NEW DIRECTIONS

Report to Board of Trustees

Thursday, May 26, 1983

New Directions
...is a two fold counseling program. We serve adults returning to SBCC after a break in their education and people interested in non-traditional courses and careers. The adult re-entry program can provide encouragement, information and counseling while helping students explore future options. Alternative careers such as electronics, drafting, and sales for women, as well as nursery school for men, are career choices that offer marketable skills for a rapidly changing labor market.
RE ENTRY ADULTS

The adult learner population is growing faster than virtually any other segment of higher education. 42% of all SBCC's students are 26 yrs. or older. The potential for continued growth, especially in community based institutions is extensive. To convert this interest to participation, New Directions offers services which support this "new" student through the difficult transition semester.

I. GOALS AND ACTIVITIES

A. To provide individual and group counseling to re entry adults in their transition semester.

1. 2 Discovery Days were presented. This is an orientation of SBCC's registration and student services. (addendum I)

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<tr>
<th>Year</th>
<th>Fall</th>
<th>Spring</th>
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<tr>
<td>82-83</td>
<td>67(10 men)</td>
<td>41(4 men)</td>
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<tr>
<td>81-82</td>
<td>42(2 men)</td>
<td>36(1 man)</td>
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Evaluations have been very positive.

2. A registration volunteer program was initiated in the spring. 7 continuing student volunteers who had re entered themselves previously; circulated registration with "Ask Me" buttons. The adults took 3 hour shifts through the 21 hours of new student registration. The program was well received. An expanded version will take place in the fall. Roughly 200 students were served.

3. Personal Development 9, a 9 week orientation course for re entry adults, presents information on the college's services, time management, goal setting, and family/school adjustments.

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<th>Year</th>
<th>Fall</th>
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<tr>
<td>82-83</td>
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Evaluations range from good to excellent.

4. Re entry adults are referred to the New Directions counselor when calling for individual counseling appointments. Academic, career, and personal counseling are combined in the interview to insure academic success.

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<th>Year</th>
<th>Summer as of 5/13/83</th>
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<tbody>
<tr>
<td>82-83</td>
<td>291</td>
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<tr>
<td>81-82</td>
<td>274</td>
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B. To recruit re entry adults by attending and informing organizations in the community that serve re entry adults such as women's organizations, men's clubs, child care facilities, business meetings, etc.
1. The counselor spoke with 6 different community organizations about returning to school.

2. The counselor appeared on "A Women's Place" KEYT TV show on 4/4/83. She discussed returning to SBCC and non traditional courses at SBCC.

C. To raise the awareness of faculty, staff, and students to the special needs of re entry adults.

1. This was done on an individual basis with the instructors by making them aware of the counselor's special interest in this group of students and requesting referrals.


3. The re entry adult advisory committee met 11/9/82. 12 people composed of SBCC staff and community people brainstormed ideas to serve re entry adults.

D. To acquaint re entry adults with services offered on campus to support them in their first semester.

1. Personal Development 9 - Orientation for Re Entry Adults, (see above).

2. Discovery Day, (see above).

E. To assist re entry adults in the development of positive self-image, academic success, and career/life planning.

1. Women's Day - various speakers addressed and stated objectives. 200 attended.

2. An Assertiveness Training class through Continuing Education was developed by the New Directions counselor in cooperation with Ellen Downing. The class was offered on campus in April following the P.D. 9 course; 26 people attending, 23 re entry adults. Although this class does not carry college credit, it is important to offer these skills during the transition semester. Because the Personal Development classes were defunded by the state last August, a continuing education class on campus became the viable option.

TOTAL RE ENTRY ADULTS SERVED - 753

NON TRADITIONAL CAREERS FOR WOMEN AND MEN

GENDER EQUITY - VOCATIONAL EDUCATION

Today's labor market is competitive and changing. Students need to know and realistically assess their career options. Work roles are also changing. Occupations once limited to men are now being sought after by women. Traditional
women's jobs are also being pursued by men. The purpose of this component of New Directions is:

to inform and encourage women and men to consider alternative careers,
to provide support for retention in courses and placement in careers,
to provide information and raise the awareness of faculty, administrators, and staff at the community college.

I. GOALS AND ACTIVITIES

A. To provide inservice training for counselors, administrators on overcoming sex stereotyping.

1. Dr. Warren Farrell - May 6, 1983 - 47 people attended. The two hour workshop focused on -
   - patterns of listening (male, female)
   - male life cycle
   - differing concepts of power
   - new frontiers for women
   - risk - taking

   Evaluations were mixed. About 70% felt positively while 30% thought the message was not communicated clearly.

2. Women In The Trades Inservice - December 8, 1983 - 11 faculty attended. This one hour workshop included mostly vocational education instructors and counselors. Two women: a journeylevel cement mason and a journeylevel painter discussed their personal experiences in going through the process of becoming a tradesperson. They talked about working with men, hazing, and the necessity of personal support systems.

   Evaluations were good.

3. Nursery School Inservice - March 17, 1983 - 9 staff attended. The two hour inservice dealt with the problems and changes that are caused with men in the nursery school program.

   Evaluations stated enthusiasm with information and presentation.

4. Film: The Willmar Eight - October 27, 1982 - 11 attended. This one hour workshop addressed the sexual discrimination harassment issue.

5. Inservice at department meetings:
   a. EOPS - 12/10/82 - 5 attended.
   c. Admin. of Justice Advisory meetings - 4/28/83 - 6 attended.
   d. Career Center meeting - Women in Oil videotape - 1/24/83 - 7 attended.

B. To counsel on the nature on non traditional careers programs and on how to overcome difficulties encountered in these programs.
1. A letter to all students enrolled in non traditional courses is sent each semester. (addendum II)

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<td>82-83</td>
<td>1047</td>
<td>1282</td>
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<td>81-82</td>
<td>521</td>
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2. The letter is followed by class visitations to talk to individual students and instructors.

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<th>Fall classes/student contact</th>
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<tr>
<td>82-83</td>
<td>13</td>
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<tr>
<td>82-83</td>
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<td>47</td>
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3. Individual counseling resulted out of classroom visitations.

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<td>81-82</td>
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<td>109</td>
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4. A Math Anxiety class was offered this Spring. (Instructor was on sabbatical in Fall). This class was created to dispel the student's belief system and past experiences that keep her/him from enrolling and succeeding at Math courses. This class is significant in supporting students to enroll in SBCC's technology classes such as electronics, engineering technician, geoscience technician, and computer science.

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C. To recruit women and men into these non traditional career programs by publicizing a wide variety of career options.

1. 1700 "Women These Careers Pay Well" brochures have been distributed throughout the community and college in the 82-83 school year. (addendum III)

   a. Walk in counseling Campus Center 78
   b. High School distribution 110
   c. College night 21
   d. SBCC preview 68
   e. Expanding Your Horizons (H.S. conference at UCSB) 67
   f. Women's Day 3/11/83 19
   g. South Coast Business Network talks in H.S. career classes 75
   h. Tri Counties Personnel Organization talk 11/18/82 17
   i. Community agencies 60

2. 32 videotapes of women in non traditional careers are available in the career center. These videotapes are a result of Personal Development 14 - New Careers for Women.

   a. 10 tapes were viewed in the Career Center.
   b. Women in Automotive was viewed in Auto 20 Auto Mechanics - Spring (21 students).
   c. Women in Construction was viewed in Landscape Hort 61B Work exp.

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D. To provide role models which includes speakers that are in non traditional occupations and instructors that are in non traditional fields.

1. Women In The Trades career seminar - 12/8/82 - 61 people attended. This one hour seminar was videotaped and is part of the Career Center library. It received excellent publicity (addendum IV) and New Directions made contact with many women in the community who had an interest in alternative careers but did not know who to contact. The women cement mason and painter were good role models. They talked about their personal experiences and "how to be successful in a man's world" - construction.

Evaluations stated the program was outstanding.

2. Over the last two years SBCC has made efforts in enrolling instructors in non traditional fields.

- Jodi Simpson in Electronics
- Ginny Anderson teaching the Marine Diving Technicians
- Sue Chavin in Computer Science
- many women instructors in Drafting
- woman teaching assistant in geoscience technician program
- there was a woman teaching assistant in Auto 11 last year
- New Directions has suggested women to advisory committees in Automotive, Administration of Justice, and Drafting. All departments have been receptive. One person, a role model, has for reaching effects, for the student sees that it can be done and discovers the person is just like them.

E. To provide job development support systems.

1. This year monies from Voc. Ed. Subpart II Displaced Homemakers was appropriated to fulfill goal E. An 8 hour a week counselor/instructor offered varied services.

a. 2 Job Finding As A Skill classes were offered. This .5 unit class meets 4 two hour sessions and focuses on resume writing, interview techniques and job hunting skills.

   1. April class - 20 students
   2. Second class begins 5/24/83.

b. An article in the News Press appeared 1/1/83 to publicize the new services (addendum V). 77 people were counselsed individually, 21 were seen more than once as of 5/19/83.

2. The Electronics internship program is in its second year. As in all gender equity programs, the success is slow and steady. The students work 15 hrs. a week and are paid. Two students received job offers after completion of internship. The instructor responsible has worked with community electronic firms for 3 yrs. The program is viable and valuable for student experience and future placement.

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3. The Gender Equity Advisory Committee met 11/15/82 - 14 people attended, with 4 community men from joint apprenticeship committees. Yearly objectives and events were announced followed by a brainstorming session focused on how to get and keep women in the apprenticeship program.

4. 140 letters have been sent to vocational education graduates (addendum VI) to offer assistance in job finding skills.

F. Research ways to overcome sex bias and sex stereotyping in vocational education.

1. Various reading materials were purchased and read concerning this area.

2. Conferences -
   a. Gender Equity Conf. - Los Angeles - 10/13-15/82
   b. Gender Equity Conf. - Moorpark - 5/13/83. The New Directions counselor was asked to speak about SBCC's "exemplary program" in Gender Equity.

TOTALS FOR NON TRADITIONAL CAREER PROGRAM
   5244 student contacts
   491 individual students counseled
   125 staff attended inservice functions

II. LIAISONS AND NETWORKING

Gender Equity has been in existence for 3 yrs. at SBCC. As the program has been developed, a main theme has produced the successful non traditional student. That theme has been referring and utilizing the varied services and staff of the college. The New Directions counselor is a member of the Career Center staff so all career counselors are aware of alternative careers. EOPS recruiters have taken the New Directions brochures to the High School. They have referred students and non traditional students have been referred to them, especially to the single parent CARE program. The New Directions counselor refers interested students to all the vocational education instructors who talk about what it's like in their courses and in their field.

The program utilizes the counselors who are responsible for the different majors. The tutorial center, learning assistance center, ESL program, and mental health counselors have all participated in the success of this program.
Student successes this year are:

1) a woman welding student is soon to be a metalworker apprentice.
2) a New Careers for Women class student was hired by City of Santa Barbara as an engineering technician.
3) a re entry adult has opened her own wallpaper hanging business.
4) a non traditional career student/re entry adult created her own internship at the County Building Inspection Dept.
5) a single parent is successfully taking welding and automotive classes.

This is the key for both the re entry adult and the non traditional career student. For academic success demands serving the needs of the whole person and helping them in their career/life planning process.

III. FUTURE NEW DIRECTIONS

A new brochure which has been developed this year will be ready for Fall 83. This cover page is the cover of the brochure. Non traditional career seminars will be offered in conjunction with the Career Center's seminars. There will be continued networking with the City Personnel Dept., South Coast Business Network, tradeswomen in the community, Joint Apprenticeship Committees, and media contacts. There will be continued individual contacts with vocational education instructors and students to promote success. The re entry adult program will continue and expand because successful students are the best publicity.
Dear Student:

I am writing to you because you are in a non-traditional course at Santa Barbara City College, and I want to support you.

I am the New Directions Coordinator for SBCC. This position is funded through the State Department of Vocational Education. The focus of the program is twofold: 1) to assist women and men in choosing lucrative and exciting courses and careers that are heavily composed of one sex or the other, such as automotive, electronics, and welding for women; nursing, nursery school and secretarial science for men. 2) To help students succeed who are already in a non-traditional course through counseling, support groups and working with instructors; to ease the many difficulties of a non-traditional career.

I have talked with most of your instructors and they are supportive of you and the program.

The next step is up to you. I would like to meet with you and hear from you how I can serve you and your career goals. Would you like a support group of students in your field to discuss the problems of being a non-traditional student, to hear from women and men out in the field, to set up a study group? Would you like to come in and talk to me individually about your concerns, ideas and problems? Whatever your preference, please call and make an appointment through the Counseling Center secretary. The number is 965-0581, extension 285; call or drop by my office A-143 or extension 282.

In choosing a non-traditional career you are truly a pioneer. Many times, being the first one in a course or job situation means stress, rejection, and standing alone. I would like to support you in opening up your chosen career. I want you to be successful in this career adventure.

Sincerely,

Margaret Kearns
New Directions Coordinator
By Marilyn McMahon
News-Press Staff Writer

Someday Luana Rathman may write the great American novel, just as she planned to do when she was an egghead at the University of Minnesota and Louisiana State University.

But right now, the former Playboy bunny is having too good a time painting—houses, not pictures.

A journey-level painter and sheet rock finisher, Luana, a resident of Santa Barbara for three years, is one of an increasing number of women spurning such traditional female occupations as secretary, nurse or teacher. Instead, they're choosing to enter male-dominated blue collar bastions such as carpentry, plumbing, painting and cement masonry.

She and Jamie Jamison, a journey-level cement mason and president of the Blue Collar Women of Los Angeles, will discuss their work, in a free public lecture, "Women in the Trades," from noon to 1 p.m. Dec. 8 in the SBCC Humanities Building TV Studio (H-232).

According to Margaret Kearns, coordinator of the SBCC New Directions program, which is sponsoring the event, the presentation will include information about today's job market, how to break into apprenticeship, the skills women need to get hired and the pros and cons of the blue collar world.

"The importance of perseverance and a personal support system will be included in their formula for success in the trades," says Ms. Kearns. "They will also discuss job incidents such as teasing, reluctant bosses, angry wives and discrimination."

Through the New Directions program at SBCC and sponsorship of sessions such as the one Dec. 8, Margaret Kearns is hoping to encourage more people to try non-traditional careers. "Ninety-five percent of re-entry students are women who need to work to support a family. SBCC offers training for lucrative jobs that are available, easy to learn and provide opportunity for advancement," she says, citing courses for welders, electronic technicians, drafters, automechanics and marine diving technicians.

"For example, after taking four courses in welding, an individual can earn up to

See Page 8, Col. 3
RATHMAN
Continued from Page 1

$19.50 an hour, with career opportunities in welding, construction, automotive, aerospace, shipbuilding, oil fields, offshore drilling and space shuttle work. Electronic technicians, after four courses, can earn up to $10-$12 per hour as electronics technician trainees, biomedical equipment technicians or computer technicians," says Margaret.

Equally important to Margaret are non-traditional jobs for men. Gender equity—the equalization of sexes in occupations—is a primary goal of the program, which is funded through the state's Vocational Education Department. Says Margaret, "Male nursery school teachers are just as significant as female doctors. It's gratifying to see more men going into the clerical and health professions. I'm particularly thrilled to have five men in our nursery school training program this year, especially since the financial incentive is not there."

In the spring, Margaret has scheduled "New Careers for Women," a class featuring videotapes of women in non-traditional occupations.

She also monitors students in the classes and checks on their concerns, setting up support groups if necessary. "Both sexes have the same concerns—the male cosmetologist who's worried about being called gay and the female auto mechanic who's worried about being called a lesbian," says Margaret, who also puts the students in touch with professionals in similar occupations in the community.

Assisting with the program is the newly-organized 16-member Gender Equity Advisory committee. Members include Mel Elkins, SBCC assistant dean for occupational and career education; Geraldine Carr, consultant, Division of Apprenticeship Standards; Joe Aparicio, financial secretary, Carpenters Local 1062, and a member of the Joint Apprenticeship Training Committee; Joe Borrajo, chairman of the Santa Barbara Painters and a
Displaced homemakers and women who are single heads of households can obtain assistance in seeking employment by calling Marilyn Weixel at the SBCC Career Center, 665-0581.

Ms. Weixel is an experienced employment counselor who will provide resources for personal counseling, training, interviewing skills, job search techniques and ideas on non-traditional employment.

It is not necessary for the applicant to be enrolled at SBCC to obtain assistance. Funding for the counseling comes from the federal Vocational Education Act and is assured through June 1983.

To be eligible for assistance, women must be homemakers needing employment because of dissolution of marriage or widowhood or be single heads of households who lack job skills. They may also be part-time workers needing full-time work or in low-paying traditional jobs and wishing to enter non-traditional occupations such as electronics, automotive services, metal fabrication or others.

In addition to individual counseling, support groups of women with similar adjustment problems will be arranged upon request.

Ms. Weixel, who is currently working part-time for Employment and Training Services of Santa Barbara County, has a bachelor of science degree from Cornell University in Ithaca, N.Y., and a master's degree in counseling from UCSB.

'Job-finding as a Skill' classes set

The first of four weekly classes on "Job-finding as a Skill (or, How to Be Successful at the Job-finding Game)" will be offered by SBCC from 1:25 p.m. beginning Wednesday at its Career Center.

The course will provide skills and attitudes needed for students to conduct self-directed job searches, according to Marilyn Weixel, instructor and career counselor in SBCC's redirected homemakers program.

Topics will include self-assessment and developing self-confidence, job leads and contacts, resumes and applications, personal appearance, job interview techniques, goal-setting and how to overcome job barriers.

Enrollment, open to those ages 18 and older, may be obtained at the first class meeting. Further information is available by calling the Career Center, 665-0581.

'Sorta Great' film topic displaced homemakers

"Sorta Great," a 1980 Ohio State University film about the lives of three displaced homemakers who achieved self-sufficiency and re-entered the job market, will be shown at 1:30 p.m. Thursday in Room 152 of SBCC's West Campus.

It is free and open to the public. Marilyn Weixel, career counselor in the college's displaced homemakers program, will lead an informal discussion about resources and services for displaced homemakers; and available SBCC training programs.
Congratulations on the completion of your vocational program at SBCC. Are you eager to put the excellent training you received in your classes to use right away? Would you like to sharpen your Job Search techniques and learn very effective ways to write resumes, make contact with employers and handle tough interview questions? If so, then the Job Finding As A Skill workshop is PERFECT for you!! The workshop is sponsored by the New Directions program (x282) and taught by Marilyn Weixel, an experienced Career Counselor and Job Search Specialist. This four session workshop starting May 24 will help you develop the skills to be successful in obtaining the right job for you.

DATE & TIME: TUESDAYS FROM 3:30 - 5:30 PM

4 TUESDAYS: 5/24/83
5/31/83
6/7/83
6/14/83

PLACE: CAREER CENTER

PREREGREISTRATION NOT NECESSARY
NO CREDIT, NO FEE
CALL 965-0581 x331 FOR MORE INFORMATION

If you can't fit the workshop into your schedule but would like to meet with Marilyn individually for job search assistance, call 965-0581 x331 to set up an appointment.

Good luck in your job search and your new career.

Marilyn Weixel