that can serve as a hub to reach out to other Schools and Departments to add greater variety of degree offerings, instructors, and courses; Second, housing the off-site programs in Extended Education will make those programs jewels in the crown, rather than the neglected step-child of the School of Social Sciences, which is the way the current situation is perceived by an outsider, at least; Third, having one dean in charge, instead of negotiating between two, will help expedite revisions that are needed to help these three programs thrive. Dean Merickel exhibits great enthusiasm for the program, as well as the experience and knowledge base to move these programs into the future, using on-line courses and other innovative solutions.

While having the programs overseen by an academic unit, such as the School of Social Sciences, can, in some ways, seem to lend them more clout, this is true only as long as the School itself sees these off-site programs as vital to its mission, which does not seem to be the case at this time. On the other hand, the School of Extended Education has as its mission just such outreach to a more varied population of students in terms of age, ethnicity, gender, etc. While Extended Education cannot award degrees, it can facilitate the awarding of degrees by other schools and department at SSU.

I proposed this in the following email to Beth Warner, Director, Academic Credit Programs, School of Extended and International Education:

My suggestion was for Extended Education to act as the hub of the wheel that links the other schools that DO offer degrees so more types of courses & degrees can be offered. Extended Ed can work via the Deans/Dept. Chairs to bring other faculty and degree-prep courses to the Napa campus, in order to facilitate a BA in English, a BA in Business, a BS in Psychology, etc., as well as retaining the existing degree in Liberal Studies.

Her reply suggests that these changes are feasible, if funding is made available:

Beth Warner [beth.warner@sonoma.edu]
Sent: Wednesday, April 16, 2014 11:42 AM
To: Scott Evans
Cc: Sandra Feldman
Subject: Re: Preliminary draft of evaluation

Well, we're kind of already doing that; for example, we work with the Physics Dept and the Biology Dept to get our Natural Science classes scheduled, and with English and Native American Studies for Humanities, but the degree is housed in Social Sciences because it does have to have an academic home.

Yes, we could do more to cultivate other degree offerings, and can perhaps start with some "concentrations." But as we spoke about, faculty are spread so thin right now that suggesting opening a satellite program when it's all a department can do to offer enough classes for current majors, is a bit of a stretch. As the budget crisis eases, we'll see more willingness to consider the possibilities, and having this in your report will of course help the cause quite a bit. It isn't just us on the inside saying we need more programs, others think so as well.

Course Offerings/Majors

The BA in Liberal Studies is currently designed to provide a solid general education suitable for a variety of majors; however, because it is so broad, it might not attract older, re-entry students who wish to obtain a degree in their field or in a field that would enable them to secure a position in a business, industry or profession within their geographic area.

Napa is located in the heart of the wine region, and the Business School at Sonoma State already offers a degree related to the wine industry, so it makes sense to provide some concentration of upper division business courses at Napa Valley College similar to—or exactly like—those offered on the main campus. If the off-site program cannot immediately offer a business degree, it should take steps to provide such courses for a cohort of students interested in working in the local wine industry. Local wineries might be enthusiastic supporters of such a focus and provide (1) guest speakers and/or consulting, (2) on-site at the (wine-making facility) educational visitations of laboratories, crushing facilities, etc., (3) internships, (4) promotion and advertisement, (5) funding.

In addition, even though Sonoma State University probably cannot compete with the University of California, Davis, in providing courses or majors in viticulture and enology, it can provide course concentrations in related areas, such as (1) crop management & sustainability, (2) water resource management in commercial farming, (3) best environment practices using pesticides & fertilizers, (4) waste management and re-use, etc. Communicating and collaborating with local wineries about how best to fill their needs in these and related areas will create a dialogue that might achieve several goals, including greater knowledge on the part of the local population about the Bachelor of Arts program offered at Napa Valley College.

There are over 100 wineries in the area, and below are just a few that could be contacted about collaborating with SSU on offering degrees at Napa Valley College. Also, once greater linkage between the SSU degree program and the local wineries is created, many of these wineries will probably be willing to advertise the Napa program by providing flyers and posters in the tasting rooms and where workers congregate (See Appendix A for a partial list).

Bachelor's in Psychology:

Napa State Hospital is literally across the street from Napa Valley College, so it also makes sense to cultivate closer ties with the hospital by providing courses in psychology and related fields to help re-entry students advance in these fields. In time, perhaps a BS in psychology could be offered on the Napa campus. After all, Sonoma State University is already known for its **Department of Psychology**. Greater collaboration between SSU and Napa State Hospital will be a win-win situation for both institutions. Other majors, such as nursing, art, dance, diet, could benefit as well by such a partnership, as demonstrated by the descriptions of **internships already offered at Napa State Hospital:**

The Nursing Education Department at DSH - Napa offers a comprehensive program of orientation and competency validation for nursing staff and continuing education units are available at no cost for hospital employees. A variety of topics for CEU's are presented, including classes on psychiatric and physical disorders and treatment, treatment of the suicidal, violent, or angry client, development of nursing care plans, and an overview of forensic issues. The Nursing Education Department also provides assistance for current employees who are preparing for their state nursing board examination and a tutoring and mentoring program for employees enrolled in a Psychiatric Technician Apprenticeship Program.

Employee career advancement is promoted at this facility through the Career Development Committee. The committee is active in recommending sponsorships for employees who desire advanced education and provides opportunities for employees to improve their interview skills and techniques.

The Medical Staff organizes 48 Grand Rounds presentations each year on clinically oriented topics. Each session qualifies for 1-1/2 hours of CME credit.

Psychiatric Technician Apprenticeship Training Program

Napa State Hospital's Psychiatric Technician Apprenticeship Training Program offers individuals an opportunity to become licensed Psychiatric Technicians. The apprenticeship program consists of 3,000 hours of on-the-job training plus classroom instruction in mental health, developmental disabilities, nursing science, anatomy and physiology, and pharmacology.

Apprentices in the Napa program will first complete the hospital's in-house program to become Certified Nurse Assistants. Then they will start the 12-month Napa "fast track" Psychiatric Technician education program. In addition to going to class, each apprentice will receive a 40-hour pay check for working at the hospital, assisting medical and nursing staff in the care and treatment of patients with serious mental illnesses. Upon successful completion of the program, they will be eligible to take the state's Psychiatric Technician license examination.

Because Psychiatric Technician Apprentice is a state civil service position represented by California Association of Psychiatric Technicians (CAPT), the apprentices are covered by the

CAPT contract which provides for salaries, health benefits, holidays, vacations and working condition.

To enter the apprenticeship program, candidates must complete the 12th grade or its equivalent, be eligible to enroll in Napa Valley College's "Fast-Track" Psychiatric Technician program, and demonstrate proficiency in basic English and mathematics. To get more information, individuals may contact Natalie Allen at (707) 254-2437.

Recreation Therapy Internship Program

Department of State Hospitals – **Napa's Therapeutic Recreation internship program is offered to T.R. students who have completed their required academic training in therapeutic recreation from either a bachelors or masters degreed program.** The internship program follows the guidelines and standards as set by the "National Council for Therapeutic Recreation Certification". The Therapeutic Recreation internship program collaborates with each individual university concerning coordination of the NCTRC guidelines, university internship requirements, and the requirements of the hospital. Applicants should demonstrate personal maturity and have a range of professional and life experiences which would qualify them to work with a challenging population.

The objective for the internship program is to provide an intern exposure to high quality, hands-on opportunities for practical applications of therapeutic recreation concepts and techniques. Through a choice of a variety of clinical settings within the realm of services provided to patients with mental illness, the student intern develops the skills necessary to become a recreation therapist. Therapeutic recreation plays an important role in the patient's treatment to help facilitate that individual's ability to move to a lesser restrictive living environment, to possible reintegration back into the community through providing a variety of treatment and leisure programs. Interns will have the opportunity to develop and run treatment services on an individual and group basis.

Treatment and leisure modalities include, but are not limited to, the following:

Leisure Education and Values Clarification

Substance Recovery Issues

Forensic Competency Issues

Stress Reduction

Social Skills

Communication Skills

Exercise, Weightlifting, Yoga, Sports, and other Body Mechanic Modalities

Vocational and Pre-vocational Work Training

Community Re-orientation Programs and Community Outings

Independent Living Skills

Group Therapy Modalities

Music and Art Programs

Special Event Coordination

Variety of Free Leisure Time Activities

For further information about the Recreational Therapy Internship Program contact: Jennifer Marshall, CTRS, RTC at E-mail: Jennifer.Marshall@nsh.dsh.ca.gov, Phone: (707) 253-5983 or the Chief of Rehabilitation Therapy Services at (707) 253-5037.

Occupational Therapy Internship Program

The Occupational Therapy (O.T.) internship program at Department of State Hospitals - **Napa is offered to O.T. students from around the world who have completed their required academic training from either a bachelors or masters degreed program.** The internship program is built around the American Occupational Therapy Association (AOTA) guidelines and complies with the professional standards of AOTA, the involved university or college, and DSH - Napa. O.T. assistant (COTA) fieldwork experiences are also available at Napa State Hospital.

The objective of the internship program is to provide students with the opportunity to integrate academic knowledge with application skills important in the area of psychosocial O.T. practice. This is done under the experienced supervision of an O.T.R., but includes exposure to a wide variety of disciplines and clinical settings.

An interview (personal or videotaped) is required to ensure that the student understands the clinical expectations for this experience. A preference will be given to those who demonstrate self-direction, motivation, and a strong commitment to their new career and the individuals they will be serving.

Interested prospective applicants should contact: Nanci Caron, OTR-O.T. Internship Coordinator at (707) 253-5915 or the Chief of Rehabilitation Therapy Services at (707) 253-5585.

Art Therapy Internship Program

DSH - Napa's Art Therapy Program has provided internship experiences for dozens of Art Therapy students for over twenty years. Due to its range of services and resources, the Hospital has provided an excellent training ground for Art Therapists from programs throughout the world. Several registered Art Therapists, with years of clinical experience, are employed in the various treatment programs of the hospital, and are capable of providing sensitive and skillful supervision.

In considering applicants for internship, we look for students from American Art Therapy Association approved training programs who have demonstrated a serious commitment to the study and practice of Art Therapy. Applicants should demonstrate personal maturity and have a range of professional and life experiences which would qualify them to work with a challenging population.

For further information about the internship program contact: Ronald P.M.H. Lay, MA, ATR-BC, at (707) 254-2514 or the Chief of Rehabilitation Therapy Services at (707) 253-5585.

Social Work Internship Program

Napa State Hospital Social Work Services accepts second year graduate students for field placements. Psychiatric Social Workers who supervise these students coordinate the required field placement training with the graduate school. Students have the unique opportunity of gaining a breadth of experience in group and individual psychotherapy, case management, biopsychosocial rehabilitation groups and competency training under the direct supervision of experienced clinicians. They may also take advantage of numerous trainings available through our professional education departments. **Most recently our graduate student interns have come from California State University, Sacramento. In the past we have also had interns from UC Berkeley Graduate School of Social Welfare and California State University, San Francisco.**

For further information about the internship program contact: Ann Long, LCSW, Chief, Social Work Services at (707) 253-5737.

Clinical Psychology Internship Program

The Department of Psychology offers an A.P.A. – approved, Clinical Psychology Internship Program. This one-year, pre-doctoral training program prepares students for entry level practice in professional psychology. Applicants must be enrolled in a doctoral training program in Clinical or Counseling Psychology. They must also have completed all of the requirements for the degree, except the dissertation, prior to the start of the training year. Additional information may be found on the APPIC website.

Dance Movement Therapy

Department of State Hospitals (DSH) – Napa offers internship experiences for Dance Movement Therapy (DMT) students from American Dance Therapy Association (ADTA) approved schools, and those who have chosen the Alternate Route DMT program. Due to its range of services and resources, DSH - Napa provides an excellent training ground for Dance Movement Therapists from programs throughout the country. The Board Certified Dance Movement Therapists (BC-DMT) at DSH - Napa currently offering supervision are employed in various treatment programs of the hospital, and are capable of providing sensitive and skillful supervision. Internships involve the opportunity to work with rehabilitation therapists across disciplines, unit psychiatrists, psychologists, social workers, and nursing staff from a variety of populations.

Responsibilities of the dance movement therapy intern include the following:

- Attending staff meetings
- Facilitating & co-facilitating various groups weekly with a variety of modalities/disciplines
- One hour of individual supervision with BC-DMT supervisor per week, one hour of adjunct supervision with other BC-DMT and therapist co-facilitators per week, and one and a half hours of group DMT supervision with all DMTs on-site per month
- Writing session reports, a mid-internship and final internship self evaluation, and offering a DMT in-service to all Rehab Therapists
- Experiencing individual DMT for oneself
- Ongoing dance training for intern's own personal growth
- Assisting nursing/level of care staff with activities as part of patient contact hours

In considering applicants for internship, we look for students from American Dance Therapy Association approved training programs who have demonstrated a serious commitment to the study and practice of Dance Movement Therapy. Applicants should demonstrate personal maturity and have a range of professional and life experiences which would qualify them to work with a challenging population.

For further information about the Dance Movement Therapy internship program contact: Jeanetta Scholefield, MS, BC-DMT at (707) 253-5000 x3685, or Ingrid Thomas, MA, BC-DMT, GLCMA, NCC, LPCC at (707) 253-5000 x6115

Dietetic Internship Program

The Dietetic Internship Program at Department of State Hospitals - Napa is an eleven-month general program with a concentration on psychiatric disabilities, and provides supervised practice experience in food service administration, clinical dietetics and community nutrition. The program is accredited by the Accreditation Council for Education in Nutrition and Dietetics of the Academy of Nutrition and Dietetics, 120 South Riverside Plaza, Suite 2000, Chicago, IL 60606-6995, (312) 877-0400, extension 5400.

Interns have the opportunity to participate in various unique learning experiences. In addition to rotations in food service administration, clinical nutrition, and clinical management that are conducted at Department of State Hospitals – Napa, several program affiliations contribute to expanding the knowledge and professional practice necessary to becoming a competent dietitian. Clinical affiliations include The Center for Behavioral Health, Queen of the Valley Medical Center, St. Helena Hospital, North Bay Medical Center, Sutter Solano Medical Center and DaVita Dialysis Centers. Affiliations with Napa-Solano Head Start and Solano County Health Department supplement the program's community nutrition curriculum.

The program is designed to provide didactic and supervised practice to meet eligibility requirements and to increase the intern's understanding of professional practice. Successful completion of the program enables the intern to receive endorsement to write the National Registration Examination for Dietitians.

The internship program usually begins on August 1st and continues through June 30th. Housing is furnished on the hospital grounds. All meals are provided, and an educational stipend is paid monthly.

For further information about the Dietetic Internship program contact: Lynne Fredricksen, RD, Assistant Director of Dietetics, (707) 254-2329, Lynne.Fredricksen@nsh.dsh.ca.gov. Please click on the Department of State Hospitals - Napa Dietetic Internship Application Information

Psychiatric Pharmacy Clerkship

The Department of Pharmacy offers a six week Psychiatric Pharmacy Clerkship to fourth year pharmacy students enrolled at the following Schools of Pharmacy: University of California – San Francisco, University of the Pacific, and University of Southern California. The six-week experience enables the student to gain greater understanding of psychiatric treatment modalities. Students are assigned to a treatment unit and participate with the treatment team. They contribute drug information as requested, participate in interdisciplinary team conferences, and make recommendations concerning medication treatment. In addition to unit activity, students attend clinic rounds with the Movement Disorder consultant, lead a number of weekly individual education groups, and present lectures to nursing and pharmacy staff on a variety of topics.

Interested students should contact the Clerkship Coordinator at their school of pharmacy to register for the Psychiatric Pharmacy Clerkship. A syllabus has been provided to each school of pharmacy which provides an overview of the clerkship. For additional questions, students may contact Ali Yasseri, Pharmacy Clerkship Coordinator. He may be reached by telephone at (707) 253-5999 or by email at Ali.Yasseri@nsh.dsh.ca.gov

BA, English, perhaps with concentration in Creative Writing:

Since 1981, the **Napa Valley Writers' Conference** has provided an opportunity for fellowship and serious work with a focus on craft amidst the hills and vineyards that have made the region famous. The conference is sponsored and hosted by **Napa Valley College**.

Since the English Department at SSU already offers a Bachelor of Arts in English with Creative Writing concentration, as well as a Master of Arts in English Creative Thesis option, why can't the degree courses be offered at the Napa campus as well?

Below is the description of the program copied from the SSU website:

Creative writing is offered in the English Department. An M.A. in English with a creative thesis option is also offered.

The B.A. degree is a 42-unit program, and the M.A. degree is a 30-unit program. Sequences of courses are available in fiction writing, poetry writing, script writing, and non-fiction writing. Creative writing faculty include poet Gillian Conoley, winner of The Pushcart Prize for poetry and a nominee for the National Book Critics' Circle Award, and author of *Lovers in the Used World*, *Beckon*, *Tall Stranger*, and *Some Gangster Pain*; fiction writer Sherril Jaffe, author of eight books of fiction and non-fiction, including *Scars Make Your Body More Interesting* and the best seller, *One God Clapping*; long-time contributor to *The New Yorker* Noelle Oxenhandler, author of the *Eros of Parenthood*; prize-winning fiction writer and playwright William Babula, author of *St. John's Baptism*, *According to St. John*, *St. John and the Seven Veils*, *St. John's Bestiary* and *St. John's Bread in the Jeremiah*. St. John detective series; poet and fiction writer Elizabeth Carothers Herron, author of *Desire Being Full of Distances*, *While the Distance Widens* and *The Stones, The Dark Earth*.

Through the Newkirk Reading Series Foundation, internationally and nationally prominent writers, publishers, and agents are invited each year to read and conduct seminars and workshops for students in the program. Visitors to the campus and the program have included Quentin Bell, David Halberstam, Ishmael Reed, Jessica Mitford, Allen Ginsberg, Lawrence Ferlinghetti, Charles Bernstein, Lyn Hejinian, Steve McCaffery, Tom Wolfe, Irving Stone, Czeslaw Milosz, Edward Albee, Kurt Vonnegut, Jr., Stephen Spender, Michael Palmer, Donald Revell, Jane Miller, Yusef Komunyakaa, Carol Snow, Laura Mullen, Jane Hirschfield, Paul Hoover, James Ellroy, and Wanda Coleman.

The well-regarded student literary magazine ZAUM is published through the Small Press Editing course offered by the English Department every semester. Students can learn every aspect of literary editing and publishing, including layout, design, and copyediting through this course.

VOLT is the national award-winning magazine that publishes nationally and internationally known authors. Winner of three Pushcart prizes and numerous grants, *VOLT* is committed to innovative writing. Students can work on the magazine by arrangement with instructor and through the Small Press Editing course. The SSU creative writing program is a member of the Associated Writing Programs.

In summary, if more well-defined majors and minors can be offered, these will attract a broader array of students. Of course, this will mean greater flexibility and “buy-in” on the part of tenured faculty teaching on the main campus, in terms of helping to design and teach such courses. In the meantime, to lay the groundwork for such buy in, new concentrations, cohort groups or learning communities can be created within a year or two.

Another recommendation along these lines is to **hire faculty who already teach full time or part time for Napa Valley College** and make them adjuncts for Sonoma State University. Assuming these faculty already live near the Napa campus, hiring them solves two problems for the program: First, it reduces the amount of travel for faculty; second, it provides a greater variety of instructors (which is one of the requests made by a number of students).

Of course, the faculty members would have to be vetted by the relevant departments and must meet the same requirements any other adjunct who teaches at the main campus of Sonoma State must have, but again this change offers a win-win situation, in that instructors at Napa Valley College will gain the prestige associated with teaching for a state university and they will make additional income, while reducing (or at least maintaining) the amount of travel required of SSU faculty.

Scheduling Courses

In response to personal interviews and emails from students, I make the following recommendations: To accommodate busy adult learners who have children and full-time jobs, more flexible schedules are needed.

- Offer more hybrid courses by which a larger percentage of the material is delivered on line, requiring fewer campus visits.
- Offer a greater variety of courses offered on Saturdays. (Again, using Napa Valley College instructors when appropriate to reduce the commuting burdens on SSU faculty.)
- Offer summer courses.

Advising

In response to personal interviews and emails from students, I make the following recommendations:

Embedded Advising: Train some faculty in how to advise students effectively and allow them to provide time for advising thirty minutes before class begins, during a mid-class break, or when class ends.

Evening Advising & Saturday Advising: Use Napa Valley Counselors/Advisors with flexible scheduling (late mornings to compensate for staying until 6/7; one day during work week off to be on campus on Saturdays).

Oscar De Haro, Vice President of Student Services, might be willing to help arrange flexible schedules for NVC advisors, as well as time off and travel funds for advisors to visit the SSU campus for a day of training. Here is an email that I've sent to Mr. De Haro, which has already generated some good discussion:

Also, one recommendation in particular that I will be making--and one that you might be able to help with--is offering more advising for SSU students on the Napa Valley campus. Would it be possible to arrange some training by SSU staff & advisors for your advisors to be experts at advising SSU students, perhaps by visiting the SSU campus for a day of training? Also, can one or two of your advisors be offered flex schedules so that one day per month, they come to work at 10:00 and stay until 7:00 to accommodate evening SSU students? In addition, could they be given one day a week off, once per month, so they could be available on one Saturday per month? These are some ideas I'm contemplating for which I'd need your support. Sandra Feldman is worried that the NVC advisors should be financially compensated if they work with SSU students, but she worries that there are NOT funds to do this, so I suggested other forms of compensation in terms of flexible schedules, extra training and perhaps the prestige of being trained as a State University advisor/counselor as well.

Recruitment & Marketing

Based on the following paragraph contained in the self study, most of the marketing of the program takes place only on the campus of Napa Valley College and is, therefore, not reaching the general population in the region.

To recruit students we set in place a number of measures. We set up a “welcome” table on the first day of classes each semester at Napa Valley College, starting on January 17th, 2007, handing out flyers and taking interested students’ names to follow up with phone calls. We also arrange each semester, with the NVC transfer center at least three orientation and information sessions, one each month in March, April, and May to inform interested students about our SSU Liberal Studies Napa Valley Program. NVC Counselors tell graduating sophomores about our program; and we announce the orientations and information sessions both in the School paper, on the NVC website, on SSU’s website, and in the local newspapers, and we also post flyers and posters around the NVC campus. Both SSU and NVC Advisors meet with interested potential students in individual meetings after group orientation and information meetings both in spring and fall semesters. We also currently have a large permanent banner in the NVC cafeteria announcing our program with phone/contact numbers. *Various Extended Education brochures feature the parameters of our program and reach a wide audience via mail.*

To attract adult learners who already have completed their first two years of college and who, consequently, would have little reason to visit Napa Valley College, you must make efforts to advertise in the community and go where the students go.

As someone who has learned to be much more entrepreneurial in marketing new courses, programs, and conferences at the University of the Pacific, I recommend employing the following steps:

- **NEWSPAPERS:** Ads in local newspapers are expensive and often ineffective because busy adults usually skip the ads to read stories. Therefore, submit human interest stories about the program. By visiting the websites of local newspapers, you will find a mechanism for submitting a “News Article,” “Press Release” or “Public Information Notice.” Because newspapers are struggling financially, most will use submitted stories with little to no editing, as long as they are well written in the style of a news story. At least, this has been my experience over the past several years. Some possible headlines upon which suitable stories might be based are the following:

“Working Mother of Three Earns BA on Local Campus”

“Administrators at SSU and Napa Valley Renew Commitment to Excellence in Collaborative Program”

“Never Too Late to Finish College, As Local Grads Prove”

“Napa Valley College Proudly Offers More”

“Diverse Adults Inspire Younger Students in Local SSU Program”

Invite students themselves to write their own news stories as an assignment in an English class or Social Studies course and submit them to the papers they read. Students can also be encouraged to write Letters to the Editor, thanking the faculty and schools for facilitating the completion of their college degrees. Yes, these are self-serving steps, but they will be much more effective at generating conversations about the program within the audience you need to target.

- **Radio & Television:** There are 78 radio stations within listening range of Napa, as listed below. Ask students which ones they listen to and then prepare regular Press Releases informing local residents about the program. Radio and TV stations are required by the FCC to provide Public Service Announcements, which, granted, they often do very late at night, early in the morning or on Sundays. However, DJ's, especially on Talk Radio formats, need material to discuss and I have found that they are often eager to have guest speakers call in (See **Appendix B** for a list of local Radio Stations).

According to the YELP website, these are the most prominent radio stations in Napa:

1. **KVYN** is VERY local. On breaks, it proudly advertises itself as a "Wine Country broadcasting station." There are ads for local places like Downtown Joe's, Sacred Mists (a New Age store), ETC. 1124 Foster Rd, Napa, CA 94558 Phone number (707) 258-1111

2. Kvyn Fm 99.3

1124 Foster Rd
Napa, CA 94558
Phone number (707) 257-8463

3. Wine Country Boadcasting

1124 Foster Rd
Napa, CA 94558
Phone number (707) 258-1111

4. Kvon Am 1440

1124 Foster Rd
Napa, CA 94558
Phone number (707) 252-1440

5. F M Silverado LLC

1550 Silverado Trl
Napa, CA 94559
Phone number (707) 224-1559

Television:
Community Access TV Napa

2425 Jefferson St
Napa, CA 94558
Phone number (707) 257-0574 / (707) 257-0574

- **Billboards & Signage**

Billboards advertising the SSU degree program at Napa Valley College will be very effective in terms of recruiting students. In Stockton, the University of the Pacific often places ads on billboards to advertise the School of Business, the School of Engineering and the School of Education. If such ads can be on display two months before the enrollment deadlines, you will see good returns on the investment. Below is information found on the www.billboardpoint.com website:

Outdoor Advertising Billboards for Rent in Napa County, California

Here is a list of billboards you can rent in **Napa County, California**. You can also view this list in on [our interactive Google Map](#). If you cannot find the billboards you are looking, just [send your Request for billboards info](#), they can find the right billboards for you from their vendors: **If this is not the location you are looking for, you can [search billboards on map](#)**

View this list on Map! 
American Canyon, CA Billboards / Signage: 15
Angwin, CA Billboards / Signage: 3
Black Point-Green Point, CA Billboards / Signage: 7
Deer Park, CA Billboards / Signage: 1
Fetters Hot Springs-Agua Caliente, CA Billboards / Signage: 3
Glen Ellen, CA Billboards / Signage: 3
Napa, CA Billboards / Signage: 4
Sonoma, CA Billboards / Signage: 26
Temelec, CA Billboards / Signage: 8

Demographics

As of the [census](#) of 2000, there were 124,279 people, 45,402 households, and 30,691 families residing in the county. The [population density](#) was 165 people per square mile (64/km²). There were 48,554 housing units at an average density of 64 per square mile (25/km²). The racial makeup of the county was 79.98% [White](#), 1.32% [Black](#) or [African American](#), 0.84% [Native American](#), 2.97% [Asian](#), 0.23% [Pacific Islander](#), 10.95% from [other races](#), and 3.71% from two or more races. 23.67% of the population were [Hispanic](#) or [Latino](#) of any race. 11.9% were of [German](#), 9.7% [English](#), 8.6% [Irish](#), 6.7% [Italian](#) and 5.3% [American](#) ancestry according to [Census 2000](#). 75.3% spoke [English](#), 19.5% [Spanish](#) and 1.1% [Tagalog](#) as their first language.

There were 45,402 households out of which 31.4% had children under the age of 18 living with them, 53.2% were [married couples](#) living together, 9.9% had a female householder with no husband present, and 32.4% were non-families. 25.8% of all households were made up of individuals and 11.6% had someone living alone who was 65 years of age or older. The average household size was 2.62 and the average family size was 3.16.

In the county the population was spread out with 24.1% under the age of 18, 8.5% from 18 to 24, 27.7% from 25 to 44, 24.3% from 45 to 64, and 15.4% who were 65 years of age or older. The median age was 38 years. For every 100 females there were 99.6 males. For every 100 females age 18 and over, there were 97.4 males.

The median income for a household in the county was \$51,738, and the median income for a family was \$61,410. Males had a median income of \$42,137 versus \$31,781 for females. The [per capita income](#) for the county was \$26,395. About 5.6% of families and 8.3% of the population were below the [poverty line](#), including 10.6% of those under age 18 and 5.6% of those age 65 or over.

Major highways

-  [State Route 12](#)
-  [State Route 29](#)
-  [State Route 121](#)
-  [State Route 128](#)
-  [State Route 221](#)

Public transportation

[Napa Valley VINE](#) operates local bus service in Napa, along with an intercity route along State Route 29 between Vallejo (Solano County) and Calistoga. Limited service runs from Calistoga to Santa Rosa (Sonoma County).

RECOMMENDATION: Contact the University Affairs Division for additional help marketing the Napa Program. Below is information grabbed from their webpage:

Welcome to the University Affairs Division [sic]

The division's efforts center on creating a positive image of the University as a valuable resource for the campus and community, a viable economic contributor to the region and state, and leading educational institution of higher education. The nine members of the University Affairs Division are located in Stevenson 1062.

Publicity & Media

Publicity is the deliberate attempt to manage the public's perception of a subject. The subjects of publicity include people (for example, faculty and performing artists), departments, students, faculty, staff and alumni of all kinds.

From a marketing perspective, publicity is one component of promotion which is one component of marketing. Other elements of the *promotional mix* are advertising and direct marketing.

Media represent those outlets that reach certain audiences such as newspapers, magazines, television, radio, online publications such as blogs, social media and video dissemination.

Marketing & Communications

The Marketing and Communications team serves as liaison between Sonoma State University faculty, staff and students and the community. It is also responsible for internal communications to the campus community.

The team also produces the University magazine, Insights; a biweekly electronic newsletter, Workplace, for the campus community; an online news service, NewsCenter. It also assists with the graphic design, photography and production of other campus publications related to University outreach such as all recruitment brochures and pieces, Orientation pamphlets and information, and other student affairs-related print publications and online sites.



Dan Condron

Vice President, University Affairs

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susan.kashack@sonoma.edu

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Marketing & Communications Assistant

Editor, WorkPlace

(707) 664-3086

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Special Events Manager,

Executive Division

(707) 664-2018

rodriand@sonoma.edu

Jean Wasp

News and Information Coordinator

(707) 664-2057

(707) 477-5729 (cell)

jean.wasp@sonoma.edu

Comments from Faculty & Administrators

Robert Rosen, MBA, Director of Programs, Business & Operations, Sonoma State University
School of Extended and International Education

I am pleased to provide you my input for the BA LIBS at Napa Valley College program.

I would like to see the program migrate to a cohort program with specific tracks, almost like a minor, in such areas of environment/sustainability, communications, criminal justice and psychology.

Hybrid or totally online delivery for as many courses as possible

Collapsing the Napa program with the Solano program to improve program efficiencies

Offer several weekend courses as a pilot - if this is successful, offer a combination of weekend and evening courses

Develop a more effective marketing strategy and plan to promote the program

Finally, I would like to see a BA degree completion program in Business offered at Napa/Solano

Comments from Students

From **Monica Jacinto**, who is graduating with HONORS and WITH DISTINCTION (voted by faculty). She is very involved with the program, has taken a lead in helping fellow classmates as one of the peer advisors, and is doing a senior project on the Maya culture:

I have interned for the Napa Liberal Studies program for a year and continue to council students when contacted even though I have completed my BA. In fact, I met with a woman from the Napa program Saturday morning to go over her senior capstone. She needed additional support to fully understand the portfolio requirements. Student success has always been top priority for me, both my own and that of others. Therefore students not only come to me for academic advising, they also seek out additional support with coursework.

I am currently a research intern for the Chicano/Latino Department at Sonoma State University under the direction of Professor Daniel Malpica. In my capacity of researcher I conduct interviews, transcribe and utilize the NVivo Data Analysis software. Additionally, I maintain the research budget by tracking all expenditures and generating reports. In my off time I enjoy writing poetry, researching Mesoamerica (Middle America; Aztec and Maya civilizations) and a variety of outdoor activities.

Student A:

Pro: Great teachers, Small classes, Grown-up students.

All of the classes were informative, about great topics and I learned a lot from them!

Great program, just advertise it more!!! The lack of students is hurting the current students.

Con: Too focused on Teaching as a career, Liberal Studies isn't just for teachers

Some teachers aren't prepared to teach adults with other classes, families and full-time work. Too much homework or lessons seem condescending for our age group.

Napa classes keep getting cancelled due to low enrollment. Some of us cannot readily travel to Vallejo which has been offered as the only solution.

Need more hybrid / Online options

SSCI 300 and 400 (Portfolio) were useless to me as I don't want to be a teacher.

I was actually looking to go into Business for my BA, something "generic" for lack of a better term. When I found out about the ExEd program and realized how much better it would be for me to be able to go to school in Napa I switched to Liberal Studies. I was personally attracted by the not-so-specific nature of the program. I would have taken a Business program as well, but personally was looking for something broad so Liberal Studies worked, too.

Student B:

Advising needs work. Too many mistakes made (at enrollment and overseeing majors work) and graduations are being delayed because of it. Need more varied classes on weekends. I have way too many CALS, SSCI and BIO on my transcript since Malpica, Feldman and Donham are the only Saturday teachers.

The Liberal Studies term did not initially attract me to the program. I would have been more excited if specific degrees were being offered in Business, Psychology and Environmental Sustainability, etc.

Student C:

BA Liberal Studies Napa/Solano is a satellite program from Sonoma State University that operates on the host campuses of Napa Valley College and Solano College. The program is designed to support an under-served segment of the population, re-entry, women and other minority students that may not have the resources or time to commute to Sonoma State University for classes. By bringing the university to the student it facilitates their ability to earn their BA on a campus closer to their home.

Attending Napa Valley College for my lower division undergraduate scholarships as a re-entry student enabled me to balance work, family and education. However, upon completion of my lower division requirements I was concerned about my ability to continue. I discovered the opportunity offered by Sonoma State University from a flier posted on campus and learned that it would be a perfect fit for my needs. Classes scheduled meet in the evenings, weekends, along with hybrid online with an occasional formal classroom meeting. Professors for the program are engaging, knowledgeable and passionate about student success. It is this value for student success that brings something unique to BA.L.S, as each student in the program brings with them challenges unlike traditional college students.

Student success is a value I share with our Sonoma State professors. It was this shared value that prompted me to intern for the BA.L.S program. In my capacities of intern I was responsible for academic advising, promotion of the program and student liaison. Students aren't always able to meet with faculty advisors due to pressing obligations of family or work. I was available for these students, meeting them in convenient locations. It was during these meetings

that I discussed their current standing and their future needs. Students at that time would also seek coursework support or express concerns.

Reflections: As a student of the Liberal Studies BA I have had the opportunity to tailor my educational plan around personal interests. I have taken several classes from Biology, Communications, Anthropology, Sociology and Chicano/Latino studies; each class taught by enthusiastic and supportive professors. Many of these professors I have studied under for a year and a half, building a report resulting in opportunities rare to the undergraduate.

One such opportunity is my involvement in research with professor and mentor Daniel Malpica of the Chicano/Latino department. While working closely with professor Malpica I continue to develop additional tools that will further aid my pursuit of graduate studies. I am gaining fieldwork experience by interviewing subjects, and then turning these interviews into functional data that can be processed and analyzed for the purpose of the study.

Each one of my professors contributed greatly in my academic development, and the opportunity to attend school closer to home played a significant role in my ability to finish my BA. Today, I choose to continue onto a Masters Degree, eventually going onto a Ph. D with the desire to participate in programs such as this. I want to continue giving hope to individuals that once thought a degree was only a dream.

Summary of Suggestions for Napa Valley Liberal Studies Program (provided by Beth Warner based on our meetings & discussions):

(1) Degrees should focus on local student needs/opportunities:.

- wine marketing
- mental hospital
- corrections facility
- preparation for grad study, such as MFT?
- friendly to veterans

Discussion/Possibilities:

- create concentrations of 20 units in various areas
- create cohorts with a specific focus, staggered entry
- poll students, see if there are areas of overlap, concentrate classes on those areas
- a more substantial Senior Project as part of the electives, combining Internship and area of focus
- work with career center to have some “what can I do with this major” sites

(2) Students want flexible course offerings:

- more hybrid classes so they don't have to come every week

Discussion/Possibilities:

- add some summer classes based at NVC or Solano
- integrated block courses with team teaching
- work with instructors to translate to hybrid format

(3) Availability of advising:

- students feel they are not getting advising

Discussion/Possibilities:

- ARR exists but is not necessarily easy to read; more hands-on training
- Group advising sessions as part of classes (captive audience)
- Local community college designated advisors
 - stipend or per-student honorarium; or special training to enhance resume
- Advising also to prepare for career/grad school, not just for major
- Peer advising: train more students
- Services after hours
- Mandatory orientation sessions

(4) Getting the word out

Discussion/Possibilities:

- Human interest stories in papers/websites
- Posters in local business, esp. coffee shops and restaurants
- Counseling staff: go to staff meetings, make sure they know current requirements and deadlines
- Recruiting fair participation
- Easier to navigate website; make sure information is up-to-date

APPENDIX A: Partial List of Local Wineries with contact information:

ARNS

tel. +1 707.963.3429 707.963.3429
601 Mund Rd
St. Helena, CA 94574

Acacia Vineyard

tel. +1 707.226.9991 +1 707.226.9991
tel. +1 877.226.1700 +1 877.226.1700
2750 Las Amigas Road
Napa, CA 94558

Acha Wines

tel. +1 707.256.3111 +1 707.256.3111
710 First St.
Napa, CA 94559

Ackerman Family Vineyards

tel. +1 855-238-9463 +1 855-238-9463

2101 Kirkland Avenue
Napa, CA 94558

Acme Fine Wines
tel. +1 888.963.0440 +1 888.963.0440
1080 Fulton Lane
St. Helena, CA 94574

Adastra Vineyards
tel. +1 707.255.4818 +1 707.255.4818
2545 Las Amigas Road
Napa, CA 94559

Ahnfeldt Wines
tel. +1 707.927.5864 +1 707.927.5864
605 First St.
Napa, CA 94559

Alta Napa Valley
tel. +1 707.226.6565 +1 707.226.6565
4110 Atlas Peak Rd
Napa, CA 94558

Ancien Wines
tel. +1 707.255.7150 1 707.255.7150
1245 Main Street
Napa, CA 94559

Anderson's Conn Valley Vineyards
tel. +1 707.963.8600 +1 707.963.8600
680 Rossi Rd.
St. Helena, CA 94574

Andretti Winery
tel. +1 707.259.6777 +1 707.259.6777
tel. +1 888.460.8463 +1 888.460.8463
4162 Big Ranch Road
Napa, CA 94558

Anomaly Vineyards
tel. +1 707.948.6877 +1 707.948.6877
455 Bella Vista Court
St. Helena, CA 94574

Antica Napa Valley
tel. +1 707.257.8700 +1 707.257.8700

3700 Soda Canyon Road
Napa, CA 94558

Ardente Winery
tel. +1 707.226.7669 +1 707.226.7669
2929 Atlas Peak Road
Napa, CA 94558
















Arger-Martucci Vineyards
tel. +1 707.963.4334 +1 707.963.4334
1455 Inglewood Avenue
St. Helena, CA 94574

Arietta
tel. +1 707.963.5918 +1 707.963.5918
3468 Silverado Trail N
St. Helena, CA 94574



































Arrow & Branch
tel. +1 707.200.3640 +1 707.200.3640
3003 Hagen Road
Napa, CA 94558










APPENDIX B: Radio stations within listening range of Napa

CALL SIGN	FREQUENCY	LOCATION	SCHOOL	FORMAT
  K201IH (KAWZ)	88.1 FM	5.3 mi.  Napa, CA		Religious
  KEAR	88.1 FM	43.4 mi.  Sacramento, CA		Religious
  KQED	88.5 FM	43.1 mi.  San Francisco, CA		Public Radio
  KXPR	88.9 FM	43.2 mi.  Sacramento, CA	California State University - Sacramento	Classical
 KBBF	89.1 FM	29.7 mi.  Calistoga, CA		Public Radio
  KDFC	89.9 FM	30.9 mi.  Angwin, CA	University of Southern California	Classical

		KSVY	91.3 FM	8.2 mi. 	Sonoma, CA		Variety
		KLVR	91.9 FM	30.9 mi. 	Middletown, CA		Christian Contemporary
		KFGY	92.9 FM	43.0 mi. 	Healdsburg, CA		Country
		KRZZ	93.3 FM	43.3 mi. 	San Francisco, CA		Regional Mexican
		KPFA	94.1 FM	30.6 mi. 	Berkeley, CA		Public Radio
		KYLD	94.9 FM	43.1 mi. 	San Francisco, CA		Top-40
		KUIC	95.3 FM	12.5 mi. 	Vacaville, CA		Adult Contemporary
		KGMZ	95.7 FM	43.1 mi. 	San Francisco, CA		Sports
		KYMX	96.1 FM	46.3 mi. 	Sacramento, CA		Adult Contemporary
		KOIT	96.5 FM	38.8 mi. 	San Francisco, CA		Adult Contemporary
		KLLC	97.3 FM	33.1 mi. 	San Francisco, CA		Hot AC
		KVRV	97.7 FM	39.3 mi. 	Monte Rio, CA		Classic Rock
		KISQ	98.1 FM	33.1 mi. 	San Francisco, CA		Rhythmic Oldies
		KSOL	98.9 FM	38.8 mi. 	San Francisco, CA		Regional Mexican
		KVYN	99.3 FM	8.5 mi. 	Saint Helena, CA		Hot AC
		KMVQ	99.7 FM	43.3 mi. 	San Francisco, CA		Top-40

  KZST	100.1 FM	21.9 mi. 	Santa Rosa, CA		Adult Contemporary
  KVVZ	100.7 FM	25.6 mi. 	San Rafael, CA		Hip Hop
  KIOI	101.3 FM	43.1 mi. 	San Francisco, CA		Hot AC
  KHTH	101.7 FM	24.1 mi. 	Santa Rosa, CA		Top-40
  KUZX	102.1 FM	33.1 mi. 	San Francisco, CA		Classic Rock
  KSFM	102.5 FM	36.7 mi. 	Woodland, CA		Hip Hop
 KBLX	102.9 FM	43.2 mi. 	Berkeley, CA		Urban Contemporary
  KOSF	103.7 FM	43.2 mi. 	San Francisco, CA		Classic Hits
  KFOG	104.5 FM	38.8 mi. 	San Francisco, CA		Adult Album Alternative
  KMHX	104.9 FM	21.4 mi. 	Rohnert Park, CA		Hot AC
  KITS	105.3 FM	43.2 mi. 	San Francisco, CA		Alternative
  KMEL	106.1 FM	43.1 mi. 	San Francisco, CA		Hip Hop
  KFRC	106.9 FM	33.1 mi. 	San Francisco, CA		News
  KLVS	107.3 FM	43.7 mi. 	Livermore, CA		Christian Contemporary
  KSAN	107.7 FM	43.2 mi. 	San Mateo, CA		Classic Rock
  KSFO	560 AM	38.8 mi. 	San Francisco, CA		News/Talk

  KMJ	580 AM	197.7 mi. 	Fresno, CA		News/Talk
  KEAR	610 AM	31.4 mi. 	San Francisco, CA		Religious
  KSTE	650 AM	56.6 mi. 	Rancho Cordova, CA		Talk
  KNBR	680 AM	52.4 mi. 	San Francisco, CA		Sports
  KFIA	710 AM	64.3 mi. 	Carmichael, CA		Religious
  KCBS	740 AM	16.9 mi. 	San Francisco, CA		News
  KCBC	770 AM	84.5 mi. 	Manteca, CA		Religious
  KGO	810 AM	54.8 mi. 	San Francisco, CA		News
  KNCO	830 AM	93.5 mi. 	Grass Valley, CA		News/Talk
 KTRB	860 AM	47.3 mi. 	San Francisco, CA		Sports
  KKSF	910 AM	28.3 mi. 	Oakland, CA		News/Talk
  KNEW	960 AM	32.9 mi. 	Oakland, CA		Talk
  KATD	990 AM	62.1 mi. 	Pittsburg, CA		Spanish
  KIQI	1010 AM	33.1 mi. 	San Francisco, CA		Spanish
  KTCT	1050 AM	45.9 mi. 	San Mateo, CA		Sports
  KFAX	1100 AM	47.3 mi. 	San Francisco, CA		Religious

 	KHTK	1140 AM	59.9 mi. 	Sacramento, CA		Sports
	KLOK	1170 AM	73.5 mi. 	San Jose, CA		Asian
 	KDYA	1190 AM	13.6 mi. 	Vallejo, CA		Gospel Music
 	KDOW	1220 AM	57.3 mi. 	Palo Alto, CA		Business News
	KCVV	1240 AM	49.0 mi. 	Sacramento, CA		Religious
 	KSFB	1260 AM	41.0 mi. 	San Francisco, CA		Religious
 	KWSX	1280 AM	62.2 mi. 	Stockton, CA		Talk
	KMKY	1310 AM	33.2 mi. 	Oakland, CA		Children's
	KCTC	1320 AM	46.4 mi. 	West Sacramento, CA		Sports
 	KSRO	1350 AM	26.0 mi. 	Santa Rosa, CA		News/Talk
	KVTO	1400 AM	31.4 mi. 	Berkeley, CA		Asian
	KSTN	1420 AM	62.9 mi. 	Stockton, CA		Country
 	KVON	1440 AM	3.1 mi. 	Napa, CA		News/Talk
 	KEST	1450 AM	37.9 mi. 	San Francisco, CA		Talk
	KRRS	1460 AM	23.7 mi. 	Santa Rosa, CA		Regional Mexican
 	KIID	1470 AM	49.4 mi. 	Sacramento, CA		Children's

 KTOB	1490 AM	18.3 mi. 	Petaluma, CA		Regional Mexican
 KSFN	1510 AM	33.7 mi. 	Piedmont, CA		Asian
  KFBK	1530 AM	57.9 mi. 	Sacramento, CA		News/Talk
 KZDG	1550 AM	53.5 mi. 	San Francisco, CA		Asian
  KUBA	1600 AM	65.3 mi. 	Yuba City, CA		Oldies
  KSMH	1620 AM	49.0 mi. 	West Sacramento, CA		Religious
  KDIA	1640 AM	28.3 mi. 	Vallejo, CA		Religious
 KFSG	1690 AM	53.2 mi. 	Roseville, CA		Spanish
 very weak signal	 weak signal	 moderate signal	 strong signal	 very strong signal	

