



**GUIDED PATHWAYS TASKFORCE  
MINUTES**

**Thursday ▪ June 13, 2018**

**11:00 AM to 12:30 PM**

**CSSC ▪ DSPS Conference Room**

**Voting Members Present:** Amanda Phillips, Claudia Derum, Donna Greene, Ellen Hardy, Karen Tabor, Sheryl O'Donnell, Tiffany Abeytia, Veronica Daut

**Non-voting Members Present:** Carl Farmer

**Guests:** Jeff Baker, Michael Harlow, Pam Hunter

**Support:** Mary Lou Marrujo

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1. Public Relations for GP--Branding (Hunter)

Pam Hunter was invited to discuss branding ideas and strategies on moving forward with the GP video.

COMMENTS ON BRANDING/LOGO:

- Karen would like to see a unique logo, e.g. the EDGE and pLEDGE logos.
- Donna Greene met with the ASCOD students and they suggested a roadrunner on a path with ROAD as an acronym. **R**egister, **O**rientation, **A**dvising, **D**iploma for ROADrunner.
  - Concerns expressed using the words “Register” and “Diploma.” Also, the use of an acronym and a mascot.
  - Make sure students’ voices are valued.
- We should not focus too much on identifying GP as a separate and new program. Instead, work on getting across to the campus community that we are making significant institutional changes in support of our students. These changes will help students navigate the complex system of higher education in a much easier way that supports them from access to completion. This message needs to stay in the forefront for everyone.
- Pam Hunter will work with graphic designer and come back with design proposals.

COMMENTS ON VIDEO:

- Shared with Pam Hunter the idea of creating an approximate four minute informative video on GP. Veronica Daut also reviewed the proposed video summary outline.
- Video to be targeted to faculty and staff; internal public relations purposes.

- Need to identify what we want people to know after they watch the video.
- How do we get the message out to everyone?
- Need to educate and involve the entire campus on refocusing and improving our students' experience at COD. We need buy-in from all stakeholders.
- Pam suggested the committee put on live skits, including students, during the *President's Message* at flex based on the summary outline. Message points on, "Did you know?" can be a PowerPoint presentation with data at the end of each skit. If the work group decides to go forward with this suggestion, they can videotape the skits for future use. Approximate time of the videotape should be no more than five minutes.

## 2. Updates

- 2.1 FLEX ACTIVITIES—Work group will be meeting with Donna Greene to confirm meeting date and room usage. Flex activity tentatively scheduled on Tuesday morning the week of Flex.
- 2.2 GP WEBPAGE—Authorization to add a GP button on COD home webpage has been approved by Executive Cabinet. Items to post on the GP webpage:
- Agendas and Minutes
  - Resource materials and informational links, e.g.:
    - California Community Colleges Guided Pathways  
<http://cccgp.cccco.edu/About-Guided-Pathways>;
    - [Explaining Guided Pathways to Your College](#)
  - History of Guided Pathways
  - Link to COD's research data page

Amanda Phillips, Karen Tabor and Veronica Daut will work on the message to convey on the GP webpage, as well as the historical aspect of Guided Pathways.

As the webpage is being created, Michael Harlow can provide login access to review and provide feedback while it's under construction. Target to launch the GP webpage will be the week of Flex.

## 3. GP 2018-19 Workshops

Brief discussion on who should be invited to attend the GP workshops. It was pointed out that the workshops have been designed for teams, so it will not be as effective to send individuals. The closest one (Inland Empire/Desert Region) is not scheduled until March 2019.

It was the consensus of the group to send the task force to the workshop in Orange County on November 27.

Next Meeting:  
 Wednesday, June 27, 2018  
 11:00 am – 12:30 pm  
 CSSC Bldg/DSPS Conf Room



# Guided Pathways 2018-19 Workshops

## Save the Date!

### Workshop Dates

*Attendees may register for any of the 2018-19 workshops*

**September 17**

Bay Area Region

**October 16**

Central Valley/Mother Lode Region

**November 27**

Orange County

**February**

San Diego/Imperial Region

**February**

Los Angeles and  
South Central Coast Region

**March**

Inland Empire/Desert Region

**April**

North/Far North Region

*February-April dates TBD*

Based on college requests for additional support and learning about Guided Pathways (GP), the CCCCO will offer seven regional workshops in the upcoming 2018-19 academic year. Through interactive group work, the workshops will give college cross-functional GP teams an opportunity to actively learn:

- 1) Effective GP approaches at other colleges in their region and statewide
- 2) How to apply lessons to their own college's context
- 3) How to gain additional support

### Who Should Attend

Please send your college's GP team! Teams are usually cross-functional diverse groups who carry different areas of institutional expertise. Cross-functional GP teams may include:

- CEOs
- CSSOs
- CIOs
- Deans, Middle-level Instructional Leaders
- Student Services Deans/ Counselors
- Researchers
- Academic Senate Member(s)
- Faculty
- Classified Professionals
- Career Technical Professionals
- Students



*Registration, hotel and room block details coming soon.*

