



MEETING OF THE ENROLLMENT MANAGEMENT COMMITTEE
WEDNESDAY, SEPTEMBER 21, 2011
BOARD ROOM 154
3:00 P.M.

MINUTES

CALL TO ORDER: The meeting was called to order at 3:05 p.m.

ROLL CALL: Members Present

Marc Beam	Cindy Dupre	Kevin O'Rorke
Toby Bodeen	Lorelei Hartzler	Morris Rodrigue
Joan Bosworth	Gary Houser	Daniel Valdivia
James Crandall	Melinda Kashuba	Sheree Whaley
Teresa Doyle	Teal Macmillan	

Members Absent

Cathe Ledford	Craig Thompson	Heather Wylie
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Guest

Peggy Moore

APPROVAL OF MINUTES: It was moved by Joan Bosworth, seconded by Teresa Doyle and carried unanimously to approve the minutes of the May 18, 2011 meeting as presented.

STANDING REPORTS: Student Success – Morris Rodrigue shared with the committee that the reporting mechanism for Basic Skills has changed this year. There is an accelerated report which is due on October 10. Reporting is also more guided and there are tighter categories for reporting and research. Morris hopes to have the Student Success committee revisit the plan thoroughly this year and decide on the direction for next year. Teresa Doyle explained that there are three largely overarching goals - are the activities large scale, sustainable and measureable? Morris and Teresa met with Kevin yesterday and discussed setting up a schedule for a year for incoming freshmen, which would include a math class (MATH 260 5 units, to include the content of MATH 220 and MATH 240), STU 1 class, English class (a student may select any level), and possibly an elective. For the next year, they would take the next math class, the next English class, an Oral Communications class, and possibly an

elective. Peggy Moore commented that this first year experience concept has been tried at a lot of 4 and 2 year schools, with great success. She attended a conference in Ireland regarding this, which was attended by people world-wide. Joan Bosworth added that a lot of the schools that are doing this include a Nutrition course, and she would be happy to help with that. Teresa shared that the Basic Skills program is providing outreach to increase the number of students who utilize the resources they offer. Morris shared that the Basic Skills Orientations seem to be effective in getting students into the learning communities, basic skills classes, etc. that they need. Teresa announced that they are combining dedicated basic skills math with CTE students (i.e., Welding, etc.), providing the students with specific dedicated topics they would need in their programs. This information would be delivered to these students during their lunch time, etc. This will be supplemental to the course and strongly recommended.

Student Services – Kevin reported that the orientations went well and the waitlist ran smoothly. Daniel Valdivia is our new Transfer Center Director and Toby Bodeen is the new Counseling Coordinator. October 21 will be our annual High School Counseling Day. One item on the agenda is “Experience Shasta College” – counselors can choose to go to an ITV class, orientation, or Larry Grandy’s History of Rock and Jazz class. There will be a Higher Education Task Force presentation at the end of the day. Kevin gave a brief overview of the Higher Education Task Force – their goal is to create a college-going culture in our county. Gary Houser shared that in past High School Counseling Days he presented a workshop regarding student athletes, and he would be willing to provide that again. Kevin pointed out that one of the Enrollment Management Committee goals has always been to maintain positive relationships with area high schools, and this event provides an excellent opportunity to foster that. He invited all committee members to attend the event if they are interested.

Repeatability Issue – Kevin announced that the new Title 5 regulations state that students can only repeat a class three times. In order to repeat a course the fourth time, the student would have to go to Scholastic Standards. Scholastic Standards is drafting language that will be forwarded to Academic Senate for approval. Kevin is concerned with the possible ramifications this will have on students who are enrolling in their final attempt without realizing that it is their final attempt. Kevin hopes to work with James Crandall to try to flag those students. There will be no grandfathering in of this new regulation – it takes effect immediately. After being approved for their fourth attempt, the student can only be charged in-state fees if they are a California resident, and we will get apportionment. Peggy stressed that we need to have the faculty get this information out to their students right away – it is crucial to get the message out.

Fees – Kevin shared that the Governor just announced that the fee increase will be \$46/unit starting in the summer. Peggy commented that we will, however, have mid-year cuts. There will be a summer session and we will offer at least as many classes as we did this summer (there will be no Friday classes – the college will be closed again on Fridays). Classes will be cut in spring. Peggy has worked out criteria with the Deans regarding the spring course cuts. Kevin announced that since fees won't be raised this Spring, the Spring registration date won't need to be backed up.

Financial Aid – Lorelei Hartzler shared that the Financial Aid office has had an incredibly busy summer working out the details of the Federal Financial Aid changes. These changes have affected many students, since they were not grandfathered in. The office has tweaked some of their new policies: one change being that if students were denied, appealed and the appeal is approved, they are financed for the semester they were denied for. The GPA requirement was also changed slightly. The appeals applications have been available for two weeks, and they have been coming in steadily. The Appeals Committee is comprised of Connie Barton, Sue Loring and Sherry Nicholas. They are making steady progress. Kevin pointed out that any student with questions about eligibility is welcome to make an appointment with the Director of Financial Aid.

IT – James reported that IT has assisted with getting Financial Aid information available on My Shasta, as well as getting the BOGW online – both proved to be time consuming tasks. The next step is to tie it to fees. They have changed the way cancelation notices are handled - previously, when classes got canceled, Administrative Assistants called all students in the class to advise them. Now, Amanda Cannon codes the affected students when the class is canceled, and emails are automatically sent to students the next morning. The next step is to send a letter if the email fails. James discussed the new “My Shasta” – the Datatel Portal. This will hopefully become the main communication tool for students. It will have the ability to link emails/notices to groups of students, provide individualized log-ins, weather, news, announcements and much more. Due to various issues, the timeline for roll out has been pushed back, but the Datatel Portal Committee will work with it for the next few months. James plans to debut it at Flex Day, will identify some pilot groups that will work on it in the spring, and then roll it out in the summer. Kevin complimented James and his staff on their handling of the password changes. In late June over 43,000 passwords had to be changed in preparation for the new portal, and the process went quite smoothly, considering the magnitude of the change. James also announced there will be a Datatel mobile application, which will allow students (and staff) to view My Shasta via their smart phone.

DISCUSSION/ACTION: Placement Tests and Prerequisites – Kevin shared that Curriculum Council will start the process again of validating our placement

tests. Marc Beam shared that placement tests have to be validated every 6 years, showing that they are fair for age, gender, ethnicity, etc. Consequential validity is one approach, but Marc would like to do some additional research. Dr. Kate Mahar has experience in this area, and Marc has asked her to take this on. Marc stressed that this process starts and ends with Faculty.

Enrollment Management Plan – Kevin passed out some copies of the *draft* Enrollment Management Plan – Sharon will email a copy to everyone after the meeting. Kevin reiterated that when the Enrollment Management Committee was initially formed, the goal was to increase FTES. The committee worked hard to increase enrollment, meeting with great success. The following year, however, the state enacted work load reduction. Typically Enrollment Management Plans work towards increasing enrollment. Only lately have budget cuts led to the Enrollment Management Plan creating a different definition of what Enrollment Management is. This plan includes the Outreach and Recruitment Plan, Marketing and Style Guide, CTE, Transfer, Basic Skills, and Matriculation plan. Peggy stressed that one of her goals when she came here was to work on the Educational Master Plan. Sue Loring, Caryn Bailey, Joe Bissell and Ken Cooper have joined her to form a subcommittee working on this. They are proposing it span 18 years. Peggy stressed that it is meant to be a broad-based plan, focusing on who we are and what we want to be. This plan will be a plan for the future, not for the past; the historical data will be concise. Melinda Kashuba asked why the plan would span three accreditation cycles - why not two cycles. Peggy responded that the State actually gives a window of 50 years. Although many things can change over the course of an Educational Master Plan, it is a broad plan, not a specific one, which allows us to cover a longer period of time more accurately. Kevin suggested that flexibility has to be built into the plan. Kevin again asked that everyone please review the Enrollment Management Plan before our next meeting – this is a draft, and there are many things that need to be updated, changed, and improved. The target date to finalize it would be before accreditation in late October.

ADJOURNMENT: The meeting was adjourned at 4:20.

Respectfully submitted,

Sharon Strazzo, Recorder