



PIT Crew Minutes

Friday, April 19, 2019

8:15 – 9:45 am

Morris Conference A

Name	Present
Jennifer Zellet	
James Houpis	
Al Alt	
Flerida Arias	
Curtis Martin	
Rob Stevenson	
Alicia Arceo	X
Ashley Griffith	
Hans Hauselmann	X
Jenni Abbott	
Kayla Ramirez	X
Laura Maki	X
Letitia Senechal	
Manny Walsh, recorder	X
Megan Lee	X
Nancy Carranza	X
Patrick Bettencourt	
Santiago Uvina	
Shelley Circle	
Tiffnie-Ann Versola	X
Tina Giron	X
Guests:	
Bryan Marks	
Dejeune Shelton	
Erin Denney	

1. Welcome and Check In

- a. Welcome Guest – Dr. Erin Denney, English Department Chair, San Francisco City College
Leading from the Middle (LFM) Coach Dr. Erin Denney introduced herself and reported she has been coaching with LFM for 2.5-3 years.

2. Guided Pathways Design & Outreach

Hans reported that he met with George Boodrookas and discussed:

- Channels to go through to brand Guided Pathways
- Determining stakeholders
- Designing the bid discussion
- Cohesive branding
- Who to select for the branding team

Bryan Marks stated that David Boring (Never Boring Design) volunteered some design time. A discussion ensued on the need to be consistent in both the design and marketing efforts.

3. Adding a fifth “column” logo

Hans displayed his latest version of the updated arrow graphic. Kayla shared that she prefers the arrow to the pillars because it has movement and direction, unlike the stationary pillars. Nancy agreed and said that the icons are really trending and have a significance as well. A discussion ensued on the use of school colors and possibly changing a couple of the icons. Next, Tina shared the New Student Day video Hans created. Kayla stated that she likes the simplicity of it and believes it would have been helpful to her as a new student. Tina made the suggestion to send deans their school’s description to review for accuracy. A discussion ensued on the meaning of colors, branding, promotion, and marketing. It was determined best to send a google survey to the crew to see which icon(s) they prefer to use. Tina showed the group the updated Success Factors logo and the team thanked Bryan for adding Pete the Pirate to it.

Action Item: Hans will send the updated graphic to the PIT Crew to vote on.

4. Writing a Guided Pathways statement and talking points (card)

After much discussion and brainstorming on what the Guided Pathways statement should contain, members decided to use the two principles located on the Riverside Community College District’s website. The group then discussed the need to have promotional materials translated into Spanish. It was determined to continue to have staff translate the materials versus outsourcing them.

Action Item: Hans will add the statement to the website.

Action Item: Brian to send the statement to Jonathan Arias to translate into Spanish.

5. Leading from the Middle update

Tina reported the goal of the last meeting was to discuss modifying the First Time in College (FTIC) course and to look at the onboarding process. She invited Erin to help the group get back on the path. Hans reported they are in the brainstorming stage and that nothing is due until June, at which time they will focus on the onboarding process.

6. The Student Equity Plan and Guided Pathways

Florida and Ashley are working on the Student Equity and Achievement (SEA) plan. The first Academic Senate reading will occur next month. The deadline to enter the plan into NOVA is June 30, 2019.

7. Onboarding workgroup update

Bryan reported their first meeting is on May 16. The LFM team will follow up with Bryan regarding suggestions on improving the onboarding process.

8. Check Out

Meeting ended at 9:48 am.

Next Meeting: TBD, Fall Semester 2019

Equity