



Enrollment Management Committee

Friday, February 27, 2015

L 201

10:00 – 11:00 a.m.

Minutes

Attendance:

LaDonna Trimble, Duane Rumsey, Lisa Diaz, Debby Hackenberg, Sharon Dalmage, Kimberly Covell, Dr. Suderman, LaTara Edmondson

1. Call to Order

- Sign in sheet
LaDonna Trimble
- Suggestions to move the meeting to an earlier time or possibly a different day
- Send email to committee requesting feedback for time change

2. Approval of Minutes

- Minutes from December 12, 2014
LaDonna Trimble / Duane Rumsey
- Minutes from 12-12-14 will be reviewed at the 3-13-2015 meeting. (Did not have quorum)

3. Scheduling Strategies – All

- Summer / Fall Schedule
- Intersession / Spring Schedule
 - Parallel to what was done last registration cycle as well as a modified schedule
 - The registration cycles are still together as with summer and spring
 - The registration dates will be published in conjunction with Academic Affairs
 - Open registration will begin a week earlier and priority registration will be a week shorter

4. Late Start Classes – Dr. Suderman

- Gave the Deans and the chairs an option for 12-week classes
- Propose classes that we are confident will fill
- Purging of waitlist data is obtainable (Kim)

5. Waitlist and Add Authorization Code – Dr. Suderman

- Discussed in the last Chair/Deans meeting
- There are available options with Banner that aren't being utilized that will bypass the add codes system
- Explained the waitlist system used at Bakersfield College
- How will we build such a system to work with our student information system
- Continue to research ways to incorporate wait list in Banner
- In an effort to serve students more efficiently it's important to give faculty an opportunity to weigh-in.

6. Palmdale Survey Information

- Transportation challenges in Palmdale will be addressed in a future Palmdale survey (Ms. Trimble)
- Goal is to make sure we try to address any issues that affect students success (Ms. Trimble)
- Working to establish a relationship with AV Transit system (Sharon)
- After the survey is done we will hear more about what the students in Palmdale see as barriers to their success (Ms. Trimble)
- It takes 3 buses to get from Lancaster to Palmdale (Sharon)

- Transportation is an issue for those who don't have a car

7. **Action Item**

- Committee will vote on goals at the next meeting
- Committee will look at the Annual Accomplishment form at the next meeting
- Will send out or post the Annual Accomplishment form. Enrollment Management Committee will complete the form at a later meeting. The form must be completed by the end of spring.
- Kim to send purged waitlist to Gloria Kastner

8. **Open Discussion – All**

- Per Liz Diachan's (Executive Director for Public Relations) email, below are the marketing cost estimates for bulk mailing
 - 125,000 address on a 5x7 card twice a year will cost the district \$34,000
 - Direct mailing to 15,000 students twice a year is \$12, 900
 - Direct mailing to students four times a year is a bit over \$25, 0000
- There continues to be some concern about our meeting the base enrollment. Our base is what the state of California provides us in FTES plus 2% which is the President goal which is also Enrollment Management goal
- There is a suggestion that we may need to communicate with households in our area about the class schedule.
- A schedule is required to be on the bulk mail in order to get the bulk mail rate
- Liz will help with the bulk mail requirements
- The Chancellor's office provided the district with boxes of pens, bookmarks, note pads and brochures to assist with our marketing the enrollment priority requirements.
- Post email from Liz Diachun in the Enrollment Committee group

9. **Meeting adjourned**

- 10:35 AM

Enrollment Management Goals

- Meet base funding level per the Chancellor's office plus two percent
- Align course offerings to give the highest priority to courses that advance students' academic progress

Priorities from the 2014-15 Education Master Plan goals as identified by Administrative Council and reviewed and approved at the College Planning Retreat

- *First priority Goal #4:* The College will increase student success in Basic Skills and ESL.
- *Second Priority Goal #1:* The College as a community will provide students with an environment which supports learning and facilitates student success.
- *Third Priority Goal #3:* The College will expand and diversify Career Technical Education options for students.

2014-15 Meeting Schedule

• September 12, 2014 – LIB 201	• October 24, 2014 – LIB 201	• February 27, 2015 – LIB 201	• April 24, 2015 – LIB 201
• September 26, 2014 – LIB 201 CANCELLED	• November 14, 2014 – LIB 201 CANCELLED	• March 13, 2015 – LIB 201	• May 8, 2015 – LIB 201
• October 10, 2014 – LIB 201 CANCELLED	• December 12, 2014 – LIB 201	• March 27, 2015 – LIB 201	• May 22, 2015- LIB 201