

**President's Advisory Group**  
**Tuesday, March 12, 2019**  
**2:00 –4:00 pm, Sam Karas Room**  
**MINUTES**

<b>Members:</b>			
x	Luz Aguirre (Classified)		Jon Knolle (Dean of Instruction)
	Suzanne Ammons (minutes, resource)		Eric Maximoff (Classified)
x	Grace Anongchanya (Faculty)	x	Larry Walker (VP Student Services – Interim)
x	Wendy Bates (Faculty)		Stephanie Perkins (Tri-Chair, Classified)
x	Lauren Blanchard (MPCTA Rep.)	x	Lyndon Schutzler (Faculty)
x	Diane Boynton (Tri-Chair, Faculty)	x	Francisco Tostado (MSC)
x	Heather Craig (Academic Senate President)	x	Walt Tribley (Tri-Chair Superintendent/President)
	David Martin (VP Administrative Services)		Faculty (vacant)
x	Kevin Haskin (MPCSEA Rep.)		ASMPC Rep.
x	Kiran Kamath (VP Academic Affairs)		ASMPC Rep.

<b>2018-2019 Goals (✓ indicates goal to be discussed at this meeting)</b>			
<b>DONE</b>	<del>Respond to Accreditation recommendations.</del>	(ongoing)	Identify HR and other staffing needs. ✓ 02-26-19
	Respond to the new funding formula.	(ongoing)	Implement First Year Title V Grant. ✓ 11-13-18
(ongoing)	Expand Dual Enrollment programs. ✓ 2-12-19		Implement “Add Course” culture.
(in progress)	Develop the Education Master Plan in conjunction with Guided Pathways. ✓ 12-11-18	(in progress)	Ensure the completion of a degree audit system. ✓ 11-27-18
	Improve Title IX management/campus safety.		Explore cloud-based alternatives to an ERP.
(ongoing) ✓	Enhance marketing efforts, including the promotion of the MPC Promise. ✓ 11-27-18		

<b>Item</b>	<b>Topic – Discussion / Comments</b>	<b>Action/ Recommendation</b>
<b>1.</b>	<b>Welcome</b> – members welcomed	
<b>2.</b>	<p><b>Campus community comments:</b></p> <ul style="list-style-type: none"> <li>• Dr. Tribley announced that he accepted the President of the District position of the Northern Wyoming Community College District.</li> <li>• The 28<sup>th</sup> Annual Community Play by UCSC’s African American Theatre Arts Troupe (AATAT) will be performing “<a href="#">Crowns</a>” on Sat. March 16, 2019: Cost for admission to the MPC Theater is FREE.</li> <li>• Migrant Youth Day was a success with over 83 middle school students participating and showing interest in both cyber security and dental assisting.</li> <li>• Faculty and staff participated at Carmel High Career Day today (3/12/19) and provided information about dual enrollment and athletics to students and parents.</li> <li>• Lobo Hall of Fame was held on Sat. March 9, 2019 and included Charlie Brown, former MPC Trustee, was inducted into the Lobo Hall of Fame.</li> <li>• On Sat. May 11, 2019, MPC will host the 51<sup>st</sup> Mathletics competition, expo and awards ceremony. Over 400 students, K-12, will be competing.</li> <li>• Grace – TRIO submitted its annual report which reflected that all expectations were met or exceeded.</li> </ul>	

	<ul style="list-style-type: none"> <li>Wendy reported the MPC softball team dropped to 4<sup>th</sup> place.</li> </ul>	
3.	<b>Approval of March 12, 2019 Agenda:</b>	<b>Approval by consensus</b>
4.	<b>Approval of minutes:</b> a) <a href="#">February 26, 2019</a>	<b>Approval by consensus</b>
5.	<p><b>Marketing Strategy:</b> Kristin Darken and Nick Pasculli provided PAG with a <a href="#">marketing presentation</a> and update. Dr. Tribley gave a brief history of the marketing and communications at MPC. TMD was very helpful and effective as MPC was working on accreditation related issues. Kristin Darken was contracted, as Acting Director of Marketing and Communications, in summer 2018, to lead MPC marketing.</p> <p>Kristin and Nick highlighted the following:</p> <ul style="list-style-type: none"> <li>Kristin Darken began with presenting MPC internal and external messaging, strategic focus, marketing tool kit, <a href="#">program specific marketing materials</a> and videos.</li> <li>Internal messaging is displayed on big screen TV slide shows in Social Science, Student Center, and Marina Ed Center.</li> <li>Kristin is visiting Division Meetings for additional feedback, ideas, and suggestions for marketing in 2019-20 along with open discussions throughout the campuses.</li> <li>Nick presented the external digital campaign and behavioral campaign – target audience of ages 17-24. Results from behavioral campaign: <ul style="list-style-type: none"> <li>Findings: MPC students are on Instagram not Facebook.</li> <li>MPC is receiving 3 times the “click through” on ads.</li> <li>Spanish speaking/bi-lingual students, ages 17-24 mostly, listen/watch to English speaking radio and TV.</li> </ul> </li> <li>Provided statistics for English and Spanish advertisement: print, radio, and TV.</li> <li>Fall and spring semester TV ads were shown.</li> <li>A positive shift is occurring regarding public perception of the MPC dynamics and diversity.</li> <li>Intentional advertising driving focus to CTE, basic skills and career courses/programs.</li> </ul> <p>Suggestions for future marketing:</p> <ul style="list-style-type: none"> <li>All User emails to provide marketing updates.</li> <li>Mindful of using the MPC colors in all print and TV spots.</li> <li>Social media symbols or tags guiding students to MPC.</li> <li>Print and TV (visual focus) on MPC programs, diverse students, DREAMERs welcome, MPC Promise and student support with financial aid and guided pathways that set MPC apart from other local districts versus focusing on the season/semester.</li> <li>Engaging/surveying student focus groups to collect data on HOW students are receiving information.</li> </ul> <p>In the past year, MPC with the help of marketing, has graduated over 100% more students and increased degrees over 143%. Marketing and communication will continuously improve the MPC message to its target audience.</p>	
6.	<p><b>Positions: New:</b></p> <p>a) <b>(2) Categorical Service Coordinators (100% HSI RST grant funded):</b> Larry provided a summary of the positions and how they would serve the HSI-RST students.</p> <p><b>Straight Replacement:</b></p> <p>a) <b>Categorical Service Coordinator. Marina Ed Center</b></p>	<p><b>Approval by consensus</b></p> <p><b>Approval by consensus</b></p>

	<b>Approval by consensus</b>	
<b>7.</b>	<b>Summary of Actions/Assignment of Tasks:</b> (Tri-Chairs) <ul style="list-style-type: none"><li>• HSI-RST Grant presentation/overview</li></ul>	
<b>8.</b>	<b>Adjournment:</b> Meeting adjourned at: <b>3:53pm</b>	