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**To:** Charles Sager <[charles.sager@element451.com](mailto:charles.sager@element451.com)>; DL for Miramar College <[miramardl@sdccd.edu](mailto:miramardl@sdccd.edu)>

**Subject:** E451 Quarterly Review

Hi Charles -

Ahead of next week's Quarterly Review meeting, here's what's going on at San Diego Miramar College:

\* What outcomes are most important to you right now? (e.g., enrollment lift, retention, better student engagement, operational efficiency)

1. Consistent communication practices: reduce overall communications sent by campus schools/departments by being more intentional about segmentation
2. (a) CANVAS Integration\*\* for Retention/Persistence purposes; (b) Luach AI Bolt Agents for same reason

\* What's working well today, and what's falling short?

Early Adoption tasks are getting people excited about the potential student impact and reduction in both administrative tasks and the reduction in the amount of communications we send.

\* Are there any specific challenges you're hoping to solve this year?

Biggest challenge is really absorbing communication rules, conditions, triggers and overall logic to have them work within campaigns and journeys. The articles and videos are lacking specificity. The more I can learn, the better I will be equipped to serve my colleagues and our students

\* Do you need more support?

TBD

\* Are there any integrations needed?

Loaded question\*\*

\* What is next? What are your Element451-related goals?

See answer below

**Canvas Integration @DL for Miramar College**



I also owe you some answers to a previous email I had not replied to - apologies for the delayed response, as I have been working in the project a lot lately as opposed to on the project.

Where I am on this internal obstacle:

- meeting scheduled with my VPs for 9/5, who will then be going to the district with a plan for a smaller pilot of the CANVAS Integration, bypassing all the required steps previously outlined
- I am still going through the steps set forth by district anyway so that there's no lost time there - faculty buy-in will be obtained on 9/2
- As for list of CA clients already integrated or Demos, I would like to give the Miramar Leadership the opportunity to make their case and get this going. If the long way around to this integration is the only way to go, I will let you know

### **Element451-related goals**

The momentum building outside of the two other leaders supporting the project is building. Those Deans in various departments are already starting to think about institutionalizing Element451. This "buzz" is definitely welcome, and mildly surprising - we are barely scratching the surface.

In addition to event, campaign and journey (just one) building, for a few departments, we haven't done much else. One department at full adoption. Three others are in the early stages (10%) of adoption. I have the start of Resource & MarCom Branding (Training) Guide created. We have soft launched the first AI Bolt Agent (default) on two pages of the Miramar web site, with full deployment of default Bolt Agent targeted for December 1<sup>st</sup> and the first unique AI Agent (Carol from Counseling) targeting an October 1<sup>st</sup> release.

I have 16 more departments to integrate between now and June 2026, as well as any academic programmatic areas (Science and Math Department, Aviation Department, etc.).

**Additionally**, I am concerned about contract renewal and the switch from unlimited email and SMS messaging to token-based tracking of communications should we renew. Budgets while flat this year, are expected to decrease for FY 2026-2027 given current national education policies. First, fully understanding the token-based system that will coincide with contract renewal for a school that regularly enrolls 15k per semester, and communicates with more who are prospects; secondly, accurately forecasting the number of tokens needed on an annual basis to maintain the level of CRM communications (via SMS, Email, or Bolt Agent Jobs); and finally, developing a clear picture of the ROI for Miramar College to embrace Element and the work we are doing will be a top priority in the coming months.



This is probably more information than you wanted/needed, but I felt like I owed you all of the answers from three different emails.

Hope you are having a good summer, and that MI hasn't been too hot these last few weeks.

Kindly,

Dan