



# Minutes

**Committee Name:** SSSP

**Date:** 04/03/2019

**Time:** 12:30-1:30PM

**Location:** MB 318 | MAM 228 | BIS 197 | KRV 5 | Zoom

**Present:** Vivian Baker, Tyson Huffman, Laura Vasquez, Chad Houck, Tanner Barnett, Julie Cornett, Lisa Stephens, Ben Beshwate, Corey Marvin, Deanna Campbell, Caroline Sanderson, Steve Rogers, Fabian Meneses, Matt Crow

**Absent:** Ryan Khamkongsay, Rebecca Pang, Christine Small, Pam Campbell, Heather Ostash

## 1. Call to Order

- By VP Marvin, 12:35PM

## 2. Approval of Agenda

- No Additions

## 3. Approval of Minutes and Action Items

- No Additions

## 4. Report Out

### 4.1 Clarifying Pathways CFIT Recommendations

- Final report sent out 4/3/19 to committee
- Recommendations:
  - Two parts to CFIT: Refreshing Pathway, Clarifying Pathway
  - Refreshing, completed last fall
    - Direction to faculty chairs/deans with how to move forward with refreshing pathways
    - Recommendations was doc. Submitted o chairs with timeline, etc
  - Clarifying, completed this spring
    - Focus groups, website audit, research into other schools' websites
    - Two part recommendations
      - Revise program info on website, front page with clear information differentiating awards
      - Present awards clearly so different campuses are instantly understood
      - Addition of "Apply" button to top of webpage
      - Sylvia gathers information on analytics regarding webpage visits, would be interesting to see before/after once changes made
      - Discovered in GP conference that schools are finding great success when talking about careers more than majors

# Minutes



- Majors a bridge to career
- Questions addressing true costs of various programs, clearing things up
- Students who are interested in a major other than one we have?
  - Lower division prep offered
  - Students often will go away from CCCC if they don't see their intended major
  - Course offerings, updated schedule
    - Students interested in courses during the Summer, spotty on language regarding offerings as faculty don't have to work during summer
    - Even if options just GenEd, keeps students moving through
  - Highlight career options, etc
  - Students would like a handout with a program pathway for the site they are at, eg. Psych at IWV, Psych at ESCC, different paths for different locations
  - Timeline of actions, detailed with FAFSA, transfer institution visits, etc
    - Supports online and first gen students who don't necessarily have the guidance
  - Deans, Faculty Chairs, VP Instruction establish timeline for changes to be made
    - Making change to program pathway, processes and procedures for any program changes
  - Develop process for deviation from program pathway
    - If an emergency occurs, and a course must be cancelled, what do we do?
    - Class cancelled for low enrollment would fall under deviation
- VPSS: Heard from students/faculty that they would like the idea of advising specialists within the counseling department
  - Not necessarily possible at outlying campuses, but at IWV, likely possible
  - Ed Advisors very general, but perhaps also specialize in particular areas (STEM, Arts/Humanities, etc)
- By Dec 2019, all depts. Would have reviewed all recommendations
- Expected timeline for website changes, and subject specific advisors?
  - Larger conversations that need to happen before anything can happen, hard to assign to a timeline
- Fabian encourages everyone to go look at the student focus group results to see the student comments and questions



# Minutes

## 4.2 Communications Inventory- update

- No update
- First part doesn't need CFIT necessarily, very subjective
- Team charged with figuring out best uses for these forms of communication Ped/Tech presenting
  - Ben doesn't understand why 10 people need to be involved, seems like waste of resources
  - Tyson believes that there needs to be a group that will have other eyes and make the suggestion
  - Vivian sees importance in talking with faculty regarding the use of various technologies
  - Chad: Potentially small CFIT, 4 people necessary: Faculty, Classified, Student
  - Corey, possible multi-tier organization for these items
- Team: Tyson, Justin, student

## 4.3 Communications Sub-Committee

### 4.3.1 Conversion Rate Marketing Campaign (Interact)- developing the contract

- Went to pres cabinet, everyone all for it
  - Don't necessarily need everything on price list, but some of it
- Best timing? Heather will discuss with Cheryl Broom

## 4.4 Mapping out communication to students on their path (Chad)- update

- Ben's suggestion is to provide an opt-out for communications with students
  - Part of CFIT discussion on what do students want
  - Try to organize, systematize communications with students
    - Project 4/5 years ago with CHDV to identify potential CHDV majors based on courses taken
    - Is the intention to grow programs by reaching out to students?
      - Coordinate communications that students get and identify how we communicate with students
  - Positive feedback on successes, and providing an additional campus resource
  - Other types of communications than programs, everything from events to emergencies
  - We want students to be successful and to be connect with the college at large
  - What is too much, what is too little, what is actually valuable?
  - Chad: Runs into students all the time that he doesn't remember, had a student ask him to be at graduation
    - This CFIT is to help create that sort of situation for all of us
  - Students can make it to the grad evaluation and never made a connection to faculty or staff
  - Katie ought to be on CFIT, she has future plans that are similar in charge
  - Rene, Fabian, Katie,
    - Ben will help to find 3 CTE, Letters and Science members
  - Non IWV site?



# Minutes

- Online community too
- Timeline? Starting this semester, next?
  - One meeting this semester, to start us off.
- 5. **Project Management/Mapping (<https://sites.google.com/view/ccgppm>)**
- 6. **Review of Action Items**

Tyson will come back with name of potential student for his Communications Inventory
- 7. **Future Agenda Items**
- 8. **Future Meeting Dates**
  - 4/17/19
  - 5/1/19
- 9. **Adjournment for CFIT/Sub-Committee 1:45PM**

Meeting Chair: Heather Ostash and Julie Cornett  
Recorder: Tanner Barnett