

**CONTRA COSTA COLLEGE  
ENROLLMENT MANAGEMENT  
WEDNESDAY, August 26, 2015**

**AA-216**

**Minutes**

**Committee Members: Jane Harmon (Chair), Vicki Ferguson (Ex-Officio), Catherine Frost, Beth Goehring, Richard “Rick” Ramos, Kenneth Reynolds, Najia Azizi and Dennis Franco**

**PRESENT:** Jane Harmon, Vicki Ferguson, Catherine Frost, Beth Goehring, Rick Ramos, Najia Azizi and Dennis Franco

**GUEST:** Ashley Patterson and Kelly Schelin

**ABSENT:** Kenneth Reynolds

**I. Welcome/Introductions**

Meeting was called to order at 2:03pm

**II. Approval of Current Agenda**

Rick moved to approve current agenda. Dennis seconded the motion.

**III. Approval of April 22, 2015 Minutes**

Vicki moved to approve April 22, 2015 minutes. Najia seconded the motion.

**IV. Action Items**

No action items.

**V. Information/Discussion Items**

**A. Concurrent/Dual Enrollment**

As a way to increase enrollment, this semester (fall 2015) the Administration of Justice program is the pilot for concurrent/dual enrollment. The concurrent piece is sending CCC faculty to the high

schools to teach. The dual piece is identifying high school faculty who qualify for an FSA to teach. The faculty will be paid by west county schools and we will be able to collect FTEs. In the summer 2015 Rick and Kelly Schelin developed a staff development piece for high school faculty.

Kelly has been working on the MOU with WCCUSD. It is in its final stage, the contract language is being reviewed by the district and WCC leadership. Now, it is necessary to identify individuals in Student Services and Admissions and Records to help build a model to enroll students in dual/concurrent enrollment courses.

Dennis will lead a taskforce to come up with a structure to support dual/concurrent enrollment in a systematic and streamline matter. The taskforce force members are Robert Webster, Najia Azizi, Kelly Schelin, Catherine Frost, Rick Ramos and Dennis Franco.

#### **B. 4 Requirement of 3SP – Orientation, abbreviated and comprehensive education planning and follow-up**

Starting fall 2016 the college will be required to show evidence of doing the 4 requirements of 3SP with new students. Currently, MIS is capturing Information. One of the issues is the system that is currently being used Ellucian, is slow and it can delay ed. planning.

Dennis brought up an area of concern is students who are undecided. There is only a certain portion of undecided students that the college can have, so there needs to be action taken. His suggestion is to remove undecided as an option, because there is no structures is place to help students who are undecided. The Assessment Center will offer one more day in October for students to take the assessment tests.

Vicki reported that the districtwide online orientation is live. The link provides a counts for MIS. Once student click it takes them to the portal. Work is still being done on other modules like the translation in Spanish, financial aid and assessments. We are the pilot institution for Hobson's/Starfish Ed. Planning tool. Ashley Patterson, Minority Retention Specialist, has been working on retention workshops where students learn how to fill out reinstatement forms, submit and learn the process.

Rick moved to recommend removal of the undecided status from the application. The recommendation will be added to the College Council agenda. Dennis seconded the motion. CF, BG, NA, and JH voted yay, none voted nay.

Najia brought up that students are having issues understanding the online orientation. There is a high number of students who are not completing the online orientation because they are unaware of how to do it or that they are required to complete as part of the enrollment process. Per Dennis the committee should look at what forms of communication are going out to students, does the communication explain clearly the process and the context of priority registration.

Vicki and Catherine will gather email and forms of communication that goes out to students when they register. This information will be put on the next meeting agenda, it will be discussion and demonstration on how to communicate with students.

As a way for the committee members to understand the enrollment process, they agreed complete the college application.

### **C. Clear pathways to certificates and degrees**

Jane brought up to the committee that there needs to be clear pathways to every degree and certificate that is offered. This will help students and course scheduling. The committee looked at various community colleges to see different templates of degree/certificate pathways.

Jane will put pathways to degrees/certificates on Council of Chairs agenda. Jane, Dennis, and Kelly will work on degree pathway template.

### **D. College preparation**

It is important to build and maintain relationship between college faculty and high school faculty. Having a strong relationship between faculties will help prepare students to enter college and help increase enrollment.

### **E. Scheduling**

Jane would like to have a meeting with counselors to find out where the problems are with the schedule, what courses might need to be offered so that students can complete degree/certificate on time. Catherine suggested running a degree audit from ed. Plan for prediction and exact number of students enrolled in classes, this help identify which courses need to be offered. This item will be brought to the Dean's Meeting.

### **F. Relationship with K-12, 4 year colleges and universities, business & industry**

Per Kelly, currently we have a middle school program that regularly visits the campus. Dennis mentioned that the outreach calendar has some of the middle school information, he will send it out to all the members. Also, Catherine pointed out that Nursing has a great relationship with University of Phoenix where they will obtain a dual enrollment bachelor's degree.

Committee would like to see data reflecting what colleges students are transferring, the programs and the number of students transferring. Najia will talk to Andrea Philips to gather the information. Per Catherine we are very close to getting the student tracker program from the National Clearinghouse.

### **G. Reach out to the adult population**

After taking a look at the five year trending of the college, Dennis noticed that there has been a substantial percentage loss in 20-24, 25-39, and 40+ years of age (adult population). We have

started reach out to the adult population by doing community events like City of Richmond resource fair, Juneteenth, El Sobrante stroll, partnering with Richmond Works and San Pablo One Stop. Another step to reach out is to bring 3SP to community centers and do assessment test.

Dennis would like to develop a plan to go after adult population and have the means to measure the outcomes to see if what they are doing is successful. Rick suggested for Dennis to attend the neighborhood council meeting to develop a relationship with the community leaders. Kelly will forward the list of community leaders to Dennis. Also, Dennis will look at joining AB86 Committee (Adult Education).

#### **H. Articulation officer**

Vicki updated the committee, Robert Wester has been given 40% release time to continue as the articulation officer. He sits on the Curriculum Committee where he signs off on curriculum changes. Robert will be invited to the Enrollment Management meetings.

#### **I. Noel Levitz report executive summary and consultant Marty Takimoto**

The committee members reviewed the report and the scope of work consultant Marty Takimoto will be doing for the college.

Noel Levitz will develop specific, actionable plans to optimize recruitment and retention systems and processes as well as implement best practices on campus, ensuring to maximize resources to recruit students who are a good fit and will persist, retain and graduate from CCC.

Marty Takimoto will review and assess existing prospective-student communications and make recommendations for creating an integrated prospective-student communication system consisting of personal, written, telephone and electronic contracts.

#### **J. Other/future agenda items**

None

#### **K. Adjournment**

Dennis moved to adjourn the meeting. Beth seconded the motion.

Meeting adjourned at 3:46pm