

CONTRA COSTA COLLEGE
ENROLLMENT MANAGEMENT COMMITTEE
WEDNESDAY, SEPTEMBER 24, 2014
AA-216
Minutes

Chairperson: Tammeil Gilkerson
Faculty: Wayne Organ, Intisar Shareef
Classified: Michele Jackson, Ken Reynolds
Management: Vicki Ferguson, Catherine Fites
Students: None present

I. The meeting was called to order at 2:05 p.m.

II. **Approve Agenda**

Michele motioned to accept the agenda. Vicki seconded.

III. **Approval of August 27, 2014 Minutes**

Wayne motioned to approve the August 27, 2014 minutes with one amendment. Catherine seconded.

IV. **Action Items**

No action items

V. **Information/Discussion Items**

A. Marketing plans/recommendations/goals

Per Michele, an effort is being made to work collaboratively with Outreach. She presented a marketing plan and solicited feedback from the committee. An electronic copy of the marketing plan will be provided to all committee members via email.

In October, the college President will send out a letter to recent high school graduates who initiated contact with the college, but did not register. This will mark the beginning of the "*Finish What You Started*" campaign, headed by the Student Success Team. This list is located on the P-drive.

Michele stated that her team is working to create new marketing materials for the college, one piece at a time. The goal is for these materials to be "high school friendly". There is no time line for completing this part of the marketing plan. This is in part due to the intense timeline the Graphics department is operating under, as they are currently working on multiple projects.

Per Tammeil, a *Steps to Success* brochure is much needed and should be high on the list of priorities for marketing. This will help students to matriculate. It is recommended for this to come back to the

committee as a draft. Michele stated that the brochure will be created by the expiration of the current semester.

Per Michele, a social media campaign is in the works. The District has expressed great interest in developing this type of campaign and is in full support of the college's efforts. Michele stated that the college is currently looking at different vendors and "hearing what they have to say". Comcast has presented to the college, but Michele believes the Bay Area News is more "people driven" and has a "longer reach". The goal is to select a vendor that is able to accommodate the college's unique set of needs.

Electronic advertisements and newsletters are on the list of types of marketing tools the college is considering. Michele shared that when marketing information is filtered through the District, the cost to the college is significantly reduced because they will pay for a portion.

Michele reiterated that a timeline for these types of projects has not been established. Intisar inquired about whether it is a personnel issue. She posed the idea of hiring additional employees in the Graphics Department. Tammeil stated that she'd put in a bid under Box 2A for a 1.0 position for Social Marketing and it was not approved. Tammeil suggested creating a prioritized list of marketing tasks/projects to use as a tool to get more projects completed with limited time.

Intisar stated that Box 2A is a competitive process and it is important for staff and faculty to be supportive of one another in getting positions that will benefit the college holistically. She offered the idea of "joining forces" as way to get more positions. She also posed the idea of seeking the creative input of people who are not employees of the college. This, coupled with the technical input of professionals might be effective.

Ken posed the idea of hiring an hourly employee in the Graphics Department. Tammeil stated that she would introduce this in a Box 2A meeting for Classified and converse with Ericka Greene, the Interim Classified Student President about what Classified needs. Intisar stated that the messaging should be "what is best for the college".

Michele spoke about "re-branding" based on the college's new look. She clarified that she speaks of "rebranding" as a concept. Tammeil shared her desire for the college to develop a design philosophy to brand from, using design aesthetics. She also stated that finding out what "speaks to our students" is a critical piece of the marketing plan. Most agreed that it would be helpful to come up with four or five ideas for a marketing theme and solicit feedback/input from students. This is a process that can be repeated each year.

Michele stated that it "used to work like this". The Scheduling & Catalog Committee would collaborate on the "look" the college was going for. This group would convey these ideas to Tim Gleason, the college's Graphic Designer who would then develop marketing materials based on those ideas. Intisar shared that she believes the college could benefit greatly from getting students' input. She stated that this will help the college to "get on target with our vision". Michele stated that she has tried once to little avail.

Wayne posed the question of "how do we get students involved". Vicki stated that we have a new Associated Student Union (ASU) President, and other positions are also being filled. Michele posed the

idea of getting students enrolled in Ellen Seidler's Graphics class involved in the college's Marketing efforts.

Tammeil suggests "branding" as an agenda item in order to have a concentrated conversation on what the word "brand" means for the college. Vicki reiterated Intisar's idea of getting students involved. She is of the belief that students offer "fresh eyes" and would be able to provide useful feedback on potential "branding" movements/decisions. She introduced the idea of inviting student ambassadors to the committee's next meeting. All members present, were in agreement. Tammeil stated that she would like to create a couple of new branding pieces and present these along with a few that have been used in the past to students. Intisar stated that this could be effective because it provides students a historical idea of the college's brand.

Michele stated that based on the college's marketing history, "branding changes with administration". She believes it will be helpful to Tim Gleason in the Graphics Department to receive ideas from others (Administration/Faculty?) to develop marketing materials. Ken posed the idea of taking the "hole" in the middle of campus and changing it to a positive through the use of images that convey the message of "moving forward". His idea is to use color to signify "where we are" in building process for the new campus.

Tim Gleason, Ellen Seidler and student ambassadors will be invited to the next meeting. Vicki stated that she will try to invite student workers from Student Services.

Michele stated that the college has no focal point. All colleges have an entrance. The campus' current signage is not "welcoming" and should be improved. This primarily references the concrete signs located at various locations on campus. The idea of soliciting bids for a permanent sign was introduced. The college would work collaboratively with an artist to create a new design. The electronic billboards throughout campus are positioned in a way that deems them less useful. Castro, Mills and Mission Bell were identified as locations where signage is needed/critical because they mark the entrances to the campus.

Per Tammeil, in the next meeting the committee will decide if they will draft a letter with recommendations for college signage to College Council. This committee has the authority to make recommendations for what the college needs. The President will then make a decision. There may be bond money available to fund this project.

The committee also talked about putting in new light posts and attaching flags with images. The images can be used to promote "who is here". Students and staff will be showcased on these flags. Vicki stated that the light posts along the route from the bus stop to the Student Services Center can also be used. Michele will develop a "live" agenda.

B. Outreach Plan 2014-2015

Vicki shared a documents outlining the college's Outreach Plan and an email to feeder high school. There will be a "CCC is Your First Choice" workshop. She stated that the college has been invited to high schools in this county and others. Vicki is contacting high school Vice Presidents as part of the relationship building component of Outreach. The college will also provide assistance to high school

juniors and seniors in completing the 2014-2015 FASFA. This will be a prep for the March 2nd "Early Bird" deadline.

Per Vicki, the decision has been made to re-focus "*Super Saturday*". The efforts will be more concentrated. The consensus is that the college needs to do something "college-wide", possibly an "Open House". This will potentially be a remedy for the challenges of "*Super Saturday*". This will provide another opportunity to interface with people/organizations in the community.

Intisar posed the idea of a stimulating activity to convey "good teaching". This would require faculty participation. The goal is to give a good first impression to parents and students. Faculty members will give a lecture that is taught in their courses. This would be integrated into "Open House". Going forward, "*Super Saturday*" will focus on highlighting programs. There was some feedback that there should be no tabling. The construction project inhibits the college's ability to have a "real" "Open House". Tammeil is of the opinion that for the next "*Super Saturday*", the focus should be programs, with registration taking place in labs later.

Timing is an issue when planning events with high school students. It is important to consider prom and other activities to increase student participation. The idea of reserving the gym and recreating the UNFC model was posed for "Open House". The start time would be 9:00am instead of 8:00am with a continental breakfast.

Catherine suggested a survey to identify how students "heard about us", as a way to identify which Outreach efforts are most effective. There was also a suggestion to survey students who visit the Welcome Center to determine what is attracting students. Tammeil stated that this method may not provide the information the college is seeking because not every student who visits the Welcome Center is a new student.

Some members expressed a desire for more support from the District Office in our effort to attract new students, hence increasing enrollment. Intisar stated that the focus should be on determining why students in this area are opting to matriculate colleges in other areas. Michele stated that she believes the District should assume a leadership role in this effort so students will see us as a "district". For example, the Peralta District has one schedule. Tammeil stressed the importance of highlighting "what we do" and sharing our story of positives through Marketing, and reiterated the idea of highlighting faculty and students.

C. Early Alert/Retention Alert

Title III funds were used to purchase ACES Early Alert Tracking System and the college cannot bring it back. Per the Vice Chancellor, it can be costly and it is obsolete. Wayne stated that the next step is determining the effectiveness of current programs that employ Early Alert, i.e. Football and EOPS.

LMC purchased Elucian and it is available to broker at no cost to the college. The concern is that due to staffing issues, it might be difficult to operate efficiently. It is unclear who the information would be submitted to for follow-up. LMC has stated that this program has not operated particularly well for their campus and they are in the process of reworking it.

Tammeil suggested brainstorming ideas on what “we envision when we talk about Early Alert”. Intisar is of the opinion that “our students need personal intervention and reassurance that faculty cares”. Students are more inclined to visit office hours with a personal invite. Wayne suggested addressing the issue of hiring part time faculty instead of fulltime faculty. Intisar stated that adjunct faculty oftentimes do not have assigned office spaces and have limited office hours.

Tammeil suggested producing data on whether an intervention leads to passing a class. Wayne stated that he will poll faculty and relay his findings to the committee. Intisar suggested using department meetings as a forum to do an assessment on what works best for faculty when intervening with students.

Tammeil expressed some concern about the time frame for progress reports. There may not be sufficient time for students to improve. Catherine suggested shifting the focus to Marketing and Retention, finding out what strategies are working for other colleges. She is of the opinion that asking students “what is going to help you? or what has helped you?” will be effective.

D. WebAdvisor Error Messages

This item was placed on the agenda for the next meeting.

Wayne motioned to adjourn at 4:16 p.m. Ken seconded.