



Enrollment Management Task Force – Minutes

Monday, February 29th, 2016, 12:50am

Lecture Hall (2734)

The purpose of Enrollment Management is to create a holistic approach to enrollment management, including recruitment, access, retention, educational plans, enrollment pattern data, and constraints of financial, physical and human resources.

Membership:

<input checked="" type="checkbox"/>	Nick Akinkuoye	Chief Instructional Officer, EMTF Co-Chair
<input type="checkbox"/>	Sergio Lopez	Chief Student Services Officer, EMTF Co-Chair
<input type="checkbox"/>	Tina Aguirre	Dean of Health and Public Safety
<input checked="" type="checkbox"/>	Trinidad Arguelles	Counseling Chair
<input type="checkbox"/>	Craig Blek	Business Department Chair
<input type="checkbox"/>	Jeff Cantwell	Director of Application Services / Information Technology
<input checked="" type="checkbox"/>	Gloria Carmona	Director, Admissions & Records
<input checked="" type="checkbox"/>	Jose Carrillo	Director of Institutional Research
<input checked="" type="checkbox"/>	Ted Ceasar	Dean of Counseling
<input type="checkbox"/>	Dolores Diaz	Director of Student Support Services
<input checked="" type="checkbox"/>	Kathleen Dorantes	English Chair
<input checked="" type="checkbox"/>	Dave Drury	Exercise, Wellness, & Sports Chair
<input type="checkbox"/>	Gaylla Finnell	Distance Education Coordinator
<input type="checkbox"/>	Carlos Fletes	Director of Fiscal Services / Business Office
<input checked="" type="checkbox"/>	Bill Gay	Public Relations
<input type="checkbox"/>	Daniel Gilison	Science, Math, and Engineering Chair
<input type="checkbox"/>	Becky Green	Director of Child, Family, and Consumer Science
<input checked="" type="checkbox"/>	Carol Hegarty	Humanities & World Languages Chair
<input type="checkbox"/>	Jose Lopez	Industrial Technology Chair
<input checked="" type="checkbox"/>	Mike Nicholas	Publication Designer
<input checked="" type="checkbox"/>	Norma Nunez	Director of Student Success & Support
<input checked="" type="checkbox"/>	Sydney Rice	English as a Second Language Chair
<input type="checkbox"/>	Lilia Sandoval	CalWORKs Counseling Coordinator
<input checked="" type="checkbox"/>	Lisa Seals	Director of Financial Aid
<input type="checkbox"/>	Efrain Silva	Dean of Economic & Workforce Development
<input type="checkbox"/>	Veronica Soto	Director of Transfer & Articulation
<input type="checkbox"/>	Kevin White	Behavioral & Social Science Chair
<input checked="" type="checkbox"/>	David Zielinski	Dean of Arts, Letters & Learning Services

Recorder: Melody Chronister

Guests: James Patterson

A. Call to Order

VP Akinkuoye called the meeting called to order at 12:55pm.



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A. Discussion Items

a. Review FTES Revenue Targets for 2015-16

Exploring fast track courses to add to boost our numbers, presently projected to be ~55 FTES short for this year. Waitlist demand data only identifies BIOL100 and ART100 as having a large (30+) unmet demand.

b. 2016-17 Schedule Development Update

Still need FT selection from some. PT selection should be done by the end of mid-May for Fall 2016 to meet publication goal of June 1st.

c. What Worked and What Did Not for Fall 2015 and/or Spring 2016

(5 minutes per department/area)

- Counseling

- **District Counseling**

Trini surveyed counselors. There is not a clear pathway due to Scheduling differences. Psychology was one issue brought up. Waitlist format = students complained about only getting emails. Suggestion was made to add them automatically. Ongoing conversation. Suggestion was made to look at text messages instead of emails.

- **Transfer / Articulation**

Suggested better scheduling of ADT courses.

- **EOPS**

Not present.

- **DSPS**

Not present.

- **Assessment**

Students are coming in and are also being contacted if determined to be at risk. Starting tomorrow going to the high schools to promote next year enrollment. We need to have more advertising material for individual programs that can be used at outreach events. Working



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with students at risk of losing BOGG (507 students). May 14th is next Saturday First Step Welcome event from 8am to 1pm – would like to see more faculty participation.

Requested faculty to please refer struggling students to Norma's office before they fail the class – be proactive. Use Starfish.

Additional funds are coming in via SSSP. Only 27 faculty used in Starfish in Fall 2015. Automatic flagging of poor student performance only works if faculty put grades in Blackboard. Starfish flags that are raised by faculty will be addressed immediately. Norma shared that if faculty do not want to use Starfish they can send her an email with the student's name and G number and her team will follow-up.

Jose Carrillo is putting together a survey on student equity for faculty to identify gaps at the section level. Trying to determine what faculty need to improve these gaps.

- **Admission and Records**

Academic dismissal: In appeals students do not write anything. They have to sit out for a semester and then meet with a counselor to make a corrective plan. Dr. Nick would like to see us give students a chance to take less courses then just kick them out.

Cancelled classes: Students come in wanting to know why they are dropped... doesn't seem they are being contacted. It is supposed to be the department secretary that contacts the students. It may be that they are not reading email... possibly instant messages?

Census Rosters: Encourage faculty to drop no shows. Rosters are coming in with drops as late as today. This does not reflect open seats during late add period.

What Worked: printed schedule. Ran out. Students are using them.

What Did Not Work: Need late-started classes published more effectively.



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- **Financial Aid**

Appears students are selective about emails... because they are responding to financial aid emails. Late drops are a concern for financial aid as well as it is a liability to the College if they have to pay back the funds issued to the student and add it to the College's outstanding receivables.

- **Student Affairs**

Not present.

- **Arts, Letters, & Learning Services**

Student services has built a good infrastructure with student equity and SSSP funds. Need to bring in faculty and make it a collaborative effort. Seems like we are not in a position for growth. Reviewing raw data about ENGL and ESL reflects that since 2012 enrollment has dropped 40% and 46%. Do other departments have similar patterns? This appears to coincide with the closure of the satellite campuses. Have we looked into going back out in the community again by offering courses elsewhere? Dr. Nick talked about offering courses in the evening at the Alternative Ed locations. An MOU was created. ICOE has not yet signed the MOU. This is an ongoing discussion as well as dual enrollment.

- **English**

For spring 2016, 5 classes cancelled were MWF, 4 at night. Only 1 during the day. Reviewing future scheduling based on this data. Composition has healthy enrollment. Lack of reading as a requirement is really hurting of the department. A total of 6 of 8 reading courses were on the jeopardy list. A reading task force has been established to discuss this.

VP Akinkuoye shared that some students have express distaste for Friday classes, but based on limited room availability we have no choice but to incorporate Friday courses in our schedule.



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- **English as a Second Language**
No Comment.
- **Humanities**
Also experiencing low enrollment in art history at 2-5:10pm, same with the music history courses. Maybe we should consider putting campus hour later? It seems like high school students are not taking courses like they used to.
- **World Languages and Speech Communications**
Not present
- **Economic & Workforce Development**
 - **Business**
Enrollment is good except the Legal program, which has already been deactivated and is being phased out.
 - **Child Family and Consumer Sciences**
Not present.
 - **Industrial Technology**
Major enrollment/program challenges with EWIR and RNEW courses. Meeting with faculty to discuss these issues.
With funding increasing to CTE, need to analyze our programs to see where we can grow.
- **Health & Public Safety**
 - **Nursing & Allied Health**
Not present
 - **Public Safety**
Not present
- **Math & Sciences**
 - **Behavioral & Social Sciences**
No present.



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- **Exercise, Wellness, & Sports**

No comment.

- **Math**

Not present.

- **Science**

Submitted in writing from the Chair: For enrollment management in Science, I would say that most science classes fill, as usual, but there are two areas of concern for enrollment:

1) Night classes in some science fields do not fill as well as the day classes.

2) Elective classes in biology are not filling as well as they have in the past.

Finally, in the science, most faculty are completely maxed out in the number of units that we can teach, so the only way to teach more sections of any of these classes would be to add additional full-time faculty in the sciences, especially Chemistry and Biology.

- **Public Relations / Marketing**

The added classes were posted on Facebook with a “boost” investment. Students want information coming on Facebook per counseling.

The bus situation from Calxico is a problem – which may be part of the reason why enrollment is declining. Bill confirmed we have heard this as well in visioning. Sounds like we may want to sit with someone from that company. Ted indicated that he was told they have been responsive and have improved their bus route/times/capacity. Their schedule is built around IVC. We make up about 30% of their riders.

- **Business Office**

Not Present.



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- **Institutional Research**

We added a one question survey for students who dropped classes to see why they dropped. 139 students participated. Responses included: Did not like time/day of class 25%. Financial aid 23%. Textbook 22%. Instructor 18%, Difficult 15%, didn't need course 11%.

The Evening population does appear to be shrinking. Suggestion was made to have more hybrid courses.

B. Next Meeting Date(s):

Previous meeting it was suggested to have quarterly meetings. Keeping in mind off-contract challenges, the next meeting could be:

May 31 (Tuesday) 12:50pm-1:50pm Board Room **-or-**

June 3 (Friday) 12:50pm-1:50pm Board Room

Topics include: Summer enrollment performance, 16/17 FTES targets, and 17/18 Schedule Development

C. Adjournment

VP Akinkuoye adjourned the meeting at 1:55pm.