

**CONTRA COSTA COLLEGE  
ENROLLMENT MANAGEMENT  
WEDNESDAY, March 25, 2015**

**AA-216**

**Minutes**

**Committee Members: Tammeil Gilkerson, Vicki Ferguson, Catherine Frost, Michele Jackson, Wayne Organ, Richard Ramos, Kenneth Reynolds,**

**PRESENT:** Tammeil Gilkerson, Vicki Ferguson, Catherine Frost, Michele Jackson, Richard Ramos,

**GUEST:** Ashley Patterson, Najia Azizi

**ABSENT:** Kenneth Reynolds, Wayne Organ

**I. Welcome/Introductions**

Meeting was called to order a 2:05pm

**II. Approval of Current Agenda**

Michele Jackson motioned to approve the minutes. Rick seconded the motion. Motion unanimously passed.

**III. Approval of February 25, 2015 Minutes**

Catherine Frost motioned to approve the minutes. Rick seconded the motion. Motion unanimously passed.

**IV. Information/Discussion Items**

**A. Early Alert**

Per Tammeil, the Starfish Retention Solution allows CCC to assign counselors and connects to early alert system. CCC will be a pilot college for the new educational planning system being adopted as part of a statewide initiative. Colleges who are part of the pilot program will have access to the early alert retention feature from Starfish.

The best practices for Starfish have already been developed with implementation guides. CCC could start by engaging key staff and faculty to be on the implementation teams.

Quick notes about Starfish:

- Early Alert integrates with D2L and Canvas
- It can be a button on 2DL
- Similar to Insite\_Portal sign in

## **B. Distance Education:**

Per Rick, CCC has the tools to have online orientation as an option, but it still has not been implemented. Since orientation is mandatory, not having online orientation is hurting class enrollment. Students prefer to do online orientation rather than come to campus. DVC has orientation online. Online under the course, instructors have exercises student have to complete. Judy Flum will come to the next meeting with some updates.

Per Vicki, CON-108 the orientation Education Plan will be online this fall.

## **C. Comcast Commercial Update**

Per Michelle, filming has been completed. Students were excited to be part of the commercial, there was a lot of action packed scenes. Michelle emailed Comcast to see the rough draft, but she has not received a response yet. The commercial will be on the air by the end of April.

## **D. Steps to Success Update**

Per Michele, the printing company had a glitch printing the Steps to Success publication. It's going to take five working days for the printing company to complete the order. We are printing 10,000 folders with Steps to Success information in the middle.

Per Michelle, the "transform your life" commercial brand has created "transform your life" bill boards. CCC is planning on getting 3 billboards in the local area.

Updates form Tammeil:

- CCC is trying to have a more streamline function and look. A great idea would be to have digital signboards at the entrances of each building, displaying announcements vs. text heavy information.
- CCC is working on getting Facebook page.
- There will be a website update over spring break. Website will be more streamline, have a 2<sup>nd</sup> tool bar and better buttons.

## **E. Enrollment Management Plan**

Per Tammeil, the chancellor has tasked the presidents to do an enrollment management plan; it has to be done by May. As a result, the President has hired Noel Levitz, a consulting group, to do an assessment of the college. For only the cost of travel, Noel Levitz will come to CCC and perform assessment. They will look at marketing, website, enrollment, etc. A complete analysis will be performed along with interviews. Noel Levitz will produce a report with recommendations and strategies. CCC can keep the report; it's up to CCC to decide if they want to use Noel Levitz to help make the changes. Noel Levitz will be on campus for about 2-3 days, (4/8, 4/9, and maybe 4/10). Once the assessment has been completed, the report will be brought to the committee.

Michelle reported that for first time CCC used students from WCCUSD as a focus group for the 5-year strategic plan. There were representatives from the Youth Commission.

Per Rick, the meeting produced validations on what CCC's constituency wants. There were two items that stood out at the meeting:

- 1) Students are not aware of all programs CCC offers.
- 2) The transition from being a high school student to a college student can be difficult. Students are accustomed to a rigid structured environment, the curriculum is scripted, and they are told exactly how to do projects. When they arrive to CCC or any college, the environment is more relaxed, not all projects/assignment are detailed, and faculty can be relaxed or rigid.

Per Michelle and Tammeil, another issue perspective students have is the assessment testing. An honor student will take the CCC assessment tests and will get placed in basic skills. Student want support on how to take the tests.

Per Tammeil, the move to multiple measures assessment should begin to help this issue. The math department is currently working on possibly placing students based on GPA, the last math class taken, and their CST test score. The students who are under placed based on the assessment test would be replaced into the appropriate level.

Per Najia, Math 125 is going to help non-science students. Students can go straight to statistic with no prerequisites required.

## **F. Announcements**

- The Long Beach Promise data only shows the remedial track success rates.
- The Per Ankh new learning community, will track students all the way through their four year experience. CCC will continue to keep in contact with students when they transfer.
- CCC had its first pre law pathway meeting.
- On the website IT has created a shell for Welcome Services, it will house info sessions and campus tours. Fillable forms were also created for the campus tours
- Program videos are continuing to be filmed. The idea is to feature the videos on the programs pages (culinary, journalism, counseling, etc.) and on the welcome page.
- The summer schedule is online, but it is not printed yet.
- There will be separate schedules for summer and fall

- The catalog is in the works.
- Marketing and communications department is advertising to four year colleges.
- April 23<sup>rd</sup> is High School Parents' Information Night. This is part of the enrollment management plan. CCC is going to Richmond High School to do a presentation/tabling. CCC will be working with the junior and senior tracks.
- From September to now, CCC has touched 720 high school students
- Super Saturday (May 9<sup>th</sup>) is still finalizing the draft agenda
- As of today there are 35 employers signed up to attend Career Day.
- The Wellness Fair was successful
- There are 620 potential graduates. We are still evaluating the student walk list.
- Dr. Noldon was featured on an article from HBC and California Community Colleges. Student Services is working on workshops to get the word out.
- Ashley Patterson is collecting data on all things basic skills, majors, and probationary students. Any information, please forward to Ashley. A source of information is the high school cohort study, available on the district research page.

## **G. Adjournment**

Rick motioned to adjourn meeting. Michelle second the motion.

Meeting adjourned at 3:07pm