

SAN DIEGO MESA COLLEGE

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

1. Welcome/Check-in –
2. Approve Notes from previous meeting - 02/03/21
3. Updates - MPC - Anne/Andy/Jennifer/Tiffany/Alex/Howard/Amy
4. Action items
 - Social Media Presence - Tiffany
 - Plain Language Brainstorm -
https://jamboard.google.com/d/1nCj0ga4Lpjd2FsNBmqNn0hJIDqh9b0J_rxRqfzn_8kE/edit?usp=sharing
 - What areas?
 - What activities?
 - Spring Timeline
 - Glossary Review - Ingrid
5. Roundtable
6. Next Meeting - Wednesday, March 3, 4:00 PM - 5:00 PM

Brave Communication – Wednesday February 17th – 4:00 – 5:00 PM

- Alex Needleman
- Tiffany Rosenberg
- Andrew MacNeill
- Anne Hedekin
- Howard Eskew
- Amy Lee
- Inna Kanesky
- Todd Williamson
- Ingrid Jayne

Call to order – 4:05

Review of minutes and update – approved.

Review of Agenda

Major Pathway Group Update Summary

Mega Majors Group

Discussed Mixers

Review of the website updates

“Pathway Projects” – need to rename to highlight the fact it is available funding

Question about directions on the application regarding funding and how it can be used with other funding sources.

Discussion and inquires into the types and scope of projects that can be done with this funding

Discussed funding amounts

Longitudinal Data Studies - Yes

Students gift cards – the answer is “No”,

Andy asked Howard to take it to MPC

Tiffany and Alex - Notes from workgroup meeting about social media presence

- Talked first about Instagram but decided would most likely be found on Facebook, using a the groups, to create a group about pathway to create discussion that can be used as a student centered voice.
- Instagram by another college and created themed group with the meta majors, Maybe to update our currents

- Question about what social media platform would be the best to connect with students.
 - Where are social media are our students?
- Alexander noted that Facebook would be more conducive for research and discussion and interpersonal communication, not as big but on a deeper level.
- How do we get the people onto our Facebook page?
- Alexander is part of research sub group – connect with Anabel – maybe Donnaly Altajar– talk to outreach ambassador and ask what they see with the student they interact

- The social media discussion lead to a more broad question that we are starting to talk about outreach to the community which is a shift from our more internal communication.
 - What will this look like?
 - Alexander – do some research on where are future student are going to be found get with his group next week
 - Tiffany – FB create a community to interact and build relationships, instead of Instagram that does not support this type of combination.

- Plain language brainstorming
 - Where do we start, what are the timeline, what are the activities?
 - How do we front load buy-in
 - Talked about badge program
 -
 - Government has a plain language website plainlanguage.gov
 - Use bullet points to delineate information to make it more clear

- Website need to be cleaned up with plain language
 - Virtual tours
 - Whole website is being updated with plain language.
 -
- Jamboard is our homework
 - New ideas.
- Visit it in two weeks.
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- Next meeting Wednesday March 3rd, 2021