

## **GP Redesign College Process Project Meeting Notes**

Meeting Date: 09/23/19

Meeting Time: 10:00 – 11:30 am, Bldg 2-10

Present: Margie Carrington (co-lead), David Eck (co-lead), Manasi Devdhar-Mane (International Student Program), Ari Soler (Financial Aid), Yesenia Mercado (Financial Aid), Carol Liu (PRIE), Mayra Arellano (Outreach), Sarah Cortez, Jose Romero, Ruth Miller, Melissa Alforja

### **Mayra Arellano providing updates on Student Outreach.**

Outreach is testing the new CRM tools, though they are not yet deployed.

Student ambassadors.

There is now a link on the Cañada webpage for requesting information. This link will eventually directly connect with the RFI (Request for Information) forms on the new CRM platform.

- Recruitment module has been designed.

- End of week target for full use of the Salesforce/CRM ticketing system.

- For intentional students, they will be tagged, appear in the International Student Office's To-do list with the Salesforce platform.

- Outreach will start using a career exploration tool when doing high school visits. The first use will be on October 16<sup>th</sup>. Two weeks later, the visit to the same school will be for completing Cañada applications. Mayra is uncertain about the exact name of the tool. It was recommended by Bob Haick.

- Melissa A. : need to track career exploration activities that a student has used.

### **Margie on campus awareness of the CRM timeline**

The September 18<sup>th</sup> campus-wide marketing email that provided CRM updates might give people the impression that the project is further along than it actually is.

Going through the spreadsheet that lists the dream process requests/ideas/suggestions.

Important for members to visit other Guided Pathways workgroups to track/inform about anything that might impact the Redesign College Process initiatives.

### **Questions about the District Enrollment Committee to force students to select a major when completing the application**

- Widespread concern among meeting that this will lead to a lot of bad/ill-informed major selections, which can complicate the student's progress through the College.

-Many students want to take classes in order to improve their English language skills. Is ESL an option? –Ruth Miller will check. Margie thinks probably not, since there is not a degree or certificate available for ESL.

-The new application (to replace CCCapply) will not be implemented until Fall 2020.

-Will Minnick (Dean of Enrollment services at Skyline) serves on the CCCapply committee. Redesign College Process team plans to contact Will Minnick to suggest changes to the CCCapply webpage (in particular, better informing students that they college-wide application is separate from applying to a particular college).

### **Margie update on the counselors' workshop for the Student Dashboard**

Their meeting reviewed multiple possible sources of information (CCCapply/application, Swason, and so on). They are trying to decide on what information is most useful to have readily available on the dashboard and also discussed importance of flagging which information might be less trustworthy.

### **Margie on general task for Redesign College Process team**

Go through list of dream process ideas. Redesign team should align each idea with the particular Guided Pathways workgroups.

- Interest Areas and Program Maps Working
  - o David E. going to these meetings
- Resdesign Academic Support Workgroup
  - o Jose R. going to Redesign Academic Support workgroup
  - o Yesenia M. and Manasi D.-M. also going to this workgroup
- Early College Experiences Workgroup
  - o Mayra A. going to this workgroup (absent today)
  - o Sarah Cortez going today
- Online Education Workgroup
  - o Doesn't have a meeting scheduled yet.
- Career Exploration and Job Placement
  - o Doesn't have a meeting scheduled yet.

### **Discussion of the difficulty of student cohorting**

- One source of cohorts: PEP teams (students groups from particular high schools).
- But seems clear there will be a wide vareity of cohorts. And it

### **Sparkpoint Related Stuff currently missing from Dream Process Priorities List**

-The Sparkpoint team already uses a CRM for outreach. It should be possible to port over to the new platform.

### **Some Information on Application in Disuse**

-There are informational elements on our current application that no longer are used by anyone.

-Ruth Miller will check what happened at the District level that changed, such that this information is no longer shared among different departments.

-Ruth Miller will follow up about the differences between Exempt and Non-Exempt applications. In particular, do non-exempt applicants have to choose a program of study?