

First Semester Orientation

Revise current onboarding process in developing a student-centered approach by addressing barriers and provide clarity for connection and entry into the college.

Themes from Groups

- Connect with students
- Student calendar
- Physical spaces for DI, ACP
- Cohorts to build community
- Informed faculty
- Early Alert
- CRM System
- Mentor connections
- Inclusion

Actions

- Consolidate data and bring in researchers
- 2. Implement a Customer

 Relationship Management

 tool communicate with

 students, automate

 messaging, and track student
 engagement.
- 3. Provide students **tailored orientations** with ongoing follow-up

CRM - Element 451

Jets Jump Start



Light the Fire

A series of professional development workshops focusing on building strategies that can be integrated in the classroom and through campus wide services aimed at igniting students to become more engaged in their educational journey.

Themes from Groups

- Information
- Guidance
- Care
- Support Systems
- Ready to Help
- Data
- Community
- Diversity

Actions

- ACP Welcome from point of contact (Career Coach, Counselor, Faculty)
- 2. Monthly ACP social event to connect students to resources specific to LTF courses
- 3. Engage students with "early alert" actions to identify atrisk students and provide support and resources





Holistic Student Support

Supporting students holistically by designing student-centered practices and policies that address the academic and personal needs of all students to ensure they can thrive.

Themes from Groups

- Information
- Guidance
- Care
- · Support Systems
- · Ready to Help
- Technology
- Community
- Diversity
- Coordination



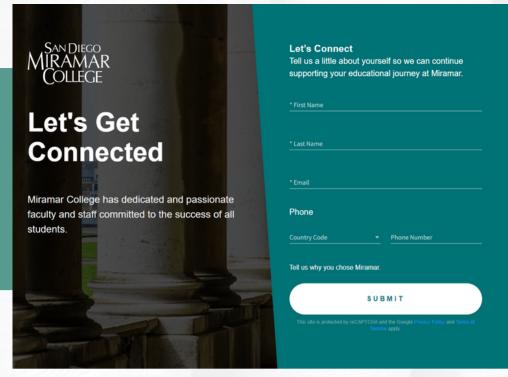
Actions

- 1. Professional development
- 2. Recruit change agents
- 3. Improve information and communication (centralized information, integration of plans)
- 4. Sense of belonging through
 Puente & Umoja or learning
 communities
- 5. Developing a culture of care



ELEMENT451

Element451 is a cloud-based suite of customer relationship management (CRM) applications that help higher education facilities to manage their admissions marketing and enrollment routines. Features include email marketing, online applications, visit programs, lead generation and more.



BENEFITS

- Multi-channel Communication (SMS, email, web) to meet students where they are at
- Event Management
 - Promote and manage virtual and on-campus events
- Collect Insights & Analytics
 - Marketing Campaigns, student behavior, and how your team can improve
- Personalize communications
- Track Student Progress

ACTIONS

As a result of the 2023 Planning Summit, the need emerged to better communicate with our students and implementing a CRM became a priority for the College. Since then, we went through an intensive search to find the right fit. With District support, we are launching Element451 at Miramar College. We are beginning our Pilot Launch on the first week of school with a dedicated group of Campus representatives.



WATCH ELEMENT451 DEMOS