MINUTES

February 5, 2015
9:00 – 11:00 AM, Room 758

Attendees: Rosafel Adriano, Rozen Bondoc, ValJean Dale, Philomena Franco, Sandra Genera, Matt Kritscher, Paulette Lino, Kathryn Linzmeyer, Roberto Mendez, Yvette Nahinu, Stacey Moore, Arnold Paguio, Jeanne Wilson and Bella Witt

Meeting started: 9:08 a.m.

I. Commencement

Commencement will be on Friday, May 29th at 6:00 PM in the Grand Court. We will have separate meetings with designated groups (Campus Safety, M&O, Media Services, Student Life, Music Ensemble, etc) that play a critical role in the preparation and execution of the ceremony to review details. We will clarify with Kari McAllister and Greg Home about the fencing around Bldg 100.

We will try to get more people involved campus wide with the planning activities. We need to identify a Keynote Speaker. Tom Hanks schedule prohibits him from being our Commencement Speaker, but Dr. Sperling, in a letter, asked Mr. Hanks if he would come speak to new students in the fall; and if not, can he make a short video clip welcoming students. We can use this video for our online student orientation and email it to students as well.

Other famous Chabot Alumni: “Ledesi” Anibade Young, R&B and Jazz recording artist and songwriter; David Johnson, 49ers Tight End.

II. Budget / Legislative Update (2014-15 / 2015-16)

VP Kritscher apprised the group with the latest State budget and legislative news. He said the State’s bond rating is good. The State’s balanced budget was done with cost cutting measures and not revenue generation, so we have to be careful with our spending. More FTES funding will be divided equitably based on economic indicators.

As part of the 2015-16 State Budget proposal, Governor Brown requested the following:

✓ $100 million more for Student Equity
(2014-15 allocation for Chabot is $551,000 so there's the possibility the college will get
the same amount which will bring the total funding to over a $1 million)

✓ $100 million more for SSSP
(2014-15 allocation for Chabot is $1.6 million and the college may receive an additional
$900,000)

✓ 1.58% COLA

VP Kritscher said the college has to review its plans and identify areas in need that are not covered
by SSSP and Equity funding, so we can request for general funds.

III. Enrollment Update (Spring/ Summer/ Fall)

MARKETING INITIATIVES
VP Kritscher said that we have over $200,000 of salary savings because we were not able to hire
counselors until November & January. So instead of rolling these funds for next year, these funds
should be used for marketing to help the college meet its enrollment goals. We have no informa-
tional brochures left. To date we have done print media (2-wks of newspaper ad = $2,500;
postcard mailings, one month advertising in the mall = $2,500); and 5-wks of TV commercials that
we developed, shown twice a day on two channels, at a cost of $15,000. It is a challenge to figure
out how we can effectively reach our demographics.

VP Kritscher suggested four postcard mailings at $25,000 per production/mailing (April 1st, May 1st,
June 1st and July 1st) to inform the public that our class schedule is available online and our
Summer/Fall registration is underway. A postcard is a better guarantee of reaching the
communities we serve.

Other marketing suggestions:
1. Drop off postcards at the Library, BART and bus stations.
2. Hire a social media expert to perform daily and continuous postings on Facebook and
Twitter to get people's attention.
3. Place ads in Bay Area Newsgroup, online and hard copy and e-blasts, during the peak of
early registration.
4. Do more in-depth recruitment for FYE in the high schools. We plan to hire the best “Passion
Purpose” students as peer advisors. The FYE Program will do 2-hour workshops in five high
schools for a 6-week period. It's a saturation...get to know people/students commitment.
VP Kritscher said that the statistics for our first semester pilot FYE program was
phenomenal. We had decent representation across ethnic groups compared to our campus
population. And the persistent rates from Fall to Spring were outstanding (athletic students
have 100% persistent rate, 92% for other ethnic groups; no group was below 88%)
compared to all new students that have persistent rate of 69%.
5. Give employees Chabot re-usable bags to use when they shop; gives the college visibility.
6. Participate again in local festivals and street fairs (B Street Party/Zucchini Festival/Castro
Valley Festival); build a calendar of events so we can plan ahead of time.
7. Ask student clubs to be more involved in representing the college (i.e., our own Flea
Market).
8. College need to participate/do more with social media, but needs to be monitored.

To date, Chabot College classes are only 78% full, so in addition to marketing and getting the most “bang for our buck”, we also have to look at our customer service delivery. We need to review areas we can improve upon. For example, we need to develop a consistent way of responding to complaints so that customers do not walk away upset. A&R has created an “intake” form whereby students can write down their issues/concerns and be assured that it will be given to Director of Admissions that same day (please see attached copy).

Since various departments have created their own referral form in the past, it was suggested that department representatives bring these referral forms to the next meeting so we can consolidate and standardized these forms into one template.

We also need to have customer service training, a refresher course on how to respond to complaints or how to present this referral intake form in a positive way. Staff can also take the opportunity to communicate and educate students/public about strategies to use to obtain the information or resolution they need. The college should have a “communication hub” so that a student can go to a point person designated for a particular department (FA, A&R, Counseling, etc.) to prevent giving them the “run around”.

Dean Dale shared her experience as a consultant with ValleyCare where staff strived to project a more welcoming approach. Through their actions and response, they communicate to customers that they have come to the “right place, approached the right person”. She said that their philosophy is that the customer has always reached the “right place” and that their job is to see how they can assist the customer in getting/obtaining what they need. ValleyCare Staff proactively approach their customers and ask them how they can be helped. They are on the “lookout” and do not wait for the customers to come to them.

It’s also important to recognize that staff do deal with students that have discipline and mental health issues and the public that have lots of questions about a variety of programs. For example, Counseling staff deal with a student population that are “unhappy” because they are on probation, or need financial aid or access, or have dire personal circumstances.

Rosafel shared a concept presented at the Mental Health First Aid Class: A.L.G.E. that is applicable when dealing with a difficult issue.

- A = Assess the situation
- L = Listen and do not be judgmental
- G = Gather information
- E = Encourage referrals

One of the critical step in providing good customer service is the restoration of staff. VP Kritscher said our new Vice Chancellor of Educational Services, Celia Esposito-Noy, is fully aware of our
need to have a restoration plan and will be a strong ally since she comes from the student services side. As we move to restore staffing we can start with building consistency in our response to handling complaints or difficult issues and developing a standardized intake form. We can employ team building training sessions.

IV. Student Life Update
Director Arnold Paguio distributed a list of Student Life projects, initiatives and upcoming events. The Office of Student Life is finalizing the preparations for Spring Semester scholarships. Director Paguio has been reaching out to donors and sponsors. He still needs to connect with CLEA.

Scholarship applications will be available by Feb 17th; will publicize in early March. Deadline to apply: March 27th. Selection committees will be formed before Spring Break. It will take 2-3 weeks to review the applications. Names of recipients will be announced on April 29th and the awards banquet will take place within the first 2-weeks in May.

Other projects Director Paguio is working to establish:

- Online Organization Management System to be implemented this semester and fully launched by Fall 2015 (to be used by student government and student club organizations to maintain calendars, meeting notes, online forms, to keep a history of what they have been doing)
- Publicity Resources (digital signage; more bulletin boards; clear bulletin boards weekly; take inventory of glass bulletin boards; would like to hire a graphics and web design assistant to handle digital screens)
- Student Organization Guidebook
- Increase OSL Staffing for visibility and coverage

Student Center Town Hall Meeting: Feb. 9th

V. Student Center Discussion - Tabled

VI. Other Business

SPECIAL PROGRAMS
---Yvette Nahinu mentioned that the one-year anniversary of Gerald Shimada’s passing is on March 4th. Special Programs would like to celebrate this anniversary by organizing and setting aside an hour or two in a location where people can gather and remember, reminisce and partake in light refreshment. Dean Wilson will speak with President Sperling.

Update: The memorial anniversary took place on March 4th, 9:00 -11:00 am in Room 758.

---Sandra Genera shared that every time she wore her name badge/tag, staff commented positively and wanted to know if they can get a name badge/tag as well. She recommended that name badges be provided to Student Services staff, especially those who work the windows, front desk, and perform outreach activities off-campus.

---Special Programs will have information sessions in April and helping students register for classes. ____ will sponsor Raza Day on Saturday, April 25th which used to be the Latino Education Summit. Chabot have held a Latino Education Summit for the past 17 years. But since CSUEB just held the Latino Education Summit which had an attendance of over 1,000 students (Chabot table
had lots of foot traffic), we decided to put on a Raza Day which will be modeled after PREPA. The idea of PREPA was to catch students who fell through the cracks during Early Decision. So having a “catch-up day” means students can register and be scheduled for assessment.

---Today, Puente is showing a sneak preview of Daniel Glick’s film, *A Place to Stand*, 12:00 noon – 1:30 PM, in Stage One Theater. This is a documentary film based on the memoir of Jimmy Santiago Baca, who transformed himself from “a functionally illiterate convict to an award-winning poet, novelist and screenwriter”. Puente students have read Mr. Baca’s book and are excited to see the film.

---March 21st is Cesar Chavez’ Day and HUSD employees will have the day off and mark the event with services.

---EOPS updated their list of workshops which have various cultural events. EOPS students are expected to attend at least 5 workshops this semester. In addition to these workshops, EOPS is offering safety issues and self-defense techniques. The first event had 40 students, a really good turnout.

**Meeting Adjourned:** 11:01 a.m.

**Next Meeting:** March 5, 2015

**BW**

**Handouts**
---Student Communication to the Director of Admissions & Records (intake form)
---Student Life Office Updates
---“A Place to Stand” (Daniel Glick film) flyer