

Enrollment Strategies Committee Meeting Summary

Monday, August 3, 2015
3:30-5:00 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, Steve Baker, Chris Hill, Oralee Holder, Tate Hurvitz, Brian Keliher, Dee Oliveri, Aaron Starck, Paul Turounet, Paul Vincent, Katrina VanderWoude, Evan Wirig, Debbie Yaddow

Absent: Martha Clavelle, Zack Gianino, Lisa Maloy, Marsha Raybourn, Mike Reese

Guests: Janet Gelb, Eric Lane, Laura Murphey, Brian Nath, Reyna Torriente

Recorder: Linda Daley

Overview of enrollment and strategies for the fall and spring

Brian was troubled by the timing of the class cancellations for low enrollment and asked what communication there had been with the chairs about the decisions that were made over the summer to cancel classes. Both he and Oralee were dismayed by the lack of consultation with the chairs, saying the chairs may have a perspective that deans and VP's do not have when making these decisions. Paul added that the chairs should have been notified of class cancellations before instructors.

Katrina said that at the last Enrollment Strategies Committee meeting in June, the message went out that we could not continue to roll our schedules and those classes that have been running with low numbers would likely be cancelled. Brian said there was a big concern about the accuracy of the data that was presented by Pam Deegan. Katrina said the data is only one tool; seeing courses that have consistently run with low numbers over two to three years need to be given consideration. Debbie added that there was a retreat with Pam Deegan over the summer where a spreadsheet was provided and the message given that we have to make changes to the way we schedule courses. We simply cannot continue to offer classes with low enrollment and putting a two year plan in place is necessary to our success. She said we need to make sure that we keep balance and not only offer classes with higher class maximums.

Oralee expressed her concern about the lack of communication and said she didn't realize there was a recent retreat. Katrina explained that this was a dean's retreat that occurs annually. She also explained that an enrollment calendar was devised last semester with target dates. Chairs and Coordinators and Academic Senate meetings have been used to keep everyone informed. She also said other community colleges are experiencing the same problems across the state. Brian requested that Pam Deegan's spreadsheet be shared with the members of this group.

Paul said because Grossmont College begins classes one week before the other community colleges in the area, students may be on vacation and therefore have not enrolled yet. He was concerned about some of the capstone courses in the World Languages division. Katrina said an analysis is going on to re-offer some of the courses as 2nd 8 week courses and/or online.

Debbie suggested that setting a minimum fill rate of 80% may be equitable.

Paul asked why classes were cancelled before we reach our open registration date. He also asked why the minimum enrollment number was changed from 15 to 20. Katrina responded that the minimum of 15 was temporarily offered the last two semesters.

There was a discussion about the drop for non-pay process. Students are sent three emails reminding them payment is due before they are dropped. At that point, numbers go down and in the past we have waited for the drop for non-payment before cancelling classes. These are all questions we are asking as we move forward. Katrina clarified that when we added classes we were looking for classes we believed would garner the FTS we were looking for.

Data Reports and Usage

Brian Nath went over three reports and what has recently been added to the menu.

The first report, Instructional Services > Facilities > Meeting Times by Room, provides you with the room max, section cap, enrollment, fill rate, section, time, days, start and end dates. Division filters have been added as well as course name and fill rates. The report defaults to census, but can be changed to current.

The next report that Brian reviewed was Instructional Services>Deans>Academic Programs. He explained that this report is focused on academic programs and shows the area of interest for students. By drilling down you can obtain a list of the students reflected in the report. Currently this report cannot be filtered by college. Brian asked if this would be helpful and if so, should it be filtered by Grossmont programs or Grossmont enrolled students?

The third report, Instructional Services>Deans>Meeting Times by Room Summary, is a demo report at this point. It shows the room capacity for every room on our campus as well as fill rate by course meeting days, and final fill rates by course meeting days and times.

Brian explained that his is all very raw data and encouraged feedback of what would make this information most valuable and useful to the deans.

Katrina asked Brian to discuss the wait list report found at Instructional Services>Deans>Deans Waitlist Contact Roster. This can be used as a tool to contact students and advise them of alternatives. There are some rules about waitlists and IS is putting together a document to help explain the system.

The meeting adjourned at 5:00 p.m.