

**CONTRA COSTA COLLEGE  
ENROLLMENT MANAGEMENT  
WEDNESDAY, January 28, 2015**

**AA-216**

Minutes

**Committee Members: Tammeil Gilkerson, Vicki Ferguson, Michele Jackson, Wayne Organ, Ken Reynolds, Intisar Shareef, Rick Ramos, ASU student representative**

**Present**

Tammeil Gilkerson (chair), Michele Jackson, Ken Reynolds, Vicki Ferguson, Rick Ramos, Luanna Waters (ASU rep)

**Excused:** Intisar Shareef

Guests: Mayra Padilla, Najia Azizi, Beth Goehring

I. The meeting was called to order at 2:03 p.m.

II. **Approve Agenda**

Rick motioned to approve the agenda, Vicki seconded.

III. **Approval of November 26, 2014 Minutes**

Ken motioned to approve November 26, 2014 minutes with revisions. Rick seconded.

IV. **Action Items**

No action items

V. **Information/Discussion Items**

A. **Review of committee charge**

Per Tammeil, the campus is working to streamline committee charges. Wayne suggested two members from each constituency group plus non-voting ex-officios. He is of the opinion that standardizing charges across all committees is fair and "in the spirit" of shared governance.

The decision was made to include two members from each constituency group as committee members plus non-voting ex-officios.

This item will come back to the next meeting as an action item.

## **B. Update on Comcast commercial**

The District Office has selected Comcast to promote all three campuses collectively with each college being highlighted in their own thirty second commercial. The target audience(s) has been identified as high school students and their parents.

Comcast is currently working on a second creative revision. The initial theme did not encompass everything the college wants to promote. The chosen theme is "We Transform Lives". Michele spoke of the importance of conveying all of the ways that the college serves/supports students, including those elements that are beyond the classroom.

The commercial will air at various times on selected networks. In addition, there will also be a multi-media campaign. Per Tammeil, the college is also working to produce one to two minute videos highlighting campus programs. This will give students access to the college's programs at all times as these videos will be posted on the college website.

There is effort being put into "re-tooling" the way the campus approaches marketing and outreach. One goal is to institutionalize college tours and information sessions. Michele also shared a "mock-up" of a comprehensive college brochure. This publication will include *Steps to Success* and information on all campus programs. She solicited feedback from the committee on program materials. Vicki stated that the feedback from the outreach team is that students want more "specific" program materials.

Tammeil reiterated the importance of promoting educational plans. This is a mandate of Student Success. She also shared that Ellen Seidler will be adding a 2<sup>nd</sup> toolbar into the college website as part of the effort to reduce "road blocks" for students. Developing a "blanket" template for pathways was suggested as a way help students to easily identify these forms when they are placed in different areas on campus.

## **C. Transcript audit software**

The software being used by the college is not equipped for the UC system, which might pose a problem for some students. Mayra suggested streamlining the college's requirements with CSU and UC requirements in an attempt to make things less confusing for students. The college has the software (transcript audit) but need faculty to commit to implementing and maintaining it.

There was a discussion on an "Early Alert" system continued from a previous meeting. Tammeil spoke to the President and was informed that the program previously used by the college cannot be revived. The District owns the infrastructure for an early alert system by Datatel. The college will need to determine the best way to use this system which will require a "human" commitment.

Rick posed the idea of faculty inputting all student scores into D2L and programming the system to generate an automatic alert to those students who fall below a certain level. Having a staff member designated to receive the alerts and contact students was also offered as a solution. This would require staffing.

It was determined that this item will come back to the next meeting as a discussion item.

Michele motioned to adjourn. Vicki seconded.