



Enrollment Management Minutes

October 24, 2019 | 1:30p-3:00p | 5402/N3213

Committee Description:

This committee will make recommendations to the Planning and Budget Committee and/or College Council as appropriate. The primary task for the committee is to provide leadership and to assure enrollment management is integrated with college Institutional Planning.

- Regularly review and analyze enrollment reports and data
- Review and assess student enrollment patterns related to FTES targets and strategies
- Make enrollment reports and data available to campus constituencies
- Bring awareness to the campus community of enrollment related issues
- Provide a forum for dialogue and debate related to enrollment
- Recommend changes to District policies and practices that impact enrollment
- Review the research and recommendations to address issues relating to Enrollment Management

Committee members:

x	John Stokes , Engineering Technology Division Chair
x	Amy Kayser , Division Chair representing Humanities & Social Sciences
	TBD, ASCC Appointment
x	Dan Troy , Vice President of Administrative Services
	Jason Curtis , Vice President of Academic Affairs
	TBD, CCFT appointment
	Lynda Agens , CCCUE Appointment
	Jeffery Alexander , Director of Outreach, Orientation, & Success Activities
x	John Cascamo , Dean of Academic Affairs
x	Ritchie Bermudez , Marketing and Communications Representative

x	Maria Escobedo , Dean of North County Campus & South County Center
x	Mark Sanchez, Co-chair – Vice President of Student Services & College Centers
x	Matthew Green , Workforce Economic Development Community Programs Director
x	Roland Finger , Academic Senate President
x	Ron Ruppert , Division Chair
	Ryan Cartnal , Institutional Research Office Representative
	Michelle Evans , Interim Financial Aid Director
	Thea Labrenz , Counselor (Articulation Officer)
x	Guests: Nicole Johnson

Committee Initiatives:

ACCJC Standard(s)	In Progress	Complete	Timeline	Initiatives
				1) Regularly review and analyze enrollment reports and data to identify areas of opportunity to enhance student course enrollment and success strategies. This analysis will be through a guided pathways framework. (Ex: Dual Enrollment). Ensure access to enrollment reports and data for campus constituencies.
				2) Review and assess student enrollment patterns related to FTES targets and strategies. Review academic research on best practices that positively impact college enrollment management.
				3) Discuss the implementation of programs and strategies related to increasing student enrollment and success; these programs and services will be designed to support students through to completion of their educational goals. Furthermore, in marketing programs and services, the college will be intentional in its marketing in Spanish for Latinx students. Recommend changes to District policies and practices that impact student enrollment and educational goal completion.
				4) Bring awareness to the campus community on enrollment related issues by presenting to different campus constituent groups.
				5) Recommend changes to District policies and practices that impact student enrollment and educational goal completion.
				6) Continue communication with dual enrollment students to continue their studies at Cuesta after graduation.
				7) Begin exploring strategies and resources necessary to increase international student enrollment.

ACTION ITEMS	NOTES	FUTURE ACTION
1. Approval of agenda	<ul style="list-style-type: none"> • First – John Stokes • Second -Dan Troy • All – all approve 	
2. Approval of minutes September 26, 2019	<ul style="list-style-type: none"> • First – Ron Ruppert • Second – Dan Troy • All – all approved 	
3. Enrollment Data YTD – M. Sanchez	<ul style="list-style-type: none"> • YTD FTE report 10/24 – CCAP courses are still being entered. Should be right on target. • Short term – 9 weeks are mostly full 	

4. South County
Enrollment – M.
Escobedo

- Updated pictures of the property.
- Increase in ESL courses in SCC, shifted everything to SCC center
- Emeritus – directed by Deb to push for increase in classes
- Working with Wes Martin for community classes
- Two employees are catch all, Academic Counselors there every week
- Challenges – delving into data to see why there is a decline in credit courses only 4 classes last spring. Currently only 4 - 3 credit courses majority ESL.
- Cost in increase of facilities – are we generating enough revenue?
- High school and Nipomo start a week late, suggestion start a week later
- Consistent marketing. Be intentional
- Survey – feedback - short term classes, DE, evening or weekend classes, unable to do that in SCC due to the contracts.
- Offer select academic programs, not offering the college experience
- Tracking attendance data, challenge to market when we don't know what we are selling.
- Instructors have a challenge since we are using someone else's facilities Ex. Geology take the box twice a week (rocks)
- In EMC how to we help south county, and how do we move forward?
- Roland/Dan – its an annual contract with Lucia Mar School.
- Dan – facilities or education first? academics should be driving the discussion.
- Mark – being in tune with the identity of the community. Good morning American, AG mgr, cannabis fastest growing industry. Santa Rosa – what it takes to get a license for growing,
- Palmore – can palatine – drone technology, these are in tune with what the community needs.
- What are the needs? Explore that, faculty workgroup being developed to do that exploration.
- Matthew – chicken and egg, not all classes can be only morning or night. Need a facility can have both.
- Dan /Amy – current site that is being looked at has a good price per acre but has many other issues. Dr. Stearns might be considering a storefront.
- Amy – room for growth in ESL,
- Mark – spoke to students they prefer to drive a few minutes extra to get the full college experience
- Ritchie – how did people hear about it? Maria – ESL outreaches allot and lots of word of mouth and generational

<p>5. NaBITA – N. Johnson</p>	<ul style="list-style-type: none"> • Connected to EMC because we are supporting the students • See Bios • Bringing in on flex days in January. Workshop for both faculty and staff • A few breakouts for faculty and staff separately. • There is an increase in behavior issues and students in distress in class and on campus. • Will be pushing this hard and sending out campus wide • QPR training – can do one-hour training at any time needed. Reach out to Nicole Johnson to get this set up. • Already had one suicide and a few attempts. SLO has a double rate of deaths by suicide than anywhere in CA. • Cognito – will be pushing that out to get faculty and staff to use it as a resource. Will offer an incentive to faculty to get that done. • Mark – out staff doesn't feel like they have the tools to deal with distressed students. Been receiving quite a bit of Maxient report. A student hasn't showed up in a few days, good student, said they were under allot of pressure but cannot get a hold of him, another work study student isn't showing. • On campus – cuesta can do a well being report off campus its local police. • Nicole - faculty reaches out that student reports thoughts of hurting themselves. Cannot wait until Monday to deal with it, faculty needs to learn how to respond immediately • Nicole – regards video, get out of routine when needed 	
<p>6. CPoS</p>	<ul style="list-style-type: none"> • federal requirement, it aligns with local goal, with reducing units upon graduation to 79. Decrease units in meeting education goal. • Students can still take courses that don't align with their goal but will not be funded by federal aid. Working closely with IT to complete the programming, will reach out campus wide staff, faculty, students, will send target communication to the students that will be affected. • Maria – will students want to see more counselors to figure out their plan? • Mark – educational planning workshop – increase the number at the time that the communication sends out • Matthew -met with FIN to get a report to see how many students currently fall in this category and potentially will loose some classes since it will no longer meet the FIN requirements. • Roland – are work study classes part of degrees? • Matthew – lots of colleges have work study classes that are more of an internship so they will qualify as requirements. General has 80 enrollments now, don't want to lose that so working on trying to get them as part of a GE. 	<p>Michelle bring data of how this will affect everything, follow presentation with specific numbers and courses</p>

<p>7. Financial Aid Mgt Restructure</p>	<ul style="list-style-type: none"> • Reorg due to Erin Lastreto’s departure. Looked at other college models. • FIN needs lots of support, AB19, and CPoS, promise does not have a home. • Undocumented students that are local do they get the promise? No clear answer. No parameters with nuts and bolts and who will qualify. Undocumented local get out of state tuition, donors that gave money did not outline who should get. • FIN associate dean – merge Director of Student Success and FIN Director. Cuesta is now a formal partner in supporting veterans, will be getting more funding from veteran affairs. Dept of defense MOU, if student drops by the 60% will have to return 5% for that student. Associate dean will be expected to take care of all that and reporting and daily operations will be handles by the associate director. • projected outcomes 	
<p>8. Overview spring enrollment campaign – R. Bermudez</p>	<ul style="list-style-type: none"> • Working on commercial in house hopefully will have available to share in a few weeks. • Media plan – bulk goes to outdoors, billboards. other is based on research, survey with SLO where did you hear about cuesta last? 1. TV, 2. Radio/digital, 3. Print (adds in visitor guides, post cards, 5. Cinemas, 4. Things come up. • TV – 30 second spot for about 4 weeks. Targeting traditional and returning students, KSBY (older) Spectrum – younger demographics, KCOY KEYT/KKFX – presence in SLO but can expand in to Northern SB • Radio – first week of registration to first day or school. Year-round presence in wild 106. Reach out to Cal Poly students, cinemas – 3 locations, (Paso does not do ads) mid registration period. • Print – Cal poly mustang news – special editions. December 11 in the fall graduation editions. • Google search – partnering with Jeff/outreach, • Billboards – bottom on the grade, just had the opportunity to get one in south county • John – can we promotes specialty like Alan Hancock • Ritchie – three times will have enrollment dates and the rest of the year will be able to put other info., advertise more CTE? 	
<p>9. Report out</p>	<p>NA</p>	
<p>10. Summary of Meeting and Action Taken</p>		