

DISTRICTWIDE ENROLLMENT MANAGEMENT ADVISORY COMMITTEE
October 2, 2017

SUMMARY

MEMBERS PRESENT: Albert Abutin, Gigi Blanche, Dana Clahane, Dale Craig, Monica Gomez, Jolena Grande, Martha Gutierrez, Vaniethia Hubbard, Richard Hartmann, Deborah Ludford, Cheryl Marshall, Lisa McPheron, Jose Ramon Nunez, Jeremy Peters, Katy Realista, Bryan Seiling, JoAnn Stehly, and Laurie Triefenbach.

ABSENT: Santanu Bandyopadhyay, David Booze, Jennifer Combs, Gilbert Contreras, Cherry Li-Bugg, Anna Novisoff, Jennifer Oo, Cheeraphan Schneider and Fred Williams.

VISITORS: Joyce Carrigan

Chancellor Marshall called the meeting to order at 3:07 p.m.

SUMMARY: The summary of the May 1, 2017 meeting was approved as submitted.

WELCOME & OVERVIEW:

Introductions: Jeremy Peters from Cypress College Hotel, Restaurant & Culinary Arts will replace Kathleen Reiland, and Dennis Davino from NOCE LEAP will replace Jorge Gamboa on the committee this year.

Review of Committee Purpose & Membership: The question was raised about how long the term of membership is on DEMAC. Dr. Marshall will bring a proposal back to the committee regarding term limits.

Enrollment Management Model: Dr. Marshall distributed a graphic illustrating the Enrollment Management Process.

16-17 DEMAC Self-evaluation: Results from the survey taken at the last DEMAC meeting (May 1, 2017) were distributed. Dr. Marshall was interested in finding out why some of the ratings were fair and poor on communication and access to information. She asked that if anyone had concerns to bring them up for discussion or contact her directly.

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UPDATE ON ENROLLMENT:

16-17 Report; Fall 2017: Fred Williams reported that enrollment is not much lower than last fall. Capacity is good and classes are filling up. The goal for WSCH/FTEF is 565 and ours is 446 for Cypress College and 499 for Fullerton College. The goal for FTES/FTEF is 17.5 and ours is 14.9 for Cypress and 16.6 for Fullerton.

NOCCCD has more students but lower FTES than some colleges because many of our students are working and going to school. The state expects a fulltime student to carry 15 units

per semester. Because so many of our students are working, for them taking 9 units represents a fulltime load. It is difficult to make up the difference in FTES even with such a large number of part-time students attending classes. Without the 15 unit students, we lag in enrollment according to the calculations. We have to consider this when planning Guided Pathways. Most students will be taking 9 units per semester, not 15 units. The transfer point for most Guided Pathways is at 60 units. It would take our students 6 years to transfer. Jose Ramon Nunez remarked that a target of three years for transfer is achievable if students take 10 units/semester and attend during spring, fall and summer terms. They can also boost units with dual enrollment by taking classes while still in high school. Students could conceivably come in as freshmen with one semester already completed.

Dual enrollment can also set up students for success because they can meet with a college counselor while they are still in high school. This will help them to get into a cohort or become part of a community of like learners and receive positive academic and social support when they start college.

Bryan Seiling remarked that it is important to keep returning students on path, too. Jose Ramon Nunez said we could support them through the “bucket” approach of building a feeling of community for students who are taking the same subjects through guided pathways.

REVIEW OF PROGRESS:

IEPI Action Plan Summary: Dr. Marshall reported that we have eliminated two systems, consolidating the processes and systems we use for enrollment management. Tableau used by Cypress College and Fullerton College is being upgraded to allow for unlimited user licenses and will be able to be accessed offsite as well as on campus. A procedure manual for Dashboard is currently being worked on.

Subgroup Reports:

FTES Target Setting: this group has not met this year.

Scheduling: Jose Ramon Nunez said the Fullerton College Winter Session proposal is almost completed. He will send it to Cypress College so they can add their information to the report. It will then be sent to Chancellor Marshall for her to discuss with Chancellor’s Staff.

Reporting: The focus has been to look at the 320 Report 2016-17 and recalculate some of the data so that we can capture more FTES. Corrections need to be completed by October 13 and sent to Kashu Vyas. She will submit the report to the state by November 1.

Outreach/Recruitment: Lisa McPheron handed out a report showing Spring and Summer Enrollment Efforts by the Offices of Communication. Fullerton College sent emails to targeted buckets of students. In response to the IEPI Plan B.2, Develop and implement a comprehensive marketing plan and budget. Lisa said she would like to work with Kai Stearns Moore on a plan and budget as well as put together a workgroup to address this area of focus.

Dr. Marshall asked about in-reach activities - efforts to reach students who are already here. Student data is needed for push out communication and she suggested possibly using customer relations management software to do this. Lisa McPheron mentioned that most of the in-reach

has been done with email, which many students ignore. She said the colleges have also used Facebook, Instagram and Snap Chat. Dr. Marshall brought up information from an ACBO workshop that suggested using text messages for enrollment management instead of email. It was also mentioned that the discussion on implementing Drop Surveys continues.

Success/Retention: The group has not met this year. They will be meeting virtually and will start to identify best practices.

DATA AVAILABILITY/REPORTS:

SPMS2: Deborah Ludford said the full release of SPMS2 is nearly ready. Cherry Li-Bugg will arrange for additional training for staff.

Communication and Training: Vaniethia Hubbard shared a color poster she created explaining the 320 Report. She and others have used it to inform NOCE faculty, staff, and the community about the 320 Report and the importance of FTES.

Chancellor Marshall presented information on non-credit growth at Mt. SAC. She also showed PowerPoint slides from an ACBO Workshop on Declining Enrollment that she attended. Some items brought up were summer shift, Distance Ed, marketing, in-reach, and SERPs. Dr. Marshall said she would send the link to the full ACBO report to DEMAC members.

ENROLLMENT STRATEGIES:

Distance Education: Dr. Marshall again brought up the ACBO presentation and suggested the increased use of Distance Ed classes to increase enrollment.

Change in Registration Dates in Region 8: Some local community colleges are moving registration dates up to capture more students. Citrus College is allowing students to register for two semesters at once – summer and fall, winter and spring. Many colleges are starting their spring registration in October. NOCCCD is starting spring registration at the end of November. Fall registration at various colleges started on May 8, May 15, and June 9. NOCCCD started fall registration on July 11. Our students might enroll elsewhere to make sure they get the classes they need. Dr. Marshall said that with Guided Pathways, students can plan for the whole year, and if they could register for the year, we would certainly hold onto more of them.

Dual Enrollment: Chancellor Marshall mentioned that money has been set aside to help make Dual Enrollment work. The money can be used for hiring Hourly employees, student mentors, program managers, or other support personnel. Materials and items deemed necessary to ensure student success are also options for the money.

DISCUSSION OF GOALS FOR 17-18:

Proposed Goals: Dr. Marshall handed out a sheet with a draft of the proposed goals for each group in DEMAC. She reviewed this with those in attendance and asked for comment.

SmartSheet List of Enrollment Management Activities: The informational sheet was given to members to review on their own.

NEXT STEPS:

Dr. Marshall said the FON and 50% Law are important, and she will continue to keep up on what is happening with them in the state legislature.

ADJOURNMENT: The meeting adjourned at 4:42 p.m.

NEXT MEETING: November 6, 2017 at 3:00 p.m.