

Enrollment Strategies Committee Meeting Summary

Monday, October 6, 2014
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: Steve Baker, Sue Gonda, Oralee Holder, Brian Keliher, Lisa Maloy, John Oakes, Marsha Raybourn, Mike Reese, Beth Smith, Aaron Starck, Paul Turounet, Katrina VanderWoude, Evan Wirig, Debbie Yaddow

Absent: Agustín Albarrán, Janet Castaños, Cruz Cerda, Martha Clavelle, Zack Gianino, Chris Hill,

Guest: Randy Abshier, Pam Deegan, Jim Spillers

Recorder: Linda Daley

Katrina shared that the purpose of today's meeting is to further debrief after the Strategic Enrollment Management Workshops last month. She added that Pam was on our campus most of the day and attended the Academic Senate meeting this morning. Katrina and the deans have been preparing an enrollment management calendar with the steps that need to happen at the beginning of each semester.

Comments made:

- Pam recommended creating a spreadsheet with fill rates i.e.: 98% fill, 95% fill, 90% fill etc.
- Oralee had a follow up question: Is it reasonable to adjust to 540 for Grossmont to make up for Cuyamaca? The group felt that we should keep our numbers confined to Grossmont. Pam urged the group to strive for greater than 525.
- John suggested that the two colleges should work together to increase efficiency.
- Brian asked if we are at 540 and Cuyamaca is at 500, will the district appropriate funds using that ratio?
- Beth added that the bullet point list from Cuyamaca shows they are trying to meet the guidelines and increase efficiency.
- Sue said that the state sets our districtwide FTES annually, however, the allocation does not match.
- Katrina said one of the pieces we are working on is a calendar of activities that leads up the beginning of each semester. We also are looking to find ways to contact students who were not successful in registering for a class; those that were on a wait list but did not make it in to the class. Brian Nath is working on a way to secure the wait lists so that those students can be

recruited in the future. There was also a meeting this morning with Brian Nath and others , including Pam to determine the necessary data needed to improve enrollment.

- Beth said the data all exists, it is just not in a manageable form. There are two starting points. She wants to be able to track by section number and student IDs provide another data point that is critical for gathering information.
- Paul suggested that Brian Nath should be part of this committee since data is such an important piece of what he does. Lorena should also be included to help with promoting the college.
- Randy said that the divisions need to be more thoughtful about the LED they are allocated by offering unused allocations to other departments.
- Katrina said that after the two day workshops we came to the realization that there needs to be a culture change but it will take time.
- Pam suggested dividing enrollment management into two categories short term and long term, saying we should begin with spring 2015.
- Katrina shared the draft of the proposed calendar of events for spring 2015. Many of the activities included direct emailing to students for various events or asking for announcements to be made in classes.
- John suggested offering classes with a Monday-Wednesday-Friday or Friday and Saturday schedules.
- If we are cancelling the same classes each semester, we need to rethink about what we are offering.
- Evan said we can't just rely on the data, we also have to rely on the vitality of the programs.
- Pam will be returning to future Enrollment Strategies Committee meetings and will continue to meet with our deans.
- Expect to see the enrollment management calendar completed soon.

The meeting adjourned at 4:50 p.m.