

SAN DIEGO MESA COLLEGE

Mesa Pathways - Pathway Communication
Wednesday, April 21, 2021 - Zoom -
<https://cccconfer.zoom.us/j/92300701820>

1. Welcome/Check-in
2. Approve Notes from previous meeting - 03/17/21, 4/7/21
3. Updates -
 - Social Media Presence/Survey - Tiffany, Alex, Robert Tiffany and Nhi
 - Glossary - Ingrid (20 minutes)
 - Other
4. Plain Language Badge - Discussion
 - Form Creation team
 - Lead and members from Pathways Communication Workgroup
 - Other members from across campus as needed
 - Submit request for MPC funding for fall 2021
 - Create a “Using Plain Language” Badge
 - Instructional purposes (syllabi, assignments, acronym usage, etc)
 - Student service/Administrative Office purposes - (forms, signage, communiques, etc)
 - Present badge to MPC
 - Pilot Badge in fall 2021
 - Continue to collect and analyze data on effectiveness
 - Present workshops at Catalyst and through LOFT
 - Deliverables –

Brave Communication – Wednesday April 21, 2021 – 4:00 – 5:00 PM

- Alex Needleman
- Tiffany Rosenberg
- Andrew MacNeill
- Anne Hedekin
- Howard Eskew
- Amy Darios
- Robert Young
- Todd Williamson
- Gity
- Ingrid Jayne

- Robert Young

From Andrew MacNeill to Everyone: 04:03 PM

Welcome/Check-in. – Talked about hot water on campus.

Approve Notes from previous meeting

Updates

Social Media Presence

Amy, Tiffany, Alex, Robert

- Alex talked about adding more participants to survey but did not see any large shift in results
- Noted that we should try and use as many platforms as possible, even less used ones if just for a conduit.
- Tiffany spoke about the Content Calendar and noted that they were make updates 2 times a week.
- Work to linking recourses, ready to link to the main page, need to contact Anabel and link to other clubs, project register ready to share – 3 Weeks
- Robert noted that the Instagram “shell” was ready and waiting to post content to bubbles and made note of Link Tree.

Jennifer – Noting this was a pivot point to start an earnest discussion external marketing. To revisit this discussion from previous meeting.

- External marketing strategy/tactics
 - Part 2 – (part 1 was internal conversations)
 - Roll out is started.
 - Website primary tool
 - Social Meeting – secondary
 - Emails – we just get so many.

- Glossary Work
 - Spend 20 minutes working to update.
- videos for Schools/Depts/Areas of Interest (Planning for this semester and next semester)

Plain Language Update

Noted that “plain language” idea is starting to permeate the campus.

Have asked for Strong Workforce money to fund a position to create the curriculum work for the badge and have it embedded in Canvas

Hope to have up by Fall 2021

Info from our brainstorming session and extra ideas from Andy.

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 - Present badge to MPC
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 - Present workshops at Catalyst and through LOFT
- Deliverables –
- Badge housed in LOFT badge program, workshops, data collection/analysis agenda.
- Incentive –
- 1 ESU for lead facilitator
- .5 ESU for participants
- Need way to incentivize Classified and Fellow participants
- Completers of the badge will receive FLEX credit, personal satisfaction, gratitude from students, community, and colleagues.
- My next thought is about how we proceed after this semester. We have a few projects in the works that we could complete this semester:
- Glossary
- Social Media Presence
- After that, we may need to decide if our group has completed its mission.
- Please provide your thoughts.

Adjourn 5:00 PM Next Meeting 5/5

- Badge housed in LOFT badge program,
- workshops,
- data collection/analysis agenda

- Incentive –

- 1 ESU for lead facilitator
- .5 ESU for participants
- Gift Cards for Classified and Fellow participants
- Completers of the badge will receive FLEX credit, personal satisfaction, gratitude from students, community, and colleagues

5. When does our work end?

6. Roundtable

7. Next Meeting - Wednesday, May, 5, 4:00 PM - 5:00 PM