

## **Enrollment Strategies Committee Meeting Summary**

Tuesday, May 10, 2016  
4:30-6:15 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, Wayne Branker, Marsha Gable, Susan Gembrowski, Janet Gelb, Oralee Holder, Brian Keliher, Amir Law, Lisa Maloy, Dee Oliveri, Shirley Pereira, Marsha Raybourn, Susan Schwarz, Renee Tuller, Katrina VanderWoude, Evan Wirig, Debbie Yaddow

**Absent:** Javier Ayala, Martha Clavelle, Tate Hurvitz, Linda Jensen, Michael Reese, Aaron Starck

**Recorder:** Linda Daley and Evan Wirig

### **1. Overview of Current Initiatives (PLNU, ASU & ECEA)**

- Our nursing area has been working in partnership with PLNU. Both Grossmont and Cuyamaca are exploring additional partnerships in other programs with them.
- Katrina, Nabil, and Janet Gelb visited ASU last week for a day and a half. Their visit was by special invitation to hear about their programs, see their facilities and learn their philosophy. Online courses were the main focus.
- ECEA work continues with the Dual Enrollment Committee, pending some legislative changes. Higher Edge Scholarships are being developed, with outreach to current 9<sup>th</sup> graders in the GUHSD. Participating students will be eligible for a free year of college, earning up to 30 units. Katrina and Marsha visited the GUHSD counseling team yesterday and took copies of our summer schedule. The counselors were eager for more information and were receptive to opening the lines of communication. They want all high school counselors to have a copy of our catalog. There was also a discussion about scheduling a joint conference with the counseling team from Grossmont College. It was a very productive meeting and moving forward, this needs to be something done on a continuing basis.

### **2. Enrollment**

This topic was discussed within other areas of the agenda.

### **3. Focused Enrollment Strategy – Retention**

There are many good conversations going on now. One area we need to focus on is how to improve our plans for retention. Many things in the classroom help with retention, but there are other issues outside of academics that cause students to go somewhere else; i.e. dirty bathrooms, difficult parking, and on-campus policies. What are some other issues that affect retention?

### **4. Enrollment Plan (Synthesis update)**

We have been working since last November to create an enrollment plan that is tied to our strategic goals. Agustin, Evan, Tate and Amir assembled the document after reviewing plans from several colleges.

Agustin presented the draft of the Enrollment Synthesis Plan to the group. He said the team received great feedback from the committee and incorporated it into the plan. There were redundancies, but they have been eliminated. Questions and comments have been placed on a separate document.

Agustin said he would send the document to the group and asked them to consider what might be missing. An example is retention – how do we keep the people we have?

We also need to consider where we could pare things down even more. Evan said the final document needs to be the work of this committee.

Debbie pointed out that thousands of students receive rejection letters every year from SDSU. She suggested a partnership be formed to inform those students they are eligible take GE courses here.

Increased enrollments are a primary goal of the synthesis plan. Retaining and engaging students also has to be a part of the plan. The Enrollment Strategies Committee's role now is to review, critique and pare down the document. The committee should look and assume a role as to whether to initiate a policy or just recommend. Some things to consider:

- What do the committee reps take back to their areas as to what this plan should do?
- What is the charge of this group and should there be more representation?
- Are we trying to categorize success, retention, and engagement?
- Will we define how we go forward?

The taskforce that dealt with enrollment challenges in fall 2015 had a specific charge and goal. It accomplished its goal and was abolished. We don't want this plan to be "named" by a few, but included and focused by many on the Enrollment Strategies Committee.

The Enrollment Strategies Committee has been around for a long time but has seen different changes when section cuts and adds were the most important work of the committee. In the future, we may have different task forces to deal with immediate enrollment issues, however, GC does not have a definitive enrollment strategies plan yet. We've had different crisis' concerning enrollments. This committee should allow for new and innovative ideas, as well as embellishing established procedures.

There is an ad-hoc group looking at interventions. Technology is a big issue and marketing ourselves is probably the most immediate prospect for opportunity in gaining student enrollments. We are trying to set systems and personnel as well as implementing policies and plans. The synthesis plan is something that will be amended constantly, but we need to move forward. The committee knows the need to increase enrollment, but what is going to be the plan of action? What can we all contribute to this plan?

An important thing to recognize as a group is that we implement who will be handling the impact and responsibility. There is also a need for human and physical resources to implement items on this list. Agustin will send the current plan out to the committee.

The Chairs and Coordinators should engage faculty to help with best practices for retention and engagement, especially in the academic area. There are many best practices out there that many may not know about.

## **5. Admissions & Records Update**

Admissions and Records want to help faculty get grades turned in on time or earlier this semester.

Fall 2016 enrollment begins June 7<sup>th</sup> but often gets hindered by grades being turned in late. They are looking at an improved sequence as to registration appointments, denials of financial aid, probation, etc.

Many students come to take placement exams but don't enroll. We need to capture those students through a funnel approach.

We are setting new timelines for priority and open registrations. We need to contact and capture students when the time is hot and they have priority. Moving the registration time up two weeks should help in these efforts. Many should be able to register on the front end instead of waiting with a possibility of losing a class.

A lot of this depends on final grades being submitted on time. A&R has partnered with the dean's assistants. If all grades are submitted for a division prior to the deadline, the administrative assistant will earn a prize.

## **6. Calendar of Consultations and Student Interventions**

We are going to overlay on some of the dates to complete the calendar and are still working on it.

## **7. No Meeting May 16 – Proposed date May 25 11:00-1:00 or May 26 8:00-9:30**

Due to the scheduling of some administrative interviews, the committee cannot meet on May 16<sup>th</sup> as previously planned. An email will go out to determine the next meeting which will be either May 24 or May 25. Judd Curran will be invited to help make the transition to the new Chair of Chairs.

Katrina announced that the Chancellor's office has created a new Technology Coordinating Council for the district. This came out of the need for a plan at each college to have an overarching group to set the priorities concerning technological issues; i.e. WebAdvisor, Web site, and what infrastructure needs to be in place. Much of this has fallen under the strategic plan.

Katrina thanked the committee for the odd hour and what we accomplished.