



Enrollment Management Meeting

Tuesday, March 3, 2015
2:00 PM – 3:00 PM, Board Room
Meeting Notes

Committee Mission: To develop a holistic, comprehensive, and integrated approach to enrollment management while recommending scheduling, instructional and student support strategies to enhance access, success, persistence and goal attainment.

Present: Lorelei Hartzler, Marc Beam, Mike Mari, Meridith Randall, Tim Johnston, Frank Nigro, Sara Holmes.

Next Meeting: May 5, 2:00 – 3:00 pm, Board Room (Cancel April 7 due to Spring Break.)

1. Review Spring 2015 progress

Goal 1: Highlights

Utilize currently enrolled students to serve as mentors to students in area elementary, middle and high schools to encourage enrollments which better reflect the community we serve. (nurtured, connected, valued)

- a. Retain goal?
 - a. Yes, change due date to Spring 2016
- b. If yes, next steps?
 - a. Reach out to Community Engagement and/or Student Equity for assistance in implementing.
- c. Discussion
 - a. Tracking the number of contacts would be a way to measure progress. This is a worthwhile concept that needs more time to develop.

Host focus groups with service clubs and other community organizations to note member perceptions of Shasta College. (engaged, connected, valued)

- a. Retain goal?
 - a. Yes, change due date to Fall 2015
- b. If yes, next steps?
 - a. Marc will forward results and processes from the last focus group completed 4 years ago.
 - b. Re-word: Exchange 'interactions' for 'perceptions'
 - c. Include 'positive' questions in the survey (ie which programs do you find to be excellent?)
 - d. Include diverse populations in focus groups
 - e. Include employer and education partners in focus groups
 - f. Consider the availability of those involved
- c. Discussion
 - a. Past results included showed focus groups appreciated our engagement
 - b. Lorelei mentioned the 'Principle for a Day' program

Develop a comprehensive, integrated marketing plan with assistance from CTE (Career Technical Education) deans and faculty. (directed, focused, nurtured, engaged, connected)

- a. Hold goal to next year after Director of Marketing is hired?
 - a. Yes, but only extend due date to Fall 2015 (very important initiative)

Clearly identify the “Steps to Success” process on the college website. (directed, focused, nurtured)

- a. Hold goal to next year after hiring is completed for web support?
 - a. Yes, change due date to Spring 2016
- b. Discussion
 - a. “Steps to Success” have been updated, however, the fundamental idea goes beyond the steps. Goal is to have a process focused website as opposed to department focused.

Goal 2: Highlights

Celebrate individual student achievement and success (academic, extra-curricular, job placement, etc.). (nurtured, connected, valued)

- a. What is the best way to measure this goal?
 - a. By adding additional methods to acknowledge student achievement
- b. Next steps?
 - a. Ideas:
 - i. Success stories through Student Equity
 - ii. Publish the Dean’s List on the front page of the website when it is released
 - iii. Use social media
 - iv. Acknowledge students who progress off probation

2. Review Fall 2015 initiatives

Investigate the formation of an alumni association to serve as ambassadors to the community. (connected, valued)

- a. Retain goal?
 - a. Yes, change due date to Fall 2015
- b. If yes, next steps?
 - a. Involve the Director of Marketing
 - b. Change wording to “Develop a list of alumni for use of outreach and enrollment”
 - c. Develop a list of ‘successful’ alumni (ie famous athletes, high achievements)

Develop and procure funds for a mentor program for part-time faculty. (directed, focused, nurtured, engaged, connected)

- a. Retain goal?
 - a. Yes
- b. If yes, next steps?
 - a. Bring to general Dean’s meeting and ask the question: How to they mentor their p/t faculty.
- c. Discussion
 - a. Funds are available. Currently f/t faculty are eligible for professional development credit for up to 10 hours of mentoring. Frank suggested keeping the same format that f/t faculty follow, except report to the Dean instead of the VP.

Develop minimum criteria for an attractive classroom environment and encourage steps to address shortcomings. (nurtured, valued)

- a. Do we wish to recommend a criteria?
 - a. We now have standards for new furniture purchases, but no criteria for what a classroom should look like (uniformity/cleanliness). Meredith suggested a walk-through once a year. Accessibility is also a concern. In regards to current conditions, Instruction should be making suggestions to the Facilities Committee. The obstacle is that many instructors don’t have ‘ownership’ of the classroom so they are not often proactive.
- b. Next step
 - a. Bring to Instructional Council