



# From Planning to Action



## 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

1. 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

1. **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 at-risk students and provide support and resources

LTF & ACP  
Success Teams



## 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**

LEAD & CREATE  
Academy

## 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.

## Let's Get Connected

Miramar College has dedicated and passionate faculty and staff committed to the success of all students.

### Let's Connect

Tell us a little about yourself so we can continue supporting your educational journey at Miramar.

\* First Name

\* Last Name

\* Email

Phone

Country Code  Phone Number

Tell us why you chose Miramar.

**SUBMIT**

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## 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**