



Student Services Council

April 23, 2013

Meeting Notes

Present:

Angel Ruvalcaba, Breanne Tomalin, Bunpa Lim, Carmilla Rollins, Chad Meadors, Christina Jungers, Darren Schwegler, Donna Walker, Jenny Smith, Jodi Dahlke, Judith Chapar, Karla Rivers, Kelly Johnsen, Leszek Cromwell, Lupe Rodriguez, Lynn Lawrence, Marcy Gilchrist, Margit Brumbaugh, Marisa Greear, Marisa Garrison, Megan Jasurda, Megan Peaker, Megan Wiggins, Nichole Seroshek, Pat Boerner, Roxana Ahmadifard, Sandie St. Onge, Shalaina Joiner, Stephanie Peerboom, Steven Chapman, Traci Fuller, and Lisa Matye Edwards, Chair

Not Present: Aaron McNabb, Anna Brodt, Ashley Bemm, ASLCC representative, Betty Hayes, Betty Sjoblom, Brian Isbell, Bryan Bales, Crystal Heitz, Donegal Fergus, Grady Tweit, Harlan Crusier, Heidi Hamer, Jamie Creech, Jennifer Houge, Jessi Hanna, Jim Roffler, Kami Bair, Kara McElroy, Kirc Roland, Leesa Johnson, Linda Wilson, Meghan DeGallier, Ronda Manick, Shannon Wachob, Tamra Bell, Traci Hilligoss, Wyler Beterbide, and Yvonne Martin

Guest: Sue Groth and Tiffany Stewart – Marketing, Dani Trimble – ICP, Stefanee Bunn – WR,

- Communications presentation - Sue and Tiffany – provided the Five “P’s” of Communication:
 - Product - education, careers, services provided to attain success
 - People – our audience/clients are varied - RS, HSC, WR, Degree and Certificate students
 - Price - tuition, FA, scholarships, Worker Retraining
 - Place - classroom, real or virtual, 24/7
 - Promotion - schedule, newspaper, radio, Facebook, twitter, posters and fliers

It is important to give them a two month lead on needed communication campaigns, wherever possible. They will drive all communications to the website, which should have current data. Sue said that the “mother ship” for programs and events, consistent messages, clearinghouse efforts, and the LCC branding format are all available at <https://lowercolumbia.edu/marketing>. Personal social media accounts are fine, but be sure you don't represent your individual views as college views. Official college-work social media sights must be set up with the approval of your VP and the password must be shared with VP...just in case you win the lottery and forget to log out! Distribution lists changed this past year. A tip from Kendra Sprague is to tape a list to side of your computer for quick reference. The campus E-Newsletter is saved on internal home page if you want access to back copies.

- Annual Priorities DRAFT
 - Is anything missing?
 - Built to reflect our resources and time, ATD goals, and to identify and remove barriers. The Annual Priorities support the Core Themes, which support the College Mission, and all are used to support our accreditation.
- Eastern Washington University Day - May 10 there will be plenty of activities as Longview, Kelso, and LCC celebrate EWU day! Join the fun! There will be concerts by EWU staff, and a full day of activities and events such as baseball, softball, “how to” tables on enrollment, degrees, financial aid AND it will be Technology Day in the Heritage Room. Try to participate in some of the events and enjoy the special day! (It is also an

annual birthday celebration for Lisa, Judith, and Carmilla on May 10.)

- PTK – The student group will be making a major push for completion of degrees the same week as EUW day, with additional activities and Career Center workshops.
- CtcLink – The Project Coordinator interviews are this week, so a finalist should be announced soon. The “go” date for the new era (no more COBAL blue screens and bouncing cursors!) is May 2015.
- New Student Orientations -
 - Required NSO will be offered weekly and started last week. Registration for summer quarter began last Monday, April 15. New students will enroll at NSO and should not have a PIN assigned to enroll on-line prior to NSO.
 - A long-term pilot of College Success is underway, which is directly related to the results of placement testing for new students. The College 101, 102, 103 series will be offered consecutive quarters, beginning fall 2013. Each class will be 2 credits and once students are at college level Math and English skills (college ready) they will be allowed to enroll in college level courses. The College Success courses will also be used as intervention for students on academic probation/suspension as steps to success.
 - How will DSS and ICP work with this new required NSO/College Success model? Pre-advising. The current process is not working for our students. We need to consider the best solution to help our students succeed. We need to maintain contact with our students, particularly when registration begins 5 weeks before the quarter begins. This model works well with the retention model, assumes an active role working with students, helps students to reach tipping points, and will be fluid and flexible. As ATD has taught us, students don't do optional. This new mandatory NSO model is a very good step forward.
- ADP enhancements -
 - Placement test scoring
 - Degree boost - provides list of degrees students may be close to completing so advisors may assist students changing their intent codes as needed to complete their degrees. This will be available soon, Chad is beta testing now.
 - Program planners will be coming a little later.
- Academic Early Warning -
 - This new tool is very close to ready and we may see it by the end of week.
 - Like instructor briefcase, it will even have the same log in and it will provide an ability for faculty to inform us of students with issues, poor test scores, online students not logging in, and other tools to identify student issues earlier than the current mid-quarter warning process.
- Summer Enrollment Process -
 - Information is being pushed out to students now, with a target on increasing the enrollment of current students and four-year institution students returning home for the summer.
 - It will also be a good fit for high school grads wanting to get a jump start on their college coursework. However, it will not be a good thing for some private school and UW bound students.
 - Admission/registration questions will be different for "visiting" non-current, non-degree seeking "summer" students, as their intent of “summer” will be tracked.
 - Shalaina and Kami will be point people for “summer” intent students.

- The payment plan becomes available April 29.
- Lisa stresses that our “Secret Goal” to overfill ALL summer classes.

➤ **Around the Table:**

- **Angel Ruvalcaba** – Extended testing hours are being made available on Wednesdays and Thursdays until 8:00 PM. Although this is being pushed to running start students, all testing will be available during these extended hours. Cashiering is open until 6:00 to accommodate payment.
- **Christina Jungers** – Some students are not eligible for some funding programs, so be sure to discuss their student intents and reasons for enrolling.
- **Jenny Smith** – Career Center usage is increasing with the lure of a free iPad for one lucky customer this quarter! Thanks Lisa!!
- **Lisa Matye Edwards** – Spring quarter state council meetings and conferences are on-going. The coming budget appears to be reflecting a tuition increase of 3% or less. Work study funds are expected to be lower and more positions will be hired at a part-time level to avoid to additional cost of benefits. It is vital that we maintain services, retain our students, and tap new enrollment potentials.
- **Marcy Gilchrist** – Although the “priority” admission deadline for running start students is very close, students will still be admitted after that deadline. They just won’t get to register as early. The orientation is mandatory for running start students and their parent/guardian.
- **Marisa Garrison** – Of the nineteen students who petitions for reinstatement of their financial aid, fourteen were successful.
- **Megan Jasurda** – The new diagnostic manual for disability services is out and the recently passed bill #5180 will have some effect on students in the K12 system transitioning to college.
- **Megan Peaker** – The deadline to apply for AmeriCorps is quickly approaching.
- **Pat Boerner** – May 3 is the deadline to nominate a student for the “Hall of Honors”. We have another Jack Kent Cooke scholar at LCC. Announcements will be forthcoming for this very prestigious award.

The next Student Services Council meeting is scheduled for Tuesday, May 28, 2013.