



## MAPPING & CATALOG COMMITTEE

October 12, 2021 Minutes

9:00 – 10:30 AM

Via Zoom Meeting

### Voting Members

X Shiloh Blacksher, *GPS Instruction Coordinator*  
 X Jody Fernando, *Noncredit Manager*  
 Jamaika Fowler, *Articulation Officer*  
 Vacant, *Credit Mapping Coordinator*  
 X Sara Mestas, *GPS Counseling Coordinator, Co-Chair*  
 X Michael Ngo, *School of Continuing Education Mapping Coordinator*  
 X Michelle Sampat, *Associate Dean of Arts, Co-Chair*  
 X Dejah Swingle, *Director, Strong Workforce Initiatives*

X Becky Wang, *Evaluator, Admission & Records*  
 X Marcell Gilmore, *Research & Institutional Effectiveness*  
 Vacant, *Arts Faculty*  
 Vacant, *Business Faculty*  
 Vacant, *Humanities & Social Sciences Faculty*  
 X Robert Purcell, *Kinesiology, Athletics, & Dance Faculty*  
 X Cristina Springfield, *Library & Learning Resources Faculty*  
 X Eugene Mahmoud, *Natural Sciences Faculty*  
 X Lorena Velasquez, *School of Continuing Ed Faculty*

Vacant, *Technology & Health Faculty*  
 Vacant, *Student Representative*

### Non-Voting Members

X Matt Bidart, *Information Technology Representative*  
 X Lesley Cheng, *Noncredit Curriculum Specialist I*  
 Reyna Casas, *Curriculum Specialist I*  
 X John Lewallen, *Marketing Designee*

### Guests

X Pedro Suarez, *Instruction Business Analyst*  
 X Eric Turner, *Assistant Director, Web and Portal Services*

Meeting Agenda		Outcomes
I.	Welcome and Land Acknowledgement – Eugene Mahmoud	At this time, we would like to take a moment to honor, acknowledge, reflect, express our sincere gratitude for, and appreciation of, the people, ancestors, and sacred land that we gather upon today. We want to honor the ancestral homelands and traditional territories of Indigenous peoples who have been here since time immemorial; and to recognize that we must build solidarity, and kinship, with Native Indigenous communities. As all our liberations are tied together, we also recognize a duty to give honor through our work, and continue to stand up for racial and social justice every day.
II.	Approve Minutes a. September 28, 2021	Approved
III.	Announcements a.) Decentering Whiteness in Pathways – Sara Mestas  b.) Guided Pathways Mapping Coordinator – Sara Mestas	The Report revealed that we are not doing enough in terms of anti-racism practices within Guided Pathways. A series of three webinars focused on decentering whiteness in Pathways was shared. Several committee members plan to attend the webinar tomorrow.  A campus announcement advertising the vacancy has been shared. We are recruiting a new credit counseling faculty member for this position. There is one week left to apply.
IV.	GPS Marketing – John Lewallen	Marketing goal: help students to find out more about their interests, resources they need, and how to ensure employees can assist students in finding this information.  Banners: place them around the campus highlighting programs. Need to determine which programs and how

	<p>many to highlight. Create banners with websites that target tutoring, financial aid, transfer, etc...</p> <p>Websites: make information easier to find. Websites need to be kept up-to-date.</p> <p>Individual mass texting: contact students and give them targeted information.</p> <p>Chat Bot: impersonal but some of these programs can connect users to a live chat.</p> <p>Live Chat: just-in-time help which is growing in popularity. How can we hire students to participate in a live chat and pay them per post or message? Cal Poly Pomona does this.</p> <p>Call Center: Live assistance is provided. It was recommended that we ensure that staff are employed who can answer questions pertaining to career education and noncredit. J. Lewallen shared that training is critical. Employees also have a detailed resource list to use. Student workers paid through a student work program are currently working in the call center.</p> <p>The efficacy of these marketing efforts is dependent on staffing and resources.</p> <p>J. Lewallen suggested this committee identifies one or two problems at a time to address. Maybe we create a marketing task force move forward with each goal.</p> <p>Dr. Scroggins, in Cabinet Notes, recommended revisiting, continuing, and strengthening conversations between counseling liaisons and discipline faculty to ensure that students are finding their path and completing their program or transferring. More work needs to be done. S, Mestas shared Career Hub, which was a campus-wide effort to provide a one-stop site to provide students with all the resources they need to be successful. Marketing this is critical.</p> <p>P. Maestro created guides which are being added to the website and used by Marketing in different ways.</p> <p>A smaller work group consisting of J. Lewallen, S. Mestas, E. Mahmoud, C. Springfield, D. Swingle, M. Sampat, and E. Turner will bring recommendations forward.</p>
<p>V. Pathways Program Mapper Update – Michelle Sampat</p>	<p>M. Sampat reached out to Bakersfield College to arrange a meeting to learn more about Pathways Program Mapper.</p>
<p>VI. New and Modified Maps – Sara Mestas a.) Engineering - Eugene Mahmoud</p>	<p>E. Mahmoud and P. Maestro met to discuss updating maps. E. Mahmoud will be following up to ensure accuracy of the Engineering maps and discuss the complexity of the maps, GE and elective choices, and alignment with Cal Poly Pomona. Engineering is particularly challenging as every transfer institution has different requirements, but this is true for many majors. It was suggested that we explore</p>

			options to lobby on behalf of students to help clarify and align requirements. AB 928 provides for a single, lower division, GE pattern. While this may simplify the process for some students, especially transfer students, there is a concern that the IGETC pattern would take precedence which limits student choices.
VII.	WebCMS Mapping Supplemental Form – Michelle Sampat		The vendor is currently working on some updates which will be shared at an upcoming meeting.
VIII.	Career Clusters Update – Sara Mestas a.) Committee members – Patricia Maestro, Alana Bachor, Eddie Lee and Chan Ton b.) RIASEC  <a href="https://careerhub-website.webflow.io/">https://careerhub-website.webflow.io/</a>		The Career Clusters Group meets to make recommendations about program placement to this Committee. The placement of programs into career clusters is aligned with RIASEC. This item will be brought back to the next meeting.
IX.	ADT Website Update – Matt Bidart a.) Transfer Pages  <a href="https://www.mtsac.edu/sandbox/matt_b/transfer-template/index2.html">https://www.mtsac.edu/sandbox/matt_b/transfer-template/index2.html</a>		S. Mestas shared the ADT website.
X.	Parking Lot <ul style="list-style-type: none"> <li>• Catalog Program Maps (Courseleaf)</li> <li>• Fee Based Program Maps</li> <li>• Online Catalog Audit Update (Emily V. &amp; Jamaika)</li> </ul>		
<b>2021-22 Meetings</b> 9:00-10:30AM 2 <sup>nd</sup> & 4 <sup>th</sup> Tuesdays	<b>Fall 2021</b> September 14 & 28 October 12 & 26	<u>November 9 &amp; 23</u>	<b>Spring 2022</b> March 8 & 22  <u>April 12 &amp; 26</u> <u>May 10 &amp; 24</u>