

SPRING 2025: FEB 3-JUNE 2, 2025

SAN DIEGO
MIRAMAR
COLLEGE

ACADEMIC SUPPORT SERVICES

Monday-Thursday: 9:00 am-6:00 pm*

Friday: 9:00 am-1:00 pm

Drop-in tutoring, workshops, independent learning, collaboration space, anatomy models and other learning resources, computers and printing, space for Adjunct Faculty office hours

Assignment Drop-Off service available Monday, 2/3/2025-Tuesday 5/27/2025. Students can self-enroll here:

<https://sdccd.instructure.com/enroll/4MM7GL>

*Tutoring: Monday-Thursday 10:00 am-6:00 pm only

Monday-Thursday: 9:00 am-6:00 pm*

Friday: 9:00-2:00 pm

Drop-in tutoring, independent learning, collaboration space, computers and printing

*Tutoring: Monday-Thursday 9:00 am-6:00 pm and Friday 10:00 am-2:00 pm

**MATH
LAB
M-210**

**STEM
CENTER
S6-110**

Monday-Thursday: 10:00 am-6:00 pm*

Friday: 9:00 am-5:00 pm

Drop-in tutoring, workshops, independent learning, printing

*Tutoring: Monday-Thursday 10:00 am-6:00 pm only

Monday-Thursday: 10:00 am-5:00 pm

Friday: Closed

Drop-in tutoring, independent learning, collaboration space, computers and printing

**WRITING
LAB
H-103**

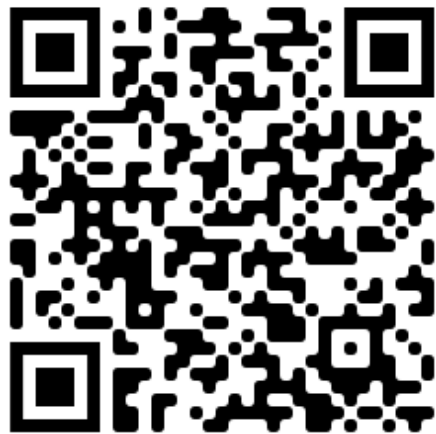
**ONLINE
TUTORING**

NetTutor and STAR-CA

Accessible through student Canvas course shell or the ASC's Canvas course shell.

To enroll, visit: <https://sdccd.instructure.com/enroll/MEAE EJ>

San Diego Miramar College Academic Senate Meeting



(QR Code for A.S. Webpage)

February 18, 2025
2024-25 Academic Year

*Cultivating Community:
Making the invisible visible*

Attending for Flex credit? Email rgomez001@sdccd.edu or jbartolo@sdccd.edu

2. Agenda Overview

1. Call to Order
2. Approval of Agenda & Consent Calendar
 - a. [DRAFT minutes from 12/3/24](#)
3. Land Acknowledgement
4. Public Comments
5. Action Items
 - a. NA
6. Discussion Items
 - a. Curriculum Committee Updates
 - b. 2025-28 Student Equity Plan
 - c. Resolution: Technology & Planning
 - d. Prioritized Bond Projects, Miramar
 - e. PAC Recommendation on Tasers
7. Reports:
 - a. Special Reports:
 - i. Introducing the CRM Project
 - ii. Ed. Plan and Alignment
 - iii. ASC Updates
 - b. Executive Committee Reports
 - i. [AS Resource Document](#)
8. Announcements
9. Adjournment

[A.S. Agenda for 12/3/24](#)

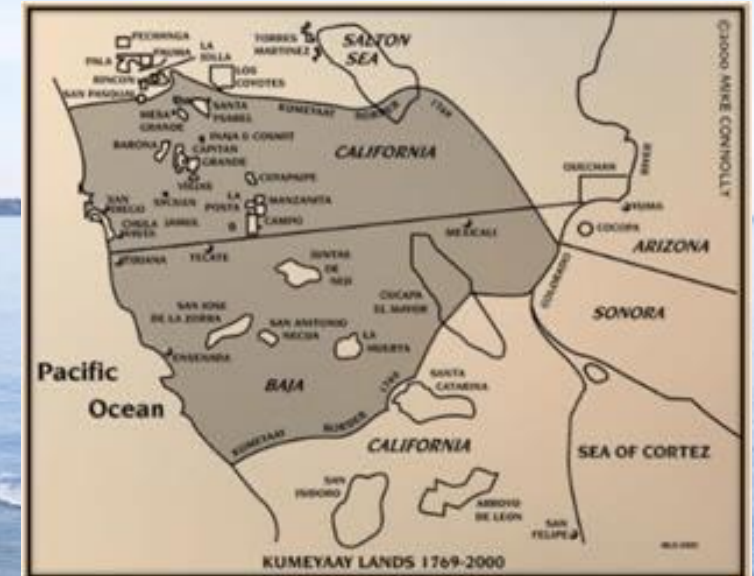
[AS Code of Conduct](#)

3. Land Acknowledgment

We recognize that San Diego Miramar College sits on the ancestral homeland of the Kumeyaay people, who have lived in this area for well over 10,000 years, and we honor their past, present, and future connection to this land and its inherent connection to their identity.

We acknowledge our occupation of unceded Kumeyaay land and the violent systemic injustices this has continuously perpetuated for Native peoples of this region. We pay respect to the Indigenous people of San Diego County - past, present, and future - and honor their continuing presence in their homeland and their spiritual beliefs that land does not belong to people; people belong to land.

We also acknowledge that this is merely the beginning, and there is far more work to be done in an attempt to heal all of the injustices and inequities that still exist today and throughout their entire historical diaspora. Hopefully we can find a way to move forward together.



KUMEYAAY MAP

The above Mike Connolly historical "Kumeyaay Lands 1769-2000" map picture details the 2005 Indigenous California Indian tribes of the greater Southern California area and northern Baja California, Mexico, the Native American Indian reservations, and contrasts them with the Indigenous Kumeyaay territory of 1769 (gray area).

4. Public Comments (10 min)

- Limited to 10+1 items that are not on the agenda
 - Public Comments on agenda items will take place before the A.S. body discussion begins but after any relevant presentations.
- 2 min. per speaker, 10 mins. per topic
 - Individual speakers may not yield their time to another speaker or spokesperson
- To be continued at the end of the meeting if necessary

5. Action Items (Second Reads)

NA - no items

6. Discussion Items (First Reads)

6.1. Standing: Curriculum Committee Updates - Darren Hall (10 mins.)

Baccalaureate Degree General Education - CRC Vote Recommendation

- [SDCCD CCC Baccalaureate Degree General Education Requirements](#)

Gainful Employment Update

6. Discussion Items (First Reads)

6.1. Standing: Curriculum Committee Updates - Darren Hall (10 mins.)

Career Technical Education Code Alignment Update

- [CTE Code Alignment](#)
- *Invalid, Incorrect, Award Missing, CIP Code Errors - TOP/SOC/CIP Crosswalk will be shared. Program Directors and Leads*

AB1111 - New Designators - Phase 2 Proposals

Miramar Campus Program Viability - Update

6. Discussion Items (First Reads)

- 6.2. **The 2025-2028 Student Equity Plan Template**
Nessa Julian, Dean of Equity (10 mins + 5 mins Q+C)
- Please see slides on the following pages.



SAN DIEGO
MIRAMAR
COLLEGE

2025 - 2028 STUDENT EQUITY PLAN

Academic Senate
February 18,
2025

Purpose/Overview

- Provide an overview of the Student Equity Plan due on November 30, 2025
- Increase awareness of the current equity metrics and plans for involvement of all groups on campus
- Inform campus about future opportunities for reflection (forums, surveys, interviews, review of data from surveys, events/programs)

Sections

- Introduction and Relevant Legislation
- Guidance & Assurances
- Contacts
- 2022-2025 Equity Plan Reflection
- Executive Summary
- Metrics
 - Successful Enrollment
 - Completion of Transfer-Level Math & English
 - Persistence (First Primary Term to Secondary)
 - Completion
 - Transfer to a Four-Year
- Focus on Disproportionately Impacted
- Student Education Plans
- Vision 2030 Alignment

Reflection

- Root causes of equity gaps experienced by students disproportionately impacted across metrics (2022-2025)
 - How our college fosters and furthers a culture of equity
 - Institutional actions, cultural changes, and/or processes that have helped reduce equity gaps and meet target outcomes
- What we plan to continue in 2025-2028

Metric

Successful Enrollment

Students who applied to attend community college in the selected year through CCC Apply (excluding special admit)

Completion of Transfer-Level Math & English

Proportion of students who complete transfer-level math and English in their first academic year of credit enrollment from their first term within the District

Persistence (First Primary Term to Secondary)

Proportion of students who enroll in fall and spring terms

Completion

Number of students who attained the Vision for Success Definition of Completion within 3 years

Transfer to a Four-Year

Number of students who earned 12+ units in the selected year, who exit the community college system and who enrolled in a four-year within 3 years

METRICS - DI Population Summary

DI Student Population	% of Students for Baseline Year	# of Students for Baseline Year	Goal 1:		Goal 2:	
			Eliminate Disproportionate Impact		Fully Close Equity Gap	
			% of Increase Needed to Eliminate DI	# of Students Needed to Eliminate DI	% of Increase Needed to Fully Close Equity Gap	# of Students Needed to Fully Close Equity Gap
<i>Successful Enrollment - DI Student Populations</i>						
Black or African American	11.30%	70	4%	25	6.40%	40
White	13.70%	496	4.20%	152	6.20%	223
<i>Completed Both Transfer-Level Math & English - DI Student Populations</i>						
Black or African American	8.50%	12	7.60%	11	12.20%	18
First Generation	14.20%	105	5.70%	43	8.20%	61
Hispanic	12.80%	111	8.50%	74	10.70%	93
Homeless	14.20%	41	2.60%	8	6.60%	20
LGBT	14.70%	35	1.40%	4	5.90%	15
Veteran	11.80%	12	2.30%	3	8.60%	9
<i>Persistence: First Primary Term to Secondary Term - DI Student Populations</i>						
Black or African American	35.80%	44	4.60%	6	13.10%	17
Econ Disadvantaged	45.30%	732	5.30%	86	7.70%	124
First Generation	30.20%	271	24.50%	220	27.40%	246
Homeless	32.10%	142	15%	67	19.40%	86
White	41.80%	372	6.60%	59	9.80%	88
<i>Completion - DI Student Populations</i>						
First Generation	9.30%	55	1.40%	9	3.70%	22
Hispanic	8.70%	84	3%	29	5%	48
Male	9.40%	169	3.90%	71	5.90%	108
White	10.50%	118	0.70%	9	2.70%	31
<i>Transferred to a Four-Year - DI Student Populations</i>						
Asian Female	23.90%	38	1.90%	4	8.50%	14
Econ Disadvantaged	27.30%	217	8.40%	67	11.40%	91
Hispanic	22.70%	65	6.30%	18	11.20%	32

*White includes Middle Eastern students

	Successful Enrollment	Completion of Transfer-Level Math & English	Persistence	Completion	Transfer to a Four-Year
Asian Female					X
Black or African American	X	X	X		
Econ Disadvantaged			X		X
First Generation		X	X	X	
Hispanic		X		X	X
Homeless		X	X		
LGBT		X			
Male				X	
Veteran		X			
White	X		X	X	

*White includes Middle Eastern students

Completion of Transfer-Level Math & English

DI Student Population	% of Students for Baseline Year	# of Students for Baseline Year	Goal 1:		Goal 2:	
			Eliminate Disproportionate Impact		Fully Close Equity Gap	
			% of Increase Needed to Eliminate DI	# of Students Needed to Eliminate DI	% of Increase Needed to Fully Close Equity Gap	# of Students Needed to Fully Close Equity Gap
Overall Student Population	20.10%	537	N/A	N/A	N/A	N/A
Black or African American	8.50%	12	7.60%	11	12.20%	18
First Generation	14.20%	105	5.70%	43	8.20%	61
Hispanic	12.80%	111	8.50%	74	10.70%	93
Homeless	14.20%	41	2.60%	8	6.60%	20
LGBT	14.70%	35	1.40%	4	5.90%	15
Veteran	11.80%	12	2.30%	3	8.60%	9

Additional Goals

500 character max - *Example: In our local strategic master plan, we have a goal of increasing with equity the Transfer-Level Math and English completion rate for our overall student population from 76% to 85% by Spring of 2028.*

Key Strategies to Advance Goals (DI Population)

500 character max - *Example: Establish and deploy data-driven systematic case management system and student support outreach—involving instructional faculty, counselors, and classified professionals—to improve completion of transfer-level Math and English for all the identified DI student groups.*

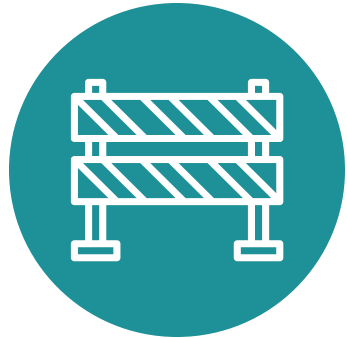
Key Strategies to Advance Goals (Overall Population)

500 character max - *Example: Create community of practice for English and Math attainment for all instructors and tutor support, with a focus on data, inclusive teaching and support strategies, co-requisite refinement, and cross-campus relationship building to strategically increase Transfer-Level Math and English completion for the overall student population.*



DI Student Population

*Add for each DI Student Population



Current Challenges/Barriers

Considering institutional policies, practices, and culture: what current structures are challenges/barriers for the identified student populations?



Action Plan for Ideal Institution

What are our action plans to achieve our identified goals across all five metrics and specifically for this DI population?

- How will our college overcome challenges/barriers?
- What specific strategies will be implemented *especially across academic and student affairs*, and what will success look like?
- What resources, structures, and/or support will be utilized to accomplish the action plan?

STUDENT EDUCATION PLANS

Completed Comprehensive Student Education Plans

Using local college data, please complete the Comprehensive Student Education Plans table below and in collaboration with Academic and Student Affairs, complete the three questions related to student education plans.

Cohort

New, First-Time, Non-Special Admit Unduplicated Students for that Term

Refer to [Title 5 Section 55532](#) for a list of possible exempt students

Academic Year Cohort (include summer and winter sessions if applicable)	Total Number of Enrolled Students in Cohort	# of Students Who Received a Comprehensive Ed Plan by End of First Primary Term	% of Students Who Received a Comprehensive Ed Plan by End of First Primary Term	# of Students Who Received a Comprehensive Ed Plan by End of First Academic Year	% of Students Who Received a Comprehensive Ed Plan by End of First Academic Year
Fall 2022 Cohort (Comprehensive Ed Plan by 6/30/2023)	Not Entered	Not Entered	Not Entered	Not Entered	Not Entered
Spring 2023 Cohort (Comprehensive Ed Plan by 12/31/2023)	Not Entered	Not Entered	Not Entered	Not Entered	Not Entered
Fall 2023 Cohort (Comprehensive Ed Plan by 6/30/2024)	Not Entered	Not Entered	Not Entered	Not Entered	Not Entered
Spring 2024 Cohort (Comprehensive Ed Plan by 12/30/2024)	Not Entered	Not Entered	Not Entered	Not Entered	Not Entered

**The following is a newly proposed 2025 MIS definition for comprehensive education plans: A comprehensive education plan is at least 2 terms in length and should, at minimum, comply with [Title 55524 Student Education Plans](#) and include the student's declared course of study along with all required courses and other requirements needed to complete each term to achieve the student's declared course of study (i.e. degree, certificate, transfer, apprenticeship).*

VISION 2030 EQUITY ALIGNMENT & COORDINATION

- Guided Pathways
- Student Financial Aid Administration
- Students with Disabilities
- Extended Opportunity Programs and Services/CalWORKs
- NextUp/Foster Youth
- Programs for Veterans
- Justice Impacted Students
- Low-Income Adults
- Credit for Prior Learning
- Dual Enrollment
- Strong Workforce Program/Perkins
- Additional Programs

The 2025-28 Student Equity Plan (SEP) Timeline



BUILD

Form an equity planning team, build capacity and commitments for the year-long planning process, and review your 2022-25 Student Equity Plan- its progress, challenges, and overlapping institutional priorities.



LEARN

Host townhall(s) to learn from the campus community, conduct inquiry to understand the state of equity and identify students to prioritize in the new SEP Cycle.



CRAFT

Work collaboratively with team members to write the new elements of the Student Equity Plan, set equity goals for the next three years, explore and propose new or scaled-up racial equity strategies, collaborate with colleagues to share the responsibility for moving the work forward, and create an actionable SEP to successfully implement equity efforts between 2025-2028.



COMMIT

Share the equity plan with constituents, revise it based on feedback, and present to gain buy-in and approval from campus constituents.

Dec

Jan

Feb

Mar

Apr

Jul

Sep

Nov

Team Leader & Workshop Prep Meetings

2025 Planning Workshop

Equity Coach Feedback Memo

Equity Coach Progress Check-in

Equity Coach Progress Check-in

Equity Coach Progress Check-in

Present / Share SEP to Campus Community

11/30/25 Submission Deadline

Chancellor's Office shares guidance and template for 2025-2028 SEP cycle

Chancellor's Office holds "Office Hours" and technical assistance available over the planning period

Chancellor's Office requires campuses to submit 2025-28 SEP in NOVA for formal approval and review

	Group	Activity	Date	Time	Location	Person(s) Responsible
Build (February)	President's Cabinet	Introduction to Equity Plan	1/6/2025	9:00am - 11:00am	N-203	Nessa
	Classified Senate	Introduction to Equity Plan	2/4/2025	10:30am - 12:00pm	L-108	Nessa
	Associated Student Government	Introduction to Equity Plan	2/7/2025	9:00am - 10:00am	K1-107	Nessa
	Leadership (Managers & Supervisors)	Introduction to Equity Plan	2/10/2025	9:00am - 11:00am	Community Lounge	Nessa
	College Council	Introduction to Equity Plan	2/11/2025	1:00pm - 2:30pm	K1-202	Nessa & Carmen
	Student Success Committee	Introduction to Equity Plan	2/12/2025	3:00pm - 4:30pm	K1-202	Nessa & Pablo
	Academic Senate	Introduction to Equity Plan	2/18/2025	3:30pm - 5:00pm	M-110 or Zoom	Nessa & Carmen
	PIER Committee	Introduction to Equity Plan	2/28/2025	10:30am - 12:00pm	L-108	Daniel & Xi
	All Counselors Meeting	Introduction to Equity Plan	2/18/2025	11:00am - 1:00pm	K1-202	TBD
	Chairs Meeting (Academic)	Introduction to Equity Plan	TBD			Nessa
	Student Services Leads	Introduction to Equity Plan	TBD			Nessa & Adrian
	Learn (February)	Equity Plan Workgroup (EPW)	Equity Planning Workshop	2/27/2025 - 2/28/2025	9:00am - 5:00pm	LBCC
EPW Leads			TBD	TBD	TBD	TBD
Campus Forum		Equity Workgroup Plan Overview	3/10/2025	3:00pm - 4:00pm	L-105	Nessa & EPW Leads
EPW Access		Data Review, Reflection, Progress, Challenges/Barriers, Action Plan	March	TBD	TBD	TBD
EPW Transfer-level math & English			March	TBD	TBD	TBD
EPW Persistence			March	TBD	TBD	TBD
EPW Completion			March	TBD	TBD	TBD
EPW Transfer to a 4-year			March	TBD	TBD	TBD
JEDI Council (San Diego Region)	Equity Plan Discussion	3/3/2025	11:00am - 12:00pm	Zoom	Nessa & Lillian(?)	
Craft (March - August)	Student Success Committee	1st Draft of Equity Plan Presentation	4/23/2025	3:00pm - 4:30pm	K1-202	Nessa & Pablo
	President's Cabinet	1st Draft of Equity Plan Presentation	5/5/2025	9:00am - 11:00am	N-203	Nessa
	Classified Senate	1st Draft of Equity Plan Presentation	5/6/2025	10:30am - 12:00pm	L-108	Nessa
	Academic Senate	1st Draft of Equity Plan Presentation	5/6/2025	3:30pm - 5:00pm	M-110 or Zoom	Nessa & Carmen
	Associated Student Government	1st Draft of Equity Plan Presentation	5/9/2005	9:00am - 10:00am	K1-107	Nessa
	College Council	1st Draft of Equity Plan Presentation	5/12/2025	1:00pm - 2:30pm	K1-202	Nessa & Carmen
	EPW Leads	Continue Drafting Plan	TBD	TBD	TBD	TBD
Commit (September - November)	Campus Convocation	Equity Plan Update	8/21/2025	9:00am - 1:00pm	L-105	Nessa & EPW Leads
	Student Success Committee	1st Read of Equity Plan	9/10/2025	3:00pm - 4:30pm	K1-202	Nessa & Pablo
	President's Cabinet	1st Read of Equity Plan	9/15/2025	9:00am - 11:00am	N-203	Nessa
	Classified Senate	1st Read of Equity Plan	9/16/2025	10:30am - 12:00pm	L-108	Nessa & Malia
	Academic Senate	1st Read of Equity Plan	9/16/2025	3:30pm - 5:00pm	M-110 or Zoom	Nessa & Carmen
	Associated Student Government	1st Read of Equity Plan	9/19/2025	9:00am - 10:00am	K1-107	Nessa
	College Council	1st Read of Equity Plan	9/23/2025	1:00pm - 2:30pm	K1-202	Nessa
	EPW Leads	Review feedback from constituencies				Nessa & EPW Leads
	Student Success Committee	2nd Read of Equity Plan & Approval	10/15/2025	3:00pm - 4:30pm	K1-202	Nessa & Pablo
	President's Cabinet	2nd Read of Equity Plan & Approval	10/20/2027	9:00am - 11:00am	N-203	Nessa
	Classified Senate	2nd Read of Equity Plan & Approval	10/21/2025	10:30am - 12:00pm	L-108	Nessa & Malia
	Academic Senate	2nd Read of Equity Plan & Approval	10/21/2025	3:30pm - 5:00pm	M-110 or Zoom	Nessa & Carmen
	Associated Student Government	2nd Read of Equity Plan & Approval	10/24/2025	9:00am - 10:00am	K1-107	Nessa
	College Council	2nd Read of Equity Plan & Approval	10/28/2025	1:00pm - 2:30pm	K1-202	Nessa
	District Governance Council	Final Draft Presentation	TBD	TBD	TBD	Nessa or Adrian
	Board of Trustees	Submit Board Docs for Plan Approval	TBD	TBD	TBD	Nessa
	Board of Trustees	Final Draft Presentation to Board of Trustees	11/6 or 11/13	TBD	TBD	Nessa
NA	Submit plan on NOVA and post online	11/14/2025	NA	LEAD Webpage	Nessa	

DRAFT

Planning Workshop

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2025 Equity Planning Workshop



*Roots of Renewal:
The Power of Planting Seeds*

Long Beach, CA
February 27th & 28th 2025

Planning Workshop

SAN DIEGO
MIRAMAR
COLLEGE

2025 Equity Planning Workshop "Roots of Renewal: The Power of Planting Seeds"

February 27th and 28th, 2025

Long Beach City College – Liberal Arts Campus – T1200
4901 East Carson Street, Long Beach, CA 90808

AGENDA AT-A-GLANCE

Thursday Feb 27, 2025 (Day 1)

Time	Agenda Item/Description
8:00 AM	Registration & Breakfast Available
9:00 AM	Workshop Welcome
9:15 AM	Session 1: Community Building & Shared Commitments
10:30 AM	Break
10:45 AM	Keynote & Team Reflection
12:00 PM	Lunch
1:15 PM	Session 2: Equity Flowers, Roots, and Seeds (Team Time)
3:00 PM	Break
3:15 PM	Session 3: Strategic Equity Planning
4:00 PM	Growing Together - Embracing Change and Resilience
5:00 PM	Day 1 Reception

Friday February 28, 2025 (Day 2)

Time	Agenda Item/Description
8:00 AM	Breakfast
9:00 AM	Welcome and Day 2 Overview
9:15 AM	Session 4: Cultivating Equity – From Data Seeds to Meaningful Actions
10:15 AM	Break
10:30 AM	Session 5: Preparing for the Road Ahead (Team Time)
12:00 PM	Lunch
1:00 PM	Group Photo
1:15 PM	Session 6: The World Café – Timely Topics and Conversations
2:30 PM	Day 2 Share Outs, Reflections, and Actions
3:30 PM	Workshop Closing

QUESTIONS?

2025 - 2028 Student Equity Plan Webpage:

<https://sdmiramar.edu/node/42789>

[CCCCO Student Equity Plan Template](#)

6. Discussion Items (First Reads)

6.3. Perfected Resolution on Technology and Planning Issues, Spring 2025 Pablo Martin (5 mins + 5 mins Q+C)

- At the direction of the Academic Senate, the Technology and Planning Issues Workgroup met several times to refine the original resolution

6. Discussion Items (First Reads)

6.4. Reviewing Prioritized Bond Projects at Miramar, Phase 1 Pablo Martin (5 mins + 5 mins Q+C)

- The following slide shows a summary of Phase 1

MIRAMAR COLLEGE PRIORITIES

- Aviation Hangar at Montgomery Field
- Early Education Center
- Performing Arts Center and English / Communication Arts Center
- Associated Infrastructure



6. Discussion Items (First Reads)

6.4. Reviewing Prioritized Bond Projects at Miramar, Phase 1

- At Spring Kickoff 2025, VPA Bell shared more detail (see slides 8-19 in the Spring Kickoff [slideshow here](#)). Here's the current timeline:

Miramar College Facilities Path to 2035 – Measure HH

- November 2024 Election – Measure HH
- Sale of Bonds – January to February 2025
- Establish Citizens' Oversight Committee – January to March 2025
- Begin planning collaboration – Faculty, Classified Professionals, and Administration – April 2025

6. Discussion Items (First Reads)

6.5. Discussing the Use of Tasers (CEDs) by SDCCD Police Pablo Martin (5 mins + 5 mins Q+C)

- The Police Advisory Committee recommends implementation of Conducted Energy Devices (CEDs) by SDCCD College Police (8-1 vote)
- From City College: [Resolution To Oppose the Deployment of Potentially Lethal Tasers on SDCCD Campuses](#)
- [Final Findings From the Expert Panel on the Safety of CEDs](#) (NIJ, 2011)
- [Conducted Energy Devices Guidelines and Limitations](#) (ACLU, no date)

7. Reports

Special Reports

7.2.1. Introducing Miramar's Customer Relationship Management Project Dan Roberts; Special Projects Manager (10 mins + 5 mins Q+C)

- Please see the following slides



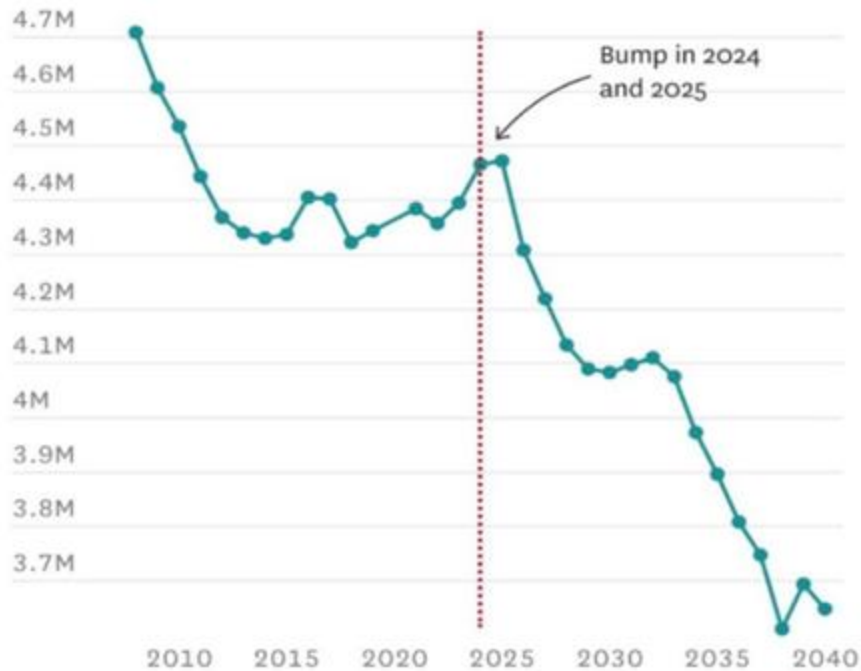
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Implementing the CRM Platform

How Did We Get Here?

Estimated number of 17-year-olds in the U.S, at the start of each school year

Projections based on current population, not accounting for immigration

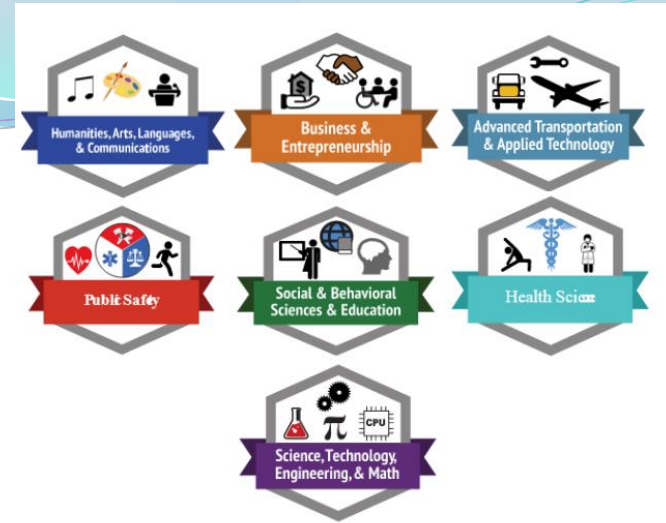


Analysis for 2024 onwards includes the projected number of people who will be 17 years old on July 1 of each year, based on data from 2023.

Chart: Lydia Sidhom / The Chronicle - Source: United States Census Bureau

- Largest decrease in enrollments in recent history
- Demographic Cliff
- HH Period Ending

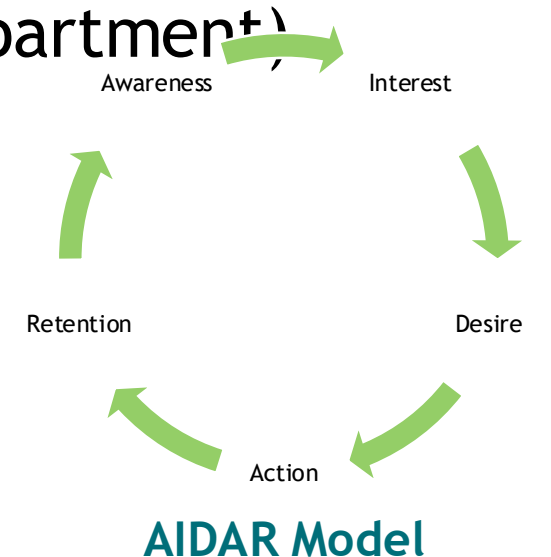
Where We Could Go...



- Integrated Marketing Communications approach
- Continuous Improvements with analytics and KPIs
- Increased enrollment, better retention rates = better performance of SCIF

CTE Marketing Plan Recommendations

- More emphasis on Retention
- Implement SEO Strategy
- Create content calendar for increased blog and social media engagement (Instagram, TikTok, YouTube)
- Centralization & Infrastructure Development (Marketing Department)
- Adopt CRM Platform



Accomplishments



Wednesday
29
Jan

Jets Jumpstart Spring 2025

9:00 AM - 1:10 PM 10440 Black Mountain Road Available spots

REGISTER

- **SEO Strategy produced dramatic increase in traffic to 7 CTE Programs**
- **RFI Page & Automated workflows already implemented**
- **Events: Jets Jumpstart, Promise Giving Day, Campus Tours and more**
- **District began uploading admitted students into CRM on a weekly basis**
- **Dual Enrollment SMS Campaign and Discovery Series Event launch in February**

Rolling Out Element 451

- **Phase 1:** fact finding with key stakeholders, assimilate the ACPs and Student Journey into the overall implementation, and coordinating with the district for essential support tasks
- **Phase 2:** uses the seven CTE programs as the roadmap for implementation; builds out a strategy to re-engage Stop-Out students; identify pain points in automated messaging; create training materials for distribution

Hi {user:firstname}, Have you filled out your FAFSA yet?

Fill out your FAFSA

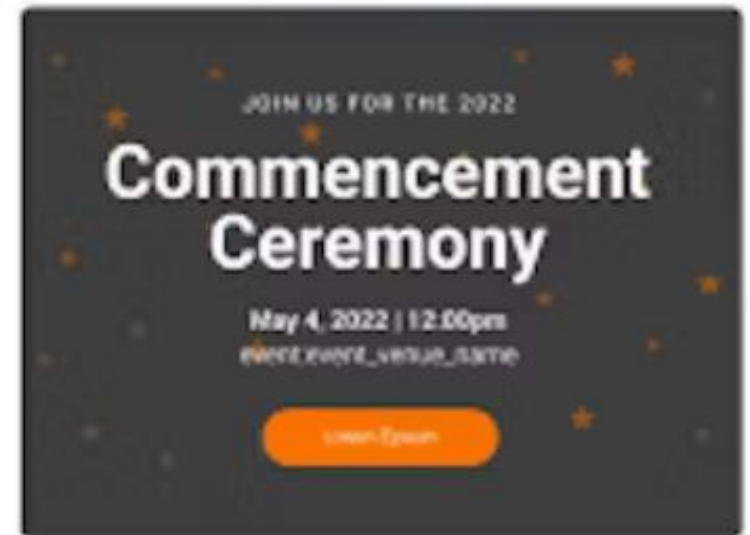


It's free, and there's no obligation to take any aid if you change your mind.

But if you don't fill out the application, you lose any chance at a comprehensive range of help in paying for your education from the U.S. Department of Education.

Rolling Out Element 451

- **Phase 3:** culminates in reviewing all work leading into launching efforts in Spring 2026 for the previously identified 7 CTE programs
- **Phase 4:** Campus wide implementation and training efforts begin in earnest
- **Phase 5** final tasks related to implementation of CRM within remaining departments, continuous improvement opportunities, and the transition toward the institutionalization of the CRM Platform



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Project Timeline

CRM IMPLEMENTATION

AN 18-MONTH TIMELINE



How will this help Miramar College?

"The Student Journey"



Onboarding Workflow



Associated Student Government



Continued Communi- cation

- Website & Newsletter
- Regular PC Updates
- Workgroup
- Spring Kickoff Roadshow
- ...and more!

Dan Roberts

droberts001@sdccd.edu

<https://calendly.com/droberts001/crm-feedback-meetings>

Thank You

7. Reports

Special Reports

7.2.2. [Miramar Educational Plan](#) (PIERC Recommendation) and [Alignment](#) Pablo Martin (5 mins)

- Dean Miramontez shared that this is “not a new plan”
 - It replaces the “Master Plan”
 - Its “main purpose... is to articulate how planning works together across multiple layers.”
 - The Equity, Guided Pathways, and Strategic Enrollment Plans are all captured in the Miramar Educational Plan
 - This is the function of the [alignment](#) graphic

7.3: Executive Committee Reports

7.3.1: President's Report

The bulk of my report can be found in the [SDMC Academic Senate Resource Doc](#) for today's meeting. If you have questions that you don't ask today, I'm available for further discussion via email, face-to-face, or Zoom meetings. You can also invite me to your department meetings. Senators are also invited to complete the [A.S. Anonymous Feedback Form](#).

1. The A.S. Elections Committee will be holding an election for role of Academic Senate President for the 2025-26 academic year—a one year term. Please be on the lookout for an email from the Chair, Josh Alley. All interested parties are invited to review [President Duties for S25 Election](#) and contact the current ASP, Pablo Martin, if they have questions about the position.

7.3.1: President's Report (cont.)

2. If you are a contingent (aka adjunct) faculty member serving on a committee at Miramar (or anywhere in the SDCCD), please be sure to read and complete the process and form here: [AFT Adjunct Shared Governance: Committee Service Process](#).
3. If you were unable to attend the open forum with Chancellor Smith, Amber Eckert (Title IX Coordinator) and Eva Alford (Deputy Title IX) on 2/10/25, you can see the [recording here](#) and download Amber and Eva's [slides here](#).
4. The ACCJC 2024 Standards have been released. If you haven't seen them yet, you can see them here: [ACCJC 2024 Standards 10-14-24](#).
5. The Budget Process Workgroup and Contingent Faculty Issues Workgroup (aka ASSET) continue to make progress on their tasks. Final recommendations should be forthcoming from both groups in March.

7.3.1: President's Report (cont.)

6. V.P. Gonzales shared that we are continuing to see fraudulent students; 400 dropped this week (at Miramar; Spring term). It is really important for faculty to drop inactive students. (It is still mostly a manual process for everyone involved, so kudos to all.)

District:

1. The District has revised AP 7180 to address confusion and promote compliance regarding the residency location of SDCCD employees. “[AP 7180 Employee Residency DRAFT REVISED.pdf](#)” has been shared at DGC so I am sharing it with you to invite your input.
2. Registration is now open for the SDICCCA AccessAbility Week, March 10-14, 2025! You can view the [full schedule and register here](#).

7.3.1: President's Report (cont.)

State:

1. See the [C-ID Winter 24-25 Update](#) here.
2. The California Community Colleges Chancellor's Office (CCCCO approved [EOPS regulations](#) that become effective on March 13, 2025. SDCCCD has 180 days to align our policies. This and other regulations can be found on the [Chancellor's Office Regulatory Actions Page](#).
3. See the ASCCC's Upcoming Webinars (links are in the resource doc)
 - a. Rising Scholars Faculty Advisory Committee Office Hours
 - b. Introduced Bill Overview: February 19
 - c. ASCCC President Drop-in Conversations
 - d. Teaching and Learning with AI Bots: March 13
 - e. Common Course Numbering (CCN) Support Office Hours
 - f. May Revise Overview: May 19

Please see the [SDMC Academic Senate Resource Doc](#) for more

7.3.3-8 Executive Committee Reports

Vice-President - Carmen Carrasquillo: ConC Process Review, 5 min

Secretary - Rodrigo Gomez

Treasurer - Dawn Diskin

Contract Member-at-Large - Olivia Flores

Contingent Faculty Member-at-Large - Desi Klaar

Chair of Chairs - Kevin Petti

Report: Member at Large

- I. ASCCC Visit, Friday Feb 28th 11:15am in H-Building

- II. From AFT Meeting on Thursday, Feb 6th
 - A. Friday, Feb 28: AFT Liaison Training
 - B. Friday, March 14-16: CFT Convention (San Diego)
 - C. Monday, March 17: Don't Press Your Luck! Know Your Rights Q&A
 - D. Saturday, May 3: AFT Family Picnic
 - E. AFT Choir: looking for volunteers with musical background

- III. Next AFT Meeting, Thursday, March 6th (Grossmont College)
 - A. April 10: AFT Meeting at Miramar College!!

Treasurer Report

- I. Account Balance \$446.47
- II. Academic Senate Dues
 - I. Purpose
 - i. Student Scholarships (\$600 scholarships contribute by 12/31/24 to Foundation to benefit from matching funds by donor)
 - ii. Donate to EOPS Sponsor-a-Student/Family
 - iii. Other efforts to build community
 - i. \$100 Donation to Community Day Sept 2024

Treasurer Report

- II. Academic Senate Dues (cont.)
 - I. How much?
 - I. Full-time faculty \$20, Part-time \$10 (encourage contract faculty to support adjuncts)
 - II. How to support?
 - I. Check to Academic Senate
 - II. Auto Payroll Deduction- Contact Dawn and she will send you the instructions

8. Announcements

1 min. time limit each

9. Adjournment

The next meeting of the SDMC Academic Senate is:
Tuesday, 3/4/25 from 3:30-5:00 pm in M-110 and on [Zoom](#).

Senators wishing to attend remotely can learn more via the [A.S. Senator Remote Attendance Form](#). Senators wishing to change their attendance to in person should contact rgomez001@sdccd.edu.

