

**CONTRA COSTA COLLEGE
ENROLLMENT MANAGEMENT COMMITTEE
Wednesday, May 25, 2016
2:00-4:00 p.m., Room AA-216**

Minutes

Committee Members: Tammeil Gilkerson (Chair), Catherine Frost, Beth Goehring, Najia Azizi, Vicki Ferguson (Ex-Officio), Ashley Patterson, Dennis Franco and Alfonso Ramos (student)

Present: Tammeil Gilkerson, Beth Goehring, Najia Azizi, Vicki Ferguson, Dennis Franco, Alfonso Ramos and Lorena Cortez (taking notes)

Guest: Brandy Howard

Meeting called to order at 2:04 p.m.

I. Approval of Current Agenda

Dennis Franco moved to amend agenda to include item D. Constant Contact. Najia Azizi seconded the motion. BG, VF, CF and AR voted aye. None voted nay. The agenda was unanimously approved.

II. Approval of April 27, 2016 Minutes

Vicki Ferguson moved to approve the minutes. Dennis Franco seconded the motion. AR, BG, CF and NA voted aye. None voted nay. The minutes were unanimously approved.

III. Action Items

No action items

IV. Information/Discussion Items

A. Concurrent/Dual Enrollment Task Force Update (Dennis Franco)

Dennis Franco presented the third draft of the Special Admit Form (Dual/Concurrent Enrollment). The Enrollment Committee reviewed and noted the formatting and language changes on the form.

B. Starfish Progress Survey Schedule (All committee members)

Vicki Ferguson reported Classified's feedback on behalf of Ashley Patterson. Classified suggested to set the target date for progress survey on the second, eighth and twelfth week of the semester. This would allow faculty to do progress reports and set interventions in between the second, eighth and twelfth weeks. Catherine Frost was concerned that the twelfth week is too close to the last day to drop classes.

Beth Goehring reported faculty's feedback for the target date for progress survey. Faculty recommends the fifth and tenth week of the semester to allow enough time for intervention

Based on the on the feedback from the constituencies. The Enrollment Committee came to a consensus to set the progress survey schedule at the second, fifth and tenth week of the semester. The schedule will be piloted in fall 2016.

Beth Goehring had more feedback from faculty about what they would like Starfish to do: counseling, family counseling, therapy, recognition of success, housing and food information, bus passes, closing the loop, issuing money on time for student to buy books. Per Vicki, Starfish will set steps or goals for student to complete, the Kudos tool will give recognition to students for doing good work/completing tasks and it closes the loop to let faculty know the status of the student.

Tammeil Gilkerson clarified that Starfish is a conduit for communication to route the student to the proper person/department as opposed to Starfish being able to do work. Part of the equity plan is to provide support to the students. This has made it possible to hire a new retention specialist that will meet with face to face and follow up with students to make sure they receive the resources needed to succeed.

Additionally, Contra Costa College has partnered with John F. Kennedy University to bring mental health services to students. Beginning this summer, there will be three mental health services interns (graduate level) on campus three days a week. The college will have an array of counseling services: student assistance program (SAP), general counselors/personal counselors and mental health services counselors. As faculty members use Starfish to raise flags on students they are concerned about, the student is routed to the point of contact, Vicki Ferguson. The student then is referred via Starfish to the appropriate person and/or service and will be assigned a point of contact who will follow up with the student to set up the appointment. The mental health services is short term counseling, five to eight sessions. The counselors will be housed in the Student and Administration Building to give them a more private setting.

Dennis Franco added to conversation that there is work being done to create a webpage that will list countywide resources like housing for students.

C. Website Update (Tammeil Gilkerson/Brandy Howard)

Brandy Howard presented a preview of the college website. The website launch timeline has been revised. Instead of releasing an entire college website, a new homepage tied to the existing site will be ready at the end of June. The existing site will receive some updates make user friendly and give it a refreshed look. The full new website is expected to be launched September 2016.

The development process of the website is as follows:

- Final stages of the refining the design concept (colors, images and shapes)

- Working on the final stages of information architecture (wording and placement of text).
- Revised headers after June.
- Working during the summer with Student Services to revise content.
- Revisions on academic content will begin in the fall.
- Completion of the academic content will be at the end of spring 2017.

D. Constant Contact (Vicki Ferguson)

Vicki Ferguson would like Enrollment Management to discuss, evaluate and provide feedback on the efficiency of the Constant Contact. Currently the college uses programs like Regroup, Communication Management and Constant Contact to communicate with students. Regarding Constant Contact, the college is on the 10,000-25,000 plan at a cost of \$936.00 every six months. The program has a tool that collects how many students read the email. The data has revealed that only about 12% of the student are reading the email. According to Catherine the number has been decreasing throughout time.

Tammeil Gilkerson recommended that in fall 2016 Enrollment Management take on the project to evaluate and scale communication with students. The college must have one official method of communication with students. However, there can be ways to scaffold other pieces to simplify and focus the information. Also, teaching the students to access InstePortal and email at orientations could improve the communication.

The Enrollment Management Committee will review the Constant Contact analytic data in fall 2016. This item will be added to the Enrollment Management agenda as "Communication Channels Task Force".

E. Other/Future Agenda Items

There were no other/future agenda items.

V. Adjournment

Dennis Franco moved to adjourn the meeting. Beth Goehring seconded the motion. AR, VF, CF and NA voted aye. None voted nay. The motion was unanimously approved.

Meeting adjourned at 2:59 p.m.