



## **Enrollment Management Meeting**

Tuesday, October 4, 2016

2:00 PM – 3:00 PM

Fireside Room

### **MEETING MINUTES**

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: Tim Johnston, Jason Kelly, Jim Kortuem, Leroy Perkins, Debbie Whitmer, Susan Westler

- Introductions
- Strike January 3, 2017 meeting
- Change of location. Meetings will begin meeting in room 2314 starting in November.
- Review and approval of September 6, 2016 minutes held over until the November 4, 2016 meeting. Needed at least eight committee members present for a quorum.

Bylaws and Purpose of Committee Overview: Increase outreach, improve retention and completion. Committee hasn't been involved in FTE calculations, goals and benchmarks, instead historically this committee has focused on initiatives and goals. Bylaws are in a draft form, and can come back to it as a group.

1. Membership term is 2 years and includes:
  - Two co-chairs: Tim and Mike
  - Nine faculty representative required. Now at 9.
  - Two classified staff required. Agreement to add Administrative Secretary Michelle Fairchild, who is already attending to take the minutes, as a voting member.
  - One student representative. Still seeking a student representative.
  - One IT Representative. There is a routine meeting with IT twice a month, on the 2<sup>nd</sup> & 4<sup>th</sup> Wednesday of the month and at this meeting information is shared with IT. Due to this factor it was determined that an IT rep wouldn't be required to attend.

#### **Discussion of Committee Overview:**

Agreement to not be involved in FTE's, because there are a lot of others who already address that topic. Consensus to continue to focus on initiatives. Focus on attracting students, retaining them, and helping them towards completion. Comment that students face variable issues, and economic situations, and for committee to consider those issues. Committee works towards positive outcomes and results, and acts in good faith to pursue goals and initiatives.

Suggestion to continue to focus on students and initiatives, and not on numbers. Feedback response was that numbers are of interest to the Instruction office, as they work with numbers in relation to growth.

Past plan included three key steps: seek students, keep students, and help them complete. At the last meeting the committee discussed coming up with the next step and agreed to spend this semester looking at developing the 2017-2018 plan. It would be based on a two year structure, with one year a sustainability year and the following a growth year.

A fourth step was mentioned which includes Research and having evidence based information. Some concern was mentioned regarding the fourth step and the committee being reliant on Research for providing data, and again a concern about the committee being too concerned about the numbers. An added point was that it was understandable that everyone wants results, and that everyone needs to be accountable, but that this committee's objective is to provide ideas, and to serve as an advisor role on how those ideas might be implemented. A preference was expressed to refrain from thrusting the committee into the arena of the Research functions of the college, including data collection and analysis.

Following the Committee Overview review the Committee agreed to focus on the Seek and Keep part of the management plan during this meeting, and that the next meeting could focus on the third and fourth step and consideration of the Committee's role from a purely advisory position.

## 1. Review Draft Enrollment Management Plan - 2017-2018

### a. Goal 1: "Seek"

#### Overview:

Give consideration to other known plans in existence on campus that are being put forth by other committees. Once the Committee finalizes the Enrollment Management Plan it can then be offered out for a broader review. Once feedback is received, the Committee can then work out how to put effort into moving initiatives forward and plan for periodic checkpoints.

Develop a comprehensive marketing plan linked to the Educational Master Plan and other strategic planning efforts in the following areas:

- Enhanced diversity.
- Co-marketing plan – transfer and CTE.
- Successful transition to college from pre-college.
- Help students who want to come here by providing tools.
- Focus on pre-college to college.

#### Discussion of strategic planning:

It was noted that when students are already in school it is much easier to reach them and that the challenge is how to reach those who are not in school and who have been out of high school for a number of years. It was mentioned that not all students in the area grow up in families that are accustomed to the idea of attending college. There is

even a population where talking about enrolling and going to college can be met with resistance. Question posed on how to draw a person already working, at a lower paying job, into wanting to attend college. It was also noted that if you are a single parent working more than one job, that it can be hard to envision having room in life for college. Those with similar circumstance who do attend college are strongly motivated. Some of their reasons may include wanting to improve the chances for a better future for their children and wanting to set a good example for their children.

A movement in recent years in some of the school districts has been to develop programs and activities which promote attending college. While current young students are in place to readily receive encouragement to attend college, questions were posed regarding how to connect with the various populations who are already out of school. How do we encourage college attendance? What institutions should be contacted? What interests, what work connections, and what organizations might the different populations be connected to that could provide access for sharing messages about the benefits of attending college?

The next question posed was in regards to if we develop a marketing plan to reach those individuals what would be the draw? Marketing has focused on a few key points, and they want to continue that intentionality, which includes selling higher education as an idea, and building a college going culture in the community. This area has some significantly lower college degree attainment statistics than the national average.

Lists were made of programs already being implemented, ideas for future consideration, and suggestions for outreach.

Programs already being implemented:

- ACE program to entice students back to completing degrees.
- Promotion of Career Technical Education program.
- Outreach from the college when counselors go out for high touch events and orientations.
- On campus events such as Preview Day for high school seniors and 8<sup>th</sup> Grade day.
- Radio ads.
- Increase participation in collaborative efforts (Reach High Shasta, etc) to improve college readiness.
- Increase the First Year Experience activities/interactions.
- Early Alert notifications.
- App in planning stage

Some suggestions for future consideration:

- Encourage an increase in messages from districts regarding students attending Shasta College. Perhaps at school that are displaying college banners to ask them to include a Shasta College banner.
- Student focus – Create and implement a student intake plan to include a review of acceptance messaging and an update of enrollment literature.
- Improve access to student services through a variety of innovative practices.

- Web site has been a focus of the Committee. Since we can't do an overhaul there is an idea to create only a new front end for the college website.
- Increase message at high schools that Shasta College is a first choice option and share the message regarding cost savings and the Transfer program.
- Student testimonial videos posted on YouTube.
- Implement an automated BOG fee waiver application process.
- Create and implement a "student intake" process.
- Explore phone alerts. An updated was to connect with students and keep them engaged. Declining number of students responding to email. It was mentioned that the text message system *Regroup* would allow students to opt in for messaging
- Instructor ability to pull up the roster to have cell phone information and the option to be able to text students.
- Consider an anonymous faculty survey regarding enrollment questions.

#### Suggestions for Outreach:

- Faith bases organization, some of which have a broad reach.
- Promote college through organizations such as YMCA, Sun Oaks, Girls Scouts, and Cub Scouts.
- Reach out to a greater spectrum of the public at events, such as a Monster Truck Show or other various cultural events where people meet and talk. Could be an opportunity for more exposure at those venues.

#### Things to consider:

- If a person doesn't have family support to attend college, there can be more to overcome. What is the best approach to publicize the benefits and reach those individuals?
- Keep the reality of what students face in mind as we develop plans to seek and keep students.
- Respond immediately to potential students reaching out to college with questions.
- Technology issues to consider. There are students who are very tech savvy and others who have never even word processed. Suggestion that there needs to be a track for those who need assistance in the tech world. There are also those who have some computer experience but have limitation with access,
- Building personal connections between staff and students is important. Examples provided by faculty member Leroy Perkins, who teaches online and stressed the importance of connection and engagement, included:
  - Sends students personal notes, and tries to be very supportive.
  - Provides reminders to students regarding upcoming assignments and exams.
  - Shares with students that he cares about their progress.

It was noted that in an article about the new Chancellor, how Eloy Ortiz Oakley was bringing with him a social justice and equity perspective. In addition to promoting the notion that community colleges are bridges to the economic divide they would be taking that on as a goal.

b. Goal 2: “Keep”

Next Steps:

- Walk through and take a look again at Goal 2 – Keep.
- Pass on Goal 3 and 4.
- Review and Highlight any gaps before next meeting. Do another pass in November and spend more time in December on next steps.
- Share with campus in the spring to get feedback.
- Sunset the 14-17 plan and launch the 17-18 plan.

Adjourn 3:00 pm