

**Grossmont College  
Enrollment Strategies Committee  
Meeting Summary**

**March 4, 2013**

**3:00-5:00 p.m.**

**College Conference Room**

Present: Agustín Albarrán, Steve Baker, Joel Castellaw, Sue Gonda, Chris Hill, Oralee Holder, Howard Irvin, Brian Keliher, Kristi Kluka, Lisa Maloy, Marsha Raybourn, Mike Reese, Paul Turounet, Jenny VandenEynden Susan Working, Debbie Yaddow

Absent: Jeff Baker

Recorder: Linda Daley

The meeting commenced at 3:05pm. Chris welcomed everyone and announced that she is planning an Enrollment Strategies Retreat on March 22, 2013 from 2:30-5:00 p.m.

1. Chris explained that this committee has been in existence since 2002. Historically, meetings were infrequent until 2010. She requested feedback from those who had been attending the meetings in the past, asking what was good and bad about the process.
  - Brian said he felt the experience was positive, even though there were uncomfortable moments.
  - Oralee said it is the only committee she has been a part of that tried to make strategic moves in the best interest on a collegewide basis. Data provided was extremely valuable and this group was held accountable for the decisions made.
  - Steve said the danger of this committee is that people in this room will make decisions about what classes will be offered which can give a perception that some classes are more important than others. Without a clear understanding of what the group does, perceptions can be negative.
  - Joel said the chairs felt that this group listened to their concerns. He recommended that the departments be asked if they are whole again.
  - Susan said her division felt they could do a better job of deciding what additional classes should be added.
  - Mike said we should continue with a strategic approach.
  - Paul said the perception is that this is a group that makes decisions about what classes are offered and the work we do needs to be better communicated. He also stated we need to keep the college mission in mind when making decisions.

Chris asked everyone to keep in the back of their mind the committee composition and the charge.

## 2. Factors Affecting Enrollment

Chris asked the group for the factors that they felt affect enrollment. The listed included:

- Modes of delivery
  - Face to face
  - Online,
  - Hybrid
- Demands for outcomes, accountability and productivity
- Economic climate (softening enrollment)
- Incoming student population
- Focus on Basic Skills and achievement gap
- Labor market
- Local and state regulation changes
- Outreach programs to the high schools

## 3. Committee Charge and Composition

The group reviewed the current charge and composition. The current charge reads:

*This committee will recommend to the College leadership specific adjustments to the scheduling of future course offerings, as well as specific emphases in reaching out to prospective student populations, in response to short and long range community needs and within the context of internal fiscal and other governance directions.*

Chris said she would like the group to work on revising the charge at the retreat. Sue suggested that the word “strategies” should be included. Chris recommended that we look at other colleges for ideas for a revised charge.

The composition is missing the Academic Senate President and a faculty rep from Allied Health & Nursing.

Howard recommended that this group be co-chaired by the VPAA and VPSS.

## 4. Preparation for ES Retreat

In preparation for the retreat the group identified the goals and the information needed.

- a. Goals
  - i. Develop a new charge and composition
  - ii. Examine examples of outreach to high schools and community

- iii. Identify and document challenges to enrollment
- iv. Develop a list of suggested activities to address the identified challenges

b. Information Needed

- i. Develop some standard data needs

The meeting adjourned: 4:57pm.