MISSION COLLEGE ACADEMIC SENATE
MINUTES
November 18, 2021
2:20 P.M. – 4:15 P.M.
Location: Zoom

Senators	A	P	Senators	A	P
AS President - **Aram Shepherd**	x		Instruction – **Elaine Wong**		x
Associate Faculty – **Alla Petrosyan**		x	Language Arts - **Lora Glaser**		x
Associate Faculty - **Samir Magid**		x	Language Arts - **Christine Ritz**		x
Bus., Tech. & Kin.- **Wenlei Shan**		x	Math, Science & Engineering – **Neil Viernes**	x	
Bus., Tech. & Kin.- **Brenna Wundram**		x	Math, Science & Engineering – **Max Sklar**		x
Career-Tech. Education - **Daniel Arias**		x	Student Services – **Alejandro Zavala**		x
Health Occupations – **Marsha Oliver**		x	Student Services – **Theresa Lawhead**		x
Hum Soc Sci & Fine Arts - **Joanna Sobala (Vice President)**		x	ASG Representative- **Vacant**		
Hum Soc Sci & Fine Arts - **Matthew Johnston**		x			
Administrative Assistant: Liz Bogatin-Starr					
Additional Attendees: Niall Adler, Director of Marketing and Public Relations; Raiida Thompson, AANAPISI HSI-STEM/Equity; Teresa Thompson, Accounting; Marianna Troy, Liaison Classified Senate and DSPS.					

1.0 Call to Order & Roll Call
Quorum met 2:21pm.

2.0 Order of Agenda
Agenda approved as written.
(M. Oliver/B. Wundram) (M/S/U) No abstentions. None Opposed. Unanimously approved.

3.0 Approval of Meeting Minutes (A)
3.1 Nov 11, 2021 Minutes
Minutes approved as written.
(M. Johnston/C. Ritz) (M/S/U) No abstentions. None Opposed. Unanimously approved.

4.0 Oral Communication from the Public (3 minutes/person) (I)
This portion of the meeting is reserved for persons desiring to address the Senate on any matter not on the agenda. No action will be taken.
There was no communication from the public.

5.0 Information & Announcements (College & District) (5 minutes) (I)
This portion of the meeting is reserved for College and District announcements. Items should be limited to one minute per person. Topics requiring additional time may be put on the agenda for a future meeting.
There were no announcements.

6.0 Unfinished Business
No unfinished business.

7.0 New Business

7.01 Name Coach Update — Raiida Thompson and Teresa Thompson — 20 min — (I)

Raiida Thompson, AANAPSI grant/Equity Office, brought Senate up to date on Name Coach, first introduced to the Senate last semester by Ken Songco. Name Coach has been approved by the District and both Colleges. Raiida spoke to the many merits of Name Coach and how Mission is implementing this well-liked service. Raiida reviewed 1) How to Use Name Coach and 2) the importance of Name Coach for students and faculty.

Name Coach Importance:
- What is in a name? Extension of one's identity that tells a story of where a person comes from, their roots, family, cultures, and religion. Gives students a sense of belonging.
- Using Name Coach is Easy to Use
  - Access on Canvas
    - Account section of Canvas
      - Ask Students to record name
      - Recommend student's school address for future notifications
      - Can record using phone (sound quality is best) or use link to web recorder
      - Name badge is sent with recorded name
      - Option given to add/paste your name badge to your email signature
  - Access for faculty and students through Courses
    - Select current Courses
      - Students can hear other students recorded names and the name of their teacher
      - Teachers can also see students under unrecorded names, and can send student an email reminder to record name
      - Students do not see students' emails
      - In the future, we are adding 1) preferred student name and 2) preferred pronoun but are working this out with Banner and registration records
      - Service is purchased for 3 academic years and can extend for several more years

  - Name Coach Student Video – Students prefer video instructions
    https://westvalley.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=1098c4a2-03be-4869-b0bc-add30125d3a4

  - Name Coach Faculty Video
    NameCoach_for_Faculty.mp4

  - Faculty who don't have a Canvas page to access Name Coach, can record their names using this link:
    https://www.name-coach.com/namebadge

Spring22 Launch of Name Coach
- Fall21 was a soft launch with 13 faculty mostly from ELL Dept
- MC and WV Name Coach partnership is hosting a Workshop during All College Week
- Implementation Team can answer any questions: Dr. Brian Miller, Ken Songco, John Spencer, Raiida Thompson
- The importance of pronouncing names correctly and reaching out better to students and faculty, testimony of Gerard Ochoa.

- The effect of mispronouncing names: Gerard Ochoa, Linfield University, Diversity Cmte, TED Event
  https://www.youtube.com/watch?v=58tDCaEWfHI

Teresa Thompson, Accounting Faculty, spoke about the impact of Name Coach service from student's and from the instructor's standpoints.
- Students
  - In my first grad course, the instructor called out my name in the first day of class with 400 students. The instructor had memorized students' names and pictures. My outlook was changed, a cloud lifted, and I felt like I belonged there.
  - My students responded to a survey: Name Coach is easy to use (100%); is a valuable tool in creating a more respectful and inclusive classroom environment (95% very important, one student wasn't sure); everybody thought Name Coach is valuable.
- Faculty
  - Is easy to use.
  - Students shared they would do it only if part of an assignment or had a point value attached (80% would participate without a point value).
  - Am enjoying Name Coach and want to continue using in Spring22.
  - Does not take away from first classes of term. Can still have ice breaking activities getting to know students, less time is spent learning how to pronounce names.

Raiida: SP22 full launch is in Spring 22. Please spread the word. A Name Coach workshop with Raiida and WV colleague will be held during All College Week.

Academic Senate Vice President Joanna Sobala: The College Week workshop will be very helpful as well as student and faculty videos. This is very exciting for us to finally learn to correctly pronounce our students' names. And thank you Teresa for piloting this and providing a faculty perspective. We look forward to the full launch in Spring22.

7.02 Update from the Marketing Office — Niall Adler — 20 min — (I)
Niall Adler, Director of Marketing & Public Relations, talked generally about what marketing does to promote what the community is doing on campus and MC's two ways of marketing: Brand Marketing, which is 'Come to Mission College' and letting people know we're here. And, Target Marketing, which is targeting student interests and departments, say accounting, computer science and business students. A lot of different metrics are used, not only about student interests, but also age and where you live. Niall encouraged Senators to ask questions during the marketing presentation.

Senators asked specific questions on
- Printing the Schedule similar to WV?
  - Would consider print schedule for on campus
  - Printing for community distribution is too expensive and Schedule is often revised
- Evaluation of metrics from responses to media messaging and digital campaigns. How is this done?
  Niall welcomed Senators to meet with him do a deeper dive on metrics. Some data:
  - 3.5M Page views in 2020; 605K unique visitors (75K To Apply page)
  - Top Page Visits: Schedule, To Apply, Canvas Catalog, Mission Portal, HS Students, Nursing, 2020 Graduation Ceremony, Counseling
  - Ask Mission College: 52K views in 2020
  - Missionsaints.com automatically integrates with CCCAA state site for stats, schedules
  - Social Media: 9965 Followers
  - Digital Buy 2020: 1.7M paid AD impressions (Google/You Tube); 9.5M (Facebook/Instagram)

- o Online chats/Ask Mission College: 2021, 697 answered online; 52,418 Views FAQs
- o Metrics are detailed in MC Marketing document in Senate meeting folder
- Increased TV advertisement?
  - o Recorded a 30 second commercial spot, "We're Back" ad playing on You Tube ads, cord-cutters, e.g. Hulu, and some TV stations, and social platforms: Going back to campus and in-person classes ads broadcast through December and early January. Should reach students and parents.
  - o Depends on budget to broadcast a lot of TV that is much more expensive than digital and radio.
- MC offers more online courses than some nearby colleges: geographic area for targeting students would need to expand as college increases online programs instead of restricting advertising to the district boundaries. How would this be done?
  - o College currently is limited to advertising within District boundaries.
- What kind of associations do people or students have when hearing the words Mission College for the first time? Is the word Mission College good branding? Students may not want to go to a college named Mission, possible religious connotation?
  - o Around local Bond Measures Campaigns, the connotation of Mission has been neutral. We've had to get Mission College name brand out there in a crowded marketplace. Research has shown people did not have either a negative or positive read on Mission when they had not heard of Mission College in the local area. Marketing has received some emails asking if college has seminary courses or affiliation with the church next door.
- Campaign targeting high schools?
  Mission Outreach works with Santa Clara Unified and Milpitas Unified.
- Could MC take out ads in High School Year Books? Message that if you're a high school graduate and eighteen, community college is free. Parents don't know about or understand the Mission Promise Scholarship.
  - o Great idea! We've never tried and we'll look into this. Used to advertise in high school newspapers that now don't exist.
- Swag budget for Dept swag of Mission College in early SP22. Reach out to Niall.

Marketing Presentation and Senate Discussion:
- Types of Markets: Ages 18-24. Students right out of HS or home for the holidays. 24-34: Students who want to get back into school. 45-54: Parents and older adults. Some media ads for under 18 audience and sometimes parents to push the Mission Promise or Dual Enrollment to earn college credits for free.
- Demographics: We're regional-centric and diverse, 75% of students are part-time, working and raising families; older, 47% between ages of 20-29. Live in San Jose, 44%, Santa Clara, 16%, Milpitas and Sunnyvale bordering campus, 10%.
- Where Mission Markets: HD Screens around campus throughout buildings, Printed Collateral for depts and sent to the community.
- Social Media: Continuous College registrations, events, what we are doing on campus. As a media buyer: Social platforms, and Radio/TV.
- Eblasts to current and prior Students (50K list) plus Faculty/Staff. Lists of Applied/Not registered, and Formstack "interest" lists.
  - o Eblasts are being sent to personal email addresses. Students personal email open rate is 3 times that of the students WVM email open rate. 15,000 students a week are seeing our messaging with personal email (25% or higher open rate). Repeat email sent to non-openers 3 days later. MobileApp is using personal emails. WVM email is good for the single person signon communications.
- Outdoor and mall/theatre billboards. Don't do VTA bus boards, cost $150K but has a lower rate of return. On Campus Bulletin Boards, Sandwich Boards.
- Website and Mobile App: With GoMission Mobile App students can search for classes, add

classes, and pay for classes on their phone – really nice features.
- Media Buyer knows the market and gives us better rates (30% lower). Long-standing relationship with Ad Age. Ad Age consults to the mix of advertisements and can buy in bulk reducing costs. Ad Age also produces radio ads. Google Ads (over 18 years old).
  - How do we decide on ads: We ask Deans and Dept Chairs, VPs, and look at enrollment data and trends to push out ads that could support increased enrollment. Usually broadcast blocks of ads 10-14 days. Use Facebook and Instagram for targeted programs/courses advertising.
- Digital Marketing Campaigns evaluation?
  - We can see click rates and track on ads and eblasts, whether clicks are on scholarships, departments, programs or class schedule.
  - Research has shown that people remember ads if seen 3-4 times but often people don't remember where they heard or saw ads.
- Narrowed color brand to Orange, Teal and Black.
- Winter/Spring ads are run through January, 2 postcards sent to 70K people in greater South Bay area, the first postcard in late November and a newsletter in late December. Research Office provides list by zip code. Students are more likely to attend Mission if they live in the local area today and in the future. But we are in the same mix as DeAnza, Foothill and Evergreen.

Niall: Please go through Marketing if you'd like to promote something you're doing in your classes and departments. Also talk to Dept Chair for ideas and then program/courses can be better packaged and promoted to a broader audience. Let faculty know Marketing can take pictures of speakers and projects and promote event.

Academic Senate VP Joanna Sobala: Thank you Niall for all this information.

7.03 Program Discontinuance First Read –15 min – (I)
Academic Senate VP Joanna Sobala provided the First Read of Computer Applications Programs to Discontinue and clarified that the CAP program information being presented is for the Senate to understand what the changes are. Joanna will convey Senate's questions and information to Pat Hudak who could not be present at the Senate meeting. Pat will bring back to Senate for approval of the Programs Discontinuance in December.

These are changes already proposed by the Dept that went through the Academic Directions Committee.

CAP has numerous programs. The revised offerings would discontinue three of the programs.
- A.S. in Office Administration Systems
- C.A. in Office Information Systems
- C.A. in Microsoft Office

Some programs have changes in names:
- A.S.: Administrative Specialist (prior A.S. in Office Administration)
- C.A.: Administrative Specialist (prior C.A. in Office Administration)

Reasons for Discontinuance
- Required Revision for CTE Programs
  - Need updates – have been or in process of being discontinued
  - Some courses didn't reflect purpose of program, key courses were missing
- Current programs are too similar to each other
  - 70% of the required courses are the same in both Office Administration and Office Information systems. Confusing to Students.

- o The first 6 courses for the C.A. in Office Administration and Office Information Systems are exactly the same.
- Supports College Goal 2: Empower Students to Complete their Mission
  - o Students are not finishing Programs due to
    - Too many units to complete: Proposed fewer units in three programs.
    - Required 2nd level courses (as in the MS Office C.A.) are underloaded, students sometimes believe they do not need to take course or is too difficult.
    - Students would still have required courses offered in other certificates/programs, if three programs are discontinued.
- Need to match industry nomenclature and add more soft skills (Bus 107, ACC 023): followed recommendations by the CAP Advisory Committee.

Senate Discussion:
Senators agreed the Computer Applications Programs to Discontinue information is clear. If Senators have other questions, please let Joanna know and she will convey to Pat Hudak.

8.0 Administrative Business/Actions/Appointments (I/A)
Joanna: Enjoy your time with family and friends on Thanksgiving! See everyone at the next Senate meeting, December 2.

Adjournment
Adjourned, 3:40pm.