MINUTES
May 7, 2015
9:30 – 11:00 AM, Room 758

Attendees: Rosafel Adriano, ValJean Dale, Philomena Franco, Matt Kritscher, Paulette Lino, Kathryn Linzmeyer, Stacey Moore and Bella Witt

Meeting started: 9:40 a.m.

VP Kritscher reviewed the March 5th SSAG Minutes.

I. Summer / Fall Enrollment
In our continued efforts to increase summer/fall enrollment, postcards will be mailed (funding from SSSP) to 155,000 households. A discussion ensued regarding the limits of appointment based counseling. Right now counseling appointments are booked through June. We have limited number of counselors during summer and everyone’s schedule is maxed out. In addition adjunct counselors are required to receive training in PSCN 25 if they wish to work during summer, and it’s a challenge getting them to show up for the training. VP Kritscher said that although we cannot help every student via appointment-based counseling, we do have open hours on the front desk.

VP Kritscher explained that he is trying to help us earn some of the $2.5 million funding that is on the table. We currently have pending 15 classified positions that have impacted our ability to meet our FTES goals. We have advertised classified and faculty positions, but we have not hired any more administrators. And the Requests to Announce forms for counselor assistants we submitted last June, they just started getting Board approved in April, nine months to get them hired. The good news is that we can hire temp staff until the permanent positions are filled.

VP Kritscher proposed the following idea: There are 4 Thursdays in June and July. So each week, a different Student Services unit will co-sponsor/co-organize or partner with a different academic division each week on Thursdays, 4-7 pm, and hold open houses or welcome events. For example, Financial Aid can partner with CTE, A&R can partner with PE and Athletics, Health Center can partner with Language Arts. There will be free food, campus mini tours, brochure and handouts, an opportunity to speak with teachers and attended by peer advisors and at least two counselors. This one way we can steer people (potential students) towards a designated time we are available vs the drop-in during summer when we can’t provide the appropriate service because of the timing.
Instead of just PSAs, we can say “Come to Chabot’s Summer Open House Series.” The first two Thursdays maybe slow, but by mid-summer, word would’ve gotten out and people will come.

Below is a draft calendar and components of the Open House events discussed and agreed upon by the SSAG:

**Thursdays, 4-7 PM at various locations**

- **June 4**  
  A&R & Physical Education
- **June 11**  
  Student Services & Applied Tech Business
- **June 18**  
  Financial Aid & Language Arts
- **June 25**  
  Counseling/Health Center & Social Sciences
- **July 9**  
  Special Programs & Arts
- **July 16**  
  Student Life & Allied Health
- **July 23**  
  Student Life and Science and Math
- **July 30**  
  Career & Transfer and Special Programs

**Program Components:**
1. Conference Room within area
2. Food - finger food, drinks
3. Music – live series in July; recorded music in June
4. Class Schedules and College Catalogs
5. 2 counselors, 2 discipline faculty/staff, 1 administrator, 2 peer advisors/student assistants, 1 financial aid rep, 1 A&R rep
6. Campus tours and/or area demonstrations
7. Flyer of Summer Series; Help Zone referral flyers
8. Brochures of Student Services & Area Programs
9. SSSP bags, flash drives, pens
10. Student Services referral forms
11. Interest Lists – name/email/phone

**Program Budget:**
$50,000 ($3,000 - $5,000 per Thursday)

**Timeline**
- Confirmations with areas by May 13th
- PSA’s by May 20th
- Marquee by May 15th
- Email to all Summer applicants by May 20th
- Email to High School counselors/principals by May 22nd

VP Kritscher shared his perspective on his position as having one foot in senior administration and one foot in front line services. He said senior administration feel there is no sense of urgency in the colleges regarding enrollment targets. He said he is constantly asked “what he is doing” to guarantee Chabot hits its FTES goals. VP Kritscher reported that Student Services have done advertisements in various media outlets and staff has worked 6-days the last two weeks meeting hundreds of families.

Student Services has taken a leadership role in bringing enrollment up and this proposal is a way
of engaging the rest of the college to share the because it is worth $2.5 million to the college if we meet our summer and fall enrollment targets.

II. Commencement
Reviewed marshals’ responsibilities which encompasses leading faculty and graduates processions, commencement set-up and clean-up, greeting guests, manning the balloon/floral rooms and providing transportation from parking lot to the Grand Court.

III. Other Business
---Accreditation Team Visit will be October 5, 6, 7 and 8.
---The Transportation Initiative did not pass. It was short 40 student votes. The students may decide to propose it again next year and hopefully run a better campaign. Plus the cost for students per semester came to be $45-$48, not $30 as advertised. In the meantime, VP Kritscher is thinking of setting aside $100,000 to $200,000 of equity funds for bus passes for students in most need. We have yet to come up with a plan for it.
---Tonight we have two End-of-Year events, Transfer Celebration and EOPS. Tomorrow is SSCC Scholarships Awards night.
---Wing Kam, our new webmaster, is starting on Monday, May 11th and will be situated in 700 South.
---VP Kritscher showed the updated college home page and pointed out that the look is similar to the images we used in our ads and postcards so we have a unifying theme. It was suggested that we use a caption below the images to highlight our various programs.
---Long term, VP Kritscher is thinking of making 700 South a “Family Welcome Center”, especially if we get the HSI grant. We will staff it with bilingual personnel, two adjunct counselors, HSI Director, Counselor Coordinator and Outreach Specialist.

Meeting Adjourned: 11:35 a.m.

Next Meeting: September 3, 2015

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