

#### Attendees

Melia Arken (Recorder), Clara Chan (ASFC student), Rick Edwards, Figuera, Doreen Finkelstein, Valerie Fong, Faculty voter, Laura Gamez - Faculty Voter, Craig Gawlick Facilitator, Jordan Fong (Faculty tri-chair), Jackie Lauese, Lisa Ly, Jerry Robredo (guest), Adrienne Hypolite (member), Christine Mangiameli, Bruce McLeod, Mike Mohebbi, Sean Negus, Thuy Nguyen (ex officio), Teresa Ong (ex-officio), Josh Pelletier, Simon Pennington (ex-officio), Elias



From Lené Whitley-Putz to Everyone: 01:19 PM

I think you are right, Bruce. I'm sure the contractor is expecting feedback along the way.

From Mike Mohebbi to Everyone: 01:20 PM

approval of the evaluation plan will have to happen eventually anyway, I think it's okay to get that started before committing to full contract, preliminary evaluation plan is OK to get paid first or separately if it is sticking point

From Lené Whitley-Putz to Everyone: 01:20 PM

Usually the archival data and research informs the eval plan, and the survey is approved before administered, too. We just need to decide by whom

From Mike Mohebbi to Everyone: 01:20 PM

alternatively, can we look at this contractor's previous record of evaluations to get a sense for her style?

Jordan -



Thuy - will need to go through administration. Would also recommend considering this evaluative process to go past the fiscal year to calendar year. This will give us some meat for our accreditation in October 2021.

Doreen - Dr. Fong gave the amount of \$9,000 and Doreen informed her of what amount we have.

## Marketing Update D/A Simon Pennington/Vanessa Smith

VAnessa - update with MArketing. Furiously communicating with our students to let them know that we will be all virtual. We've let them know about the new start date. We've also adjusted our ads to show . We have ads on Spanish, Vietnamese stations. Social media ads on FAc ebook and Instagram. Also, sending out emails to let students know that the quality of our classes has not changed and we are still there for them.

Simon - We learned more from noon calls with the President. We're able to answer student questions in real time. We've been able to alert our international colleagues. We're going to continue Tea with Thuy through the beginning of the Spring Quarter. Communication directly to students, they are saying it's very helpful. They are saying that they just need to feel connected to faculty.

Jerry, Julie, et al have been moving mountains to keep our website updated. We've brought on help to increase social presence. We're pushing out hard with radio and social media. We are well positioned because we are known for our excellence in online education. As soon as we know what summer looks like, we will be doing the same thing with summer.

Mike Mohebbi - are there any emerging trends? What are you looking at as we transition from finals to getting the next quarter started?

Simon - we are a sense of stability in their world. There is a rhythm to how we operate. Our faculty are working incredibly hard to get ready for next quarter. That's the most important thing we can do right now. Faculty assuring students that everything will be great and messaging their

laptops, hotspots, info about tutoring and student services. Ram has offered to hold a specific Dean's hour to students about labs, etc.

Mike - @vanessa @simon do we have data on student communication engagement, like how often they open our emails, website traffic, etc?

Simon -



there's a way to make this more user-friendly at this point. This would just be a way to help with Guided Pathways. Amplifying information that's pertinent now.

Sean - He's receiving communication from five different campuses as p/t adjunct. The first is more streamlined and consolidated campus communication can be, the more helpful. Many are being inundated with communication. Foothill has been great at creating online platforms but is missing essential information like laptops.

Simon - if you go to virtual campus information, you will see that there are links there. We have been messaging out to students about this.



Jordan -





alternatively, can we look at this contractors previous record of evaluations to get a sense for her style?

From Jordan C Fong to Everyone: 01:21 PM

keep in mind, i think this is not an MOU. all the details being discussed right now the study group and write into the MOU

this just outlining what the planned work will be, but not the specific processes or steps

From Laurie Scolari to Everyone: 01:25 PM

Would it be possible to put the Zoom info into the invite for future meetings? I had a hard time finding the zoom info. Thank you!

From Craig Gawlick to Everyone: 01:25 PM

definitely Laurie- sorry about that

From Laurie Scolari to Everyone: 01:25 PM

Thanks Craig! We will all get used to this Zoom thing.

From Mike Mohebbi to Everyone: 01:26 PM

@craig alternatively, can we look at this contractors previous record of evaluations to get a sense for her style?

understand this is very early in the process

From Lené Whitley-Putz to Everyone: 01:28 PM

Would it be appropriate to ask for her CV or something similar?

From Jordan C Fong to Everyone: 01:31 PM

i don't think it's necessary to hire someone we've worked with in the past. having a fresh lens could be refreshing

From Doreen Finkelstein to Everyone: 01:31 PM

<https://rpgroup.org/About-Us/Team-Page/Program-Staff/Kristen-Fong>

From Mike Mohebbi to Everyone: 01:32 PM

From Mike Mohebby to Everyone: 01:37 PM

@doreen, I think this would be an ICA or agreement for services contract, defer to finance for guidance

parking lot item: would it be good idea to extend end of contract to calendar year or next fiscal year

From Lené Whitley-Putz to Everyone: 01:39 PM

@Mike, the contract needs to be within this fiscal year

From Christine Mangiameli to Everyone: 01:39 PM

It's sometimes hard to remain anonymous when the players are all known and their "voices" are identify-able. It also makes a great deal of sense to have "outside the box eyes" to see what we inside the box can be blind to, as we no longer see issues.

From Mike Mohebby to Everyone: 01:41 PM

@doreen, can the IR team be the POC for the evaluator? is there bandwidth for it in your area?

thank you, lene, then can we build in a renewal or extension? is the delivery timeline realistic?

From Lené Whitley-Putz to Everyone: 01:42 PM

Our district does not do auto-renewal or multi-year contracts, in general.

From Mike Mohebby to Everyone: 01:42 PM

ty

From Laurie Scolari to Everyone: 01:43 PM

Doreen and Lara did an excellent job at sending out two surveys to Student Services and they produced high quality reports. We had a high response rate and it all happened anonymously. I think k Mwe

@mike: agree. It could connect to the a later agenda item regarding how to build/maintain community in a virtual world.

From Jackie Lauese to Everyone: 01:56 PM

@martha agreed!

From penningtonsimon@fhda.edu to Everyone: 02:02 PM

Hello Mike and Valerie: The chats with Thuy are helping in this regard. We can do much more, though.

From Mike Mohebbi to Everyone: 02:02 PM

@vanessa @simon do we have data on student communication engagement, like how often they open our emails, website traffic, etc?

From Lené Whitley-Putz to Everyone: 02:03 PM

We are going to pilot a new tool in Canvas that will track not only how many messages get opened, but also how many result in action.

From Mike Mohebbi to Everyone: 02:03 PM

@lene perfect, thank you

From penningtonsimon@fhda.edu to Everyone: 02:04 PM

De Anza students are joining our chats.

From Josh Pelletier to Everyone: 02:04 PM

Career Ladders Project is the group that shouted us out. Unprompted.

From Mike Mohebbi to Everyone: 02:10 PM

@simon speaking of future and you mentioned next quarter earlier too, how is the college going to market/message/package the async/sync/hybrid delivery modes?

From penningtonsimon@fhda.edu to Everyone: 02:11 PM

Teresa's post is very important!

From Josh Pelletier to Everyone: 02:11 PM

Figuring out how to continue running classes in essential allied health fields virtually or online would be cutting edge right now. And very very needed.

From Doreen Finkelstein to Everyone: 02:12 PM

Yes, Josh. Especially respiratory therapy.

From Lené Whitley-Putz to Everyone: 02:12 PM

Yes—and I also read an article that said 20% of graduating, college-bound seniors are rethinking moving away to a 4-year school.

From martharubin to Everyone: 02:12 PM

great points

From Josh Pelletier to Everyone: 02:13 PM

@Doreen: yes, esp. respiratory therapy right now



From Adrienne Hypolite to Everyone: 02:21 PM

Thank you valerie

From Laura Gamez to Everyone: 02:22 PM

Thanks Clara!

From martharubin to Everyone: 02:23 PM

@Lene there is Foothill psych online the link is on the website

From Mike Mohebbi to Everyone: 02:25 PM

@all can we create a campus wide calendar that links to all campus-wide open meetings? something we can import via outlook? ASFC, ICC, all gov councils, academic and classified senates, covid 19 meetings for now (chancellor, pres, students, maybe DA too?)

From Adrienne Hypolite to Everyone: 02:30 PM

keep the updates

From Clara Chan to Everyone: 02:30 PM

Mike's idea sounds good and that would be very helpful for students too.

From Thuy Nguyen to Everyone: 02:31 PM

calendar would be great!

From Craig Gawlick to Everyone: 02:33 PM

master calendar sounds like a great idea-



@president thuy + everyone, being an adjunct at 5 schools and managing the written communication and virtual shift to online teaching makes attending the daily virtual briefings across campuses difficult. This is why streamline, consolidated and visible communication in perhaps multiple formats is essential for adjunct faculty.

\*streamlined

From Bruce McLeod to Everyone: 02:40 PM

Thuy, are you looking for advice on communication around graduation or advice about the decision process around graduation.

From Laurie Scolari to Everyone: 02:42 PM

Student Services are recording weekly videos

From Thuy Nguyen to Everyone: 02:42 PM

Sean: so agree!

From Doreen Finkelstein to Everyone: 02:43 PM

@Sean Streamlined information is probably also very important for students. Making the most important information as easy as possible to find helps everyone.

~~FROM Sean Nguyen to Everyone: 02:44 PM~~

@doreen, it is easy to get overwhelmed and start trying to 'triage' or prioritize information channels. If others aren't doing it at the source of the stream, important information gets filtered out by mistake by the reader.

(as a survival strategy)

From Bruce McLeod to Everyone: 02:45 PM

Re: morning meetings. One of the things that psychologists have recommended for sheltering in place is to have regular schedule. The morning meetings fit into that concept.

From martharubin to Everyone: 02:45 PM  
~~FROM Sean Nguyen to Everyone: 02:44 PM~~

students and colleagues  
From Laura Gamez to Everyone: 02:45 PM

I agree Jordan the routine type of meetings help maintain "normalcy" and I've heard that

Yes, agree with Valerie.