

Enrollment Strategies Committee Meeting Summary

Monday, November 2, 2015
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: Javier Ayala, Martha Clavelle, Marsha Gable, Janet Gelb, Chris Hill, Oralee Holder, Tate Hurvitz, Brian Keliher, Marsha Raybourn, Mike Reese, Susan Schwarz, Aaron Starck, Katrina VanderWoude, Evan Wirig

Absent: Agustín Albarrán, Lisa Maloy, Dee Oliveri, Paul Turounet, Paul Vincent, Debbie Yaddow

Guest: Bonnie Ripley

Recorder: Linda Daley

Katrina announced that Bonnie Ripley will be joining the meeting later today to share the work being done on program mapping.

Evan congratulated Katrina on successfully getting the drop for non-payment moved from January 15 to January 8 for the spring 2016 semester. Having this date set to an earlier time should help us do a better job with enrollment management.

Enrollment Strategies Subcommittee Update

Katrina shared that the Enrollment Strategies Subcommittee has been meeting. The group includes faculty representatives from each division, the instructional deans, Tate Hurvitz, Evan Wirig, Marsha Gable, Martha Clavelle, Renee Tuller and Aaron Starck. They have been discussing what needs to take place at the front end of each semester.

Oralee said there have been two meetings. At the first meeting on Friday, October 16 the group met for about 40 minutes. They discussed what the goals of the subcommittee would be and settled on keeping the focus on the spring, 2016 semester in order to mitigate the problems we experienced last fall. Everyone was asked to come back with three bullet points outlining areas of concern for discussion at the next meeting. Aaron was asked to provide data regarding drop for non-payment and academic disqualification.

The second meeting was held Wednesday, October 21 and that meeting was a working meeting that focused on the issue of drop for non-payment. Because the date that was set is so late in the cycle of events it impacts decisions about what courses should be cancelled too close to the beginning of the

semester. Aaron shared that some colleges do rolling dates, but it was decided it would be better to adjust the date to an earlier one. Katrina took that recommendation to DCEC and it was approved.

Oralee shared that Student Services is very well represented on the subcommittee and their voices are extremely helpful. She also said it was helpful to the subcommittee to have a second meeting so soon after the first one.

Katrina said that many of the conversations that came out of the subcommittee will be helpful to this group. The subcommittee is meeting again this Wednesday and will focus its work on a calendar of enrollment management events that can be used each semester, such as consultation dates between the deans and the chairs. Oralee added there are still challenges because the chairs are on vacation before the semester begins and may or may not be available to consult with their deans on the low enrolled classes in their department.

Katrina reminded everyone on this committee they have a responsibility to share with their divisions the results of these meetings and to also bring issues back here from their divisions.

Katrina asked Aaron to provide the messages that are sent to students to inform them of the drop for non-payment process.

Calendar and Significant Dates

Katrina said the Academic Calendar Committee recently held two meetings. The proposed calendar was taken to DCEC last week and was approved. The committee did not move forward with a proposal for a two year calendar, as they were tasked, due to the conversations that are now taking place about moving to a compressed calendar. Tate said there was a presentation at Academic Senate today providing both the pros and cons of the compressed calendar. They will be revisiting the topic at the next Academic Senate meeting and the meeting summary from today's meeting will be available at the end of this week.

Katrina shared that we are moving closer to calendar alignment with the GUHSD. Our fall 2016 semester will start a week later than it has for the past two years. This will put us in alignment with other community colleges in our area. This will also allow us a 4-week intersession as opposed to a 3-week intersession.

Summer 2016 will offer an 8 week semester, a 6 week semester that begins two weeks later and targets graduating high school students and two 4-week semester options. Oralee asked about how the chairs will know how to schedule these classes. Katrina said that is all work that has to be analyzed. Part of it will be conversations with the East County Education Alliance and will include marketing campaigns at the schools.

The GUHSD is also working to be in alignment with our calendar and we hope to be fully aligned by 2017.

Enrollment Management Plan Team

Katrina said we need to formalize an enrollment plan. She asked for volunteers to reach out to other colleges to look at their plans and see what our peers are doing. Tate said he will be at the state plenary this week and he will ask there. Javier and Aaron agreed to serve on a small committee to look at the materials acquired and begin the process of creating a plan. Chris will see if Chris Tarman is available to serve on the committee. If not, she will be part of it. Mike said he will also ask around.

Two-Year Scheduling Plans

Katrina said creating two-year scheduling plans will give our students and adjuncts confidence that scheduled classes will run, and not be cancelled.

Bonnie shared that a program mapping project started with biology last year and all of the departments in the MNSESW division have now completed their maps before they are finalized.

Bonnie is working with CTE for the next round of maps and will eventually be working with each of the divisions.

She provided a handout with the draft for Art History. Because some courses are only offered every other year, it is important for students to have this information. Bonnie presented a template showing the pattern that courses may be offered. When courses are offered in a sequence like this, students can plan ahead. Katrina said schedules she has seen also provide the information about how often courses will be offered.

Katrina asked Bonnie to forward the template to Linda so it can be shared on Wednesday at the Enrollment Strategies Subcommittee meeting.

Oralee suggested that the Chairs & Coordinators be given this before the subcommittee reviews it. Katrina and Bonnie will present this briefly at the next Chairs & Coordinators meeting on November 9.

Mike suggested that there should be templates for prime time, evening classes and weekend classes.

Aaron said that the evaluators need to be included in a review of the maps.

Martha said Counseling meets weekly on Wednesdays. She asked Bonnie to attend one of their meetings to present the work that has been done.

Spring, 2016

Katrina provided a synopsis of the marketing efforts being coordinated by College & Community Relations.

Evan said the marketing group has been disbanded and any ideas or needs for marketing and promotions should be directed to Lorena Ruggero.

Katrina said she is still concerned that we may have overscheduled for spring. We are looking at historical numbers to see if multiple sections need to be offered when the enrollment numbers have been low.

Katrina said we may schedule some additional meetings with a goal of meeting twice a month. She asked if Wednesdays from 3:30-5:00 would work. Oralee suggested adding an alternate to each of the faculty members.

Tate suggested that the members of this group be provided with information about the major initiatives such as ECEA, ATD and SSSP to help this committee.

The prototype for the EMA report is still being worked on by IS.

The meeting adjourned at 5:05 p.m.