

CHABOT PLANNING MEETING NOTES

Friday, February 21, 2020 – 10:00 am – 11:30 am

Bobby opened meeting with introductions, Ice Breaker and the Objectives

Bobby Nakamoto, Director SASE; Ana Maciel, Financial Aid; Vi Ngo, Rubicon Programs; Emily Chan, CalWorks; MaryAnne Doan, CA ECE Mentor Program; Elsa Saene, Cal Savers/GSR; Lynn Klein, Chabot Business; Jeanne Wilson, Chabot Spec; Lileen Shannon, UWBA; Mallory Orr, UWBA; Ena Li, UWBA; Lizeth Quintero, LUNA; Angela Pena, LUNA; Philomena Franco, LUNA; Sofia Sanchez Pillot, Fresh Pantry; Chris Petro, Chabot Credit Union; Betty Nakamoto, Chabot; N. Rose, Chabot; VP Stacy Thompson, Chabot; Yvonne, Institutional Advancement; Arnold, Student Life

Ice Breaker: Short list of movies:

Birds of Prey, Harry Potter/Toy Story, Frozen 2, Harriet, Parasite, Farewell, JoJo Rabbit, Like a Boss*

Information on Marketing Materials + Questions & Answers (Mallory Orr)

- Mallory informed group of standard marketing materials available and distributed samples,
- Centers will receive a brochure, a standard poster, standard templates,
- Mktg will support custom signage for the launch (we work with our Marketing team).
 - Examples: Brochure, posters appointment cards, retractable banner – work with team for a specific launch.
 - Marketing team will make arrangements with Bobby (or designated staff) to visit and determine specific signage for the SparkPoint Center or the public benefits insert.

Questions/Answers:

1. Branding? Are there flexibilities. (i.e., SparkPoint Chabot College. Chabot's logo, + college logo+ and UWBA logo.)

Brochure will be customized to services at Chabot.

2. What about edits along the way?

The standard photo, design, is standard across all centers. As far as adjusting services we will be able to adjust.

3. How much crossover? Are we listed on UWBA website? What is the timeline for getting list of services?

We give out contact information and we can add linkage. We do showcase a list of every SP center, location, and services on UWBA website. Timeline is 6 to 8 weeks.

Discussion ensued regarding naming conventions. How will SP be integrated into the career transfer center? With multiple departments?

- SparkPoint in an onramp
- A different kind of guided pathway
- Embedding SparkPoint into Orientation
- Brand
- SP Logo

Shift in SparkPoint Model + Questions & Answers (Ena Li)

- Ena asked: **Do you have data that shows the number of student parents on campus?** (Collect in Financial Aid Office).

- Shift in SparkPoint Model
 - Basic Needs support – (UWBA will be adding as one of their main pillars)
 - Two-generation initiative
 - Address specific needs of student parents
 - Data shows 48% of students returning to college are parents
- Develop a family centered approach at community colleges
 - Changing the financial coaching model – to be a holistic, family-centered approach
 - New tools launching with the Centers
- SparkPoint Centers have expanded rapidly in the community college space in the last two years.
- Funding streams get pinched unless we can add new pilots, expand SparkPoint service, to create bigger impacts in the community
- Career exploration opportunities

Persistence Data/Report (Lileen Shannon)

- Skyline College published a report to show the persistence amongst the students at Skyline and compared with those students enrolled in SparkPoint who were taking up 2 or more SparkPoint services. The report showed that students who were enrolled in SP services persisted in their academic studies from semester to semester.
- United Way collected data from Centers to see how persistence looked at colleges with SparkPoint services on a regional basis.
- United Way will be publishing a report, titled, “The SparkPoint Difference,” which is a gathering of persistence data from four of our SP Centers (Canada, College of Marin, Laney College, and College of San Mateo). The persistence data shows an overall college persistence and the persistence among SP Clients at the college.
 - Persistence rates among students enrolled in SP were higher than the college-wide average with a variation of 11% to 38%.
- We are hoping to update the report in the future to include Chabot.
- Purpose of the report is to inform our constituents of *The Big Difference* SparkPoint in how SP services impacts students’ academic and financial wellbeing, as well as the influence on families and our communities. Additionally, the report will support UWBA to build and expand our funding streams.

Chabot Activity/Updates All of student services (Bobby Nakamoto)

- Upcoming flex day on March 5
- Outreach and promote SP on campus

Staffing

- Classified, Professional Position – Career Transfer Coordinator (faculty position). This person will also support SparkPoint services. Will be key in bridging the career transfer center/SparkPoint.
- There are quite a few folks that can work together to support the integration and coordination of services.

Chris Credit Union

- How can we start piloting services?
- Pilot will offer workshops and identified as an initial point of entrance (i.e., existing service groups, athletics, DSPS, etc.)
- March 9 – pilot with student services group
 - Next group will be El Centro group.
- Include RISE program as a special population.

Family Centered Coaching (FCC)

Building an emergency savings

- Basic budgeting pieces
- A building block to understand how they need to be more financially secure
- Data shows that 51% of people cannot afford a crisis.

How will banking services be integrated into SP?

- Work with students to deliver the financial components.
- Peer-to-Peer
- What matters to the student?

Potential new partner - RUBICON PROGRAMS

Vi explained services at Rubicon Program and how workforce and career exploration services would be an asset to SparkPoint clients.

- Location: Alameda, Contra Costa
 - America Job Center California
- Workforce Opportunity Act
 - Dislocated workers

Lynn – Business Faculty (possible connection to EKS)

Lynn gave an overview of some of the programs offered in the business division (referenced online classes).

- Passion and Purpose business classes
- Human resource management course
- Personal investing courses
- Project management

Announcements

- ECM Training – Chabot specific
 - How customizable are the forms?
 - Different suites (pantry, career center Cal fresh) to input data into ECM? Is this possible.
- Family Centered Coaching Training – April 29 and May 6 (Wednesday).
 - Include Bobby in Masterminds distribution list

Agenda Items Next Meeting

- Data – Norman
- Meetings are the 2nd Friday of the month 10-11:30am
- If there are partners interested in coming, please ask them to attend the meeting.