TRANSITIONS TEAM
AGENDA FOR FEBRUARY 27TH MEETING

Present: Laura Burtness Hillsdale, English teacher + CSM liaison
        James Roe CSM, Student Senator + VP of Transfer Club
        Maggie Garcia CSM, President of Student Government
        James Carranza CSM, Dean of Language Arts
        Sarah Lawrence CSM, English teacher
        Charlene Frontiera CSM, Dean, Math and Sciences
        Henry Villareal CSM, Dean of Enrollment Services
        Jeremy Mileo CSM, Enrollment Services
        Claire Mittler Hillsdale, retired counselor
        Greg Quigley Middle College High School, Principal
        Ed Canda Hillsdale, Counselor
        Alicia Frangos CSM, Program Services Coordinator—Transcript Evaluation

Special Guests:
        Bev Madden, CSM Community Relations and Marketing
        Jennifer Taylor-Mendoza, CSM, Dean of Academic Support and Learning Technologies
        Evan and Valerie, Middle College Students

A. Carol Ullrich, CSM Assistant Services Coordinator spoke about PEP
        EVERY new student who comes to CSM gets tested, oriented, and sees a counselor. Everyone who does those 3 things before ~ May 2nd will get a priority for registration. All those students who do it after that date, their registration is rolling.

        Some high schools send busloads of their 12th graders to their local 2 year college to do PEP.

1. Where are we losing students – group work under direction of Greg Quigley (use with copy of student success data in CSM classes--see Data Folder)
   Activity: “When thinking about a student’s transition to college, list and explain the opportunities for a student to ‘fall through the cracks’ or to not successfully begin the school year.”
   Responses:
   ● Don’t know what you don’t know. Students don’t know to check email, don’t know what to do and where to go, etc.
   ● Poor scheduling. IE: 7am class and 7pm class. THAT’s bad planning
   ● First in family to go to college. Generation 1.5. That group might not have a social group that is college-bound or college-interested and hence, has difficulty getting questions answers or having college habits.
   ● Students who give up playing sports they played in high school.
• Registration issues: not knowing how to register. Feeling overwhelmed by registration activities (even though it’s not overwhelming). (Note: Alex G. now goes to the high schools and registers them)
• How to sign up for placement tests.
• High school counselors overwhelmed with # of students who need help.
• Difficulty with financial aid
• Not really committed to a community college identity— “I’m only going to CSM”
• transportation troubles.
• not enough technical/library skills to navigate college work.
• language barriers--application is overwhelming and can’t decode
• don’t have a positive interaction with a CSM staff member

I\deas to ‘speak the word’!
word of mouth, flyers; having coaches visit high schools; interactive activities for registration--rather than 2 hours of information, how about X amount of time of doing something. How can we give 1:1 attention to students? More comprehensive, interactive form. Peers trained on CSM application/registration who can go back to high schools. “Summer melt” counselor; CounselorWatch.

Notes
Interacting with the college is important. Build confidence.
There are groups that do come up and get specific help (IE: Project Change)

2. Student Rating of College Preparatory experience: Input from multiple CSM students
Valerie and Evan are both Middle College students.
Evan: Relationship between adult-student is very important. In high school, the teachers know the students’ first name and ‘dote’ on students and college teachers simply ‘teach’. Joining clubs and study groups helps students to transition.
Valerie: It’s scary if you are a student who needs a lot of interaction. Emphasize the tutors and study centers. There isn’t individual attention from college teachers.

3. What are we doing to meet needs; is it enough – Greg Quigley moderator

4. Social Media and communication with students – Bev Madden, CSM Community Relations and Marketing
The social media outreach is meant to support current CSM students.

Texting: Used for emergencies only. Faculty get access to student email/phone. The process for students to give their texting information is too weighty... too many pages to “click” to. There is currently a conversation going on to make it easier for students to submit cell number. Also a conversation about using a plug-in.

Social Media: There is no dedicated social media person, so a small group is managing a large issue.

Facebook: 7000 (Connect to College is being used as a conduit on Facebook)

Twitter: 65
LinkedIn: 16, 000 
Instagram: 120 followers

Mobile application: 3 + years ago, discussion about having an app. Remember: student portal is a district portal. Designing and launching an app was going to cost $5 and research was done for a vendor. Long story short: there is an app launched now; it’s free—it’s not great. Feedback has been lukewarm. Onward for a better product. 

Ask the Bulldog: about 5000 requests a month.

Bev’s hopes: Give students more opportunities to experience the college through video and in-person.

Questions from Index cards from last meeting: (now with some answers in red text):

- Can we have Bev Madden come in to tell us what ways students connect to CSM? (Done, see above agenda)
- How many PEP students who could have registered early in May wait until August to register? (according to our institutional research folks, we will need to compile a list of students, by G#, who participated in PEP and then look at when they registered)
- How do we communicate with students who only use social media? Can we connect my.smccd email so that the email shows up on their smart phones?

See message below from Bev Madden of Community Relations and Marketing.

Dear College Community,
Happy New Year! I am very pleased to announce the launch of College San Mateo’s new, free mobile application. The app provides users easy access to the employee directory, campus map, news, as well as mobile accessibility for students to check their grades, courses and assignments. Please download the app on to your smartphone and/or iPad/tablet (see icons/links below). Once you’ve downloaded the “Ellucian Go” app on to your mobile device, open the app and search for College of San Mateo. In the future, you will need only to select the “Ellucian Go” app on your device and it will automatically go to the College of San Mateo app. Please note that there are some features on the menu that we cannot change such as ‘sign in’. You do not need to sign in to use the app just tap on the feature to look around and you’ll see the full menu.

As with any new app launch, we expect to adapt and improve as we receive feedback from our users. We are working closely with the District ITS staff to fine tune the CSM app. Your feedback is important, and it will help us improve the app. Thank you as always for your assistance and participation. Beverley Madden

Download the Ellucian GO App
What % of students from the following schools use PEP?
- Carlmont
- Half Moon Bay
- Sequoir
- All alternative schools

How many students enter each Fall. Of these, how many use PEP and how many do not use PEP?? (This question will be answered if we can track the PEP students and their enrollment)

Why do concurrent students have to register two times? Why can they not register once?? (we are checking with admissions to see if there can be an automated process, currently, individual requests can be made)

What percentage of students who start the process make it perfectly and smoothly through the ‘apply to CSM’ process?? (this question actually cannot be answered) Of the students who start, how many never register?

Can CSM do a mobile placement test? Get a CSM mobile test van/bus!!! (A mobile testing center would be financially prohibitive. What if the test were in the cloud? Can this be done? This is an IT question. More importantly, who would proctor the exam and how would they be approved, paid, etc)

LATE BREAKING INFORMATION FROM OUR INSTITUTIONAL RESEARCH FOLKS ON THIS TOPIC

I checked with ITS about implementing off-campus placement testing. Although our tests (Compass and Accuplacer) are administered on-line, the answer is not encouraging for the following reasons:

- Our existing placement test system is based on the student having applied for admission and therefore having a Student ID (G Number.) Without this step all our processes would get thrown off.
- The tests need to be taken from within the SMCCCD network. We would have to extend the network offsite with some sort of VPN solution—i.e., remote desktop login/connection. This is complex to setup, administer, and maintain. Issues include how many computer workstations off-site would need the VPN connection, as well as how the ‘remote’ connection would be turned on and off, etc.
- Our system sends placement test results direct to Banner. This connection would get busted if there was a remote connection solution. We might need to manually enter the test results into Banner.
In short, a whole bunch of existing systems would need to be turned on their head in order to make this work. Very complex. Not impossible, but there are a multitude of technical pieces that would need changing/modification. A daunting task?

- Can we get the date to show the PEP and non-PEP subgroups by socio-economically disadvantaged and ethnicity? Can we get a map of where they live? (once we have the G#s of the students, we can do a demographic profile)
- Emails are not how students want to be supported. Today’s students use social networks to support their social and personal well-being. Just email alone will not help build a community. Community of students should be the focus for all freshmen. Communications from other students and experiences of other students helps.

Questions from the Co-chairs:

1. Would a satisfaction survey of students, who have completed PEP be of any value?
2. What about a survey of the summer orientation 
3. What about a survey about six weeks into fall term RE: Student satisfaction with orientation?
4. Has anyone looked at the ‘on-line’ orientation?

Topics for Future Meetings:

1. What does orientation look like for students who do not do PEP? i.e. show up on campus July 1 to register.....or.....plan to go to a 4 year and then change their mind just before classes start?