

Student Services Area Council Zoom Meeting

April 12, 2022, 2:00pm-3:00pm

Chairperson: Ross Miyashiro

Recorder: Alicia Guevara

Members: Jana Abulaban, April Bernabeo, Breeanna Bond, Angie Cholico, Marco Colom, Junnette Fariolen, Cody Hagemeyer, Brian Krause, Coleen Maldonado, Toni Newman, Diane Swendell, Henry Ta, Nina Wong

Attendees: Jana Abulaban, April Bernabeo, Breeanna Bond, Marco Colom, Toni Newman, Nina Wong

The meeting began at 2:03 p.m.

Review of the March 8, 2022 Draft Meeting Minutes

1. No changes were made to the minutes.

Service Area Outcome for Student Services

1. Service Area Outcomes tell you how effective you are being with your work and how you can improve. They help offices find the best way to help students.
 - a. Financial Aid's Student Area Outcome #1, "Increase the percentage of students who are awarded and disbursed Pell Grants by increasing the percentage **of students who complete the financial aid verification process** to 65% of all students selected for verification." –This is an example of a lagging indicator because although a lot of numbers are tracked daily, weekly, or monthly, you don't get an actual result of percentages until the end of the year.
 - i. A leading indicator would be how they get the word out such as in-person events, financial aid lab, the counter, virtual help desk, and outreach. The more outreach you have, the more students you call and email who have not completed the verification process.
2. T. Newman is involved in the Service Area outcome by attending meetings and giving input. Also, she is the representative of the front by collecting data through surveys. The surveys ask students specific questions regarding their experience which are then analyzed by a committee with representatives from various areas.
3. R. Miyashiro has found that the outcomes of most Student Services are too hard to track and are lagging indicators. He will be having a retreat, but should classified professionals and faculty also be involved?
 - a. The retreat specifics would mostly be based on the book, "Creating a Data-Informed Culture in Community Colleges".
 - b. The retreat will teach everybody how to easily collect, analyze, and make recommendations for resources.
 - c. Area Council will ask their peers and the item will be on the agenda at the next meeting.

4. It is difficult to ask for funds without being able to explain how something is going to be effective.

Student Services Celebration

1. There is room for 100 guests in June.
2. Invite the committees first to determine how many more people can be invited after.

Student Services Trainings for fall 2022 (2) and spring 2023 (2)

1. R. Miyashiro plans to have two Student Services trainings in the fall and two in the spring. Two of the four trainings will be on the Disney Customer Service training. What else do people want to be trained on?
 - a. De-escalation training, how to tone students and parents down.
 - b. Identify one or two individuals as a liaison for each area of Student Services, so staff know who to go to when students come in. Everyone could call this individual when they need information. This will help students interface with Student Services more.
 - c. Nonverbal language so that staff can learn how to be more approachable.
 - d. A training session from each area to train about their office. It could potentially be a one day event with breakfast and lunch.

Gecko Call Center

1. Gecko is a cloud based calling center.
2. With this program, B. Bond is able to build campaigns in which she builds very dynamic scripts. For this particular campaign, they're signing students up for online orientation, group counseling, or a counseling referral form.
3. There are outcomes for the calls, so they can see if the call was completed or needs to be rescheduled. If it needs to be rescheduled, the caller will go back into the campaign so that their call can be returned at a time that is good for them.
4. The metrics are great. It shows how many calls were accepted during a certain time, how many voicemails were left, and the time period in between the calls.
5. Currently working on following up with texting and emails.
6. The goal for the Call Center is that it will interface with every office. It will be for outreach to students.

ASO Update

1. They are working on getting back the Metro U-Pass because students have been asking about it.
2. One of the items that will be asked in the Student Forum is how students feel about paying \$10 extra each semester to have their Student ID used as a bus pass anywhere in the South Bay.

The meeting ended at 2:52 p.m.