



Enrollment Management Meeting

Tuesday, November 1, 2016

2:00 PM – 3:00 PM

Room 2314

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: Michelle Fairchild, Lorelei Hartzler, Tim Johnston, Jim Kortuem, Leroy Perkins, Debbie Whitmer, Susan Westler

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.

The September 6, 2016 and October 4 minutes were confirmed by the committee.

Questions posed in regards to the October 4th Minutes:

- Does Shasta College have a presence at the Shasta, Tehama and Intermountain County District Fairs? Outreach Plan is in development and will eventually be published.
- Are there any current outreach tables on Saturdays at the Shasta Fair Mall? The response is that we have done that in the past, but not this semester. Further explanation was that there has been more focus on media campaigns, in lieu of high touch activities.
- Would it be possible to have outreach information at the Christmas Tree sale on campus? In response it was suggested that outreach resources be placed at the payment tables.
- It was mentioned that the Student Success Center has been a very valuable new resource for students. A check in system has been installed for reporting head count and one reason for checking in.
- A Financial Aid survey was also helpful in the short term. The initial roll out had good response, but then waned. Faculty have a perspective that more student comments result from negative experiences or when someone is unhappy with a situation.

1. Review Draft Enrollment Management Plan - 2017-2018

In December will return to Goal/Step 2 and then do a review and prepare a draft. The committee can review prior to the December meeting as well.

a. Goal 3: "Complete"

Tim shared that it is explicitly connected with research based feedback. Students Connected to College Mission (Directed, focused links direct to the Strategic Plan.)

Several questions were posed. Is there a relationship between keeping (retention) and completing? It was commented that you would think one would lead to the other, but is this true? Are most students pursuing degrees or certificate completion? Thoughts regarding identifying course taking behavior?

Comments on Retention and Persistence

- Create initiatives that keep students in a course through the semester, and then retain them into the next semester.
- Motivation – why do students come here, for completing certificates or degrees, to improve their lives?
- STEP Up program – having success, partnering with Good News Rescue Mission. Waiting list to get into the program.
- Seasonal work can interfere, with firefighting used as an example for some students.

Thoughts on First Year Success

- Support students in building sense of community.
- Provide students with access to academic support.
- Some students may not have a long clear view of why they are here, and they can meet with counselors explore options and create a strategy.
- The Student Success Program provides resources to students that encourage and ensure they complete orientations, counseling appointments, assessments, and ed plans.
- TRiO, DSPS, EOPS are programs that help give students exposure to services.
- The Financial Aid Dept. makes efforts to encourage students to connect with programs so that they get support.
- If we can get them here then we can lead them to resources.
- Expose students to the good reasons to go to college beyond getting a job.

Recommendation by Chancellor's Office for the Hobson Starfish Early Alert and Ed Planning program. Adoption of program is currently being vetted through committees and councils. Appears it will on the Board Agenda in December. Program also does more than just Early Alerts and Ed Plans.

Questions posted regarding the program:

- How many faculty use the Early Alert? Response was that we could find out from the reports. ** Reports showed that 21 faculty utilized Early Alert reporting during the 5th week reporting and 25 faculty utilized it during the 10th week reporting.*
- Will the new system address progress reports? It was stated that the number of forms and paperwork required creates frustration for students, especially those who take classes online and are not here in person.
- Would it be possible to drop students like they do at Census, in lieu of completing forms?

- Could one sent text messages, in addition to email through the Hobsons Starfish program? Response was that it was thought to be flexible with options to arrange for more than one contact option – ie text and email.
- Leroy Perkins shared that he usually communicates with students online.

Some students don't claim their certificates or AA degrees, even though they transfer to four year programs. Shasta College can claim credit for them based on their course taking behavior, as well as for completion of certificates too. Sonia Randhawa shared a very clear message during the High School Preview Day regarding the benefits of completing an AA degree prior to transferring to a four year program. She illustrated the path of two students transferring to a four year university, and how one student completes her AA and locks in the courses completed as part the transfer. The other student completes the same classes, but doesn't complete the AA degree. The other student then attends a four year university and ends up having to take more classes to finish then the student who transferred with her AA degree. This in turn costs the second student more money and it ends up taking more time to complete the BA or BS degree.

Other factors listed:

- Metrics, repeatability restrictions, have to complete in a certain amount of time, qualifying for financial aid.
- Have to work within guidelines of government in order to reap benefits of available financial aid.
- 75% of students take at least one foundational course. Some come to get their GED, and along the way get a job or when in a program discover they
- CTE program are being looked at, as students discover they can achieve success through programs like Welding, Diesel Technology, Automotive, and Industrial Education

It was commented that making sure hope stays alive is an important factor in all four of the categories. Trying to infuse that into Student Success Programs, which is a very intentional program.

It was also mentioned that the college develop required services and begin to offer upper division courses to the first cohort of students in the HIM Baccalaureate degree program. It was added that the program started with 11 students participating, but the number has dropped.

Buffy and the ACE and BOLD programs were briefly mentioned.

b. Goal 4: "Promote a Culture of Inquiry"

Next Steps: In December will return to Goal/Step 2 and then do a review through the entire document and prepare a draft. As time permits share with other people for feedback and bring that back.

Adjourn 3:00 pm