

Student Services Area Council Zoom Meeting

March 8, 2022, 2:00pm-3:00pm

Chairperson: Ross Miyashiro

Recorder: Alicia Guevara

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

Attendees: April Bernabeo, Breeanna Bond, Marco Colom, Brian Krause, Coleen Maldonado, Henry Ta, Toni Newman, Nina Wong

The meeting began at 2:06 p.m.

Review of the February 8, 2022 Draft Meeting Minutes

1. No changes were made to the minutes.

Student Recruitment

1. Discussion

- a. **Populations:** Adults (Evening & Weekend), Dual Enrollment, ESL, Full online programs, missing generation that was not able to go to college.
- b. **What do students want in a college?** Flexibility in their schedule, services, child care (center on campus), employment on-campus, housing, zero cost textbooks, talk to live people, “the college life” (clubs, entertainment, connections, etc.), music at night, shuttles, food trucks, coffee, job oriented certificates and/or degrees, affordable food on-campus, onboarding process – personal follow-up with student focused college with job placement, accessibility to the college, Pathway with staff cards and a “step-by-step process” (goal is to make ECC the first public institution to put an emphasis on job placement).
- c. **How do we tell them?** Website – visuals, videos, informal paths e.g. referral, friends, churches, find out where people gather (e.g. nail salon), social media, Discord, ask ASO, student driven videos, referral perks, Open House for Meta Majors, Experiential Learning, adult oriented classes.
 - i. The Call Center will be able to make calls and follow up with texts.
- d. **What do Student Services Members need now?** Okay for people to talk to their managers and feel comfortable, message that students need you in person also, appointments in-person and online, videos of current staff on campus working, ask someone who is working on campus, gatherings of people (outside).

Other Updates

1. CARE program is still taking new students. Parenting students or single parents who are on Cal Works or cash aid qualify.

The meeting ended at 3:01 p.m.