



SAN DIEGO MIRAMAR COLLEGE

ASSOCIATED STUDENT GOVERNMENT



Meeting Minutes | March 27th, 2026, 9:00 AM

***Supplemental Materials Can Be Found Here:**

<https://sites.google.com/view/asgmiramar/official-documents>

Meeting Location

San Diego Miramar College
10440 Black Mountain Rd, K1-107
San Diego, CA 92126

- I. **ORDER OF BUSINESS** | 5 minutes
 - A. **Call to order**
 - a. President Ariella called the meeting to order at 9:05 am.
 - B. **Roll Call**

| Executive Council Members | Attendance |
|---------------------------------|------------|
| President Ariella O'Garro | p |
| Vice President David Yang | p |
| Secretary Anchal Verma | excused |
| Treasurer Michael Fuzy | excused |
| Senate Representative Jind Mann | excused |
| Senate Members | Attendance |
| Senator Mekael Ahmed | p |
| Senator Lily-Grace Balilo | a |
| Senator Kyla Bertel | a |
| Senator Ayaan Bhatkar | excused |
| Senator Iha Chakravarty | a |
| Senator Marcus Hernandez | p |
| Senator Kristine Huynh | p |
| Senator Jenish Jayswal | p |
| Senator Thomas Kuo | a |
| Senator Nicole Le | p |
| Senator Angela Liu | late |
| Senator Nathan Obermiller | a |
| Senator Ryan Pacheco | p |
| Senator Kshitij Pete | p |
| Senator Tien Pham | p |
| Senator Evelyn Shoemaker | a |
| Senator Suhana Suman | late |
| Senator Liana Wong | excused |
| Senator <i>Vacant</i> | |

| Senator <i>Vacant</i> | | |
|--|--|-------------------|
| Club Representatives | | Attendance |
| Arise and Shine Club | | |
| Art Haus Club | | late |
| Biology Club | | |
| Chemistry Club | | |
| Chi Gong Club | | |
| Computer Science Club | | p |
| Diesel Skills Club | | |
| Dungeons and Dragons Club | | p |
| Filipino American Student Association (FASA) | | p |
| Game Development Club | | |
| Gear Heads @ Miramar College | | |
| Girls Who Code | | |
| Health & Fitness Club | | |
| International Student Club | | |
| Jets Flag Football | | |
| Jets Gathering | | |
| Live Entertainment Club | | p |
| Math Club | | p |
| MESA Club | | |
| Miramar Badminton Club | | |
| Miramar Bible Club | | |
| Miramar Business Club | | p |
| Miramar College Engineering Club | | p |
| Miramar Collegiate Paralegal Association | | p |
| Miramar Jamz (formerly Music Club) | | |
| Miramar Pre-Dental Club | | p |
| Miramar Transfer Club (formerly General Transfer Association) | | p |
| Muslim Student Association | | |
| Phi Theta Kappa (PTK) | | p |
| Pre-Med Club | | p |
| Psychology Club | | |
| Society of Women Engineers (SWE) | | |
| SPECTRUM | | |
| Student Veterans Organization (SVO) | | |
| Sustainability Club | | p |
| Tabletop Games Club | | |
| The Coalition | | |
| Urban Scholars | | |
| Women in STEM | | |

C. Recognition of Visitors

D. Public Comment:

- a. This segment of the meeting is reserved for persons desiring to address the San Diego Miramar College Associated Student Government (ASG) on any matter of concern that is not stated on the agenda and two (2) minutes per speaker shall be observed.
 - Dan Roberts - shared that he's here to give an update on the CRM implementation at Miramar College.
 - The Bond HH Project team members introduced themselves. Deshani - presenting the new business section for the team. Sara - presenting the

education center. Joshua Larson - with the Architects team here to present on the educational center. Daniel Kowski - facilities and operations director. Maria - VP of Admin Services, supporting measuring intake consultation. Ursula Kromer and Robbie - with the communications team. Dan - academic assessment. Alessandra Lapadua and Kevin Carpenter - presenting on the performing arts center. David Harrison - working on the design at the Aviation Instructional Center at Montgomery Field.

E. Approval & Amendments of Agenda

- a. VP David motioned to amend the agenda to move item B in front of item A. Seconded by Miramar Transfer Club
- b. Senator Kshitij motioned to strike item E from the Agenda. Seconded by Senator Marcus.
- c. Senator Marcus motioned to approve the 3/27/26 agenda. Seconded by Senator Kshitij.

F. Approval of Minutes

- a. The Transfer Club motioned to approve the minutes from the 3/20/26 meeting. Seconded by the Business club.

II. SPECIAL ORDERS

A. N/a

III. PRESENTATIONS

A. N/a

IV. UNFINISHED BUSINESS

A. N/a

V. NEW BUSINESS

A. CRM Presentation | 15 minutes

- a. The presentation provides a comprehensive update on the Customer Relationship Management (CRM) implementation at San Diego Miramar College, specifically focusing on institutionalizing Element451 as the college's primary CRM platform. The college has identified its current position in the implementation process, outlining three main areas of focus: Communication and Engagement, Element451 Functionality, and integration with Canvas by Instructure, with additional plans to explore Agentic AI capabilities. The Element451 functionality currently serves Miramar College across several critical areas, including admissions and enrollment nurturing, event management, student journey management, and student data capturing. A major objective of the implementation is to "reduce the noise" by replacing the previous chatbot vendor Ocelot with Element451, implementing department-level AI teammates, and enabling proactive jobs functionality. The Canvas integration aims to monitor student grades, attendance, and class engagement while providing early alert capabilities to support retention and persistence efforts. The CRM implementation follows an 18-month timeline structured across five distinct phases. Phase 1, which took place from 2023 to 2024, involved meeting with key stakeholders, conducting discovery work through the San Diego Adult (SDA) and College and Career Access Pathways (CCAP) programs, mapping Academic Career Pathways (ACPs) and the student journey, and completing necessary district support tasks. Phase 2, running from January to February 2025, focused on creating a roadmap for seven Career Technical Education (CTE) programs, developing a stop-out strategy to re-engage students who had left, identifying initial pain points, and creating training materials. Phase 3, scheduled for March through July 2025, included the Spring 2026 launch of the seven CTE programs with continuous improvement processes in place. Phase 4, spanning August through October 2025, concentrated on campus-wide training and implementation alongside ongoing continuous improvement efforts. Finally, Phase 5, planned for November 2025 through March 2026, addresses final implementation

tasks, continuous improvement, and the transition of CRM responsibilities to the Marketing Department, with CTE marketing plan accomplishments noted as having been established in 2010 with the brand quickly becoming known for innovation and quality.

- b. A central theme of the implementation strategy emphasizes the importance of collaboration and listening to stakeholders, with a strong focus on cutting through communication noise to connect with students more purposefully. The college recognized that students were receiving communications from multiple sources including the district, departmental channels, Canvas shell announcements, professor communications, and general San Diego Miramar College communications, creating a confusing and overwhelming environment. The goal is to streamline these communications and align them with the college's strategic initiatives including Vision 2030 (Validation, Assessment, and Reflection), Guided Pathways, Academic Career Pathways, and the Equity Plan.
- c. An analysis of event distribution from the Fall 2025 distribution list revealed that over 70 percent of communications were student-facing events, with 23 announcements related to LEAD events, 18 for social and community events, 14 for mental health and wellness events, 13 for academic and career-related events, 12 for basic needs and resource access, 11 for program-specific events through services like Extended Opportunity Programs and Services (EOPS) and Disabled Students Programs and Services (DSPS), and 8 for athletic events. To better organize these communications, the college has categorized events into institutional and niche categories. Institutional events include wellness programs such as yoga and mental health resources, basic needs resources like the Farmers Market and CalFresh enrollment, major social events such as Fall Fest and pizza nights, critical deadlines for add/drop periods and financial aid, and athletics including Jets home games. Niche events encompass cultural heritage celebrations like Latinx Heritage Month and Asian American, Native Hawaiian, and Pacific Islander (AANHPI) programs, academic pathway events such as the STEM Symposium and pre-med panels, and program-specific events for EOPS, CARE, and NextUp. The college notes that critical institutional deadlines affecting the faculty advising role, such as graduation deadlines and financial aid cutoffs, will remain on the distribution list. The college has developed comprehensive marketing playbooks to guide communications across various event categories, including promoting athletics and building school spirit, promoting wellness and mental health events, promoting LEAD events, promoting academic and career development events, promoting social and community events, and promoting basic needs and resources for students. An event marketing reference chart has been created to clarify when to use the CRM versus other marketing channels. Events that should not use the CRM and instead rely solely on social and physical media include drop-in events that require no RSVP, same-day or spontaneous pop-ups, one-time or informational announcements, and promotion of 24/7 resources. Conversely, events that should utilize the CRM along with all other channels include limited capacity or RSVP-required events, recurring series, events targeting specific populations, and events that need measurable outcomes aligned with Vision 2030, Assessment and Reflection (VAR), or the Equity Plan.
- d. Various departments across campus have begun translating the CRM implementation into practical applications. Counseling has deployed the first AI agent named Cora and replaced Ocelot with the CRM for Quick Connect appointments. Career and Life Design is running workshop campaigns and events for alumni and plans to implement a job placement case management system by Fall 2026. Veteran Affairs has launched campaigns for priority registration and Veterans Week. Financial Aid is managing the scholarship ceremony and related communications, with six campaigns formed and awaiting final revision. DSPS promoted the "Dine with DSPS" event and has begun

early work on an AI agent to answer the top 15 frequently asked questions. Admissions is implementing CRM tools for their processes, while Basic Needs runs an ongoing campaign for the Really, Really FREE Farmer's Market. Graduation and Commencement efforts involve collaboration between Admissions/Evaluations and Student Affairs. LEAD is tracking Equity Plan metrics for disproportionately impacted populations and supporting PEARL-MindArch grant work. Additionally, the college has replaced Ocelot chatbots with CRM agents across multiple departments

- e. VP David motioned to extend time by 5 minutes. Seconded by Senator Kshitij.
- f. Initial return on investment data demonstrates the significant value of the Element451 implementation. San Diego Miramar College's Q4 quarterly business review summary shows exceptionally high product maturity with a score of 0.83 compared to the peer average of 0.25. Key strengths and adoption status include strong maturity through high-volume email and SMS delivery and audience segmentation with nine active segments, effective adoption evidenced by an 88.9 percent success rate with knowledge articles and successful event campaigns, outperforming peers in email/SMS delivery and unsubscribe rates, and annual cost savings of \$59,326 driven primarily by events, SMS, and email usage. Quarterly tracking shows substantial efficiency gains: in Q2, the college saved 115 hours representing \$11,200 in annual savings; in Q3 and Q4, savings increased to 164 hours per quarter representing \$16,400 in annual savings each quarter. The termination of the Ocelot contract in December 2025 saves an additional \$62,250 annually, bringing the total annual savings to \$122,650, even with only two departments having achieved greater than 75 percent adoption at the time of reporting. Engagement data reveals promising results for student persistence. Comparing general Miramar students to Jets JumpStart attendees shows significant differences in primary term persistence rates. In Fall 2024, overall Miramar students had a 49 percent persistence rate while the 361 Jets JumpStart attendees achieved a 90 percent persistence rate. In Spring 2025, overall Miramar students showed a 39 percent persistence rate while the 97 Jets JumpStart attendees maintained a 75 percent persistence rate. This data, sourced from the Public PREDD 2024-2025 report and the Miramar College Office of Institutional Effectiveness, demonstrates the positive impact of targeted engagement programs.
- g. For additional information or questions, the contact provided is droberts001@sdccd.edu.

B. Bond HH Project Updates | 25 minutes

- a. This presentation, dated March 27, 2026 at San Diego Miramar College, outlines the Measure HH project prioritization process and three major Phase I capital projects planned for the campus. The first project is the Montgomery Field Aviation Instructional Center, a new aviation training facility intended to replace an outdated building and better support growing workforce needs in the aviation sector. This project, led by Cass Sowatsky Consulting Architects (CSCA) and Harper Construction as the design/build team, has a current budget of 24.6 million dollars, an estimated construction timeframe from Spring 2027 to Summer 2028, and an estimated size of 18,000 gross square feet. The facility will include a modern aircraft hangar for maintenance training and instruction, updated classrooms and training laboratories with current technology, air traffic control training and pilot debriefing spaces, as well as improvements in safety, comfort, instructional quality, and site infrastructure such as new utilities, walkways, accessible parking, and landscaping. The second Phase I project is the Miramar College Early Education Center, which will replace the existing Child Development Center with a more modern facility that supports early childhood education and improves campus access. Architects Mosher Drew and Flint Design

Build comprise the design/build team for this project, which currently carries a budget of 46.7 million dollars, an estimated construction period from Winter 2026 through Summer 2029, and a planned size of 18,000 gross square feet. The new center will feature interactive play spaces and outdoor learning areas, a secure drop-off zone, and updated classroom space designed for young children. It will also deliver site and utility upgrades, including relocation of a fire lane, along with demolition of the old facility, broader campus improvements, and new landscaping, pathways, and signage. The third major Phase I project is the Performing Arts Center and English/Gallery Building, envisioned as a cultural gateway to the Miramar College campus. Miller Hull and BNBuilders serve as the design/build team for this large, multi-use facility, which has a current budget of 208.4 million dollars, an estimated construction timeline from Fall 2027 to Summer 2030, and a projected size of 110,000 gross square feet. The project will create a new, modern theater, visual arts gallery, classrooms, and other flexible spaces for learning, performance, and community engagement. Key program elements include classrooms, writing labs, multimedia studios, and a public gallery, as well as a full theater with stage, back-of-house production areas, and a Black Box Theater equipped with advanced audiovisual systems and sound attenuation. The project also includes site improvements and the demolition of Parking Lot 2 East to support the new complex. The presentation concludes with an invitation for questions and discussion and a message of thanks to attendees for their participation.

C. ASC Tutoring Services | 5 minutes

- a. Donnie Tran shared how The center operates three main in-person locations with different specializations. The ASC in Room L-101 can be reached at (619) 388-7852 and is open 9am to 6pm Monday through Thursday and 9am to 1pm on Friday, offering drop-in tutoring in anatomy, CSIC, and science, along with study rooms, dry erase boards and markers, anatomy models, microscopes, textbooks, and pay-for-print services. The Math Lab in Room M-210 is available at (619) 388-7141 with the same hours, providing drop-in math tutoring plus study rooms, dry erase boards and markers, computers, and pay-for-print. The Writing Lab in Room H-103, reachable at (619) 388-7879, operates 10am to 5pm Monday through Thursday and offers drop-in tutoring in English, grammar, and writing, along with computers and pay-for-print services.
- b. For online support, the ASC offers NetTutor and STAR-CA services on a single platform. NetTutor provides one-on-one sessions, online meetings, paper drop-off, and question drop-off, while STAR-CA offers live drop-in tutoring, with self-enrollment links available on the ASC website. Students can also use the Assignment Drop-Off service, which works like uploading a file in Canvas, where tutors provide feedback within 48 hours during operating hours—though it is not an editing service.
- c. VP David motioned to extend time by 5 minutes. Seconded by Senator Kshitij.
- d. The center also provides embedded tutoring support based on the UMKC Supplemental Instruction model for various courses including Math-X classes, ENGL C1000 classes, AVIA, FIPT, CHILD, CSIC, MCAS Brig, and high school courses, offering in-class support and review sessions. Students interested in employment opportunities as embedded tutors, high school and Brig tutors, or drop-in tutors at the ASC, Math Lab, and Writing Lab can find tutor applications on the website, with requirements including passing EDUC 100 and earning a grade of B or higher in the course they wish to tutor.
- e. Advisor Joseph clarified that the “prison” ASC operates at is the brig on the Navy base.

D. Basic Needs Hygiene Kit Project | 10 minutes

- a. Senator Tien motioned to table this item indefinitely. Seconded by Senator Ryan.

E. Vending 5000 Announcement | 5 minutes

VI. STANDING ITEMS

A. Committee Meetings | 20 minutes

- a. Future Events (K1-107)
- b. Student Life & Wellness (Jet Fuel Resource Center)
- c. Governance (Student Affairs Conference Room)

VII. REPORTS | 20 minutes

A. Executive Reports

- a. President
 - b. Attended the study jam and business club meeting that we had this week.
- c. Vice President
- d. Secretary
- e. Treasurer
- f. Senate Representative

B. Region X Reports

C. Senator Reports

D. ASG Committee Reports

- a. Future Events
 - Pizza Night (4/7, 4:30-5:30) - committee members will be volunteering, but they need more people to hand out pizza
 - Spring Fest (4/22) - Kona Ice and game truck
- b. Student Life & Wellness
- c. Governance
 - Working on the constitution and will be having a vote to approve any amendments in early April.

E. Club Reports

F. Advisory Reports

- a. Joseph Hankinson
 - The application period is open for the ASG General Election. If you're not graduating, he hopes to see the same faces again.
- b. Dean Barnard
- c. Shelly Parks

VIII. COMMUNICATIONS ON THE FLOOR

A. This time is reserved for any members to make announcements on items not on the agenda. A time limit of two (2) minutes per speaker shall be observed and the total time limit for this item shall not be extended. Additionally, no action will be taken.

IX. ADJOURNMENT

A. Meeting scheduled to end at 11:00 am.

- a. Senator Marcus motioned to adjourn the meeting at 10:30 am. Seconded by Senator Kshitij.