



Minutes

Committee Name: SSSP

Date: 9/30/2020

Time: 12:30-2:30PM

Location: Zoom

Present: Heather Ostash, Julie Cornett, Ben Beshwate, Christine Small, Fabian Meneses, Corey Marvin, Dean Bernsten, John Elder, Katie Bachman, Laura Vasquez, Pam Campbell, Rebecca Pang, Steve Rogers, Tyson Huffman, Vivian Baker, Deanna Campbell, Lisa Stephens, Chad Houck, Michelle Stricker, Mia Guzman (S), Noa Lish (S), Sara Orlando (S), Tanner Barnett

Absent: Missy Gross, Ryan Khamkongsay

I. Call to Order

A. 12:30PM by Heather Ostash

II. Agenda/Minutes Approval

A. Approved, no changes

III. Introductions

A. New student members: Mia Guzman, Noa Lish, Sara Orlando

IV. Updates

A. Regional Coordinators – Michelle Stricker

- New unit under Foundation for implementation of Guided Pathways
- Michelle will remain our coordinator
 - Equity and Call to Action core to CCCCCO
 - Work done towards Guided Pathways has made the transition due to COVID-19 much easier
- Funding-will it continue?
 - Moving towards support rather than funding

B. IEPI

- Contract signed last spring
 - Ready to embark on grant goals
 - Team to visit in November/December
 - Corey to meet with Ryan to discuss strategies

C. CFIT

- Recommended incorporation of career information onto program pages
 - BC has been example
 - Michelle mentions the three main tools: BC's Program Mapper, Career Coach, and Job Speaker
 - Michelle mentions that CSU GE/IGETC is a certificate program at some schools
 - Will be added to the CC Catalog addendum
- Career Coach – Sierra College
 - More robust connection between majors and programs

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- Pulled from geographical data too
- All forward-facing, great for recruiting, but not capturing who visited
- Program updates itself on job info, but not college program info
- Vivian: Is it possible to put suggestions for the “Sorry, no program found” so students never hit a dead end?
 - Could have referrals to similar courses or programs
- Where do we go from here?
 - Should programs CFIT reconvene?
 - Since we have the technology, we should explore it to see how we can use it more effectively
 - Tyson: Implementation team instead of CFIT?
 - We also have Job Speaker, need to assess this as well
 - Michelle recommends to review both, assess students, put out surveys, etc
 - Research amount of work needed to implement successfully
 - Heather to gather more information to compare the two and information on implementation/use
 - Heather to determine CFIT necessity/charge
 - Corey willing to chair

V. Interact Project Update

- A. Multiple groups reach out to (stop-outs, etc)
 - 2259 applied but not registered at 6/30, 467 at 8/25, 53% open rate
 - 197 stop-outs at 6/30, 180 at the end of August, 20% open rate
- B. YouTube up to 62K views
- C. Students are followed up with via Navigate
 - Many had stopped-out in Spring
 - Ashley contacting students
 - 48 students off of probation list
- D. This will be running continuously, dialing it in more specifically as we go
 - A calendar will be developed to schedule this out
- E. Interact Marketing Plan?
 - We will look at this data and that will inform our marketing plan
 - Don't have the app yield data yet
- F. Katie: Would be helpful if we could get a How did you hear about us? on the application
- G. Michelle: How to present data with longevity? Data has legs, and must be concretely laid out to control the narrative around the data

VI. CFIT Report Out - Communications

- A. Detailed companion for CCCApply has been developed
- B. Texting to prompt for completing application/registration
- C. Messages tailored for specific populations, eg applied but not registered
- D. Transforming the welcome letter to include basic needs, financial aid, etc



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- E. Develop different communications for new students, first gen, undecided, returners, etc
- F. Julie: It has been time consuming to review all of the communicaitons, but very instructional
- G. Navigate and IR have been instrumental in this success

H. Basic Needs CFIT coming together soon

VII. Committee Roles and Responsibilities

- A. Discussion regarding reporting out and more intentional reporting to constituency groups
- B. Noa: How do I approach classmates about this?
 - Variety of ways, and we will of course work with students on this
 - Discord, used for student connection and engagement both by SGCC and Outreach

VIII. Future

- A. 10/20/2020
- B. 11/18/2020
- C. 12/2/2020

IX. Adjournment @ 2:27PM

Meeting Chair: Heather Ostash and Julie Cornett

Recorder: Tanner Barnett