

Outreach Advisory Council

Meeting Minutes, Thursday, February 18, 2016

Attendees: Estela Garcia, Beverley Madden, Art Morgan, Zach Osbourne, Ed Canda, Michele Enriquez-Da Silva, Steve Morehouse, Claudia Menjivar, Divi Kumar (student ambassador), Rupinder Bajwa (student ambassador)

Not in attendance: Arianna Avendano, Ofelia Delgadillo, Porcia Silverberg, Frank Simpson, Laurie Tezak

Non-committee members in attendance for Connect to College planning: Ron Andrade, Mike Mitchell, Alicia Frangos

1. Check in

- Art – VP of Partner Development for Automatic Sync Technologies. He’s been a community partner with CSM for over ten years.
- Zach – Director of Internships for Menlo College. Currently overseeing internship placement and advising for over 200 students
- Divi – co-lead student ambassador, currently studying electrical engineering and planning to transfer this spring.
- Rupinder – co-lead student ambassador, currently studying economics and planning to transfer this spring.
- Steve – 39th year connected with the college. Really enjoyed the WWAFT game on February 6, 2016.
- Claudia – financial aid participating in lots of outreach for the college this spring.
- Ed – students enjoyed preview day. Hillsdale students are very connected to College of San Mateo.
- Michelle – SMCU offers a \$2500 scholarship to graduating seniors attending college for the first time; applications due by May 2, 2016. SMCU is parting with the district to support college/student disbursements. SMCU provides all ATMs on campus. Also, they are partnering with the college district specific to international students; providing free checking accounts. SMCU has a new branch in Redwood City.

2. What’s happening with CSM Outreach?

- *Martin Luther King Center* is now a location supported by CSM Outreach. Estela is working with the center program coordinator to provide materials and onsite visits twice a semester. EOPS is sending staff to participate in the basketball nights at the center.
- *East Palo Alto and Palo Alto High School* are new outreach location for CSM Outreach.
- *Leadership Retreat* – Estela is working with her counterpart at Canada College to develop an alumni ambassador lead workshop for new and current ambassadors.
- *Mentor/shadow day* – Estela is looking into developing a mentor/shadow day for high school students; pair them with current college students with similar interests/majors.
 - Ed – great idea! Will assist in demystifying college for high school students.
 - Art – good idea!
 - Steve – suggest we start with general education classes

- Zach – Menlo College has a similar program; let him know if you'd like to discuss further specific to their program.
- Michelle – participated in a similar type program when she attended Menlo College
- Steve – sounds similar to something CSM did years ago with 'college days' – provided orientation, etc. at the event.
- Zach – should schedule this day at a time where there are a lot of activities/events on campus.
- Art – maybe one class is enough for high school students; create a suggested list and have the high school students choose a class

3. How can the advisory council assist the outreach team?

- *Ambassador Scholarships/ways to fundraise* – each year the board provides individual donations in support of two student ambassador scholarships (\$250 each). The students will apply as part of the CSM Scholarship application. Once Estela is notified of the eligible students she will communicate to the council so they can provide their recommendation for awarding the scholarship.
 - *San Mateo County Fair* – Estela will be coordinating with Financial Aid and confirming the dates for CSM Presents at the SMC Fair shortly.
 - *Other outreach/ideas* – CSM will be participating in Jazz on the Hill; June 4, 2016.
4. **FYS** – CSM has a new president's initiative targeted for incoming freshman, specifically high school students from Hillsdale, Carlmont and Half Moon Bay High Schools. This fall will be the pilot implementation of the First Year Success initiative (soon to be branded Year One). Year One is a community collaboration between CSM and local school districts which has focused on rethinking and redesigning the first year of the college experience with a strong emphasis on the delivery of services to students to promote optimum success. Early February the college launched Preview Day to great success. This will be one of many core components of the Year One program.
5. **Summer OWM** -Advisory council members are asked to provide assistance for summer operation welcome mat. It's a great opportunity for the council members to meet the student ambassadors while providing much needed support to our students. Summer session starts June 13, 2016.
6. **Connect to College** – planning has begun for our annual Connect to College evening for incoming high school students and their parents. Advisory councils are encouraged to assist in the planning and as possible assist the evening of the event.
- Steve & Michelle have volunteered to assist with reception
 - Claudia will continue to assist with food (thank you Claudia!)
 - Ron Andrade confirmed that we can have access to the Learning Center for application workshops and meetings with DSPS counselor.
 - High School newsletter submittal – Estela will follow-up to see if CSM can submit promo content for the event.
 - Continue Instagram or other social media contest the night of the event; develop CSM Connect to College hashtag

- Mascot should be at the beginning of the event
- Confirm that the bookstore will be open – coordinate with James Peacock
- Coordinate with KCSM to provide PAs promoting the event
- Student panel – Estela will work with Mike Mitchell (thinking 3 students)
- Parent – Bev will confirm with CSM student parent
- Financial Aid – Karen Chadwick to assist

7. **Other member topics/input** – Estela suggested that the council meet three times a year. All were in agreement. No firm date set but suggested a June meeting.

Meeting adjourned at approximately 3:30 pm.