Date and Location: 3/5/14
Attendees: Melissa Aguilar, Diana Alves de Lima, Julie Ceballos, Lori Clinchard, Ricardo Delgado, Melinda Hughes, Amy Leonard, Virginia Marquez, Rob Mieso, Jennifer Myhre, Mallory Newell, Lorrie Ranck, Jackie Reza, Sabrina Stewart, Monika Thomas, Rowena Tomaneng
Guests: Kevin Glapion, Michele LeBlu Burns, Marisa Spatafore
Absent: Angela Caballero de Cordero, Deborah Centanni, Mayra Cruz, Stephen Fletcher, Rebecca Fouquette, Ren Johnson, Sarah Lisha, Kathleen Moberg, Veronica Neal, Thomas Ray, Jerry Rosenberg, Jeff Schinske
Note taker: Annette Corpuz

Discussion

I. Review agenda and minutes from last meeting/community building activity
   A. 2/19/14 minutes approved with no changes.
   B. Agenda approved with no changes.
   C. Activity: 2 minutes of silence to focus our minds and gather our thoughts.

II. SSSP Recommendation 8 (Align Resources with Student Success Recommendation)/8.3 (Alternative Basic Skills Funding Model)
   A. Jen introduced two guests: Michele LeBlu Burns and Kevin Glapion to look at Recommendation 8 as another installment of the Student Success Act implementation
      1. They are responsible for co-chairing Sections 8.1, 8.2 and 8.3. They are bringing 8.3 here today to get input and feedback from the taskforce on some of the things that have been put down as recommendations.
      2. Looking at alternative basic skills funding models for adult ED which, we do not have and basic skills best practices.
      3. Kevin – 8.3 is exciting because it is asking for innovation. Want to have an initial discussion and brainstorm on what would innovation look like in basic skills. In particular to the four following areas:
         • Curriculum and Pedagogy
         • Counseling
         • Student Support and Tutoring
         • Professional Development
      4. Jen – Our college could apply for innovation grants. Think of things that we can try that would be innovative and the state would possibly give us funding.
      5. Michele reviewed requirements for implementation. Would really like the input today to focus on developing funding mechanisms for innovative projects that support academic success of students enrolled in basic skills courses. Potential projects would include student support services in areas such as tutoring and counseling, staff development as well as instructional/student services collaborative projects. Using your ideas, work you’ve done and experiences, let us know what you think would support success in those areas.
      6. Kevin – What would it look like if we weren’t constrained by funding?
      7. Rowena – What we’re doing is not reinventing. We are building on what we’ve already done specifically in Title III work.
      8. Feedback sheets given to Michele and Kevin. Any other suggestions can be emailed to them directly: glapionkevin@fhda.edu and lebleburnsmichele@fhda.edu

III. Messaging and communication the SSSP priority registration changes to students and faculty.
   A. Diana discussed the brand new information page (De Anza website) about student enrollment priorities. Questions that we are addressing:
      1. How to engage and get the word out to students?
      2. How can we engage faculty so that they understand the process and be part of the solution to get students on track with what they need to do?
   B. Marisa passed out a handout entitled “How to get Priority Enrollment for Fall 2014” to complement discussion on the website: www.deanza.edu/registration/priorityenrollment
      1. The handout represents the text itself that was drafted as simply as possibly. It also includes things that we already do routinely.
2. Priority enrollment is the first implementation step of SSSP.
3. New state requirements for priority registration go into effect this Fall and these changes are intended to:
   - Help new students get started by following important steps for success.
   - Reward continuing students who are making steady progress towards their goal.
4. Renamed the page to Priority Enrollment. The state had originally called it “Enrollment Priorities” and then “Priority Registration”.
5. Included highlighted/boxed link to new information on Outreach Page for future students and parents.
6. Burgundy bar on home page is where information is continuously updated.
7. Checked any affected page edits and crosslinks.
C. Marisa – reviewed the different ways to communicate/message it out to various audiences with some crossover. Divided them into: New, New and Continuing and Continuing.
   1. Vehicle for new students primarily is through Outreach activities including High School Visits and On-campus Conferences. These are extensive and ongoing.
   2. Will do promoted Facebook posts that are trackable.
   3. Rob had a good idea of doing some special outreach to the local districts families. We are going to send a specially designed email: “Watch your mailboxes! You will be getting something from De Anza in the next day or so.” Timed for March 30/31. On April 1, is when Fall applications open.
   4. Email will be to both the student and the parents.
   5. In progress is a letter with Brian’s signature telling families to consider the whole college experience right here in your local community. We will enumerate what that college experience entails.
   6. Perhaps do some sort of gift or insert.
   7. Website homepage promotions.
   8. With Continuing Students, the registration email went out on February 24th.
   9. Portal message with link went up on March 2nd.
10. La Voz Article Placement will be done in the next couple of weeks.
11. Late March or April 1st will tell them in their confirmation for enrollment for Spring – “Don’t drop too many classes if you want priority registration.”
D. Marisa reviewed Proposed Priority Enrollment Communications to Faculty/Staff
   1. Outreach to faculty/staff for special programs (e.g. EOPS, Foster Youth, OTI)
   2. Information updates to Counseling.
   3. Information updates to other student Services program faculty/staff.
   4. Faculty Portal post urging faculty to be aware of priority enrollment process.
   5. Academic Senate meeting; senator follow-up; distribution of meeting minutes.
   6. Instruction Dean’s meeting; follow-up with faculty.
   7. Academic Senate message via faculty listserv.
   8. Additional governance group meeting announcements/reports; distribution of minutes.

IV. Announcements/Good of the Order
   A. Rob – Starting at 5:00 p.m. is the group Las Cafeteras in Conference Rooms A & B. Latino Conference is tomorrow, March 6th from 8:30 am – 1:30 pm in Conference Rooms A & B.

Next Meeting:  
**DARE Core:** Tuesday, April 15: 9:30 – 10:30 am, El Milagro Room  
**DARE General:** Wednesday, April 16: 3:30 – 5 pm, Seminar Conference Room 3G