

Enrollment Strategies Committee Meeting Summary

Monday, March 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:** Jim Custeau, Oralee Holder, Brian Keliher, Lisa Maloy, Marsha Raybourn, Mike Reese, Beth Smith, Renee Tuller, Paul Turounet, Katrina VanderWoude, Evan Wirig, Debbie Yaddow
- Absent:** Agustín Albarrán, Steve Baker, Martha Clavelle, Zack Gianino, Sue Gonda, Chris Hill, John Oakes, Susan Schwarz, Aaron Starck
- Guest:** Brian Nath, Pam Deegan, Tate Hurvitz, Reyna Torriente, Susan Working (for John Oakes)
- Recorder:** Linda Daley

1. Area Updates and Initiatives

Katrina opened the meeting by distributing several handouts. She asked if anyone had any updates to share about trends or scheduling.

Oralee talked about how Accuplacer is working as an assessment tool. Our previous assessment tool was placing a high percentage of students at the basic skills level. There was a definite increase in the level that students were assessed with Accuplacer in the first two semesters of its use. This semester the levels were assessed even higher resulting in seven English 98 classes being cancelled due to low enrollment. The basic skills classes that were cut were replaced by English 110 and English 120 for the fall, 2015 semester.

Paul said there are still issues with classes being cancelled for low enrollment when there are students on the waitlists. He said he continues to be unable to reconcile his rosters with Web Advisor.

2. Enrollment

Katrina said we need to look at how we are doing business; what trends we can identify and what we can change in our schedules. She added that we are currently projecting that we will be 100-126 FTES short of our goal this year. She asked Pam to take the floor for a few minutes. Pam said that coming up short on FTES goals really hurts the college financially. She said that several colleges are no longer rolling their schedules over automatically and are analyzing fill

rates and WSCH per FTEF trends by division and department when making adjustments. She said that fill rates need to be held to 80% and if they are not, courses need to be cut from that department and the LED allocated to a department that can fill the classes. The Chancellor has hired Pam and Dona Boatright to work on improving our efficiencies as a district. They will be making recommendations about what we can do next fall and spring to meet our FTES goals and help with planning in the future. Katrina said that an unbiased review will be a helpful starting point to making changes.

Renee said that unless a high school student comes in with a diploma, they are not eligible for financial aid. She also shared that our campus does not offer a friendly environment to our evening students. We used to have student services available in the evening, but they were cut during the recession and have never been restored.

Debbi asked if this council could make a recommendation to the president that we obtain EDDI immediately, or ask if we need to look at an alternative since this information is so imperative to proper planning for the fall. Katrina will share this information at president's cabinet tomorrow.

3. Calendar Planning

This item was not discussed.

4. Update on Data Management & Warehouse

Brian distributed a copy of his notes from the last Enrollment Strategies meeting he attended. He provided bullet points of the wish lists that resulted from the meeting. Brian said IS is working on a solution that will enable people to obtain data from off campus.

Oralee said that the waitlists need to remain present in Web Advisor for the first two weeks of classes so that the chairs can access them. This would enable us to contact students with information about 2nd 8 week classes. Brian said the lists won't be in Web Advisor but are available to the instructors. He did not specify how they can be obtained.

Brian said he expects that EDDI will be available by the end of March or the beginning of April. Katrina asked if the group could expect to see a preview of EDDI at the next meeting. Brian said he would have a better idea if that could happen in the next two or three weeks. He will discuss this with the vendor that we are working with and Chris Tarman. Brian cautioned that initially we will not have the capability of accessing the data from home.

Paul advised Brian that the active student roster does not reconcile with Web Advisor prior to the first day of the semester. Brian assured Paul that the system has been tweaked to work the way it was designed but said he will review the business rules to make sure this does not

continue to be a problem. Renee said allowing students to register for classes without paying for them causes many problems and this could be one of them.

Brian said he needs more information regarding #4 on the wish list to understand what the goal is. He asked if this list is the recollection of what the group was looking for and for feedback of what priorities are. Katrina asked everyone to send their thoughts to Linda within the next week so that a single list can be created.

The meeting adjourned at 5:07 p.m.