

## Enrollment Strategies Committee Meeting Summary

Monday, February 3, 2014  
1:30-2:30 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, Steve Baker, Joel Castellaw, Sue Gonda, Doug Hersh, Chris Hill, Oralee Holder, Howard Irvin, Brian Keliher, Kristi Kluka, Lisa Maloy, Marsha Raybourn, Mike Reese, Christina Tafoya, Paul Turounet, Katrina VanderWoude, Debbie Yaddow

**Absent:** Jeff Baker

**Guest:** Lorena Ruggero

**Recorder:** Linda Daley

The meeting commenced at 1:35

1. Welcome Doug Hersh, Dean of Learning and Technology Resources

Katrina opened the meeting by welcoming our new Dean of Learning and Technology Resources, Doug Hersh.

2. Welcome Lorena Ruggero, Director of College and Community Relations

Karina also welcomed Lorena Ruggero, our new Director of College and Community Relations. Lorena said she has been working on making sure that open classes are being communicated to our students in various ways. She said she is eager to help with communication needs, either through electronic messages, print or other media. Paul asked if she is available to attend department meetings and she responded she would be happy to do so.

3. Committee Membership

Katrina said we are in need of two addition members for this committee; a faculty representative from MNSESW and a student. Sue will help to identify the faculty member and Howard is working with Victoria for the student representative. Katrina said she would like to have these two people in place for the next meeting.

4. Issues/Challenges this Semester

Katrina asked what issues and challenges the group has experienced so far this semester.

- Joel said there are still wait lists at predictable times.

- Paul said he has seen a number of discrepancies between Web Advisor and other reports and is hearing the same from other instructors. Chris asked Paul which reports to which he responded program review and grade distribution reports.
- Brian said cancelling classes with 16 or 17 students enrolled, when there have been add cards issued, has been a problem.
- Paul said there needs to be more communication from administrators. Instructors are becoming more concerned about meeting enrollment numbers than with teaching the class. He said a message providing clarity should come directly from Katrina.
- Paul asked if there was a target retention number. Chris said the make number is related to the cost of the class so that we have an efficiency number of 90% overall. She added that in times that we are chasing FTES, we can lower the minimum, but we are not chasing FTES at this point in time.
- Oralee said it seems to her that communication from the VPAA is limited to the deans, and not to all of the department chairs. She said the overall efficiency goals should be broadly communicated. Chris said this is a goal that changes from year to year and is only looked at as a college wide number. The group felt that it would still be important to communicate, since each department contributes to the overall number. Katrina suggested the group provide her with their input so she can provide some guidelines to communicate. Paul said it would be beneficial if the message could be sent to all faculty. Mike suggested that this committee could take responsibility for better communications, since there are representatives from each division. Katrina said we will work on this at the next Enrollment Strategies Committee meeting in March.
- Kristi said there has been confusion with intersession because the classes were listed with the regular spring courses. It has also been a problem when students are requesting permission to carry more than 18 units. They may have taken 6 units in intersession, so carrying 18 units in the regular session should not be an issue, but they are having to petition to do so. Kristi suggested that the intersession should be a separate drop down on Web Advisor and not included in the spring semester to resolve this issue.
- Katrina shared with the group that it is not her style to be a task manager or to micromanage people. She hopes that as time goes on, everyone will feel empowered to make decisions.
- Chris suggested it might be helpful to invite Brian Nath to a meeting to discuss the enrollment numbers and reports. She also suggested we discuss the “whys” in this forum rather than at CCC and Tim Flood would be a good resource for the conversation.

##### 5. Data Needs and Use of Accuplacer and Cynosure

Howard said we have fully converted to using Accuplacer for English and math assessments. Oralee said our old method was inaccurate and had a challenge procedure, so her department is hopeful that Accuplacer will be a better tool. Last spring our students assessed with 67.6% at

the basic skills level, 23.4% at bridge and 9% college ready. This spring 32 % assessed at the basic skills level, 37% at bridge and 29% college ready. Chris is working with Brian Nath to generate a report that will provide data to assist in the scheduling of English classes, as they have to carefully be re-evaluated based on these numbers.

6. Randy Lawson Workshops and Future Planning

This item was not discussed.

The meeting adjourned at 4:58 p.m.

Action Items:

Due Date

Action Items:	Due Date
Sue to recruit faculty rep from MNSESW	ASAP
Howard to recruit student rep	ASAP
Invite Brian Nath to ERS to discuss Enrollment Reports	ASAP
Katrina to craft communication for faculty regarding enrollment goals & efficiency goals	ASAP
Chris & Tim to present "whys" of enrollment numbers and reports at future meeting	?