

# Student Services Planning Council



## AGENDA

Date: Wednesday, August 24, 2022

Time: 2:00-4:00pm

<https://smccd.zoom.us/j/94950753901>

### 1) Welcome

1 minutes

- a) Time Keeper – Nimsi Garcia
- b) Do we have our team? (Quorum: 13)

Adolfo Leiva (SparkPoint)	David Vera (Finacial Aid Rep)	Manuel A. Pérez (VPSS)	Nimsi Garcia (Classified Rep)
Ana Escalante (Dream Center Rep)	Eshton Liu (ASCC Rep)	Maria Huning (TRIO) Vanessa Hernandez	Olivia Cortez-Figueroa (College Recruiter Rep)
Aricka Bueno (Faculty)	Kathy Kohut (International Students Center Rep)	Maria Lara (A&R)	Sarah Cortez (Welcome Center Rep)
Bettina Lee (Wellness Center)		Mary Ho (Post-Sec. Success)	Soraya Sohrabi (Transfer Center Rep)
Bob Haick (Career)		Mayra Arellano (Promise)	Yesenia Mercado (Classified Rep)
		Max Hartman (SS Dean)	Wisseem Bennani (SS Dean)
Danielle Pelletier (Instructional Faculty Rep)	Lorraine Barrales-Ramirez (EOPS, CARE, CalWORKS .FYSI)	Dr. Michiko Kealoha (Student Life Rep)	Vacant (Veterans Services Rep)

Karen Engel (PRIE) Advisory

Guests: Tessa Noriega, Carlos Luna

### 2) Adoption of The Agenda

2 minutes

Sarah Cortez motions to adopt the agenda for August 24, 2022

Kathy Kohut seconds the motion

Approved by all in attendance

### 3) Approval of the Minutes

2 minutes

- a) May 11, 2022 and May 25, 2022

Mary Ho motions to approve the SSPC minutes from May 11, 2022 and May 25, 2022

Sarah Cortez seconds

Approved by all in attendance

#### 4) Reports

- a. "Why" We Do What We Do – 2.0 / 2 mins

*To ground our meeting and remind us why we do antiracism and justice centered work, an SSPC member shares their "Why"--an uplifting (or challenging) experience (small or big) working with Student Services that reminds them why they do this work.*

Sarah shares, "The last two weeks have reminded me why I really love working in the Welcome Center and at Cañada. Having the students coming back it almost felt like pre-pandemic on campus. There was a specific student who I went above and beyond for. I knew they needed extra assistance, compassion and someone who really wanted to help them. I was able to hook them up with something that was going to help better her and her family life now. It reminded me a little about my own story but I don't want to get into too many details about the student.

I enjoy all these students coming in and helping them make sure they get into their classes and assisting them along the way. The appreciation and the thankfulness that they give back to me reassures me that I am doing what I love and I really enjoy it".

Next meeting: Kathy Kohut will share.

- b. Welcome

A first SSPC meeting big aloha and welcome to all of our new SSPC members and shout out to new Student Services familia.

New Assignments:

Nimsi Garcia (Dream Center); Klaressa Ortiz (Degree Audit);  
Stephen Soler. (FA Tech)

New to Cañada:

Kassie Phillips-Alexander and Danny Lynch (Promise Counselors);  
Jonathan Como (FA Tech); Alissa Lucchini (OA II Welcome  
Center); Jinmei Lun (International Student Counselor); Samantha  
Vargas (Dual Enrollment)

- c. Department Reports

*Thank you all for sharing your department reports in the chat All*

**Career Center:** Welcoming students back, organizing the semester, and planning and recruiting for the upcoming job fairs, and recruitment weekdays this semester. I've had higher than usual student appointments for the first two weeks of the semester which is great!

Bob Haick

**EOPS:** We are still accepting applications for fall. Online application is available on our website.

<https://canadacollege.edu/eops/eops.php>

In addition to the monthly transportation and food assistance, we add back a food voucher that students can use at the Bookstore, Pony Express, and The Grove. With CSU and UC applications season opening up for Fall

2023 transfer, please note that EOPS student qualify for 4 CSU and 4 UC application fee waivers.  
Lorraine Barrales-Ramirez

**ESL** has their first meeting next week.  
Danielle Pelletier

**Financial Aid Office:** We've been very busy as of late and our numbers are showing it. We've increased our aid disbursement by 48% this month compared to August 2021! All thanks to the hard work of my colleagues in financial aid!  
David Vera

**Transfer Center Update:** Students who are planning to apply to UC in fall 2023 and interested in UC TAG, they must file UC TAG application between September 1 and 30th.  
This year, both CSU and UC application will be open on October 1st for submission.  
Please see the Transfer Center webpage for our workshops,  
<https://canadacollege.edu/transfercenter/workshopschedule.php>

This year the Transfer Day will be on campus, in the Grove, on Tuesday, October 18th from 11:00 a.m. to 1:30 p.m. Please encourage students to attend. More information is available at  
<https://canadacollege.edu/transfercenter/transferdayregistration.php>  
Soraya Sohrabi

**Welcome Center:** We made it through the first two weeks of extended hours! It has been a crazy good kick off to the Fall Semester, lots of in person students! Drop in counseling will be available through Monday the 29th. Scheduled appointments are available to start scheduling Degree petitions, financial aid appeals, etc. So glad to have our students present on campus!  
Sarah Cortez

## 5) Standing Items

### a. PBC

*Max / 2 mins*

PBC hasn't met yet so there are no updates

### b. VPSS Updates

*Manuel / 2 mins*

Mural is coming to life in October

LatinX Heritage Month is happening soon!

[Non-resident fee waiver with students of 6 or fewer units](#) who identify as Undocumented. This is a very specific waiver for out-of-state fees. Enrollment

fees will still need to be paid. This is a way for our undocumented students to be able to pay for their college with in-state fees. For more information contact our Dream Center.

Emergency Relief Funding (HERF Funds) specifically for students 6 or fewer units who are ESL and/or Undocumented. This is separate from the non-resident fee waiver. HERF is additional relief funding. If you have additional questions regarding this funding, please reach out the David Vera.

Manuel has asked for a motion for 1 or 2 additional minutes

Eshton Liu moves to add 5 minutes to this item in the agenda

Daniel Pelletier seconds the motion

Approved by all in attendance

### Program Review

We've invited Alison Hughes to come to give us an additional specialized workshop for programs that are going through the deeper dive in Program Review; the full review. Which means data, analysis, projection of future goals, vision also related to resource requests and personnel.

Alison is not available for our next SSPC meeting so we are going to provide an out-of-cycle, special SSPC meeting to go through the process. We will center the availability specific for those core programs that have Program Review due this Fall 2022 semester. All are welcome to join the meeting.

## Program Review Schedule

Reviews Due Fall 2021	Reviews Due Fall 2022	Reviews Due Fall 2023
Career Services	Admissions & Records	Disability Resource Center
IESO; Adelante	CalWORKS	Financial Aid
Promise	Counseling	Health Center
Resilience Education Program (Project Change)	Dream Center	Personal Counseling Center
SparkPoint	Dual and Concurrent Enrollment	TRiO Student Support Services
Student Life & Leadership	EOPS, CARE & FYSI	TRiO Upward Bound
Transfer Center	Outreach	Veterans
	Puente	Welcome Center
	University Center	

The new Board Policy for non-resident fee waiver with students of 6 or fewer units was approved last year and an implementation team has been working together with the Deans of Enrollment Services and registrars, the Dream Center Coordinators, along with Vice President Pérez and leadership from the District Office to put the first phase of implementation. It was approved by ESC at the July meeting and had further discussion at the August meeting. We received final approval two days before the semester began so we're trying to spread the word. We had several students this semester who took advantage of this new Board Policy. If you have questions, contact the [Dream Center](#).



## 6) Special Presentation

- a. Technology Loans with the Library

*Carlos Luna / 10 mins*

### **Borrow Technology (Fall 2022)**

#### **How to check out technology in 5 Easy Steps**

1. Come to the library circulation desk during open hours to request technology
2. Your enrollment will be verified and you will be directed to complete an online **Cañada College Library Technology Loan Agreement Form**
3. Present a valid photo ID (student ID, driver license, state ID, passport)
4. Technology items will be checked out to you for **three (3) months**. **(Please note: All check out periods are subject to change regardless of whether or not the check out periods are updated here. It is your responsibility as the borrower to track due dates)**
5. Renewals are permitted if all equipment, peripherals and accessories are brought in person for library staff to review. Renewals subject to library staff approval.

If you have any questions please contact us by phone at **650-306-3485**, or email us at [canlibrary@smccd.edu](mailto:canlibrary@smccd.edu) (Please include your name and G-number when sending an email)

Reserved Textbooks can no longer be taken from the Library. The Library has scanners students can use for free.

- b. SSPC Direction for This Academic Year

*/ 20 mins*

How would we as a council like to continue the work we started last year?

**i. Fall Semester Tri-Chair for SSPC**

Manuel

Last academic year we piloted a tri-chair model of co-chairs for SSPC; the end of Spring 2021 through the Fall 2021 semester.

We'd like to continue this for any SSPC member looking for a leadership opportunity and would like to experience tri-chairing a campus-wide council for part of the semester. If you are interested, or would like to learn more, please email Manuel and Michiko before the next SSPC meeting.

**ii. Transformational Anti-Racism Work**

Manuel

We introduced our Transformational Anti-Racism Leadership framework in Spring 2020. We worked on enhancing different elements of the transformational anti-racism work through 2022. Nimsi, Michiko and Manuel shared parts of the framework at the National Conference on Race and Ethnicity in May/June of 2022 in Portland. This presentation will be presented at our next SSPC meeting.

What is next for SSPC? What is actionable? Should we be changing the way we meet every two weeks? Are there content areas we need to be anchoring to our agenda? What do we want to work on and how do we make sure it's infused in all that we do?

**iii. Communities of Practice: The Ethos of Care**

Michiko

Thinking about the conversation from Opening Day about our health and wellness and as our campus landscapes are changing, how can we care for one another, and for ourselves as we begin this new academic year? Are there certain models that we want to explore as SSPC?

Margarita, Mary and Anna combed through the Áse recommendations looking to see what they thought would be good for SSPC to prioritize. This might be something to revisit. There were a lot of good ideas that SSPC can play in those recommendations. Mary Ho has the slides that were originally presented.

We want to find thought partners to think outside of the box. Not just do what we always do but to ask critical questions to reflect on our practice. We want to be reflective on our role as a planning council. Is this meeting our need? Is this meeting our need from an anti-racist place? Is this meeting our need addressing gaps and how we're obligated to support our students? If not, we have complete power and autonomy to shift the way in which we structure our meetings or the way in which we structure our focus.

If any of these three items call to you, please email Michiko, Manuel, and Debbie so we can update our agenda accordingly.

**7) Discussion**

**a. Cañada Collaborates**

At the leadership retreat there was discussion about how we reach our annual goals, how do we make sure, we as a Student Services Planning Council, are looking to our new Educational Master Plan?

If you have not seen it yet or want more practice in it, below is the link to the Cañada Collaborates website.

## i. Introduction to Our Tools

Michiko 15

The website details what are our initiatives for this year? What are our initiatives coming up? What is the matrix? We can use it to review how we can access the EMP website: initiatives, groups responsible, responsible persons, and how they are linked to our college goals

<https://canadacollege.edu/prie/canada-collaborates.php>

<https://canadacollege.edu/emp/Can-EMP-2022-Final.pdf>

### Office of Planning, Research, and Institutional Effectiveness (PRIE)

Overview
Accreditation
<b>Cañada Collaborates</b>
College Metrics
College Planning
Contact Us
Data Dashboards & Packets
Educational Master Plan
Enrollment Management
Institutional Review Board (IRB)
Learning Outcomes & Assessment
Making a Research Request

#### Cañada Collaborates

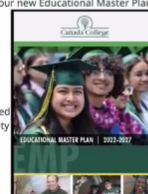
This website is organized to help Cañada College students, faculty, staff and administrators collaborate effectively as they strive to achieve our College Mission and ensure success for all of our diverse students.

#### What are our strategic initiatives for 2022-23 and beyond?

Each year, student, faculty, staff and administrator leaders at Cañada College identify the specific actions we will take during the coming academic year to operationalize the strategic initiatives laid out in our Educational Master Plan (EMP) and our Strategic Enrollment Management Plan (SEM). In 2022-23, the College will launch the implementation of our new Educational Master Plan for 2022-2027.

#### Leadership Retreat

As part of the College's annual planning cycle, campus leaders will convene for a Leadership Retreat on August 11, 2022 to discuss how to operationalize and implement the strategies contained in the new Educational Master Plan during the coming academic year. Information from prior Leadership Retreats can be found here. The draft annual strategic priorities discussed and refined by Leadership Retreat participants will be presented to the larger campus community on Flex Day (August 16, 2022) and then to the Planning and Budgeting Council during their first meeting on September 7, 2022, at which time the specific actions to be taken and the groups responsible for taking them will be finalized.



#### Working on our strategic priorities in 2022-2023

To begin the process of identifying lead individuals as well as College Councils, Senates, Committees, and operational groups who will be responsible for implementing the strategic initiatives identified in the Educational Master Plan, College Cabinet and PBC Co Chairs created a **draft EMP Implementation matrix**. It is a draft document to be considered by participants in the Leadership Retreat as well as the College Councils, Senates, Committees and operational groups proposed to be responsible for implementing EMP initiatives. Preliminary assignments can be seen in the drop-down menus below. Note, some initiatives are duplicated across responsible groups and persons. Please submit feedback to your Senate, Council, or Committee leadership, or to the PRIE Office.

### Student Services Planning Council (SSPC)

- 1.1 Make registration easier
- 1.14 Strengthen and scale student affinity programs
- 2.11 Develop the College Cultural Center
- 2.12 Identify and address equity gaps in Program Review
- 3.1 Update marketing and outreach to be culturally informed
- 3.2 Reach new community members in N. Fair Oaks, Belle Haven, and East Palo Alto, especially BIPOC communities
- 3.3 Utilize relevant social media and websites to ensure we reach a diverse, inclusive audience
- 3.6 Triple the number of high school students on campus during the summer and on Saturdays during the academic year
- 4.3 Create a hub for evening and weekend students

## ii. Introduction to SSPC's Annual Goals

Manuel 10

What are this year's annual SSPC goals from the EMP?

What team would you like to be on?

What does being on this team or volunteering to chair a goal mean?

Goal 1 is around Student Access, Success and Completion, therefore Goal 1.1:

Make Registration Easier is the first strategic initiative for goal 1.

In the EMP it is defined as "Assess and streamline outreach,

application, matriculation, and registration

processes to ensure more applicants, particularly

low-income, first generation, and Black,

Indigenous, and People of Color (BIPOC)

applicants, enroll in at least one course the same

year they apply. Ensure that the programs that

support students through these processes have

enough resources to manage the workload."

### **iii. SSPC Goal Teams Breakout Work:**

Michiko 25

Why would you like to be on this team?

Who would like to chair?

What questions do you have about this goal?

What answers/data points do you need to begin making this goal happen?

Choose a group today with a lens of SSPC.

What do I want to lead that is my responsibility through SSPC.

<https://canadacollege.edu/emp/Can-EMP-2022-Final.pdf>

Soraya Sohrabi motions to add 5 more minutes to this item

Danielle Pelletier seconds

Approved by those in attendance

Goal 1.1: Make Registration Easier

Chair: Danielle Pelletier

Team Members:

Sarah, Adolfo, Aricka, Bob, Maria Lara, Wissem, David

Goal 1.14 Strengthen and Scale Student Affinity Programs

Chair: TBA

Team Members: Lorraine, Max

Goal 2.11: Develop Cultural Center

Chair: Nimsi

Team Members: Nimsi, Kathy, Soraya, Michiko

Goal 3.2: Reach New Community Members in N. Fair Oaks, Belle Haven, and East Palo Alto, Especially BIPOC Communities:

Chair: Maria and Mayra

Team Members: TBD



Goal 3.3: Utilize Relevant Social Media and Websites to Ensure We Reach a Diverse, Inclusive Audience:

Chair: TBA.

Team Members: Bob Haick and Bettina Lee

**iv. SSPC Goal Teams Share Out**

Share out: what are the top three things your group needs to know before moving forward with this goal?

All 10

See attached

**8) Open Forum and Feedback**

/ All 5

*An opportunity for anyone to discuss any additional items.  
What would we like to cover in the next SSPC?*

**11) Adjournment**

Next meeting is September 14, 2022 from 2:00-4:00 pm via Zoom and in 2-10

# Student Services Planning Council



## Educational Master Plan - SSPC Annual Goals Table of Contents

*The below goals are hyperlinks that lead to a section in the document to note take.*

**Learn more about your goal in the [FULL EMP DOC](#).**

[Goal 1.1: Make Registration Easier](#)

[Goal 1.14 Strengthen and Scale Student Affinity Programs](#)

[Goal 2.11: Develop Cultural Center](#)

[Goal 2.12: Identify and Address Equity Gaps in Program Review](#)

[Goal 3.1: Update Marketing and Outreach to Be Culturally Informed](#)

[Goal 3.2: Reach New Community Members in N. Fair Oaks, Belle Haven, and East Palo Alto, Especially BIPOC Communities](#)

[Goal 3.3: Utilize Relevant Social Media and Websites to Ensure We Reach a Diverse, Inclusive Audience](#)

[Goal 3.6: Triple the Number of High School Students on Campus During the Summer and on Saturdays During the Academic Year](#)

[Goal 4.3: Create a Hub for Evening and Weekend Students](#)

### Goal 1.1: Make Registration Easier

**Chair:** Danielle Pelletier

**Team Members:**

Sarah, Adolfo, Aricka, Maria Lara, Wissem, David, Max

**EMP Partner:** NA

## What information do we need to make this goal happen this academic year?

These are our notes from first meeting 8/24/22:

1. Identify barriers to registration
2. Put out a student survey? If so, to which students?
  - a. Note: there's a cue? To sending out surveys so we don't over-survey students
  - b. Is there data we already have?
  - c. Go to PRIE with certain questions
3. We need to make SMART goals to achieve something this academic year
  - a. Prioritize
  - b. What is achievable this year?
    - i. Perhaps CCCApply can be looked at later
  - c. What pieces can we at Canada College focus on specifically as it affects our students on our campus?
  - d. How can we empower students?
4. Registration
5. Turn-around time to get the Welcome Letter - can we reduce that time?
  - a. Can it be done in a day?
  - b. It has been done in a day (Welcome Center) - takes hours, but done in a day
    - i. Login to OneLogin (which can take a few steps to do)
    - ii. Placement/Counselor
    - iii. Upload COVID attestation (30 minute turnaround)
  - c. How can we make this process sustainable?
    - i. What questions can we ask the CRM team?
    - ii. All year, not just the first 2 weeks of the semester.
      1. Need more resources? (personnel)
      2. Imagine a flow of people flowing through completing all the steps - this is part of our nature... what we do everyday
    - iii. One-shop stops out in the community (2-day process?)
      1. To eliminate the barrier of having to come to campus
      2. Must prep potential students so they know what to expect and it's realistic for them to get reg'd in a day
      3. Plan/create the process (shuttle here, tour, see classroom, etc)
      4. Perhaps have ambassadors to walk students to where they need to go...

Assess and streamline outreach, application, matriculation, and registration processes to ensure more applicants, particularly low-income, first generation, and Black, Indigenous, and People of Color (BIPOC) applicants, enroll in at least one course the same year they apply. Ensure that the programs that support students through these processes have enough resources to manage the workload.

[Learn more about your goal in the FULL EMP DOC.](#)

## Goal 1.14 Strengthen and Scale Student Affinity Programs

<b>Chair:</b>			
<b>Team Members:</b>	<b>Lorraine Barrales-Ramirez, Max Hartman</b>		
<b>EMP Partner</b>	<b>Just SSPC</b>		
<b>What information do we need to make this goal happen this academic year?</b>	<p><a href="#">Learn more about your goal in the FULL EMP DOC.</a></p> <p>Strengthen and scale student affinity programs and other student support programs such as Umoja, Puente, EOPS, and TRIO SSS and create strong ties and coordination between them and the Interest Area Success Teams such that BIPOC and LGBTQ+ students are well supported to complete their educational journeys at Cañada within 3 years.</p> <ul style="list-style-type: none"> <li>● Having a common application</li> <li>● Marketing materials             <ul style="list-style-type: none"> <li>○ Recruitment</li> <li>○ Newsletter</li> </ul> </li> <li>● Expanded Proactive Registration</li> </ul>		
<b>2021-2022</b>	<b>Count</b>	<b>LGBTQ</b>	<b>BIPOC</b>
<b>Overall Home Campus</b>	<b>4906</b>	<b>1.2%</b>	<b>54.1%</b>
<b>Interest Area</b>	<b>Count</b>	<b>LGBTQ</b>	<b>BIPOC</b>

Art, Design, and Performance	281	3.2%	46.3%
Business	295	1.7%	64.4%
Undecided	2009	0.8%	37.9%
Human Behavior and Culture	400	1.5%	62.0%
Science and Health	556	1.1%	59.2%
Special Program	Count	LGBTQ	BIPOC
Adelante	22	0.0%	95.5%
Athlete	121	0.8%	57.9%
CWA	192	3.1%	82.3%
EOPS	218	0.9%	75.7%
ESL	306	0.0%	70.9%
International	101	1.0%	30.7%
Promise	503	0.8%	78.3%
Puente	89	2.2%	93.3%
TRIO	85	1.2%	87.1%

## Goal 2.11: Develop Cultural Center

**Chair:** Nimsi

**Team Members:**

Nimsi, Kathy, Soraya, Michiko + more! (TBD)

**EMP Partner:** ACES and Student Senate

**What information do we need to make this goal happen this academic year?**

*Learn more about your goal in the [FULL EMP DOC](#).*

*Develop the College Cultural Center (Multicultural Center) to provide timely, relevant, and intentional programming that serves the needs of the campus community in a manner that supports antiracist work at the College and more effective support for and representation of diverse racial, ethnic, and LGBTQ+ groups in the community. Include student voices on an ongoing basis to ensure the Cultural Center fosters leadership development opportunities that support understanding and interpreting various points of view that emerge from a diverse world of peoples and cultures.*

- Where is the new space?
- Who is doing this work?
  - Campus community, faculty coordinator, staff coordinator, steering committee?
- Where is money coming from?
  - How much money will be allotted?
- How similar do we want to be to CSM's program?
  - What is needed to be functional?
  - What are other schools offering?
- What is the background of our students/percentage of each group. What groups is the college expecting the Cultural Center to focus on? (demographics)
  
- Where can Muslim students pray privately and safely right now?
  - Can we contact and schedule like a class for Building 22, 23, or 1?
  - How soon could we secure and advertise?

### **For Smart Goals?**

-Continue building off of our events (international week, safezone, LatinX heritage, Student Life events) (list all events Cañada is done that is culturally related in relation to the center, cultural grad ceremonies) (who was involved in that in previous years? How can we do this for students now? How can we target BIPOC and LGBTQ+ students?)

-polling students who are in their leadership program and learn from them what is working/bring in our student leaders on what they want too

-put in a request for a staff member?

-gathering art/literature to decorate space

-what is our timeline?

-how do we do this for students in all modalities?

-how to keep events aligned with current events?

-What is actionable from the focus groups?

<https://canadacollege.edu/antiracism/Canada%20College%20Focus%20Group%20Findings%20Spring%202021-final.pdf>

## Goal 2.12: Identify and Address Equity Gaps in Program Review

**Chair:** (We've done this work as an SSPC in 2021-2022)

**Team Members:**

Mary Ho hear from Chialin and Jessica as a courtesy

**EMP Partner:** Academic Senate and IPC

**What information do we need to make this goal happen this academic year?**

*Learn more about your goal in the [FULL EMP DOC](#).*

**Review current program review process**

- Does the current personnel and resource allocation equitable?
- How do we eliminate bias and blindspots in the process?
- How does academic program review process differ from student services. Why is it different?

**Review program review questions**

- What happened to the program review questions that was revised from an equity and antiracist lens from last spring?
  - integrate both quantitative and qualitative data
  - have Depts/Programs identify activities, events and programs that are in-person vs. virtual
- How do we ensure that program review aligns with SEAP goals?  
How do we integrate a piece on antiracism and equity in the training of the program review process?

Ensure the Program Review process effectively identifies equity gaps in both academic and student services programs and provides program leads with the professional development and resources to address them. Ensure that online programs are evaluated separately from those provided in person and address any bias or discrepancies as soon as possible.

### Goal 3.1: Update Marketing and Outreach to Be Culturally Informed

**Chair:** Olivia and Megan

**Team Members:**

**EMP Partner:** Marketing

**What information do we need to make this goal happen this academic year?**

*Learn more about your goal in the [FULL EMP DOC](#).*

Transform how we share the story of Cañada College as both a Hispanic serving and Asian American, Native American, and Pacific Islander serving institution through updated marketing and outreach in multiple languages with flexible, dynamic and culturally-informed branding and logos.

### Goal 3.2: Reach New Community Members in N. Fair Oaks, Belle Haven, and East Palo Alto, Especially BIPOC Communities

**Chair:** Mayra Arellano & Maria Huning (co-chairs)

**Team Members:**

Mayra Arellano (possible co-chair), Maria Huning (possible co-chair), Olivia Cortez-Figueroa, Nickie Dulmage-Bekker, Stephen Redmonde, Nadya Segona, Alicia Aguirre, Gonzalo Arrazon, Jennie Stalker, Lorraine Barrales, Nimsi Garcia

**EMP Partner:** None

**What information do we need to make this goal happen this academic year?**



[Learn more about your goal in the FULL EMP DOC.](#)

- Action plan with timeline
- survey the community to see what resources are needed
- listening sessions at local community areas & partners
- Possibly canvas grocery stores/communal spaces (promotores program, rwc 2020)
- Identify budget & opportunities to collaborate
- Find what's already being offered & planned in the community
- Create committee that include well known/key members that engage in embedded work in the community to have monthly or quarterly check-ins

Transform where we share what Cañada has to offer by identifying and reaching new outreach audiences that help strengthen our ties to BIPOC communities (particularly those communities our recruitment maps indicate might be underserved, such as North Fair Oaks, Belle Haven, and East Palo Alto). Recruit more BIPOC students, including more students who identify as Black / African American.

### **Goal 3.3: Utilize Relevant Social Media and Websites to Ensure We Reach a Diverse, Inclusive Audience**

**Chair:** Marketing is Lead, SSPC Third Responsible

**Team Members:**

Bob Haick  
Eshton Liu  
Bettina Lee will hear back (accessibility)  
Student Senate - feedback on diverse reach

**EMP Partner:** Marketing and Student Senate

**What information do we need to make this goal happen this academic year?**

[Learn more about your goal in the FULL EMP DOC.](#)

Utilize relevant social media and other marketing platforms to reach community members in the formats and virtual environments in which they exist. Ensure College websites are up-to-date, accurate, informative, and speak to community members in language that is welcoming and inclusive.

Website Suggestions:

- Make background color on websites a darker shade to accommodate visitors who are prone to migraines, seizures, dyslexia, ADHD, etc.
- Button for translations in different languages
- Provide an immersive reader option so visitors can have text on webpages read to them, especially visitors who have visual impairments
- All images must have alt text and be readable by accessibility features on computer/smart device

Questions for Megan regarding Social media (Instagram, Facebook, etc):

- Can we place our college ads in the some social media apps? For example: on Instagram, ads pop up in the feeds; On YouTube, ads appear within videos.
- 

**Goal 3.6: Triple the Number of High School Students on Campus During the Summer and on Saturdays During the Academic Year**

**Chair:**

**Team Members:**

Michiko and Manuel

**EMP Partner:** KAD

**What information do we need to make this goal happen this academic year?**

*Learn more about your goal in the [FULL EMP DOC](#).*

Double the size of the Middle College program in 5 years, with particular focus on expanding access to the program for first generation, low income, BIPOC students who may not yet be on track to attend college or complete high school.

### **Goal 4.3: Create a Hub for Evening and Weekend Students**

**Chair:**

**Team Members:**

**EMP Partners:** CWA, IPC,

**What information do we need to make this goal happen this academic year?**

*Learn more about your goal in the [FULL EMP DOC](#).*