



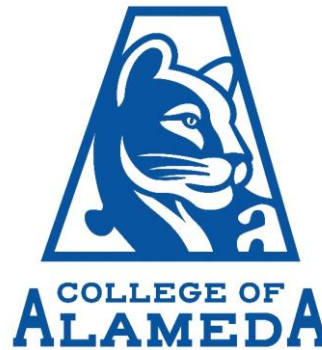
# President's Report to the PCCD Board of Trustees



August 26, 2025

President Melanie Dixon

## New Logo, Same Mission: Rebranding for the Future



This past spring, College of Alameda (CoA) engaged in a collaborative process to refresh our look with a new logo and brand guide. The design was shaped by broad collegewide participation, ensuring that our new identity reflects the collective spirit and vision of our community.

The soft rollout of our new logo will begin in Fall 2025, with a full launch aligned with the debut of our redesigned website planned for Spring 2026. To support this transition, employees will soon have access to the new logo files and brand guide, which will be uploaded to the Facilities and Technology Committee page.

Thank you to everyone who contributed their voice and creativity to this process. An extra special shoutout to our students with the highest voting response rate and Marcus Creel the real MVP. Together, we are charting a bold new visual identity for the future of CoA.

## Facility Upgrades to Enhance Student Experience



College of Alameda is pleased to announce a series of facility upgrades aimed at improving the overall campus experience for students, faculty, and staff. As part of this initiative, food service and vending machines have made a much-anticipated return to campus, providing convenient access to food and snacks for all. We've partnered with the island's very own, *Pacific Fine Food Catering*, to serve up fresh, delicious meals and snacks throughout the day and have placed vending machines at each of our sites for food accessibility. This enhancement addresses the community's desire for on-site dining options and aims to foster a more vibrant and student-friendly environment. We are extremely PROUD to have extended these services to our Science Annex and Aviation Center.



In addition to food service, there have been upgrades to the flooring throughout campus buildings. These improvements feature durable, modern materials designed to enhance safety, comfort, and aesthetics for students, faculty, and visitors. The new flooring not only provides a fresh new look but also improves accessibility and ease of maintenance, creating a more welcoming and functional learning environment for everyone. Our Library, Student Center, Veterans Resource Center, Welcome Center, Information Booth and

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our upcoming student learning community space all benefited from the project. Special thanks to COO Nelson, Bc Hoff, Shuntel Nathaniel and Selwyn Montgomery for making these upgrades possible.

## CoA Sets Fall Semester in Motion with Flex Day



This semester's Flex Day at College of Alameda closely echoed the message shared by Chancellor Gilkerson during the District Flex Day. The focus was clear: advancing equity, streamlining programs, and aligning resources to create more effective, student-centered learning pathways across the Peralta Community College District. These will be the guiding principles for how we shape the direction of our college for the next two years.

Classified Professionals and faculty also participated in breakout sessions, planning workshops, and team discussion, all aimed at aligning efforts and energizing the college community for the semester ahead. Breakout sessions included the roll out of this year's Program Review, Student Conduct Process, Student demographics and trends, College Vision and retirement informational sessions for classified professionals.

The day set a positive tone for the semester and affirmed CoA's dedication to continuous improvement, student achievement, and building a future-ready institution. Thank you to the PD Committee at the District and College level for developing thoughtful PD opportunities.

## Fall Semester: First Week Festivities

*The mission of the College of Alameda is to serve the educational needs of its diverse community by providing comprehensive and flexible programs and resources to empower students to achieve their goals.*



The fall semester kicked off with energy and excitement at College of Alameda, as students returned to campus for a week full of events, resources, and warm welcomes. With over 200 students attending orientation sessions, the college made sure new and returning students had a strong start by introducing them to a wide range of campus support services and academic resources.

Throughout Welcome Week, the campus buzzed with activity. The week featured resource tabling, where students connected with programs and departments from financial aid to Basic Needs and counseling, to get the tools they need for a successful semester.

To help fuel the fun (and early mornings), the college offered free breakfast to students, giving everyone a chance to grab a bite and connect with their peers. One of the most popular events of the week was “Pies with the Presidents,” where students had the unique opportunity to meet and chat with College of Alameda leadership in a relaxed, welcoming setting over delicious treats.

MESA also hosted engaging activities to introduce students to STEM-related opportunities and support. The week wrapped up on a high note with a lively karaoke event, where students showcased their talents, had fun, and built community through music and laughter.

CoA’s first week wasn’t just about starting classes, it was about creating connections, building confidence, and showing students, they belong.