



The vision of the Sonoma County Junior College District is to set the standard in cultivating an accessible, open, barrier-free, sustainable environment for students, employees, and the community. The college envisions equitable, impactful, transformative, enriching, and holistic learning opportunities that inspire our students to thrive. A perfect example of our work toward this fulfilling this vision is our investment in improving the facilities and programming at our Southwest Center, now called SRJC Roseland.

SRJC has been offering classes in Southwest Santa Rosa for many years from a small property with classroom facilities leased from the Wright School District. At the site, nearly 1,000 students are served annually with educational instruction consisting of an array of courses such as, Noncredit English as Second Language (ESL), College Skills, Older Adults, Community Education, Electronic Technology and Computer Literacy classes. The site allows the District to provide academic and student services to the residents of this area who are unable, for a variety of reasons, to take classes on the Santa Rosa campus.

The passage of Measure H by Sonoma County voters enabled the District to acquire the existing Southwest Center site from the Wright School District and formally establish SRJC Roseland, reinforcing the college’s strategic role as an educational partner in the economic and civic development of the Southwest region of Santa Rosa and enhancing educational services to the community.



The majority of the population served at SRJC Roseland is Latinx, non-English-speakers taking non-credit classes, many of whom are being introduced to higher education for the first time. We see it as a privilege to offer bilingual, culturally-sensitive educational experiences that help to pave the path for credit-bearing coursework toward certificates and degrees for career advancement, with the ultimate goal of disrupting cycles of generational poverty.

SRJC is proud to be formally designated as a Hispanic Serving Institution (HSI) since 2014 developing an integrated infrastructure to support and meet the needs of our college community and creating an environment where students feel seen and can transform their lives. SRJC is focused on building a sense of belonging,

expanding services for our Latinx, first-generation, and low-income communities, and transforming our systems with an equity-advancing lens.

The SRJC Roseland Modernization Project Groundbreaking Ceremony took place in May 2023, and the District has been working to renovate and update the facilities to better serve the needs of the students, staff, and community, and to better position the site for growth opportunities.

At the heart of the project is the renovation of Heritage Hall to create a modern facility for academic instruction and the addition of a Welcome Center to serve as the central hub for on-site student resources and services. The project is expected to be complete by the end of 2025 with an anticipated opening by January 2026 for the start of the Spring semester.



It has been clear from the beginning that SRJC's presence in southwest Santa Rosa must address the entire student, which means incorporating a combination of credit and noncredit classes in evenings and on weekends, student support services, and partnerships with community-based organizations to eliminate the existing barriers which prevent residents from pursuing higher education (i.e. family literacy, childcare, transportation, economics, etc.). Additional and updated facilities will allow SRJC to expand the number of classes offered at SRJC Roseland to provide more general education opportunities as well as vocational training opportunities to the residents of the

area. Updated facilities will also allow SRJC to expand cultural enrichment activities and on-site services for students to address counseling, financial aid, access to technology and other basic needs like healthcare, childcare and help with food insecurity.

SRJC has been expanding its outreach efforts to the elementary, middle school and high schools in the Roseland area and working with the families to ensure that young students continue their education with adequate preparation and affinity for Santa Rosa Junior College. When they get here, we want them to learn and grow in modern facilities with access to the latest materials and technology to best prepare them for career success.

The SRJC Foundation has launched an effort to meet the critical needs and support the planned improvements at SRJC Roseland with the help from community supporters. Phase I of the campaign will be focused on the immediate needs for furniture and computers to outfit Heritage Hall and the new Welcome Center. During this phase our goal is to raise \$250,000 to fill a major funding gap for this necessary equipment.

Once we have raised the funds for necessary operational resources and equipment, we will turn our focus to building endowments to help sustain the SRJC Roseland campus. The goal for Phase II is another \$250,000. In addition to endowment support, we will also be seeking non-endowed scholarship and program funds. Endowments, scholarships, and equipment funds supporting classrooms, academic programs and student life at SRJC Roseland will be enhanced with the following opportunities for naming contributions:



SRJC Roseland Welcome Center	Lobby	\$100,000
	Quad	\$50,000
	Classroom/Lounge	\$25,000
	Tutoring Center	\$25,000
	Health Services Office	\$25,000
	Admissions Office/Computer Lab	\$25,000
	Resource Center/Food Pantry	\$25,000
	Registrar/Student Services	\$25,000
	Director's Office	\$15,000
	Corridor	\$15,000
	Faculty/Staff Offices (7 available)	\$10,000
Heritage Hall Modernization	Computer Labs (2 available)	\$25,000
	Classrooms (5 available)	\$10,000
	Faculty Workroom	\$10,000
	Courtyard/Atrium	\$10,000

With a gift to support SRJC Roseland, your named space will be recognized with gratitude by students, parents and families, community partners and visitors for generations to come. Your support of SRJC Roseland will help to fulfill the promise of equity in higher education and make an immediate impact in the lives of students and the community we share.

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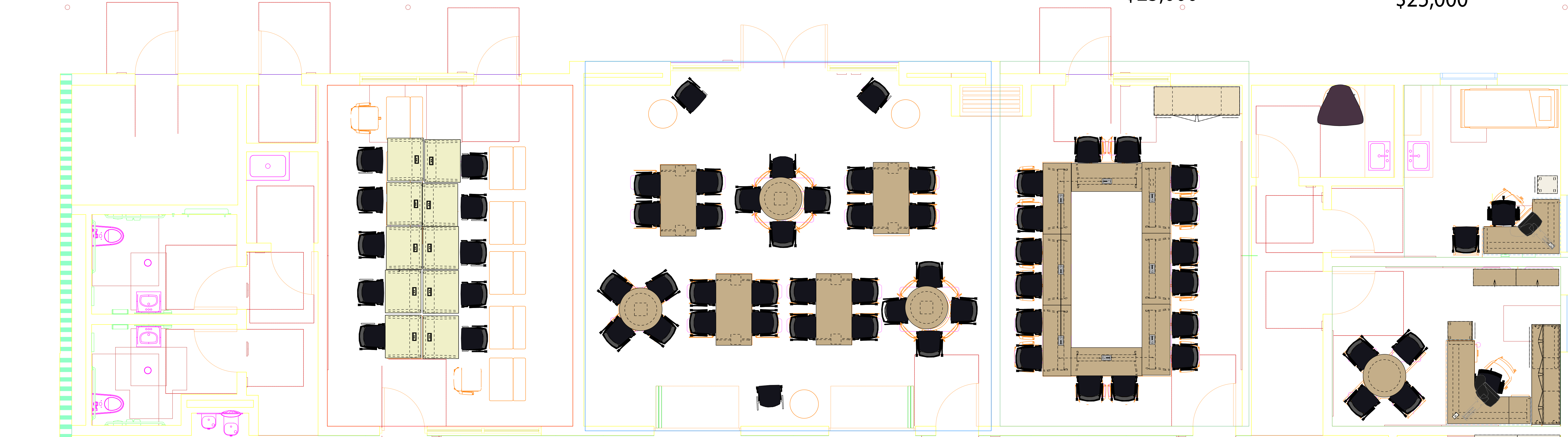


Admissions/Computer Lab  
\$25,000

Multipurpose Lounge/Classroom  
\$25,000

Tutoring Center  
\$25,000

Health Services  
\$25,000



Director's Office  
\$15,000

Corridor  
\$15,000

Office  
\$10,000

Office  
\$10,000

Office  
\$10,000

Counseling  
Office  
\$10,000

Lobby  
\$100,000

Resource Center  
Food Pantry  
\$25,000

Office  
\$10,000

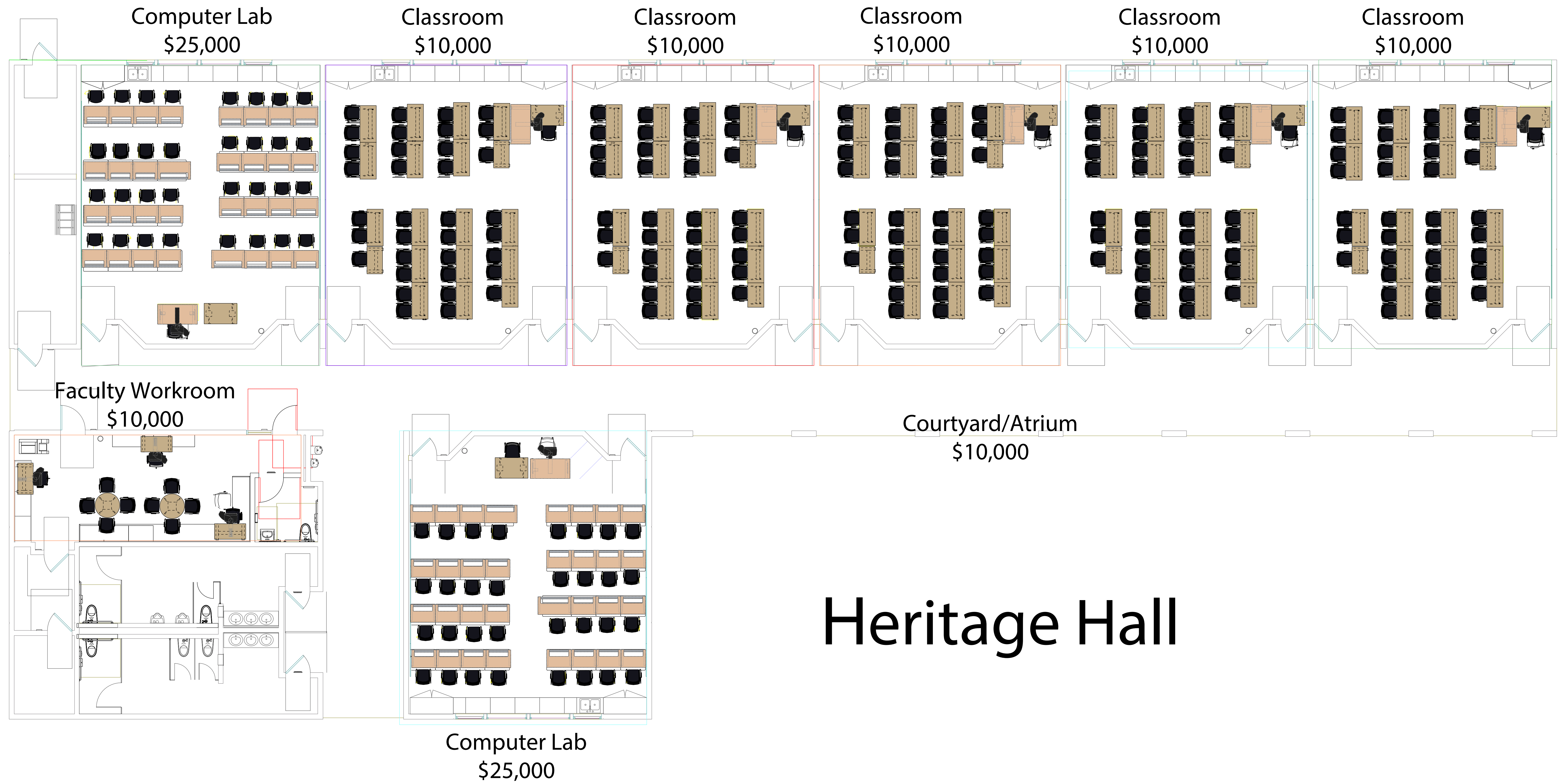
Counseling  
Office  
\$10,000

Registrar/Student Services  
\$25,000

Quad  
\$50,000

Office  
\$10,000

# Welcome Center



# Heritage Hall



