



HARTNELLCOLLEGE

**Student Affairs Council
Minutes
January 28, 2021, 3-5pm
Zoom**

MEMBERS

Name	Representing	Present	Absent
Romero Jalomo, Co-Chair	Administration	X	
Tony Anderson, Co-Chair	Faculty/Academic Senate Designee		X
Jainesh Singh	Administration	X	
Dave Phillips	Administration		X
Carla Johnson	Administration	X	
Cristina Zavala	Confidential	X	
Nathaniel McGriff	C.S.E.A.		X
Vacant	C.S.E.A.		X
Shawn Pullum	C.S.E.A.	X	
Vacant	L-39		X
Jennifer Moorhouse	Faculty	X	
Hortencia Jimenez	Faculty	X	
Samuel Pacheco	Faculty	X	
Jeannie Baum	Part-time Faculty		X
Ruby Romero	ASHC	X	
Ana Cristina Garcia	ASHC	X	

Others

Name	Title or Representing	Present	Absent
Laura Zavala	Director of HEP	X	
Laurencia Walker	Director of College Readiness	X	

CALL TO ORDER & INTRODUCTIONS

Romero Jalomo

ACTION ITEMS

1. Consider Approval of agenda Tony Anderson
MOTIONED (Pullum), Seconded (Zavala), unanimously approved without changes.
2. Consider Approval of December 10, 2020 Minutes
MOTIONED (Zavala), Seconded (Singh), unanimously approved without changes.
3. Zoom Etiquette Tony Anderson
The council reviewed the zoom etiquette guidelines. Dr. Jalomo mentioned the zoom etiquette comes at a good time when a faculty member was harassed during their presentation at the Student Success Conference in the virtual chat section. Dr. Jalomo asked

Hartnell College Vision Statement: Hartnell College students will be prepared to contribute as leaders to the intellectual, social, cultural, and economic vitality of our communities and the world.

Hartnell College Mission Statement: Focusing on the education and workforce development needs of communities in the Salinas Valley, Hartnell College strengthens communities by providing opportunities for students to reach career and/or academic goals (associate degrees, certificates of achievement, transfer to four-year institutions) in an environment committed to student learning, achievement and success.

the council to revisit the etiquette guidelines and revise as they see fit as a result of what happened at the Student Success Conference. This item will be reviewed at the next meeting.

INFORMATION/DISCUSSION/PRESENTATIONS

1. Student Affairs Virtual Help Desk Laura Zavala
Ms. Zavala presented the virtual help desk for the college. The help desk has a virtual welcome center and a landing page for new and returning students. The help desks consists of a zoom call where there is a moderator and breakout rooms. The moderator will accept the student from the waiting room to determine the appropriate breakout room to send the student to for assistance. The help desk will be held the week of and the week after the beginning of the semester. The link to the virtual help desks are located on the main page of the Hartnell website. A one-page directory of all help desks located on the Hartnell website. The link to the help desk directory is located on the council website. If there is a virtual help desk that is not located on the directory, please email Ms. Zavala at lzavala@hartnell.edu.
2. Dual Enrollment Update Laurencia Walker
Ms. Walker gave a detailed update regarding the Dual Enrollment program. Her presentation is located on the council website for review. The intent of the Dual Enrollment program is to increase access to/success in higher ed for traditionally underserved students at the high school site during the regular school day. Course enrollment is restricted to high school students in the participating district. Course offerings are determined in partnership with Hartnell College and the high school district. The enrollment process receives guided support from the Hartnell College office of College Readiness. The maximum number of units a student may register for is 15 units, no more than 4 classes. There is no cost to students. Hartnell College and the high school district share costs of textbooks. Please review Ms. Walker's presentation which has more detailed and comprehensive data. Please contact Ms. Walker at lwalker@hartnell.edu with any questions.
3. Marketing Position Analysis Report Romero Jalomo
Dr. Jalomo shared the marketing report conducted by Hanover Research. The report is located on the council website for review. In the Market Positioning Analysis report, Hanover assesses marketing messaging among 10 key Hartnell College competitors. This report includes an examination of websites and competitor program branding and marketing strategies, as well as a review of different online marketing strategies used by competitors. It is based on information from websites, social media platforms, and online advertisements. Based on its marketing assessment analysis, Hanover recommends that Hartnell College develop a dedicated and clearly-labeled hub for potential students on its website and call it "Future Students." Most competitors maintain specific pages for prospective students that are easily identifiable and provide a wide range of information on the application process, the college's academic portfolio, and virtual events. Dean Johnson stated she has found students who are frustrated with the college's website. She has students who went to MPC because Hartnell's website was too difficult to navigate. She suggests someone go through the website to see how it flows and have a redesign of the website.
4. Governor's 2020-21 Budget Proposal Analysis Romero Jalomo

❖ Tabled to next meeting

5. Student Affairs Monthly Report – December & January Romero Jalomo
Dr. Jalomo shared the monthly reports with the council. Please review the monthly report to be aware of the division updates. Please contact Dr. Jalomo at rjalomo@hartnell.edu with any questions.

OTHER ITEMS/BRIEF ANNOUNCEMENTS

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NEXT MEETING(S)

- Thursday, February 25, 2021

ADJOURNMENT

Meeting adjourned at 5:00pm]

Tony Anderson