

Enrollment Strategies Committee Meeting Summary

Monday, December 5, 2016
1:00-2:30 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: Javier Ayala, Martha Clavelle, Judd Curran, Nadra Farina-Hess, Marsha Gable, Janet Gelb, Amir Law, Lisa Maloy, Dee Oliveri, Shirley Pereira, Marsha Raybourn, Michael Reese, Susan Schwarz, Aaron Starck, Katrina VanderWoude, Cary Willard, Tina Young

Absent: Agustín Albarrán, Wayne Branker, Beth Duggan, Oralee Holder, Tate Hurvitz, Brian Keliher, Lorenze Legaspi, Dave Mullen, Lorena Ruggero, Renee Tuller

Guest: Khalid Alkurie

Recorder: Linda Daley

Katrina welcomed everyone and introductions were made. She explained that today's meeting had to be held at 1:00 p.m. due to a conflict with DSPB&C, which happens occasionally.

1. Enrollment Update

Katrina circulated a report comparing spring 16 to spring 17 as of last Thursday. Open registration begins tomorrow. We are still experiencing bugs in our daily reports, so Wayne is generating these reports. The report shows good increases in enrollment for spring 17. Javier asked if there is a way to break this report down by new students versus returning students.

Our pilot with Las Colinas will begin in January. There will be three classes offered: reading, counseling and interpersonal communication. Our high school outreach is moving forward with dual enrollment.

- Martha reported she met with the West Hills principal last week and they are anxious to build a relationship with us.
- Javier said Chaparral is interested in computer programs and is looking forward to our partnership.
- Nadra said El Capitan is interested in World Languages.

Katrina shared that a principals' luncheon will be held here in January. This will give us an opportunity to discuss dual enrollment and will help us to plan for the fall semester. We should have a pathway to present to them at the luncheon.

She also thanked everyone for their help with the adjunct faculty job fair. She said it was very successful with many more participants than expected. Students provided campus tours. She specifically thanked Nadra for her help with coordinating the resources in the LTR. The event will help us to build our adjunct faculty pool and will provide additional faculty for spring 17. Javier asked what should be done with the resumes collected by his division. Katrina urged him to send them all to Human Resources.

Katrina welcomed Khalid Alkurie, our new Community Liaison. Khalid shared that he hopes to connect Grossmont College to the community and the community to the college. He plans to build good relationships with the various departments and will visit high schools to make them aware of our certificate and associate degrees. He stated he has good relationships with all refugee communities.

Susan suggested that Khalid contact Evan Wirig to discuss the possibility of a radio station. Javier suggested conducting a needs assessment. Katrina also suggested that Khalid connect with Heriberto Vasquez our Outreach Coordinator.

2. Hours of Operation Conversation Update

Katrina asked Martha if she had any update on extended hours. Martha stated that Student Services will be open the Saturday before the semester begins and the first two Saturdays of the semester from 9:00-1:00, Monday through Thursday from 7:30-6:00 and Friday from 7:30-3:00 during the first two weeks of the semester.

Shirley suggested that a poster go out to the high schools letting them know that counseling services will be available on Saturdays. Martha will work with Lorena to put something together. Lorena will also check with her contacts to determine the best way to get the word out. Katrina reminded Martha that Lorenze wants to make sure that food services, the book store, and cashier are all aware of the extended service hours.

3. Online Learning

Janet said she has been working with Javier to create a fully online GE degree. The exercise science credit requirement has been resolved by the addition of an online walking course. Chemistry 142 and Math 120 have also been added to the online offerings in the spring. Substantive change forms need to be completed for accreditation purposes. Janet said we are moving very fast with Canvas. It should be available by the end of this week. Monthly Canvas courses will be offered to faculty in the spring and there will be an online version available as well. A pilot of 10 classes will begin in the spring. Tina asked if there will be any Canvas training available for TA's. Janet said there will be something separate for TAs in addition to student training. Janet said the goal is for everyone to begin using Canvas.

Another online teaching certification course will be offered in the spring beginning January 3.

Javier shared that Brian Keliher is working to add business classes to the online offerings.

4. Schedule for Printing

The district has made a decision that we will no longer provide published schedules to the community through the mail. The college has decided to print and deliver schedules to the high schools and other community organizations. We are printing 1,000 schedules for this purpose. Marsha reported that the job has been delayed due to equipment problems in the printing department.

Katrina asked if anyone is available to deliver the schedules once they are printed. Lorena will begin to build a list of likely places (Libraries, community centers, etc.) to provide schedules. Send your ideas to Lorena. She will create a list and send it out to the Enrollment Strategies Committee and to Planning and Resources Council for volunteers to deliver.

5. Strategizing for a Diverse Range of Offerings

Judd said that as we have grown the schedule we want to incorporate a broad representation of what students will need to reach their goals. He said these conversations took place in the division council meetings in the past. We need to continue thinking about how to move forward. For the programs that don't have a big demand, we need to strategize ways to promote the programs and get them on the radar.

Katrina added that there are no programs targeted for elimination at this time. Many of the classes that were added were due to wait lists and the need to fill demand.

Non-STEM majors should be encouraged to take lesser known courses to meet their requirements. Katrina suggested a strategy wherein the high schools are made aware of the options available. She said the outreach coordinator could carry the message. Shirley suggested taking a survey of students enrolled in BIO 120 to find out why they are taking the class. By changing the method of scheduling we have unintentionally changed the flow of students and many students are taking courses just because they are plentiful.

Cary suggested generating excitement for the lesser known classes by visiting other classes and making short presentations to help direct students.

Katrina asked Linda to make this an ongoing conversation.

6. Program Mapping Project

Not discussed

7. Targeted Marketing

Lorena announced the rotating image has been added to the home page. Districtwide we are in the middle of a redesign. A button leading to the class schedule needs to be added to the homepage as people don't know what WebAdvisor is. Lorena will add the search button ASAP. The APPLY NOW button on the home page will be renamed to say SEARCH FOR CLASSES SCHEDULED ON WEBADVISOR, or something similar. Nadra suggested adding more info to the left hand box.

8. Next Meeting

Katrina said our next meeting is scheduled for December 19. The group decided it was not necessary to meet and the next meeting will be February 6.

The meeting adjourned at 2:45.