

## Enrollment Strategies Committee Meeting Summary

Monday, February 6, 2017  
3:30-5:00 p.m.  
Griffin Gate

**Vision:**  
Changing Lives through Education

**Mission:**  
Grossmont College is committed to providing an exceptional learning environment that enables diverse individuals to pursue their hopes, dreams, and full potential, and to developing enlightened leaders and thoughtful citizens for local and global communities.

**Present:** Agustín Albarrán, Javier Ayala, Israel Cardona, Martha Clavelle, Judd Curran, Beth Duggan, Nadra Farina-Hess, Janet Gelb, Oralee Holder, Tate Hurvitz, Brian Keliher, Lorenze Legaspi, Lisa Maloy, Bill McGreevy, Dee Oliveri, Mike Reese, Lorena Ruggero, Reyna Torriente, Renee Tuller, Katrina VanderWoude, Cary Willard, Susan Working, Tina Young

**Guest Presenters:** Christopher Tarman, Kerri Ewing, John Valencia

**Absent:** Wayne Branker, Marsha Gable, David Mullen, Shirley Pereira (Sabbatical), Marsha Raybourn, Aaron Starck

**Recorder:** MaryAnn Landry

Katrina welcomed everyone and distributed two handouts: 1) Spring Intersession Comparison, and, 2) 2016-2017 320 Report as of 2-6-17 (including both resident FTES, non-resident FTES & WSCH-FTEF-FTES Report). Since there are now multiple representatives from each division, Katrina welcomed new members. Committee members introduced themselves.

Katrina asked for members to quickly mention anything they had to share regarding enrollment management-related events in their areas. Cary mentioned the students really like the Saturday offerings. Katrina mentioned the launch of the classes at Las Colinas, Javier mentioned the Home Cooking Essentials class on Saturdays which we also hope to offer in the summer; Agustín mentioned hearing a lot of buzz about the online fitness/walking class.

### **1. Enrollment Status – Intersession at census and spring overall as of 2/6**

Katrina referred to the handouts and noted the increase in % of intersession over last year. This year Intersession was 4 weeks. This handout is the numbers as of the census date.

The 320 Report handout separates the resident numbers from the non-resident numbers. This data is as of this morning. Beth asked if it includes 2<sup>nd</sup> 8-week classes. This is what is trending right now before census. If there are students registered in the 2<sup>nd</sup> 8-week classes, they are included in this report. If we add in the non-resident FTES we are under 500 FTES shortfall.

## 2. Enrollment Report & EMA Status.

Chris Tarman distributed the GCCCD Enrollment Management Analysis (EMA) Report User Guide. He also displayed the EMA report in the GCCCD Reports screen. (Enrollment Management Analysis) It is ready for use, but additional tweaks are coming. Testing the report has resulted in <1% margin of error. However you are the last bulwark to validating the data. He asked that if you see something that needs to be fixed, please contact him.

After the census date if there are any enrollment changes they will not show. This report is as of census. It can be filtered in several ways including by division & by department, and by active and canceled sections.

An additional filter is the Section Accounting Method. The standard 16-week section has a weekly accounting method, so choose "W". "D" is for daily census and is for short term sections which meet the same # of hours each class session. "P" is a positive attendance class (OEOE and sections which do not meet the same # of hours each class session). "X" is for non apportionment classes (non-FTES-generating). There was also some discussion on "I" – which is for alternative sections including online and work experience. Unfortunately Chris cannot add a key which explains this, but if you hover over the column heading, a brief summary of these definitions will appear on the screen.

This report is a single repository of all the information you will need to plan semesters. There are a mix of data points to help you look at the past history. You can estimate for 2017FA. You can also download the report into Excel to play with the data.

"Effective FTES" is based on the ETY report from Mira Costa. It will give your estimated, actual or census data. They will add a column with Actual FTES.

Oralee asked how this applied to retention. Right now this report is not looking at retention data. It is frozen at census.

In order to download this to Excel do not use the usual "Save" icon. Instead there is a hyperlink embedded in the report "Download to Excel". This way the information will be easy to access. Using the "Save" icon will nest all the information. Chris also mentioned resurrecting the Daily Term Comparison Report. It is college-wide data only. It provides snapshots of 4 weeks prior to the semester, 2 weeks prior to the semester and the 1<sup>st</sup> week of the term.

Susan asked if we can calculate how much FTES was lost due to canceled sections.

Chris also mentioned that there will be additional training in Excel so you can see the various ways this report can be used and what types of conclusions can be derived from the data.

### **3. Summer schedule building strategy – High Schools, Online Facilities, etc**

We are in the process of building the summer schedule. Our local resource for promotion is Lorena and the district resource is Kerri. One person asked what the outreach plan is for the summer and 2<sup>nd</sup> 8-week session. Another question is what facilities/buildings will be available to use in the summer. Lorenze stated that they would like to consolidate as much as possible to save on heating/cooling costs. There are a few courses that need specific rooms. We will work with the scheduler to make room determinations. Oralee mentioned that last summer we were limited to using building 34 for the 8-week classes. How do we add classes if we are limited to that building. We are no longer limited to building 34 for these classes.

Lorenze mentioned that with the new chiller system we are no longer limited to certain buildings. Reyna added that 21-235 will be closed due to summer construction.

For summer FTES to be pulled back, the class has to start before 6/30 and end after the fiscal year end. Any classes which start after 6/30 will be counted toward the next year's FTES.

Another question asked was if we will be able to hold Friday and Saturday classes during the summer. Katrina replied that this is part of larger discussion. We are looking at what kind of accommodations can be made depending on the volume of students and the student services needed.

### **4. All things Marketing, Promotion and Advertising for second 8-weeks, summer and beyond. Coordinating efforts with definitive timelines discussion – Guests: John Valencia, Kerri Ewing**

Katrina invited Kerri and John to speak about marketing. They distributed a handout – “District Marketing Update – SP2017”. The first page describes what has been done district-wide. The 2<sup>nd</sup> page is the GC efforts. Retargeting ads are those which follow the internet user after they have left our website. This is a low-spend item. They also mentioned that Pandora, FaceBook and Instagram are popular. Lorena also mentioned that links have been sent out in emails. The tendency is for people to see an advertisement 9 times before they will act on it.

Heat mapping is a new tool to see where on the website people are clicking the most frequently. The handouts show examples of high-traffic areas. It also shows where we need to improve the website. This went live two weeks ago.

Lorena mentioned the specific campaigns for GC which included lawn signs, electronic message boards and social media. A retargeting campaign is set up to encourage people to come back and enroll. We have no analytics yet on Pandora or Spotify. Usually these have high numbers.

Katrina mentioned that we are working to build summer by 25%. The deans are connecting with the high school principals. We are marketing the summer classes as much as possible. We are

even marketing to those graduating from high school and going straight to university, hoping they will take one class with us in the summer.

John mentioned they are working on an overlaying calendar with the District, CC and GC. He also mentioned the parent portal at the high schools. Every parent can log in to get information. They are looking at possibly offering an incentive that one person who registers can win free tuition for one semester. However we are hoping to look at the analytics for this. The Foundation may donate the cost of the tuition.

Judd mentioned additional changes to the website should include the content of the pictures on the web site. Other colleges show people in labs or working with equipment. Most of our pictures show people sitting around the campus. We could include more pictures of science labs, AOJ classes and Griffin Radio. He also raised the question of mailing out the class schedules. Other districts feel that is their most effective tool. Several members agreed that there is no substitute to a class schedule in people's hands.

Other ideas suggested were 1) targeting adds for CTE careers, 2) advertising more to military institutions. John also mentioned the Alumni Fest which will be held on 3/25. Last year 2,300 alumni attended. The goal is to have 5,000 attend. They are recruiting to reconnect with alumni so they return to take additional classes.

Katrina thanked John and Kerri and invited them to join AAC on Monday to brainstorm the overlay calendar.

##### **5. Next meeting...**

The next meeting is scheduled for March 6.

The meeting ended at 5:00.