



Minutes

Committee Name: SSSP

Date: January 16, 2019

Time: 12:30 – 2:00 PM

Location: MB 235 | MAM 228 | BIS 197 | KRV 5

Present: Ryan Khamkongsay, Rebecca Pang, Katie Bachman, Chad Houck, Matt Crow, Ben Beshwate, Christine Small, Corey Marvin, Vivian Baker, Pam Campbell, Laura Vasquez, Steve Rogers, Missy Gross, Sharlene Paxton, Julie Cornett, Fabian Meneses, Tanner Barnett, Heather Ostash, Deanna Campbell, Caroline Sanderson

Absent:

1. Call to Order

12:34 PM by Heather Ostash, Vice President of Student Services

2. Approval of Agenda – Approved no additions

3. Approval of Minutes and Action Items

Vivian Baker stricken from 12/5/18 meeting, Laura Vasquez added.

4. CFIT Report Out

- Missy: Working on simplicity
 - ADTs awarded
 - Fabian: Surveys of future classes to gauge interest for the programs
 - Bundle/re-classify degrees as ADTs instead of general degrees
 - Part of clarifying the path, review programs to remove and begin
 - Programs that are AAs that can be ADTs
 - Help information be more accessible for students
 - By Fall 2019, complete CTP CFIT work for now, deans leading conversations regarding:
 - Counseling insight for different departments - important to learn how students are looking at departments
 - Key part to develop some processes
 - Heather: Catalog updates, make website better
 - Consistency across platforms for all programs, keep continuity for all things
 - Create checklist or flow for consistency, makes more sense for a small tactical group to create workflow for the continuity
 - When curriculum platform enacted, some workflow disappeared, and communication lost between areas
 - Assigning actions based on roles

Minutes



- Possible Jaime, CIC Chair, Sarah King, Missy as part of tactical group to work on resolving/finding solution for these updates
- Bill in CFIT? Possible training necessary
- Drop policy and dates sent out to Faculty
- Missy: Any recommendation to clarify the misunderstanding of dates/policy for dropping
- Christine: Any sort of mass message on Navigate?
 - Chad: Maybe, but Corey sends them out at the beginning of semester
- Missy: early alert regarding attendance/dropping by faculty: shows a misunderstanding of drop policy
- Steve: Should we put drop policy in syllabi? Resource for both faculty and students throughout the semester
 - Matt C: Language too vague on active participation
 - Fabian: It's not just the language, but the way it's discussed
- Heather: Any control over outlook calendars: could we just send the dates through outlook so they're on the calendar
 - No, not all faculty/adjuncts use the calendar well, and many would just ignore
- Chad: Faculty don't recognize when they can/cant drop students, need to not wait until last minute, and follow through
 - Julie: Some will try to wait until the last minute and others will drop students with only partial cause
- Heather: Comments on the withdrawal requests
 - Missy: It's not just one department that doesn't drop when they're supposed to, it's widespread and we don't always know when students aren't dropped when they should've been
- Onboarding CFIT
 - Student Profile
 - Ryan/Katie met with Corey/Heather to discuss retention rates and success rates of the students
 - Want increased transparency in what they're doing, working with faculty and management
 - Need to work to increase targeted populations
 - Julie: Both potential students and current students?
 - Yes, as well as former drop-outs, former on-ground, whole online, and prospective
 - Statewide? Or just CC?
 - Both, internal quantitative data, surveys and census data from within communities

Minutes



- Enrollment a focus for the state, as it's declining statewide, curious of whether this is more geared to state info or just local
- BIS/MAM down 7%, KRV up, IWV down 17%
- Programing, scheduling, parking, could be factors
 - Why are fewer students taking classes here?
 - More than just the state deficiency or local service area deficiency
 - The Base is a rich resource, but funding formula wants ADT, not individual classes
- Onboarding CFIT can use data from Student Profiles, momentum/implementation of rolling out navigate, and mobile app. Could benefit waiting until results and implementation complete
 - Fusing members of CFIT to the Student Profiles committee
 - What are the barriers
 - **Data collection complete: April**

5. Conversion-Attrition Reduction Strategy

- Communication strategy for student-informed touch points from application to beginning of classes
- Across LA9 colleges, losing 100000 students who would do application, and not follow through
 - 70% of applications in CCCApply don't go anywhere
 - Encourage high school students to apply
 - Taking look at what all points are between application and completion to focus on each point to see where gaps are
 - 43% applicants who completed assessment testing did not follow through
 - Personalized, professional, timely communications key for attracting prospects and keeping students through completion
 - Personalized comms. most important, students should connect and identify with the school they're attending
 - Christine: Navigate helping, sending personalized invites to come register when classes cancelled
 - Focused communications help
 - Excitement and pride in coming to Cerro Coso, connect to students like actual people
 - Current welcome letter, only somewhat personalized
 - Navigate more personalized
 - Communications not organized well, not consistent across the board
 - 9 colleges consistent in clarity of messages
 - Represent each campus within to help the identity of the campuses
 - Consistent videos/ads on YouTube, marketing company worked with PIOs on this



Minutes

- Matt C, students don't check emails anymore
 - Data shows otherwise, students looking at school email
 - Students having difficulty with account, trouble logging in/with processes of

6. Progress Reports

7. Inland Empire Guided Pathways Planning

- Info to be sent out. Discussed next meeting.

8. Review of Action Items

Send out IEGP email

9. Future Meeting Dates

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|--------|--------|
| • 1/30 | • 3/20 |
| • 2/6 | • 4/3 |
| • 2/27 | • 4/17 |
| • 3/6 | • 5/1 |

10. Adjournment for CFIT – Program Meetings

Meeting Chair: Heather Ostash and Julie Cornett

Recorder: Tanner Barnett