

Members:

Student Services Mission: To provide a system of support services that enhances student success and achievement of educational goals.

	A	P		A	P
Olivia Rosas, Interim VPSS		X	Maryum Malika		
Elaine Akers			Joseph Nguyen		X
Veada Benjamin		X	Justine Plemons		X
Larry Brunson		X	Deanne Rabon		
Dr. Raymond Carlos		X	Fermin Ramirez		
Yancie Carter		X	Carmen Rodriguez		
Marco Cota		X	Oscar Rodriguez		X
Michelle Crocfer		X	Ty Simpson		
April Dale		X	Shalita Tillman		
Priscilla De Loera			Michelle Tinoco		X
Joanne Hinojosa		X	Sam Trejo		X
Kathy Kafela	X		Maria Trujillo		
Amanda Moody		X	Sharaf Williams		X

TOPIC	DISCUSSION	FURTHER ACTION
1. Approval of 08/25/2022 Minutes.	Ray moves to approve. Sharaf seconds the motion. Marco abstains. No nays. Minutes approved as written.	
2. Fall 2022 Enrollment Update <ul style="list-style-type: none"> Spring 2023 Registration Phone banking/ telemarketing 	<p>We are still about up about 6% from last fall. We are 10420 head count compared to 9,618 last year at the same time. That equates to 3,486 FTES compared to 3,524.</p> <p>Olivia asked Paul to highlight Spring Registration on the website to encourage registration.</p> <p>Veada asked if we could have Paul to add the late start classes separate from the open classes so it's easier to navigate and locate for students.</p> <p>Olivia added that messages and text messages would also be sent to students regarding open registration. The message also states that we are offering both online and in-person.</p> <p>We have also heard of students being on a waitlist. We need to let Michelle and Ty know so that we can communicate that to the office of instruction to see about opening sections.</p> <p>April asked if that is the case when waitlists are already full?</p>	

Olivia answered that anytime students need a class and are on a waitlist please let us know.

April asked if there a process instruction runs to check waitlist statuses.

Olivia said she will find out with Dina.

Amanda added that she believes that 12 students on the waitlist is the cap.

Veada to add to that the number is cushioned even when students are on a waitlist.

Joseph suggested to have instruction join us to help explain the process.

Olivia reiterated that registration for spring starts Monday through the 17th and open registration thereafter.

Olivia motioned that there will be a phone banking campaign targeting students who have 30 units or less to complete their degree or transfer. We want to help them finish. Christie is working on getting the information to best capture that student population. We hope to start November 28th.

Marco asked if that would be for currently enrolled students?

Olivia added that we are going to look at the report. To see what that looks like.

Marco added that it would be a good idea to know how we are going to approach.

Ray added that we might want to identify transfer students to seeing what kind of support they need. I know they are lifelong learners, however, it might be helpful to nudge them.

Joseph mentioned that for those of us on the phone banking, please give us as much information such as the major how close they are. Maybe an email can be sent out prior giving them a heads up.

Michelle, can we target their personal emails.

Olivia yes, it goes to both.

	<p>Amanda stated that this generation doesn't leave voicemail.</p> <p>Olivia noted that a one size doesn't fit all so it's going to be a combination of a few tactics to reach our students.</p> <p>Oscar wanted to touch on the topic of students not answering their phones. He suggests that we have a short training on best practices prior to the phone banking. We must make sure to cover all bases starting with a phone call, following up with a text and email.</p> <p>Veada would like to go back to marketing. How can we highlight upcoming events? We have tools that can be used like the marquis and several screens.</p> <p>Olivia answered that the website does have upcoming events in the calendar but it's not up front and center.</p>	
<p>3. Marketing Campaign</p>	<p>In terms of marketing, we are going to end our contract with Gallegos United who was contracted. According to Paul, we are going with Interact who has experience with higher education.</p> <p>Metrolink is also doing a campaign and Blue is going to be a part of it.</p> <p>Amanda added that there will be an event Saturday and outreach and marketing will be there.</p>	
<p>4. Student Services Monthly Programs</p>	<p>Olivia added that we have had student services events on a monthly base. So for the month of November, we have a few things planned such as</p> <ul style="list-style-type: none"> • Día de los Muertos in the Greek Theatre. We also have the • 1st Gen Day on November 8th in B100 from 11-1 pm. • November 15th will be Native American day in B100. • Day of Service is December 17th. There will be the Winter Wonderland hosted by local partners. • Friday November 4th Performing arts at the Garcia Center. 	

<p>5. Student Equity Plan Update</p>	<p>Olivia provided an update on the Student Equity plan. We are moving in the right direction. There have been several writing sessions. There are three sessions left. We've met with all the shared governance bodies and constituents. Davina has had a dedicated workgroup to work on the plan.</p> <p>We plan to bring the focus group, that Veada and Larry facilitated, back in December once the plan has been submitted. We would like to highlight our progress and what we plan to do moving forward.</p>	
<p>6. Student Services Building Update</p>	<p>Olivia provided information. Partnering meeting was held yesterday. Next end user meeting is November 7th. There will be focus groups upcoming. We are trying to make sure everyone has an office and what makes sense in terms of offices.</p>	
<p>7. Website Overhaul</p>	<p>Keenan has been working with the web developer to overhaul the website. We want to continue focusing on behind the scenes.</p>	
<p>8. Area Updates</p>	<p>November Students Services Division employee meeting. We will have everyone breakout into different groups and dissect web pages of student services departments and provide suggestions, feedback, and input on how to improve the website.</p> <p>Veada asked if the information could be sent out before that way we can help in a more informed manner?</p> <p>Olivia answered that Joanne and the team have sent out an email to the managers about the activity. We are working on a registration form for a head count on food and everyone will be assigned to different groups.</p> <p>April added that the email Joanne sent was to let the managers know that they will be facilitating a table. Olivia stated that when the email is sent out for registration, we will also send out instructions of what the activity will entail, so that everyone knows what they are going to.</p>	

	<p>Veada commented that people have great ideas and sometimes they can't present it on short notice. At least that way they have time to prepare.</p> <p>Olivia added that more information is to come after today.</p>	
9. Other Items	Email updates to Kathy and she can send them to the rest of the group.	
10. Adjourn – Next Meeting will be November 17, 2022	Meeting adjourned.	