

# SAN DIEGO MESA COLLEGE

**Mesa Pathways - Pathway Communication**  
**Wednesday, March 17, 2021 - Zoom -**  
**<https://cccconfer.zoom.us/j/92300701820>**

1. Welcome/Check-in –
2. Approve Notes from previous meeting - 03/03/21
3. Updates -
  - MPC - Anne/Andy/Jennifer/Tiffany/Alex/Howard/Amy
  - Social Media Presence - Tiffany, Alex, Robert
  - The website redesign - Pathways portion (information only at this point, but planning for next year)
  - Glossary
4. New items -
  - External marketing strategy/tactics and suggested timeline for Pathways PUBLIC roll-out (this would include the social media that the Fellows are doing)
  - Promotional videos for Schools/Depts/Areas of Interest (Planning for this semester and next semester)
5. Plain Language Badge -
  - Form Creation team
    - Lead and members from Pathways Communication Workgroup
    - Other members from across campus as needed
  - Submit request for MPC funding
  - Create a “Using Plain Language” Badge
    - Instructional purposes (syllabi, assignments, acronym usage, etc)
    - Student service/Administrative Office purposes - (forms, signage, communiques, etc)
  - Present badge to MPC
  - Pilot Badge in fall 2021

## Brave Communication – Wednesday March 17, 2021. – 4:00 – 5:00 PM

- Alex Needleman – Student
- Tiffany Rosenberg
- Andrew MacNeill
- Anne Hedekin
- Howard Eskew
- Amy Darios
- Inna Kanesky
- Robert Young
- Todd Williamson
- Giovanni Garcia
- Ingrid Jayne
  
- Robert Young

From Andrew MacNeill to Everyone: 04:02 PM

Welcome/Check-in.

Approve Notes from previous meeting - 03/03/21.

Updates

MPC

Social Media Presence

Amy, Tiffany, Alex, Robert

- In the work of creating a Facebook page have a description and pictures, waiting to work with Anabel for training and work toward that end to connect with groups.
- Alex, Jennifer help finished and Alex shared throughs on pronto and person in AS and Carla outreach and distribute to promise student, Cruise Students,
- More of a district wide thing and Alex has their outreach coordinator and will work with them and next meetings with have a report.
- Did include the pronto question about use.
- Anabell meet next Tuesday and how to succeed.
- Alex gave a presentation on survey.
  - Confidentiality Disclaimer at beginning
  - Information on who is going to use the information.
- Tiffany shared the Facebook description group developed.

- Robert  
The website redesign.

Jennifer – College undergoing a redesign effort working with State and SDICA on researched based design, mandated by state chancellor’s office that is “student facing”, about 2 years in, 60-70% finished. Worked with all deans and chair in both academic and student services. Still need to complete LRC, and other internal areas, and how MPC with present pathways to public – All academic pages will have all the maps, related programs linked to each degree. Working with Students Services to fine tune. Also need to work toward data transparency with Peoplesoft.

- Have pathway pages but those are internal.
- Amy – webpage redesign is very workable.
- Jennifer and Alex, asked a
  - <https://www.fmcc.edu/why-fm/>
  - Talked about positive use of chatbot, Student Service uses quite a bit.
    - More use and data, the “smarter” the bot becomes.
  - Jennifer is waited to present website.
- Pathways Portion - (information only at this point, but planning for next year)
- Glossary
  - need to dedicate the time to get it done
    - Setup meeting to conquer.
    - New items
- External marketing strategy/tactics
  - Part 2 – (part 1 was internal conversations)
  - Roll out is started.
  - Website primary tool
    - Social Meeting – secondary
    - Emails – we just get so many.
      - Text system – wish items.
- Suggested timeline for Pathways PUBLIC roll-out (this would include the social media that the Fellows are doing)
  - Going to get some great feedback from fellows.
  - 1-2 page how are we are going to share this to the public.
    - Group and Fellows need to help MPC.
      - Fellows’ data is getting this to starts.
- Need suggested timeline of when this website information would rollout.
- MPC – discussion with leadership about having and external presentation of Pathways
  - Discussion of what we have learned.
  - What does MPC think about how they see the timeline.
- What is our timeline.
  - Reverse engineer/Backward Design the timeline
    - Soft Launching

- Promotional videos for Schools/Depts/Areas of Interest (Planning for this semester and next semester)

Info from our brainstorming session and extra ideas from Andy.

- Plain Language Badge
  - Form Creation team
  - Lead and members from Pathways Communication Workgroup
  - Other members from across campus as needed.
  - Submit request for MPC funding.
  - Create a “Using Plain Language” Badge
  - Instructional purposes (syllabi, assignments, acronym usage, etc.)
  - Student service/Administrative Office purposes - (forms, signage, communiques, etc.)
    - Present badge to MPC
    - Pilot Badge in fall 2021
    - Continue to collect and analyze data on effectiveness.
    - Present workshops at Catalyst and through LOFT
  - Deliverables –
  - Badge housed in LOFT badge program, workshops, data collection/analysis agenda.
  - Incentive –
  - 1 ESU for lead facilitator
  - .5 ESU for participants
  - Need way to incentivize Classified and Fellow participants
  - Completers of the badge will receive FLEX credit, personal satisfaction, gratitude from students, community, and colleagues.
  - My next thought is about how we proceed after this semester. We have a few projects in the works that we could complete this semester:
  - Glossary
  - Social Media Presence
- 
- Plain Language – Badge or some other format
  - After that, we may need to decide if our group has completed its mission.
  - Please provide your thoughts.

Adjourn 5:00 PM

Next Meeting 4/31

- Continue to collect and analyze data on effectiveness
- Present workshops at Catalyst and through LOFT
- Deliverables –
  - Badge housed in LOFT badge program,
  - workshops,
  - data collection/analysis agenda
- Incentive –
  - 1 ESU for lead facilitator
  - .5 ESU for participants
  - Gift Cards for Classified and Fellow participants
  - Completers of the badge will receive FLEX credit, personal satisfaction, gratitude from students, community, and colleagues

6. When does our work end?

7. Roundtable

8. Next Meeting - Wednesday, April 7, 4:00 PM - 5:00 PM