ENROLLMENT MANAGEMENT COMMITTEE
Minutes of October 16, 2008

Members Present:  
ML Bettino, Dean of Academic Affairs
Marilyn Brock, Interim Vice President of Academic Affairs (Co-chair)
Stephen Johnson, Vice President of Student Services (Co-chair)
Yvette Juarez, CSEA Representative
Terrie Lopez, Director of Career and Assessment Services
Stephanie Murguia, Dean of Admissions, Records and Services
Robert Renteria, Professor, Reading
Mark Wallace, Director of Public and Governmental Regulations
Kim Westby, Dean of Student Support Services for Renée DeLong
  Chomiak, Dean of Counseling Services

Members Not Present:  
Shirley Arceo, Coordinator of School Relations
Holly Bogdanovich, Director of Student Activities
Nathan Durdella, Director of Research and Planning
Dean Mellas, Instructor, Computer & Information Sciences
Randy Peebles, Instructional Dean, Technology and Business
Michelle Rodriguez, CSEA Representative

Dr. Johnson introduced Dr. Marilyn Brock, the new interim Vice President of Academic Affairs, to the group. Dr. Brock will assume Mr. Farmer’s role as co-chair of the Enrollment Management Committee. Dr. Johnson also announced that Kim Westby is now the permanent Dean of Student Support Services.

I. Approval of Minutes

It was moved by Ms. Lopez and seconded by Ms. Westby to approve the minutes of September 18, 2008, as presented.

II. Status of Fall 2008 Enrollment

Dr. Johnson reported that the college’s enrollment numbers are up impressively for the fall semester. He stated that we do not have a complete tally because there are still short-term classes to enroll and adjustments for drops and other criteria before we confirm a final number. Dr. Brock added that we are at 51% of what would be 3% growth for this year. We are already at 9,000 plus credit FTES and 343 non-credit FTES. Spring class offerings will remain as is for now, but if our growth continues we may move the summer enrollment numbers forward and not have to use summer enrollment in our count this year. Finances in the state are bleak so we don’t expect any growth money to be offered. If we grow 30% we would have over 17,000 FTES and that would put us over the 3% growth target. It is acceptable if we can continue to instruct using the classes we offer, but when you start adding classes, those costs will not be covered and we would be teaching those students for free. The job situation in the state will continue to increase our numbers because people are looking for new skills.
III. Follow-up Revisions of 2007-2010 Enrollment Management Plan Objectives and Activities

Dr. Johnson stated that adjustments as reflected in the minutes were made to the Enrollment Management Plan at the last meeting. The part of the plan with objectives and activities is the driving part of the plan. He added that when we started developing the enrollment management plan we were in a serious decline, but as we said then, enrollment management is an ongoing effort that should be addressed even when enrollment numbers are up. He reported that it is being said that California should not feel the federal economic decline as much as the rest of the country, but things are changing so rapidly that we can’t be sure how we will be affected. There is still a decrease in the student population going through the K-12 schools that will affect us later. We are a “college of choice” because we have a lot of students who come to us from out of our district. We look at enrollment trends in all the local schools even if they are not in our district because of this. The enrollment management plan should be responsive to conditions and he encouraged the committee members to bring items to the table for discussion.

IV. Production and Distribution of Class Schedule and Catalog

Dr. Johnson informed the committee that we are looking for better ways to manage our resources with regard to the class schedule and catalog. Dr. Brock reported we will be looking at reducing production costs of printing and mailing. She stated we currently print about 195,000 schedules per semester and 4,500 catalogs per year. We are spending thousands of dollars to mail these publications but they don’t necessarily generate increased enrollment. The subject will be presented to the appropriate college committees to see if we can move forward with a new production plan by summer. Dr. Brock discussed the following proposals for each publication:

- **Schedule of Classes**
  It would be a cost-saving measure not to mail to homes in our service area. Many colleges in our area are moving to online availability only and are not printing a class schedule. We will print enough schedules to distribute on campus but will send our *Insight* newsletter to all homes in the district. Some districts list all the courses they teach in this type of publication and then refer the public to their website for details and provide information that they can get a printed copy of the schedule on campus. This effort should save enough money that we can continue to provide class schedules at no charge.

- **Catalog**
  We are looking at the cost-savings provided by producing the catalog on CD. Rio Hondo launched this practice by sending notice to staff on campus stating they could have a hardbound copy of the catalog if they needed it. Printed copies would be available for sale to students in the bookstore but everyone else would receive a CD copy. We will have additional CDs for distribution off-campus. Local colleges will continue to receive a hardbound copy but we will first send a letter to those on our mailing list asking if they would prefer a hardbound copy or CD. High school
counselors will receive hardbound copies. CDs offer easy storage and access for students and should make it possible to take some of the information published in the catalog out of the schedule.

Dr. Brock asked the committee members to take this information back to their respective groups. Mr. Wallace noted that *Insight* is published twice a year in fall and spring and he would need additional funding for a third printing for summer. Also, if we are re-tooling *Insight* to provide this information, we will need to adjust the production calendar to coincide with schedule production and tie it to our radio and print advertising. It is important to time distribution so the *Insight* arrives in homes at the start of enrollment.

Dr. Brock added that information will be posted on the college website announcing when and where schedules and catalogs will be available. We will also publish signs on campus for students who are moving to a different mode of communication.

Ms. Westby – use 3Cs in PeopleSoft that could send email with link to schedule and catalog and include it with their emails to potential students. Ms. Murguia – collecting personal emails in PeopleSoft and also creating email addresses through CCCApply. Ms. Westby – list email on FAFSA forms. Dr. Brock – how many? Ms. Murguia – about 60%; Rosters+ lists email addresses for students who report one. Rosters are now appearing with more and more email addresses and telephone numbers. If info isn’t listed, it’s because it isn’t in PeopleSoft. Faculty can send email to all students on roster. Mr. Bettino – can also contact through TalonNet accounts. Mr. Wallace – have SARS for email and phone contact; going through upgrade now and should be able to use it again for spring and summer. Try to use SARS to send out Campus Connection to students. Try to create a sense of community for them within the institution. Dr. Brock – can it be used for emergency. Dr. Johnson – phone message is not large enough but email is very large and can contact students quickly. Mr. Wallace – have website off campus that can be used in case our website goes out in an emergency. Ms. Murguia – student gets two emails through CCCApply. We can include references on how to get a schedule or catalog in those communications. Dr. Johnson – asked Mark about class schedule size and mailing and creating a document that would take its place. Aren’t there other institutions that are using this approach and we could look at there’s. Mr. Wallace – some do at least a reminder post card but otherwise it is more like either *Insight* or the class schedule. ML – but thinner with less of the catalog information. Mr. Wallace – There is still work to be done to scale down on-campus schedule. Still need a piece to take out to the high schools. Both our district and outside district. Dr. Johnson – This is a first airing of the concept and it will go out to the bodies and those discussions will help mold the product. Ms. Murguia – still send out paper appointments and an insert could be added. Can map information from insert to portal pages. Could include a coupon for a new catalog CD. Mr. Wallace – will need to meet quickly if we are looking at launching for summer. Dr. Johnson – still not at a point where we can make a decision because the concept still needs to go through the committee process. Dr. Brock – can return item to this agenda for discussion as things develop. Mr. Wallace – can still use information for launching in fall. Ms. Murguia – will documents be mailed out or not mailed out? Dr. Johnson – yes, was discussion about shrinking class schedule and that can still be done but for now we are focusing on this concept because it is both schedule and catalog. Ms. Murguia – have we asked local
libraries if they would take stacks of our schedules to put out for distribution? Have good relationship with Cerritos Library in teaching use of portal; forms a good partnership. Dr. Brock – great idea and has seen this done at other colleges. Nice option to offer. Dr. Johnson – will listen to discussion at other meetings and keep in mind there may be different options about distribution. Need to be careful to keep the prospective student in mind. Current students use a lot of the online feature because they have been here and know about them. New students need more.

V. Calendarizing of 2008-09 Enrollment Management Plan Presentations

Dr. Johnson requested the committee members review the enrollment management plan to determine which area activities they would like to hear presented. He suggested inviting a representative from Counseling to make a presentation on their activities with Ed Plans, the Summer Connection Program, and the expansion of their orientation programs. Mr. Bettino added he would like to hear information on increasing pre-collegiate offerings in Area 1, Objective 4, Activities 1-3, since we have a new person in the director’s position in Adult Education. He also suggested a presentation on the accurate reporting of required data elements and documents in Area 1, Objective 1, Activity 4, that recommends changing the application used by remaining non-credit students. Ms. Murguia stated it would be a plus to move students from non-credit to credit since we want to put as many students as possible into the undergrad population. Dr. Johnson agreed this effort would help create a pipeline into the credit program from outside partners who see it as an important measure. Many non-credit students are designated as Adult Education in the PeopleSoft database. If students are not identified as an undergraduate they cannot enroll in credit courses or receive targeted services. Dr. Brock added that if a high school student enrolls and receives a student number before leaving high school, they are more likely to continue their education here.

Dr. Johnson asked that committee members contact him by email if they would like a specific presentation. He added that he and Dr. Brock will look over the plan and put together a schedule of presentations for this year.

VI. Other Items

Dr. Johnson reported that we are moving forward in posting the Enrollment Management Committee information on the college website.

The next meeting is scheduled for November 20, 2008.

Dr. Johnson adjourned the meeting at 10:55 a.m.