

Advancement Council
 Minutes
 December 16, 2021, 12:00-1:00 pm
 Zoom Video/Phone Meeting

MEMBERS

Name	Representing	Present	Absent
Vacant	Faculty Co-Chair		X
Jackie Cruz	Executive Director of Advancement		X
Dr. Debra Kaczmar	VP of Academic Affairs or designee		X
Daniel Teresa	Dean of Academic Affairs or designee		X
██████████ min	Dean of Student Affairs or designee	X	
Steve Crow	VP of Administrative Service	X	
David Techaira	Grant Accounting Manager		X
Scott Faust	Director of Communications, Marketing & Public Relations	X	
Michele Peregrin	Director of Grants Development & Innovation	X	

Hartnell College will be nationally recognized for the success of our students by developing leaders who will contribute to the social, cultural, and economic vitality of our region and the global community.

Focusing on the needs of the Salinas Valley, Hartnell College provides educational opportunities for students to reach academic goals in an environment committed to student learning, achievement and success.

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Focusing on the needs of the Salinas

Manuel said the board approved a contract with TimelyMD. This is a mental health program that includes 24/7 availability for crisis intervention, limited access to licensed therapists and psychiatric evaluation for students. This is tele medicine for mental health (24-hour service). Other campus offices also offer general health services.

Steve said he spoke to Dr. Jalaomo briefly and there is utilization of the grant for the 24-hour service. He mentioned the lack of a health center.

Dr. Yahdi said from the academic affairs side dealing with students, he discovered some students are not aware of the benefits and access.

Manuel said there needs to be communication with social/emotional centers in the Salinas Valley.

5. GRANTS REPORT/ROUNDTABLE

All

Michele shared the grants report:

California Community Colleges Chancellor's Office- California Apprenticeship Initiative- is supporting grant projects

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7. COMMUNICATIONS UPDATE

Scott Faust

Scott Faust said he is continuing to market for general recruitment including the south county and Castroville centers. He is also doing Spanish and English radio, as well as screen advertising at Northridge, Maya and Soledad Cinemas. He anticipates current campaigns going through February 5, 2022.

There is a planned recruitment event in Castroville in January. In addition, there is something being planned for returning students at the main campus.

Scott is awaiting confirmation from Steve Crow on offering an incentive of \$250 for students who are vaccinated.

8. ADJOURNMENT

Michele Peregrin

Michele Peregrin adjourned the meeting at 12:50 PM.

MSC: (Steve Crow/Manuel Bersamin) The meeting was unanimously adjourned.

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