

Enrollment Strategies Committee Meeting Summary

Monday, November 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, Martha Clavelle, Judd Curran, Nadra Farina-Hess, Oralee Holder, Brian Keliher, Amir Law, Lorenze Legaspi, Lisa Maloy, Dee Oliveri, Shirley Pereira, Marsha Raybourn, Michael Reese, Lorena Ruggero, Susan Schwarz, Aaron Starck, Katrina VanderWoude

Absent: Wayne Branker, Marsha Gable, Janet Gelb, Tate Hurvitz, Dave Mullen, Renee Tuller

Recorder: Linda Daley

1. Schedule building update

An enrollment report was distributed. Assuming an 84% fill rate, our growth for 2016-17 is projected to be 11.9% for the year. There are still some variables. Now that the work to grow our schedule has been done, the next step is to get students enrolled and to keep them. She thanked everyone for the herculean help in accomplishing this. Linda will provide the report to the committee electronically.

Shirley said the math department is still waiting to add some classes depending on space. Katrina was optimistic that we would achieve 12% growth or more.

Agustín said once the assessments are completed for ESL, there is the potential to add more classes.

Katrina asked Javier about adding intersession classes. He responded that a Home Cooking Essentials course will be offered on Saturdays.

Dee shared the EKG Telemetry course will begin in the spring with a cohort of 25.

2. Promotion & Marketing Workgroup

Lorena provided a handout outlining the Grossmont College Spring 2017 Marketing Plan. She pointed out that the stop out postcards should be sent out by the end of this week. She is finalizing the broadcasting radio ads using Student Equity Funds and in January we will begin traffic spots. We are also going to test Spotify. We had good results from Facebook and Instagram for the EKG program. She distributed a handout with the lawn signs for feedback. An

HTML email will also go out to 100,000 East County residents. Open classes will be posted on social media and posters will go up at SDSU.

Javier suggested a printout containing all of the online courses. Lorena said she is working with Marsha to finalize one. It will be sent out electronically to all of the counselors, added to the website and social media.

Shirley said the math department will be sending out emails to students that meet the prerequisites for the intersession courses being offered. Lorena said there will be a campaign to raise awareness about intersession. Amir asked that they touch base with A&R before the email goes out.

Nadra asked Lorena to add building 70 to the digital media updates.

3. Communications Workgroup

No report.

4. Hours of operation/services, etc.

Martha said that Student Services will remain open according to the following schedule:

The week before semester begins	Saturday	9:00 a.m. to 2:00 p.m.
First two weeks of every semester	Monday – Thursday	7:30 a.m. to 6:00 p.m.
First two weeks of every semester	Friday	7:30 a.m. to 3:00 p.m.
First two weeks of every semester	Saturday	9:00 a.m. to 2:00 p.m.

On Saturdays building 10 will be open as well as DSPS and EOPS in building 60.

Going forward, they are going to conduct some analytics to help determine the most effective time to offer services in the future. Lorenze asked Martha to make sure that analytics are completed in all of the Student Services areas including Financial Aid, A&R, etc.

Katrina said there has been some feedback from students that they can't get here by 6:00 p.m. to access services. Martha said at this time we don't have sufficient staff to extend the hours. There was a conversation about remaining open on Friday afternoons. Again, Martha stated there is inadequate staffing to offer extending the hours. Susan suggested staggering schedules.

Lorenze asked if Genie Montoya is aware of all of this. He added we will need the bookstore, food services and cashiers available during these extended hours.

Katrina asked if any thought has been given to starting later and ending later a few days a week. Martha said that concept has not been discussed. She said Student Services would like to see the 4-10 schedule discontinued so that services are available on Fridays during the summer to students.

Aaron said his experience has shown that offering extended hours is not financially sound. Agustín said that during his time in student affairs the veterans were very vocal about the lack of services in the evenings.

Katrina said each of these reports will be shared at president's cabinet tomorrow.

5. Adjunct Faculty Recruiting Event

Katrina said with the building up of our schedule, we are in desperate need of adjunct faculty. There will be an adjunct recruiting event on Saturday, November 19 from 9:00-noon. As of last Thursday, there have been over 130 responses to an Event Brite invitation. Katrina, the deans, and representatives from HR will be present. In addition, departments and divisions will be represented. There will be booths in the main quad and spaces in the tutoring center for first level interviews. There will also be some computer labs set up for anyone wishing to submit their application.

Oralee asked if stipends will be paid to those participating in interviews and other tasks that are part of their regular jobs. Katrina responded that the question of stipends has been raised and will be addressed again in cabinet tomorrow.

Katrina said she envisions the interview process should be more of a quick conversation. Oralee said at senate, she got the impression that those attending may think they will have a full interview. Agustín said the minimum quals will be sent to those who have responded to the invitation.

6. Online Pathways

Javier said we have a six page list of approved distance education courses. Counseling reviewed the list and determined if the course is fully online or hybrid. This information was then reviewed with the DE committee and related faculty.

Javier and Brian will check to see if it is possible to obtain a BA transfer degree fully online. Lorena added that SDSU is going to provide a BA online degree, so that would tie in perfectly for us.

Katrina said she and Mike met with the Exercise Science department and they are working on providing an online walking course.

Katrina said we will have to begin a substantial change process.

7. Next steps:

a. Promotional/Front end services

No report

b. Retention

Not discussed.

8. Meeting calendar

Katrina pointed out that a calendar of meetings for the remainder of the year is included on the agenda.

Oralee asked about the decision to include second chairs from each division. Katrina responded that the committee will move forward with that plan.

Judd requested an agenda item for the next meeting:

Discuss the idea of our committee making a commitment to maintaining the rich diversity of our programs as we move forward.

Adjourned 2:45