



# PRESIDENT'S BOARD OF TRUSTEES REPORT

The President's Monthly Report to the  
Board of Trustees, Campus & Community



San Bernardino  
Valley College

October 2022

# SBVC HOSTS FIRST BLACK TO SCHOOL EVENT TO SHOWCASE BLACK EXCELLENCE



## BLACK TO SCHOOL NIGHT HIGHLIGHTS THE BLACK STUDENT EXPERIENCE AT SBVC

At Black to School Night, the spotlight was on the programs, services, resources, and educational opportunities available for Black students at San Bernardino Valley College.

The Sept. 14th event celebrated all things exemplifying Black excellence, with attendees learning more about clubs like Umoja-Tumaini and BROTHERS and hearing from the Black Faculty & Staff Association (BFSA) on steps being taken to address concerns related to Black student success in higher ed and ways to strengthen ties with the greater community.

"Black to School Night is just the beginning," EOPS/CARE counselor Keenan Giles said. "The goal is to create a pipeline for change and improvement,

and leveraging relationships with allies and those that genuinely care about the lives and success of all of our students, families, and community members."

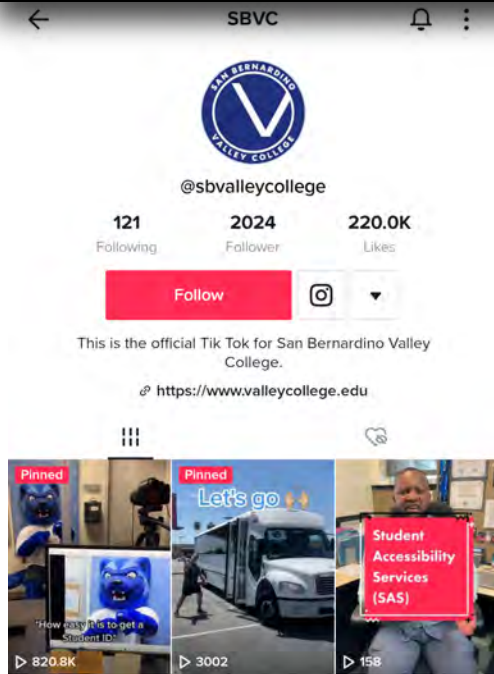
BFSA is committed to "not only having a seat at the table, but a voice in the discussion and influence in the decision-making process," Giles said, and Black to School Night was a "kick off to a renewed commitment to the creation of a culture that is truly embracing ideas of 'diversity, equity, inclusion, and belonging.'"

This, and all events to follow in the spirit of this event, is about putting action to words, as we realize action is everything."



# HIGH FIVE

## SBVC TIKTOK GOES VIRAL



***In a short span of a few hours, the post jumped from around 100 views to 50,000 views and now currently sits at almost 1 million views!***

The official TikTok account for San Bernardino Valley College went viral in mid-August thanks to the efforts of the social media team. The video was created after a request made by the Office of Student Life to highlight the process of obtaining student IDs. The short video followed Blue the Wolverine getting their student ID, while also showcasing the few easy steps to getting one. After about a day of the TikTok going live, the team started to see strong growth in views, likes and follows.

The SBVC TikTok account jumped from about 200 followers to over 1,000 in the timespan of a couple of days, with new followers coming from within the community but also across the country. SBVC's TikTok now has a guaranteed audience of over 2,000 followers, making SBVC the first college or university in the Inland Empire to reach that milestone. The social media team is excited to create more content to reach ever more future SBVC students and communicate the value of attending college.

## SBVC KICKS OFF HISPANIC HERITAGE MONTH WITH BIENVENIDA EVENT



Hispanic Heritage Month kicked off across the San Bernardino Community College District with "Bienvenidas" events at San Bernardino Valley College and Crafton Hills College.

At SBVC, students who attended the Sept. 13th event were treated to tacos and given information about workshops and lectures celebrating Hispanic Heritage Month, with the topics including art, social justice, activism, and the Afro-Latinx experience.

"The event was well attended, as it was also partnered with the student resource fair," Ernest Guillen, library technical assistant II, said. "Plus, you can't go wrong with free tacos. Everyone had a great time!"

SBVC's Hispanic Heritage Month lectures and workshops were open to the public as well, with organizers saying it was important to create a safe space for people to learn and celebrate together. "Visibility matters,

***"Visibility matters, especially for communities who have historically experienced erasure."***

especially for communities who have historically experienced erasure and marginalization," Guillen said. "As a Hispanic Serving Institution, it is important that we intentionally take time to recognize, honor, and celebrate the contributions the Latinx community has made to the culture, society, and advancements in the United States."



# SNAPS

## VETERANS RESOURCE CENTER

### HONORS THE LIVES

### LOST ON 9/11



For the first time since Fall 2019, the Veterans Resource Center held a memorial on campus honoring the lives lost on September 11. The VRC placed 2,977 flags into the ground, one for every life lost. The flags placed created a design of the Twin Towers surrounded by a pentagon. The event also featured Wounded Warriors, Dogs for Warriors, and a sidewalk chalk opportunity, where students were able to write their thoughts on the campus walkway. Veteran Services Coordinator, Jason Alvarez, said that the VRC is planning a “kickback” event every month to engage and reach the campus community and other veteran/dependent students. A chess tournament and their annual Veterans Day Celebration (November 10) are also in the works.

## SBVC SHARES SOCIAL MEDIA BEST PRACTICES

On August 31, Interim President Dr. Scott W. Thayer, Director of Marketing Paul Bratulin and Social Media Coordinator Thomas Robles attended the CPIO (California Public Information Officials) conference to discuss reaching diverse audiences on TikTok. Those who attended the presentation learned how to leverage their organization's existing resources to develop engaging TikTok content and expand their audience on Gen Z's preferred social media platform. “It was a great opportunity to showcase the amazing engagement and reach SBVC has been able to accomplish on TikTok,” said Dr. Thayer. The presentation helped attendees, many of whom serve public agencies, start their first TikTok accounts. Thomas Robles, an SBVC alumnus, was impressed by attendee enthusiasm for the platform.



**“I’d have never thought that my beginnings at SBVC would lead me to presenting at a professional conference, and on Tiktok, of all things!”**

## SBVC ART GALLERY

### FEATURED IN RENOWNED

### LA ART MAGAZINE



The Gresham Art Gallery’s Spring 2022 installation, “Life by Design,” was featured in Artillery Magazine, the longest running contemporary art magazine in Los Angeles. The group show was curated by SBVC art instructor C. Ian White. The show explored works by modern and contemporary artists who use a variety of media to explore notions of space and function. The gallery created a Spotify playlist, which was meant to be listened to while viewing the installation. One piece discussed in the article was Virgil Abloh’s Receipt Rug, IKEA Collaboration (2019), among others that spoke to larger conversations about culture.

## SBVC CONCLUDES CELEBRATED VOLVO LIGHTS PARTNERSHIP

The VOLVO Lights collaborative at SBVC has successfully concluded its 3-year launch phase. Started in 2019, VOLVO Lights worked with San Bernardino Valley College and Rio Hondo College to develop one of the country’s first heavy-duty electric truck technician training programs. The project was led by VTNA and California’s South Coast Air Quality Management District, with its main objective being to develop programs and best practices that would help lay the foundation for the successful commercialization of battery-electric freight trucks. The two training programs had a combined total of 45 graduates. Congrats to the graduates!





# U.S. ENERGY SECRETARY VISITS SBVC CAMPUS

The future is being built at San Bernardino Valley College, and US Representative Pete Aguilar (D-Calif.) and Energy Secretary Jennifer Granholm got to see it first hand. On Sept. 1st, Aguilar and Granholm toured SBVC's Applied Technology Center and met students and faculty in the Clean Energy Vehicle Maintenance and Repair Training Program. SBVC students are learning the skills necessary to have careers for the next economy, Aguilar said in a video posted on Twitter, adding that they will help the country "meet our climate and energy demands."



## PLANETARIUM SHOWS ARE BACK AFTER A 2-YEAR HIATUS

Once again, the community can literally reach for the stars at San Bernardino Valley College.

After a two-year hiatus due to the coronavirus pandemic, the George F. Beattie Planetarium at SBVC is once again open to the public and offering shows on Friday evenings.

"Every show starts with a talk on a particular topic, followed by a 'star talk' with the planetarium's simulated night sky," Stephen Cole, planetarium production and presentation coordinator, said. "Depending on the night and weather, we often have a telescope viewing after. Some shows are old favorites and some are new shows that I developed."

The planetarium offers a glimpse at the night sky that is hard to come by in the Inland Empire; because of light pollution, residents "don't get to see even a fraction of the stars overhead," Cole said. The shows are an "excellent" outreach tool and get people on campus, Cole stated,

but more importantly, "in the planetarium we can see everything as if we were in a rural area. I think that's an experience that everyone deserves and sadly in cities, people don't get that experience very often."

Coming up, the planetarium will hold several themed events that tie into the season, with "Horrors of the Universe" set for Oct. 28th, just in time for Halloween, and "The Christmas Star" scheduled for Dec. 2nd, 9th, and 16th. With tickets starting at just \$1, these shows are the best deals in town. "This is a public service," Cole said. "That's how I see it, anyway. This place isn't here to make money. The most expensive ticket is only \$3, and that's just so we can keep light bulbs in stock."

**RESERVATIONS FOR SHOWS ARE ACCEPTED.**  
Doors open at 6:30 p.m. and the presentation begins at 7 p.m. sharp, with no late arrivals allowed.  
For more information, call Stephen at 909-384-8539.



# EVENTS

An architectural rendering of a modern, multi-story building with a blue tint. The building features large glass windows and a complex, angular design. The rendering is used as a background for the event announcements.

## **MEDIA PROFESSIONAL DEVELOPMENT WORKSHOP: PODCASTING 101**

**SATURDAY** OCTOBER 15, 2022 | **1:00PM-5:00PM**

**LOCATION:** Media Communications Building Room 142

**TOPICAL AREAS:** Training, Workshops

## **PLANETARIUM SHOW: HORRORS OF THE UNIVERSE**

**FRIDAY** OCTOBER 28, 2022 | **1:00PM-5:00PM**

**LOCATION:** Planetarium

**TOPICAL AREAS:** Other, Special Events



# STUDENT SPOTLIGHT



**ODIN CONTRERAS-VILLEGAS'**  
**FILMMAKING JOURNEY HAS TAKEN HIM FROM THE SPRAWLING LAND OF**  
**EAST TEXAS TO THE HALLS OF SAN BERNARDINO VALLEY COLLEGE.**

**STARTING THIS FALL, HE'S OFF TO HIS NEXT DESTINATION: UCLA.**

As a high schooler in Texarkana, Contreras-Villegas found inspiration in the town's scenery, and would spend hours outside with friends, using DSLR cameras to capture the world around them. During his junior year, Contreras-Villegas started creating his own short films and launched a YouTube channel, RaccoonProject (now known as Prism Productions).

***"I purely made short films for fun in high school, but then began realizing I could make a career out of this due to the massive industry film production has."***  
**-Contreras-Villegas**

While researching community colleges, Contreras-Villegas found that SBVC's Film, Television, and Media Department is affordable, has a strong reputation, and offers a well-rounded education.

"SBVC FTVM appeared with everything I was looking for in film classes," he said. "From the script writing, TV production, short film production, and cinematography classes, it was an easy choice for me to select this school due to the low cost it provided."

Being part of FTVM gave Contreras-Villegas new opportunities, including being the first SBVC student to shoot a short film on 35mm. He was "nervous" at first, he said, and worried about learning how to properly expose shots for film, but the experience was made easier thanks to the "phenomenal" crew he worked with.

"It has been a great time developing my skills with professionals," Contreras-Villegas said. "My overall goal with my films is to implement

messages of social and environmental justices while provided a safe space for filmmakers from different genders, sexual orientations, and races to end the oppression underserved communities have faced for so long through storytelling."

By attending a prestigious film university like UCLA, Contreras-Villegas is realizing his dream, and he can't wait to start classes and get involved with campus life.

"I hope to learn more directing and cinematography skills during my time at UCLA, and at the same time, become involved in the Chicano and LGBTQ+ movements that the college offers, so I am able to donate my storytelling skills to uplift marginalized communities," he said. "When I graduate, I plan to pursue my masters degree at the American Film Institute in order to advance my skills as a director and cinematographer."