

STUDENT EQUITY & ACHIEVEMENT COMMITTEE MEETING MINUTES

LPC Mission Statement

Las Positas College provides an inclusive, learning-centered, equity-focused environment that offers educational opportunities and support for completion of students' transfer, degree, and career-technical goals while promoting life-long learning.

Equity Mission Statement

Las Positas College will achieve equity by changing the impacts of structural racism, ableism, homophobia, and systematic poverty on student success and access to higher education, achieved through continuous evaluation and improvement of all services. We believe in a high-quality education focused on learning and an inclusive, culturally-relevant environment that meets the diverse needs of all our students.

Equity Operational Definition

Equity is parity in student educational outcomes. It places student success and belonging for students of color and disproportionately impacted students at center focus.

Committee Membership: 17 Quorum: 9

5 – Administrators

- TBD
- Amy Mattern
- Nan Ho (present)
- Chris Crone (present)
- Dr. Jeanne Wilson

5 – Faculty

- Julia McGurk (present)
- Brian Hagopian
- Jill Oliveira (present)
- Kristy Woods (present)
- Library Representative Vacant
- Jin Tsubota (present)

5 – Classified Professionals

- Ana Del Aguila
- Terrance Thompson (present)
- Rifka Sevalal (present)
- Amanda Ingold
- Liz McWhorter (present)

2 – LPCSG Representatives

- Jackie Carrillo (present)
- Nezin Hasanly (present)

3 – Non-Voting Members

- Catherine Eagan (co-chair, present)
- Rajinder Samra (present)
- Shawn Taylor (co-chair, present)

Thursday, December 16, 2021 | 2:00 p.m. to 4:00 p.m. | Location:
<https://cccconfer.zoom.us/j/93453286627>

1. Call to Order: 2:03 pm

- Announcement—Shawn working on SEA website and learned that one can upload a password-protected video of meeting recording, so that is great news!
- Guests: Todd Steffan, Elle Bañuelos, Evelyn Andrews, Kyle Johnson, Lara Wiedemeier

2. Welcome Week(s) Progress/Reports/Needs

- Kyle has a basic map of where tables will be.
- We may have to order additional tables from Chabot
- A few exhibitors can share tables, some requested an additional table
- We have 16 canopies, and we'll also have to request them from Chabot.
- If rain, we'll use interior of 1600 like we did for resource fair. 1600 doesn't have classes on 1st floor in afternoon, so we won't disturb people.
- Flyers are coming out from Jackie in Communications, but groups who are exhibiting should order flyers very soon—Copy Center closes Dec. 21 and will open back up again on Jan. 3rd.
- Weather-proof stands with QR codes have been requested.
- Nezin is working, with Jin's guidance, on QR codes and on multiple linktr.ee listings so that students don't feel overwhelmed by a long list.
- Kyle working on map for electricity. Emailed Allan, Shawn will walk it over.
- Jackie and Liz worked on a promotional video for welcome week featuring Kyle.
- Kyle will be communicating to exhibitors about set-up time, bringing flyers, etc.
- Shawn advised people to make any flyers/handouts as condensed/succinct as possible. Offer one flyer as opposed to multiple flyers if at all possible.
- LPCSG has done such great work! And they have held us accountable! Shawn thanked them for all their work. He recommended archiving all the material that they have put together so we're not reinventing the wheel with every new LPCSG administration.

3. Transparent Costs

- Guided Pathways 3-day institute was about how we tell the story about how much a college education will cost the student. Without this information, students can't plan. For example, students have difficulty taking more than one course of a particular type at one time because it's so expensive. Shawn asked students if more transparent textbook costs would help. Jackie said that it would help

her to budget in advance and get mentally prepared for the cost. Also, if there are low-cost or zero cost options, that would be attractive to her. Jill asked whether students know about digital copies or rental copies of texts. This issue is not related to cost *per se*, but could also help with transparency—students may like to think in advance about the modality of learning if the digital copy is an etext or a login, for example, or about whether they can annotate an online as well as a paper text. Katie: Nolan says that LibreText OER texts can be printed for a low cost, and these of course can be annotated. LibreText OER texts also allow for Hypothesis annotation, which is now renewed through spring 2023.

- Shawn: how do you get students to know this before enrolling in the class? He said that a person he met from Wisconsin at GP training said that faculty feared that students might always pick courses with low-cost or no-cost textbooks, but that did not turn out to be the case. Shawn feels that students won't always opt for cheaper course; they may simply need to plan, as Jackie suggests. Julia: broadcasting this information might encourage teachers to think more carefully about the texts that they order. Julia also wonders what price would be shared, however, because if it's not accurate because program has books in library or encourages rentals or what have you, she wouldn't want students to be afraid of the cost and not come. Jin: A student told him that "buying" a class is so hard because you don't know what you're getting for your money.
- Shawn: Is it worth going forward on this textbook transparency project? Kyle notes that presenting "real cost" information would help students make decisions and that it's a reality that students may choose low-cost course options. Michelle commented that student often tries to get by w/o buying the textbook. Katie advocates for thinking through cost, access, modality, and other factors in choosing to roll out this kind of transparent communication so that the initiative does the most good and least harm. After all, students might choose the lower-cost courses, as Kyle says, but they also might budget for the course they really want to take but is more expensive. Nan: It has become much easier to see what texts are available for a particular class—clicking the link used to just go to the bookstore website. Zero-cost and LTC are also mentioned, but what is our threshold for LTC? Having some kind of automatic label on CLASS-WEB would be great. From the time that faculty request the textbook to the listing of the texts can be a very long, involved process, and tracking down individual sections of a given course is tricky, but if it were somehow integrated with the reports that come out of the bookstore, it would be automatically generated. Doint section notes for each course, by contrast, would be labor intensive. Having a shopping cart with a running total would be helpful. If this could happen when students are registering, or perhaps beforehand, that would be even better.
- More on transparent costs of attending college—parking fees. Kristy asked if we could have no parking fees next semester. Kyle says that we can't. Kyle has heard that parking fees are really important to pay security, because that money has to come from somewhere. Shawn said that CARES money was used to backfill when parking money wasn't coming in during online instruction, and that is gone. Shawn says that at least student workers will have parking fees waived. Michelle commented that even a small thing like parking would make a difference. She says that many students don't buy a parking pass in advance, and then they try to pay by the day, may not have the money that day, etc. This creates a barrier. Dan noted that parking tickets are also a huge burden, particularly if they're not paid right away and the fine becomes higher. Dan noted that library stopped penalties for late books—could this work for security? Todd asked if the bus is still fee and ACE train half off, and Liz confirmed. Shawn says that he will look into parking ticket revenue custom and see if it's a "vapor rule" that is not really set in stone. Parking is another example of being clear with students on what we're offering them and how we're going to take care of them. Equity is more than race/class, ability/disability, and conveying to students that we care about them may make LPC their first choice, not alternative choice.
- Kristy: Another thing to be transparent about is the time it takes to complete a class successfully—that would help with students' work schedules, how many classes they take. And communicating more about

the wages for their eventual job will help students determine how much they should work now. Katie noted that this information helps with deferred gratification and how much to borrow or not borrow as well. Shawn commented that longitudinal, post-graduate information on students' return-on-investment is really helpful.

- Julia commented that applying to college, buying books, and all these things are so hard, and she only worries that frontloading too much information might be overwhelming. We have to be careful about having too much sludge! Shawn: we need to do an information audit so that everything we are saying is important, and Julia concurred—can we pare it down?

4. In-Reach. What's Working? What Isn't? ROI? Change of Tactics?

- Shawn: How do we stay connected with students who are already with us but having trouble? We don't have Starfish or other early alert system because it wasn't affordable, according to Kristy, but Jill says that we will be getting CRM Advise. Jin says that he has been tracking every click and code scan to see what is reaching students. He shared a chart that tracked the data: https://docs.google.com/presentation/d/1UKGxF9mHoyPjmCatYFDkYtUT42zgz0DK1s4QOQd-Zk/edit#slide=id.g108808a3b7c_0_0 Jin found that all the emailing didn't work—the district got only 10 clicks for 6,000 emails, for example! Jin got some increases by sending faculty targeted emails describing tutors and times that could help their specific classes, but he found that in-class presentation worked the best. Linkly (<https://linklyhq.com/>) and Rebrandly (<https://www.rebrandly.com/>) are two programs that he used. Students don't seem to be looking at Announcements as much.
- Regarding RAW and Smart Shops, Katie asked if videos work, and Michelle says likely if instructors play them. Michelle does think that we have begun to get faculty on board for regular reminders. Michelle says that her numbers are better, but more faculty could be doing it. She can see who is sending their students. We have to make it as easy as possible for the faculty: PDF, jpg, png, weekly, etc.
- Jin noted that walking the students through the process is really, really important.
- Terrance said he was working with athletes and initially visited them in a Zoom class and got some hands raised from students who were interested, but then he went to visit them at a practice, and some remembered him from the Zoom class, and he asked them if they were looking to transfer and got more interest. Nothing really replaces that face-to-face connection. Connect Up also found that students weren't responding to emails, and in-person worked better. Shawn said that Zoom makes everything feel so abstract!
- Kristy noted that at GP training, clear that student success teams have to be about telling our story. We need some sort of searchable Smart calendar system. It would have the smart shops in it, the virtual information centers, the drop-in hours for financial aid and counseling. It would also be searchable by what students need and can be sent out to the students, so they don't have to know where it is on campus they can go and ask a bot a question, or type in something and it says, these are all links related to how can I pay for college, etc. We need our great programs to get to students. Shawn noted that having a one-stop in person and online to learn what is happening for the month would be so helpful; he wants to install a big monitor in Student Life. Integrating this kind of calendar in Canvas would be important. Calendly does work, but he doesn't know how robust it is. Peralta and Los Medanos are using it. (Minority-owned business, too!) The governor's budget drops in the 2nd week of January, and if we have a carryover, he would like to spend some money on putting these systems into place. He would also like to hire a PT in-reach person and start with DI populations and, if we have more money, reach out to other students. Perhaps this would start fall 2022?
- Shawn wants to move forward with transparent costs conversation, and Jin's tracking techniques for links.

5. SEA Spring '22 Priorities

- Equity newsletter in January. He wants it to look similar every month so that it doesn't look too disjointed. Perhaps just three sections per newsletter. LPCSG just started "Beak Bites"! Shawn asked for suggestions of what to share. Shawn doesn't feel that Canva is easy! Michelle commented that Canva does have a flip book option. Shawn may look to Jin for help! Evelyn commented in the chat that we will have a new (grant funded) success coach dedicated for proactive calling, texting, emailing for "academic wellness checks" for veterans.
- Katie: Perhaps some training or partnering with Design Shop to get better flyers? Unified design would be nice.
- Shawn: For next semester, we don't want more than 3 priorities. Students have never been on campus before, and there is also grief associated with pandemic loss, both of previous lives, planned lives, and actual people in their lives.
 - i. Transparent costs.

- ii. Liz—debrief after welcome week and see if we want to keep up with that.
- iii. Focus groups with students?
- iv. Student ambassador program, one-stop shop
- v. ESL: application and registration workshops, tailored tours. This could relate to other groups as well. Vaccine requirement makes things tricky, though.
- vi. More marketing, particularly in predominant languages, not only Spanish but Vietnamese and Tagalog. Plus audits of whether students are checking email, announcements, etc. Further address who we can more effectively communicate our services to students? “One-stop” allows them to access information all from one place. Working on changing the culture so that faculty constantly promoting. Michelle calls for a campaign that the SEA committee could maybe help champion to get faculty to always be pushing almost ad nauseum support services, because we need to make it feel like “a thing” that people want to be a part of. There are some RAW Center hours where the faculty don’t see anyone, and that shouldn’t be happening. Shawn commented that students didn’t even know that there was a student life center—one idea he had was to put a student life sticker on bags of chips that are given out during welcome week!
- vii. Jin: Training people on active listening. Shawn: Crisis communication. How about "How to use active listening to head off crises" Jackie noted that it really helps to be heard. Or even a kind, understanding professor.
- viii. Outreach to high school students, their parents, teachers.
- Shawn notes that we have about seven priorities so far, so we will start with those priorities right now, and he will go through the notes and send out a list and have people put their priority, then we'll cut down to at least maybe three or four priorities so that we can accomplish some big things for next semester.
- Spring Semester 2022 Meetings
 - i. - January 20th
 - ii. - February 17th
 - iii. - March 17th
 - iv. - April 21st
 - v. - May 19th

6. Additional Conversation: Lara came just as the meeting was ending and kept the conversation going about how we could make students feel like they made the right choice in coming to LPC. She said that people are so judgmental about going to LPC in the first place, not only students and parents, but teachers!!!! People were shocked to hear that teachers actually spent class time discouraging high-achieving students from going to community college. Chris Crone will be doing more to liaise with high schools. He will be meeting with students with 504's and IEPs, but he wants to stress that community college is not just for those students, so Chris is thinking about how to present our college. Rajinder mentioned nicknames that assume LPC is a waste of time, “Lost Potential” and “College behind Costco.” The Asian population in the area is growing, he notes, but they are also the least likely to come to community college. Shawn: we need to tell people what we do and why we’re good at it. Michelle: the numbers can do the heavy lifting for us—students more likely to get into four-years, other numbers? Katie wanted to help students feel like they made the right choice with a robust intellectual and cultural life. Michelle suggested having student testimonials on the LPC website from students. Outreach to parents will be important. Lara: Get rid of tag phrase “4/5 students agree that LPC is a great option” or whatever it is. (That means 2/10 don’t agree!) Katie noted that a high number of students leave the first 4-year that they attend, and Shawn added that completion rates in this country are low, so the likelihood that you will persist through is higher if you start in community college! And LPC has such a high transfer rate. (The group got very passionate about wanting to address this issue with outreach, so that has been added to the priority list above.)

7. Meeting adjourned 3:36 pm.

Selected Comments from Chat:

14:03:25 From Jill Oliveira to Everyone:

We used to meet in the room in Rajinder's area...can't remember the number at this moment

14:07:05 From Catherine Eagan to Everyone:

Nezrin is also working on QR codes, linktree

14:07:24 From Jackie Carrillo -LPCSG Director of Communications to Everyone:

i got the flyer almost done

14:07:43 From Jackie Carrillo -LPCSG Director of Communications to Everyone:

and the tabling map that Kyle made

14:08:29 From Jackie Carrillo -LPCSG Director of Communications to Everyone:

we got a promotional video i took of kyle on campus that will be email blasted out thanks to Liz's help

14:13:28 From Jill Oliveira to Everyone:

New Chem 1A book is \$286! so I think very important

14:14:58 From Nezrin Hasanly to Everyone:

I personally always try finding the online version of a textbook because I've found that cheaper and effective for me

14:19:06 From Catherine Eagan to Everyone:

Also, Nolan said that LibreText OER texts can be printed for a low cost.

14:19:24 From Jackie Carrillo -LPCSG Director of Communications to Everyone:

i know for math there its all online because of the Webassign program for homework which you log into to read/take tests

14:19:48 From Jill Oliveira to Everyone:

yes and those codes come with a digital textbook

14:19:48 From Julia McGurk to Everyone:

@ Jin - I had students asking for course outline copies the other day because they were articulating that same difficulty in choosing classes!

14:21:52 From Michelle Gonzales to Everyone:

Mostly what happens is students take the class and try to do it without the book

14:22:08 From Jill Oliveira to Everyone:

True @ Michelle

14:23:17 From Jackie Carrillo -LPCSG Director of Communications to Everyone:

i would love to see the price of textbooks beforehand, and see options digital, rented, ..to help prepare my own schedule and work/life i think transparency only helps an option that says "low cost version" would be cool

14:24:36 From Catherine Eagan to Everyone:

Yes, don't have to know CRN! [to find textbook]

14:28:23 From Jill Oliveira to Everyone:

I was wrong [chemistry book is] \$379

14:28:25 From Jackie Carrillo -LPCSG Director of Communications to Everyone:

for commuters it would be easier to stay online all spring and avoid those extra costs and barriers of parking/finding a space

14:28:27 From Jin Tsubota to Everyone:

@ Nan - I think our whole campus needs User Interface (UI) professional development.

14:28:40 From Shawn Taylor to Everyone:

@Jin Absolutely

14:28:54 From Nan Ho to Everyone:

@Jin, that is a passion of mine!

14:33:23 From Evelyn Andrews to Everyone:

@kyle - can the student activities fees help students pay parking?

14:34:10 From Liz McWhorter to Everyone:

Or could we set up a new 'student parking permit fund' with Foundation?

14:37:44 From Catherine Eagan to Everyone:

Yes, my public library stopped fees, too!

14:37:59 From Catherine Eagan to Everyone:

(And they don't make patrons pay for parking!)

14:38:00 From Liz McWhorter to Everyone:

Same here (Livermore Public Library)!

14:38:26 From Jackie Carrillo -LPCSG Director of Communications to Everyone:
the LPC library is great! they let me loan an iPad for the whole spring semester

14:38:52 From Liz McWhorter to Everyone:

I wonder if there are any/many college campuses that don't charge students for parking... Just need to find new funding source for Campus Safety then, right

14:41:01 From Jill Oliveira to Everyone:

We call a recruitment list of potential EOPS students that we run from Banner. Hands down our best inreach tool b/c most of the students we call are eligible

14:41:02 From Michelle Gonzales to Everyone:

Yup! I've done those for Smart Shops too — very successful

14:41:10 From Michelle Gonzales to Everyone:

Put a face to the place!

14:41:14 From Catherine Eagan to Everyone:

So did you do [class visits] via Zoom, I assume?

14:41:26 From Catherine Eagan to Everyone:

How about videos that instructors can play?

14:41:43 From Michelle Gonzales to Everyone:

@Katie, those are good if the instructors play them

14:41:45 From Catherine Eagan to Everyone:

Yes, I have sensed that students aren't reading Announcements as much!

14:42:16 From Shawn Taylor to Kristy Woods(Direct Message):

I'm going to see what SEA's budget looks like to address, if this is a thing that would be helpful.

14:42:25 From Liz McWhorter to Everyone:

@LPCSG Folks - Don't you post on LPCSG socials and look at the metrics?!

14:42:38 From Kristy Woods to Shawn Taylor(Direct Message):

Hopefully Ellucian Advise will do what we need to do. It is *similar* to Starfish. Advise hopefully coming SP 2023 for use with Student Success Teams.

14:43:01 From Jin Tsubota to Everyone:

<https://linklyhq.com/>

14:43:06 From Jackie Carrillo -LPCSG Director of Communications to Everyone:

yes a friendly face helps, usually photos or videos get more attention than flyers @Liz

14:43:17 From Jin Tsubota to Everyone:

<https://www.rebrandly.com/>

14:43:39 From Liz McWhorter to Everyone:

@Jin - Thanks for sharing

14:43:54 From Shawn Taylor to Kristy Woods(Direct Message):

That's good to know. Thank you.

14:44:07 From Kristy Woods to Everyone:

@Michelle - your weekly SMART Shop announcements are so easy to get out every week!

14:44:50 From Catherine Eagan to Everyone:

I would be interested to know if my reminders are working, so hearing this from Jin and Michelle is helpful! Consistency is what I need to work on.

14:45:12 From Liz McWhorter to Everyone:

@Jackie - Or a flyer with photos! Or a video with a flyer at the end! :)

14:46:11 From Michelle Gonzales to Everyone:

That's my experience too

14:46:26 From Todd Steffan - Las Positas College Veterans First to Everyone:

We really appreciate the reminders from SMART shops. Thank you for the reminders Michelle, very helpful

14:46:47 From Jackie Carrillo -LPCSG Director of Communications to Everyone:
LPCSG is thinking of visiting classes to do little announcements in person i would love to speak to more students

14:47:09 From Julia McGurk to Everyone:
Having your tutors come and present in class made a difference for my students Jin! @ Jackie - I think that would be awesome!

14:48:00 From Jin Tsubota to Everyone:
We are going to try to do as many in-class presentations next semester as possible.

14:48:50 From Jin Tsubota to Everyone:
It only takes one minute for a presentation.

14:49:48 From Jill Oliveira to Everyone:
Excellent...we've needed that for so long

14:50:37 From Jin Tsubota to Everyone:
Ideally this calendar can somehow be integrated into the Canvas calendar that students look at for their due dates.

14:51:25 From Michelle Gonzales to Everyone:
It's pretty good

14:51:36 From Michelle Gonzales to Everyone:
The hyFlex teacher loves [Calendly].

14:54:31 From Michelle Gonzales to Everyone:
Actually, if it looked like a zine that would be cool

14:55:00 From Jackie Carrillo -LPCSG Director of Communications to Everyone:
Canva has some nice options we use the same format

14:55:04 From Jin Tsubota to Everyone:
@ Shawn - If we use Google Slides/Docs or Canva then it can be shared/collaborated on.

14:56:59 From Kristy Woods to Everyone:
We have CTE design folks

14:57:08 From Liz McWhorter to Everyone:
Peter Kuo

14:57:53 From daniel cearley to Everyone:
chabot has a design shop, right?

14:58:00 From Kristy Woods to Everyone:
We have design folks at the District and through CTE to ensure our handouts look similar and use complementary colors

14:58:06 From Jin Tsubota to Everyone:
One of the ESL tutors has her Masters Degree in Graphic Design. She does all our fliers.

14:58:58 From Liz McWhorter to Everyone:
Yes, need to develop a style guide someday ;)

14:59:29 From Liz McWhorter to Everyone:
Always need to include that LPC logo and a point of contact! 2 things I often see left out

15:01:35 From Kristy Woods to Shawn Taylor(Direct Message):
One Stop Shop or Campus Student Ambassador program?

15:01:40 From Catherine Eagan to Everyone:
new dean [of students] has been asked to work on first year experience, perhaps.

15:01:47 From Catherine Eagan to Everyone:
welcome week one small part of [FYE].

15:02:20 From Michelle Gonzales to Everyone:
Doing everything and everything to market student support services, like a campaign for teachers

15:04:19 From daniel cearley to Everyone:

further address who we can more effectively communicate our services to students? in the way the Jin has discussed.

15:07:37 From Liz McWhorter to Everyone:

@Michelle - Yes! How about including this during faculty onboarding and FLEX Day too?

15:07:41 From Julia McGurk to Everyone:

I love that: in-reach to faculty!

15:08:14 From Catherine Eagan to Everyone:

Michelle, how do you feel about sharing data on whose students are coming? If faculty aren't seeing their names, that might make them (me!) re-evaluate their reminding practice

15:08:19 From Michelle Gonzales to Everyone:

They need to know it from US tho bc we are their teachers the people they expect this info from

15:08:28 From Todd Steffan - Las Positas College Veterans First to Everyone:

Michelle. Love it! Going back to Shawn's question. Why come to LPC? Esp. coming back onto campus

15:08:40 From Jackie Carrillo -LPCSG Director of Communications to Everyone:

im excited for welcome week, from experience students do feel antisocial especially after the pandemic, just walking up and approaching them in a nice way makes a difference

15:08:59 From Catherine Eagan to Everyone:

I've got 7 priorities so far

15:09:59 From Liz McWhorter to Everyone:

How about a Town Meeting session on active listening, don't wait til FLEX Day!

15:09:59 From Jill Oliveira to Everyone:

How about "How to use active listening to head off crises"

15:10:19 From Catherine Eagan to Everyone:

@Michelle, not student names, but names of faculty whose students are coming?

15:11:13 From Jin Tsubota to Everyone:

@Jill - Active listening to de-escalate?

15:11:43 From Jill Oliveira to Everyone:

Yes...sometimes hearing "crisis" scares people away

15:12:32 From daniel cearley to Everyone:

Thanks Shawn and Katie for your leadership. Have a rewarding break!

15:16:07 From Catherine Eagan to Everyone:

What horrible advice!

15:16:14 From Michelle Gonzales to Everyone:

OMG!!

15:16:18 From Liz McWhorter to Everyone:

@Jackie - Thanks for sharing

15:16:19 From Shawn Taylor to Everyone:

@jill true. Will need to make it more...friendly and less deficit laden

15:16:20 From Jackie Carrillo -LPCSG Director of Communications to Everyone:

thats why i disliked high school so judgemental

15:16:24 From Liz McWhorter to Everyone:

@Lara - Oh no!!!

15:16:43 From Catherine Eagan to Everyone:

Michelle, I remember telling the principal at Bancroft to put Chabot and LPC pennants up on the wall—there were only 4-year colleges.

15:17:30 From Michelle Gonzales to Everyone:

This is so distressing. I knew that CC's get a bad rap, but this loser thing attached to LPC is such BS!

15:17:31 From Liz McWhorter to Everyone:

@Katie - Great point! We should go around and deliver holiday tidings and pennants to the local HS's!!

15:17:32 From Jill Oliveira to Everyone:

Yes, more work needs to be done in HS about college, about the choices, about the "whys"

15:17:46 From Julia McGurk to Everyone:

Maybe one of our priorities can be connecting with the tri-valley school districts

15:17:57 From Liz McWhorter to Everyone:

HS, continuation school, adult school

15:18:20 From Jill Oliveira to Everyone:

I think we do connect with them, it's the messaging they are hearing though from counselors and teachers at THEIR high school

15:18:35 From Catherine Eagan to Everyone:

I wonder if some of it has to do with Tri-Valley perception of itself—"we are the people who have made it, come here to get our students into the best colleges," etc.

15:18:36 From Michelle Gonzales to Everyone:

@Julia, yeah we need to connect with the districts for sure!

15:18:39 From Kristy Woods to Shawn Taylor(Direct Message):

FYI: We have been known in the past as "Los Po" - Lost Potential - especially in the affluent Tri-Valley.

15:18:59 From Catherine Eagan to Everyone:

Yes, thank you Lara, for making yourself so vulnerable.

15:19:08 From Shawn Taylor to Kristy Woods(Direct Message):

Jeez. That's really horrible.

15:19:18 From Liz McWhorter to Everyone:

Yes, we have existing HS partnerships (CTE outreach, general outreach)... But the mentality of the parents etc. in this area is tough -- I've noticed that when tabling at community events

15:19:34 From Michelle Gonzales to Everyone:

@Katie, it's not just tri-valley, but I'm sure it's enhanced there. Even Luis feels weird, at times about being in a CC. It's a whole American culture thing

15:19:37 From Liz McWhorter to Everyone:

@Chris - It's SO great to hear you'll be doing that

15:19:54 From Jill Oliveira to Everyone:

yes, and what I heard from Lara is that messaging students are getting is from their schools and their peers.

15:20:07 From Liz McWhorter to Everyone:

@Jill - and their parents!

15:20:11 From Michelle Gonzales to Everyone:

@Lara, you lit us up, sharing this info and being so honest.

15:20:36 From Liz McWhorter to Everyone:

@Lara - Yes!! We appreciate your candor. And your talents, hard work, all you do for LPC...

15:20:38 From Shawn Taylor to Everyone:

We NEED a parent/adult/caregiver night (or multiple nights)

15:20:38 From Jill Oliveira to Everyone:

Having raised kids in this area I would say yes, the parents are a driving cause. I get parents contacting me only when they feel their kids have "failed". Such a shame

15:21:20 From Liz McWhorter to Everyone:

@Shawn - Yes! We had a couple Parent Info Nights last year (led by Dr. Foster, outreach specialists spoke too) -- we need to have more of those!!

15:21:25 From Michelle Gonzales to Everyone:

And @Jill I have had so many of those students in my classes believing that being here is evidence of that failure

15:21:45 From Catherine Eagan to Everyone:

Perhaps more marketing of intellectual and cultural life here while students are in h.s.?

15:21:49 From Liz McWhorter to Everyone:

@Michelle - Oh no :-/

15:22:13 From Jill Oliveira to Everyone:

Yes, it's a very pervasive problem

15:22:36 From Catherine Eagan to Everyone:

Maybe we can influence teacher training, staff development days somehow?

15:22:52 From Jill Oliveira to Everyone:

The relationship is there, but they are probably only funneling certain students to us

15:22:54 From Liz McWhorter to Everyone:

There is a relationship, but I think it's stronger with the ROP-CTE and ESL programs/students...

15:22:57 From Michelle Gonzales to Everyone:

There's a lot of good data about CC student success rates at 4-year colleges, and we could be drawing on that info here, the FACTS

15:23:00 From Elle Bañuelos, Las Positas College to Everyone:

Lara, I agree, and I graduated HS in 2009. This is a problem.

15:23:10 From Lara Wiedemeier - LPCSG Vice President to Everyone:

THERES MULTIPLE! [teachers who are saying this?]

15:23:21 From Catherine Eagan to Everyone:

I am really struggling to take notes right now because this conversation is so intense. I will have to go back and listen to the recording later!

15:23:23 From Jackie Carrillo -LPCSG Director of Communications to Everyone:

i didn't know about the nicknames

15:23:25 From Julia McGurk to Everyone:

what are they?

15:23:27 From Jill Oliveira to Everyone:

That's why I have advocated embracing LasPo

15:23:32 From Catherine Eagan to Everyone:

Lost Potential

15:23:40 From Lara Wiedemeier - LPCSG Vice President to Everyone:

Lost potential

15:23:41 From Catherine Eagan to Everyone:

College Behind Costco

15:23:58 From Shawn Taylor to Everyone:

@Michelle You're right. Let the numbers do the heavy lifting

15:24:03 From Michelle Gonzales to Everyone:

My son is at LPC!

15:25:00 From Lara Wiedemeier - LPCSG Vice President to Everyone:

I expected to have a bad time at lpc going in from all the stigma and I have had nothing but amazing experiences and great professors

15:25:01 From Liz McWhorter to Everyone:

And again, reaching the homeschoolers too! I've been working on this via 4-H (lots of homeschoolers)...

15:25:08 From Kristy Woods to Everyone:

Transparency of Cost - savings getting the 60 transferable units done HERE?

15:25:30 From Liz McWhorter to Everyone:

@Lara - Yes!!! We need to capture your enthusiasm. Can we get some press around this?!

15:25:40 From Michelle Gonzales to Everyone:

Young people are getting hip to the cost of college, and we can draw on those numbers too

- 15:25:58 From Liz McWhorter to Everyone:
Yes! I've shared those #s many times as a former Outreach Specialist...
- 15:25:59 From Michelle Gonzales to Everyone:
Pobre!
- 15:26:19 From Michelle Gonzales to Everyone:
Yeah, I don't dare unmute! I would go on the biggest tirade
- 15:26:29 From Jill Oliveira to Everyone:
mine did too!
- 15:26:52 From Liz McWhorter to Everyone:
We need to keep sharing all these great testimonials etc. Videos, student panels, etc. Invite HS students! Field trips!! etc etc
- 15:26:55 From Jackie Carrillo -LPCSG Director of Communications to Everyone:
i was blown away too I really love LPC and have held a 4.0 since starting here, its transformative
- 15:27:02 From Lara Wiedemeier - LPCSG Vice President to Everyone:
I did not mean to offend anyone if I did when talking. just wanted to share my honest experience
- 15:27:13 From Kristy Woods to Everyone:
@Lara - you are great
- 15:27:15 From Michelle Gonzales to Everyone:
You did not offend, Lara!
- 15:27:16 From Liz McWhorter to Everyone:
@Lara - You did not. You rock
- 15:27:44 From Michelle Gonzales to Everyone:
TERRIBLE and BETRAYED BY fellow teachers
- 15:28:27 From Jackie Carrillo -LPCSG Director of Communications to Everyone:
yes teachers in high school can be very rude,,
- 15:28:35 From Catherine Eagan to Everyone:
Students will feel good about coming here if they feel that they are part of a vibrant intellectual life.
- 15:28:36 From Chris Crone to Everyone:
I'm the new guy with my LPC hat... let's go take the community by storm!
- 15:29:15 From Liz McWhorter to Everyone:
You know what else, folks who present on behalf of Princeton Review about college generally tend to put down CC's -- "the fallback"
- 15:29:17 From Julia McGurk to Everyone:
@ Chris - I would love to engage with you in presentations/collaborations with the district, etc. ESL is super focused on that now
- 15:29:37 From Liz McWhorter to Everyone:
Need to work on all these adults' mentalities!
- 15:29:48 From Michelle Gonzales to Everyone:
@Liz yup!
- 15:29:49 From Shawn Taylor to Everyone:
@Liz Facts
- 15:30:02 From Chris Crone to Everyone:
@Julia, I'm here every day... let's connect!
- 15:30:09 From Liz McWhorter to Everyone:
Lit Fest rocks!!
- 15:30:35 From Catherine Eagan to Everyone:
our catalog doesn't show that [vibrancy of course topics, intellectual engagement]
- 15:30:44 From Liz McWhorter to Everyone:

We have lots of "feathers in our cap" to share on our homepage. I've thought about this

15:30:54 From Jill Oliveira to Everyone:
We will most likely be hosting the HS counselors breakfast again this spring..maybe we should have students speak!

15:30:54 From Jackie Carrillo -LPCSG Director of Communications to Everyone:
yes!!

15:31:11 From Lara Wiedemeier - LPCSG Vice President to Everyone:
a lot of people don't know that our students go on to be successful and travel to prestigious schools like uc Berkeley

15:31:13 From Liz McWhorter to Everyone:
@Katie - Say that one more time, what's missing in Catalog? You have my ears. I coordinate Catalog now...

15:31:18 From Catherine Eagan to Everyone:
Might be a reason to pick themes for English 1A, other ways of showing how cool these classes are.

15:31:27 From Liz McWhorter to Everyone:
Spotlights on our social media too

15:31:52 From Michelle Gonzales to Everyone:
@Liz, yeah, social media too

15:32:01 From Liz McWhorter to Everyone:
@Katie - If you want to send me an email with your thoughts for Catalog improvement, let me know!!

15:32:19 From Lara Wiedemeier - LPCSG Vice President to Everyone:
can I add that I don't love the 4/5 students recommend LPC on flyers that means 2 out of 10 students do not wish they came here

15:32:23 From Michelle Gonzales to Everyone:
Lara, you gave us our direction, thank you!

15:32:24 From Liz McWhorter to Everyone:
@Michelle - Pedrozzi Foundation started doing the spotlights on socials. Love it!!

15:33:11 From Julia McGurk to Everyone:
I love this group! Thank you everyone, and especially Jackie and Lara for sharing!

15:33:31 From Jackie Carrillo -LPCSG Director of Communications to Everyone:
at the mall i saw that promo sign

15:33:32 From Catherine Eagan to Everyone:
It's so funny, because half of students don't stay at their four-year either, but that is not advertised.

15:33:56 From Michelle Gonzales to Everyone:
@Katie, I was so thinking this very thing

15:33:56 From Rajinder Samra to Everyone:
Great points, Lara!

15:34:24 From Lara Wiedemeier - LPCSG Vice President to Everyone:
I do know a lot of people who did not like their first year at a 4 year and then came to lpc

15:34:28 From Michelle Gonzales to Everyone:
And they are better for those who started at a CC!!!

15:34:32 From Jackie Carrillo -LPCSG Director of Communications to Everyone:
@Dr.Eagan thats so true, even for 4 year state schools the drop out rate is high

15:34:48 From Jin Tsubota to Everyone:
@ Shawn - I'd love to see that graphic

15:34:56 From Liz McWhorter to Everyone:
@Shawn - Maybe touch base with Vicki about that? All outreach should be consistent! That 4/5 is everywhere in our flyers, website, presentations...

15:35:48 From Rifka Several to Everyone:
Happy and relaxing holidays to all!

15:35:48 From Rajinder Samra to Everyone:

Thanks, Shawn and team!

15:35:52 From Liz McWhorter to Everyone:

@Shawn -We appreciate you!!

15:36:06 From Lara Wiedemeier - LPCSG Vice President to Everyone:

I think you all are wonderful thanks for be so thoughtful

15:36:12 From Liz McWhorter to Everyone:

@Katie - appreciate you too!!

15:36:21 From Catherine Eagan to Everyone:

Thanks, Liz! Glad you made it!