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All College Council
Agenda
February 17, 2025, 1:00 p.m. - 2:30 p.m.
Virtual Via Google Meet
https://meet.google.com/gqd-pjki-opd

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I. Welcome and Attendance
Chair Jim Craig called the meeting to order at 1:00 p.m. and conducted a roll call.

Attendees: Cody Watts, David Donderewicz, Denise Reilly, Edgar Soto, Elena Makansi, Elizabeth Jurman, Francine Tupiken Ruelas, Isaac Abbs, James Craig, Kelly O'Keefe, Mahriza Pinon Manriquez, Makyla Hays, Phil Burdick, Sean Mendoza, Suzanne Desjardin, and Valerie Vidal-King.

Absent: Erika Elias, Chancellor Dr. Jeffrey P. Nasse, and Adrian Corona.

II. Approval of Minutes
Edgar Soto moved to approve the minutes from the previous meeting. Denise Reilly seconded. The minutes were unanimously approved.

III. Information Technology and Security Updates
Presented by Isaac Abbs, Assistant Vice Chancellor of IT & CIO, and Lorenso Trevino, Chief Information Security Officer (CISO)

- A new, more secure password policy is being implemented, increasing minimum character requirements from 8 to 15, allowing special characters (except colons), and encouraging passphrases over complex passwords.
- Multi-factor authentication (MFA) will be required for students due to increased phishing attacks.
- The College will roll out LastPass, a password manager, as an optional tool for staff and faculty, which includes LastPass Families at no additional cost.
- A security enhancement strategy is in place, with a focus on self-service password resets using MFA.
- The IT team is working on improving the visibility of announcements and task notifications within MyPima.

Discussion & Feedback:

- Concerns were raised regarding the visibility of executive orders in MyPima.
- Questions about IT subscription services and their consolidation were addressed.

IV. Marketing and Communications Updates
Presented by Elizabeth Jurman, Director of Marketing & Elena Makansi, Social Media Specialist

- The marketing team is emphasizing student voices in recruitment campaigns to better connect with prospective students.
- Efforts are being made to create more dynamic, multimedia content showcasing hands-on learning experiences.
- Pima's program webpages are being redesigned to be more engaging and informative. The first pilot programs (AIT and Automotive) will serve as templates before a full rollout.
- Faculty and staff are encouraged to refer students who may be interested in being featured in marketing materials.

Discussion & Feedback:

- Faculty emphasized the importance of clear communication regarding changes to program webpages.
- The expected completion for the redesigned program webpages is Fall 2025.
- Faculty Senate will be briefed once the templates are finalized.

V. Communication and Retention Initiatives

- Faculty Communication: Faculty communicate through division meetings, department emails, newsletters, and academic forums. However, there is inconsistency in communications across divisions.
- Adjunct Faculty: Adjunct faculty participation in governance remains low, and efforts are being made to improve engagement through surveys and toolkits.
- Student Affairs: Efforts to improve communication with students include text messaging, emails, and advising through Puma Connect.
- AERC Updates: Work is being done to streamline policies and ensure consistency in policy adherence before operational changes are made.

Action Items:

- Improve faculty awareness of student affairs initiatives.
- Establish a more centralized, master events calendar for the college.
- Ensure governance representatives have proper communication channels with their constituents.
- Consider IT infrastructure enhancements to streamline listservs and messaging tools.

VI. Roundtable and Action Items

- The Council discussed the need for a centralized college-wide events calendar to prevent scheduling conflicts and improve engagement.
- It was suggested that IT explore ways to better categorize internal listservs for targeted communication.
- The Chancellor's 100-Day Report will be finalized this week and include recommendations related to communication improvements.
- The Student Senate will be engaged for additional feedback on communication improvements.
- The Council will follow up on the Student Affairs newsletter initiative.

VII. Meeting Adjournment
Jim Craig adjourned the meeting at 2:37 p.m.
Next meeting: **March 10, 2025** (rescheduled due to Spring Break).

1. **Information Technology, Security Topics, Issac Abbs, Assistant Vice Chancellor of IT and CIO and Lorenso Trevino, Chief Information Security Officer, (1:05 pm, 15 minutes).** Issac Abbsthis will be the last employee group we will meet with the exception of the faculty senate. The pretty interesting way we have passwords at the institution. Unfortunately you can not use special characters. To change, improve and strengthen security in Information Technology we are looking at our security and rolling out a much better and stronger password option. The institution currently has a password of eight characters and with the new change you will have everybody who's currently a staff, students, faculty, you'll have to go through two steps. Step one will be to set your security questions and set your MFA. And then the second step will be creating your new password. Going forward, if you need to reset your password, you will be following the link that will be asking you for your security questions and your MFA. Get your security questions right, get your MFA right, you can reset your password without remembering what your old password was. That should make the password reset process much easier and I think a better opportunity for self-service whether you're a student staff. With the change in the password reset we are aligning with NIST which is the big framework when it comes to cyber security best practice for security and we will be changing the password requirement from what is currently eight characters to 15 characters. As part of that change, you will be able to use any character you want on the keyboard with the exception of a colon, I believe. So, you can use special characters. You can make it as complex as you want. What we will be stressing is that length is way more important than complexity. So, past phrases are actually better than complex passwords. For example the shaggy dog walk on the ceiling or something like that is a passphrase that is much more secure than a short complex password. . NIST also because we use multifactor authentication does not require passwords to be changed periodically. In the event a password is compromised or there is some indication that the password may be compromised, of course, we will have you reset your password under

those circumstances. As an employee or staff, you can change your password whenever you want, but just letting you know as we're rolling this out, some people are expecting us to start having people reset their password every six months. NIST standards are guidelines for cybersecurity and data security developed by the National Institute of Standards and Technology (NIST). NIST is a US government agency that promotes innovation and industrial competitiveness.

The second thing which is I guess in some ways related is we need to get multifactor out there for students. We are late to the game. So we might be the last college in the state of Arizona to do this. It's something that we need to do for a lot of reasons but we have seen a massive uptick in fishing campaigns targeting our students over the last couple of weeks. It has been really bad. Fortunately, because of the advanced email protection systems we've been able to stop a lot of it. We're never going to be able to stop all of it. but we saw an increase in attacks, to the tune of 45,000 emails sent out the last couple of weeks. I will tell you, institutions that do not have the security we have from an email perspective have seen 400,000 emails being sent throughout their institution. So, this is something hitting everybody. The best thing we can do to protect students is MFA. So right now what we saw in the attacker compromised a student, use that student's log on information and password to now log in as that student and start sending out all across the college. And these were those job scams. This was that your Microsoft 365 is going to be disconnected, I have seen a lot of nodding heads because we all saw these emails. What makes those attacks tougher is because they came from a trusted email.

Soon as we get those licenses, we will start rolling this out to students. Once again, it will be just like it was for staff. most likely allow students potentially through the end of the semester to self-enroll. If a student does not have a mobile phone that we have tokens that we can make available to them from talking to my peers across the state, so the community colleges, most of them have rolled this out with zero tokens, right? Students have phones. They've been able to do this and it's been very simple but once again we will have clear communication to make this as simple as possible for our students. What we have is rolling out a last pass is the optional password manager. We will be rolling that all out to all staff and faculty and not students. This will be on the staff side. This is optional too. We highly encourage the use of password managers. It makes managing passwords much easier, especially for those passwords outside of SSO, So, I have all kinds of accounts with different entities that do not run through the college. Having those stored in a secure place allows me to have very complex long passwords without me having to know them. And then the last pass is protected via a vault password and MFA. And so, we will be making this available to everybody here in the near future. Once again, it's fully optional. We highly encourage it. it's a best practice.

In the chat Sean Mendoza asked if LastPass comes with LastPass families. So, with the version of LastPass comes Last Pass families, and what that means if you can use Last Pass with your family, I think, up to five individuals. It will be separate from your work

account, but that is available as well. Sean Mendoza asked if this is an additional cost to the institution? The institution currently pays for the licenses and will not cost more to have an additional 5 members to your account. Denise Reilly wanted to commend Issac and Information Technology and the communication on the new my pima from feedback, dates and any additional information that could be provided. There are four to five different groups that can post on mypima. Makyla Hays noticed there was an FAP posted about the executive orders and was wondering if that could be moved to the top of the page for all. Issac made a note and will have the changes made.

2. **Introductions Marketing, Elizabeth Jurman, Director of Marketing & Elena Makansi, Pima Community College Social Media Specialist,** Elizabeth Jurman, quickly introduce ourselves as we're both new to the college. a little bit about what's going on in the marketing world over here that may be good to share with you all is we're really making a push for recruitment focused marketing for the college. So really looking through thing things from the lens of a prospective student's eyes, so one big thing that we're making a push for is to infuse the current student voice more in our marketing kind of show rather than if there's one thing about prospective students and especially Gen Z, they really don't care to hear from us. They want to hear from real students and see the real student experience the most.
Elena Makansi, my strategy moving forward will be to bring in a lot of that kind of more fun oriented social marketing strategy that focuses on the student experience within the classrooms as well as showing really hand all of the hands-on learning that we do at Puma. So getting into the classrooms, making a lot of dynamic video content, multimedia content in general, showing what the experience of being a student would actually be like, and what kinds of projects you would work you would be able to work on, showing the facilities, and kind of showing the massive diversity of experiences and possible pathways that we have.Phil Burdick wanted to make a comment and informa everyone they are a great addition to the team. The college has never had a social media specialist. Gen Z listens to other students and we really need those student voices. Denise Reilly will connect with Liz Jurman and [Elena Makansi](about students on Pima Community Colleges social media and marketing materials.

Phil Burdick on the process of redesigning all of our program pages. This is a part of an overall website. On those pages, you're going to see us moving from those kinds of file pages to more dynamic type copy and that's what the design is done to accommodate. We're working with AIT and Automotive right now to redesign their pages as a template, and then we're going to be going around all of the different programs to redesign the program pages. This is the biggest priority this year for the marketing program. Hope to have some of those pages done probably by the summer and then we'll just keep working through them. the area of interest pages. let me just see. I might have a quick let me share my screen. Provided an example of what the webpages will look like. All let me just take you really quickly through it. so we have 12 areas of interest. I'm just going to buzz through this really quickly. So, we have 12 different areas of interest. And here is

an example of one of the areas of interest, industry, manufacturing, and construction. And then underneath that, we'll have all of the different areas. And then say under automotive, we'll have all of the programs. and this is really good for all the different ways that you can take it. Whether you're looking for an associate two-year degree, online hybrid, whether you want to take the Ford asset program, whether you want to take it in fasttrack, and then right here underneath the ways that you can take it once you go into a program, there's lots of room to do more dynamic, either put stats, a video, pictures, that type of thing. So, what we're doing is just sorting the white blocks of copy into more pictures, videos, and different ways that you can take it. So, we're almost ready to roll out this template. but it's a massive job because we're talking about doing this for every single area of interest in the college. Makyla Hays asked who would be adding and managing the web pages content? Phil Burdickspecifically designed for program chairs to put in the information they want, whether it's been the accreditation, facts, pictures, videos, whatever they want to put as the basic course, area of descriptions.They would work with their marketing coordinator to start the process. This allows flexible design so there is a lot of freedom for the programs to put in the information that's most relevant to them. Phil and Liz mentioned to Denise the timeline to roll this out to all departments would be the end of this coming fall 2025. Once the departments see a template the implementation will be really exciting especially all the different pathways the institution provides. As soon as the template for AIT and automotive is complete we will roll out the presentation to all the different programs as well as the shared governance groups. Faculty senate agenda is getting quite full and Kelly reminded Phil of future dates of the faculty senate meetings and how many times they meet a year.

3. **Input on Communication or other initiatives for the ACC Retention and persistence,** All, Communication Document ACC NotesDenise Reilly went over faculty communication with their divisions. So, we're divided by our larger divisions that we represent. So, I think I'm trying to think of this accurately. Jim, you might know this better than me, but eight or nine different divisions across the college. But we have department heads, we have deans that are kind of lumped together in these larger divisions. So depending on the division that you belong in, for example, Kelly belongs in a different division than I do. your division might have weekly meetings, they might have monthly meetings, quarterly meetings, and every division has an assistant that sends out some type of communication. And so that's typically how it happens internally. We get information academically from the Provos newsletter, the Pima news. These are kind of big public things. academic forums when they're had, committee participation, email. We receive kind of consistent weekly emails right now from the HLC. PCCA sends pretty regular communication and calendar updates. faculty in general, we communicate with

students through D2L. We use that, our learning management system. announcements, whole class emails, assignment feedback, individuals. There's a lot there. and then a little bit about we hold face to face, virtual office hours, and then faculty have different governance groups like faculty senate, AERC. I would say probably the communication that comes to faculty from the different groups across the campus is very inconsistent. so that would probably be the area I would say within our internal divisions and departments. With students for instance if some communication is sent out about financial aid the students will ask the faculty and most of the time the faculty does not know what message went out.

Sean Mendoza provided feedback from the adjunct faculty, noting that recent initiatives have been well received. The availability of video recordings, along with highlights that allow users to jump directly to key discussions, has been particularly useful. For example, an adjunct faculty member looking for Kate's comments on a specific benefit can easily locate and review that discussion. Additionally, the support from AERC representatives, under Makyla Hayes' leadership, has greatly benefited adjunct faculty. Their collaboration with full-time peers has been invaluable, especially on issues like satisfaction, compensation, and other critical concerns.To streamline access to resources, efforts are underway to consolidate everything into a single, centralized toolkit. The current tool, the Adjunct Faculty Toolkit, has been effective, but improvements are being explored. Feedback from adjunct faculty—who number between 1,500 and 2,000—continues to shape these efforts. A key consideration is the role of technology in enhancing communication with various stakeholders.

Suzanne Desjardin we frequently try to communicate with the deans and their listserv. The assigned advising model has counselors, teams that are usually included in those division dean meetings and try to use those channels as well. and then in Puma Connect, we've been doing a lot more with text messages, sending out emails and using Pima's platforms to engage with students. So, those were some of the things that we talked about. We additionally added on our advising web page, contact us, which is, a, collaborative inbox for student affairs administrators.the challenges side when we see that there's an issue with let's say web pages not having accurate or current information but we don't own the web pages. We try to go to the source who does own that web page. If it's an academic program, how do we work with the academic program to get updates to that page so that students aren't navigating on their own without having up-to-date info. So, those were some of the things that were discussed.

Jim Craig inquired with Phil Burdick about the 100 day report from the Chancellor. Phil provided the report is almost ready for print and being edited with last minute tweaks There will definitely be an executive summary in the report. Hopefully it will be out sometime this week. Valerie Vidal-King mentioned she will go back to the student senate and have them enter the information required. Denise Reilly inquired about in the past student affairs used to include a newsletter and Suzanne brought up the department is working on sending those out in the near future for communication college wide. Mahriza

Pinon Manriquez student senator will reach out at her next student senate meeting and will provide feedback to the communication form.

4. **AERC Updates,** Makyla Hays, working in SOP's and a dedicated listserv for each representative group and what should actually be discussed in the AERC. [AERC Resolution Team Tracker](). I think it was initially brought on by the fact that policy was harder to change but it has been perpetuated and now I think it's actually a lack of awareness of policy in a lot of areas where people who are doing things differently don't even realize there's a policy telling them they should be doing it a different way and so they don't bring forward anything until there's a conflict and somebody comes and says something. Here is our website for the [AERC]().

5. **Roundtable and Action Items -** All, [Denise Reilly]()If the college could proactively have a year-long calendar or at least a semester in advance, it would be really helpful and we currently have all these different calendars. It would be nice to have one master calendar for all college wide. Sean Mendoza recommends minimizing spam in email communication, especially for students. [Kelly O'Keefe]()It was mentioned to Michael Parker and Vannessa Arellano about an anticipated events calendar. Jim reminded us all about the communications feedback form and will discuss it at our next meeting.

Meeting Adjourned by Chair Jim Craig at 2:37 p.m.