

Enrollment Strategies Committee Meeting Summary

Monday, March 7, 2016
1:00-2:30 p.m.
College Conference Room

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, Wayne Branker, Janet Gelb, Oralee Holder, Tate Hurvitz, Linda Jensen, Brian Keliher, Amir Law, Lisa Maloy, Dee Oliveri, Marsha Raybourn, Michael Reese, Lorena Ruggero, Susan Schwarz, Aaron Starck, Katrina VanderWoude, Evan Wirig, Debbie Yaddow

Absent: Martha Clavelle, Marsha Gable, John Oakes, Renee Tuller

Recorder: Linda Daley

Welcome & Introductions

Tate announced that the Academic Senate voted to approve Canvas today.

Katrina announced that as recommended last month, Lorena will be added as a member of this group.

Katrina announced that the ECEA has two counseling meetings coming up on March 11 and April 15. She suggested that some member of this committee attend. More information to follow.

Summer session

Lorena provided an update on the 2nd eight-week and summer sessions.

- The lawn signs are being picked up today and will be posted around campus.
- Social media is being used to promote the 2nd eight-week session and the courses offered will be posted on our website.
- Admissions and Records will email our sub-population of previously enrolled students and low unit students. Stop-out postcards will be mailed out again.
- A campus-wide email encouraging faculty to share the information about 2nd 8-week classes by posting on Blackboard or emailing their students is going out.
- A flyer promoting summer classes is in the works. She suggested taking the flyer to the ECEA counseling meetings.
- We are continuing high school outreach. Some of the schools we are contacting are outside of the GUHSD. Diana Barajas will take flyers when she visits schools.
- A parent portal message is going out to the GUHSD.
- A districtwide stop out campaign is taking place prior to summer and again in the fall.

- The district is also doing Facebook and Instagram advertising ads targeting summer school enrollment.
- Radio and digital advertising continues.

Tate suggested we devise a plan to get people signed up for social media avenues, such as Grad Guru, as they are a good source of information. Oralee suggested a raffle as an enticement to students to sign up. Lorena said Grad Guru now has some promotional materials available.

Enrollment Plan Update

Agustín presented a draft of the Enrollment Synthesis Plan that the task force has been drafting. The group met on four occasions to work on the project. The task force looked at many models and used the model from the College of the Redwoods. They identified four priorities:

1. Outreach and Recruitment
2. Onboarding and Scheduling
3. Engagement
4. Retention and Persistence

Each priority defined objectives, outcomes, activities, responsibility, the anticipated completion date, the cost and funding source.

Debbie recommended the addition of FTES.

Katrina suggested that a category be added for the working adult.

An electronic copy of the draft will be circulated to this group. Emails with comments are to be sent to Agustín, Tate, Amir and Evan by April 4th. ** The team will meet to revise and circulate by April 27th. On May 2nd, the entire committee will review the document at their regular meeting.

This is an evolving draft and we need everyone's input. Katrina said she hoped the divisions could share this information in their division council meetings.

****After the meeting it was decided that the comments should all be directed to Linda Daley.**

The meeting adjourned at 2:05 p.m.