

**CONTRA COSTA COLLEGE
ENROLLMENT MANAGEMENT
WEDNESDAY, September 23, 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, Najia Azizi, Kenneth Reynolds and Dennis Franco

ABSENT: Rick Ramos (on medical leave)

I. Welcome/Introductions

Meeting was called to order at 2:06pm

II. Approval of Current Agenda

Dennis moved to approved agenda with the change of removing Wayne Organ’s name from the committee. Najia seconded the motion.

III. Approval of August 26, 2015 Minutes

Dennis moved to approve August 26, 2015 minutes. Najia seconded the motion.

IV. Action Items

No action items.

V. Information/Discussion Items

A. Communication to Students (Vicki Ferguson and Catherine Frost)

The committee reviewed the letters/emails that go out to students after they complete the CCC application. The purpose of this, is to identify the barriers that are causing students not to complete

the enrollment process. By simplifying and improving the communication sent to students, it could lead to an increase in enrollment.

There are 4 letters that student receive:

- Open CCC letter is from the State Chancellor's Office, it cannot be modified.
- CCC applied letter is unique to CCC, it can be modified,
- Communication management letter is used districtwide. The directors of Admission & Records is the committee that can make changes to the letter.
- Online orientation is a joint communication used by CCC and LMC.

One of the issues with the letter is that it's too long and wordy. Dennis suggested using bullet points and hyperlinks will simply the steps and make it clear for students to follow. Committee agreed to review the letters to start simplifying the steps.

Other suggestions to improve communications are:

- Send emails to the students to their personal email notifying they have a new message on their Insite portal account. Jane will talk to District regarding email policy.
- Send first year students the letter by mail.
- Bring back the President welcome letter to new students
- Send text to students with the notification they have received a new email. This is could be a privacy issue. Jane will talk to District regarding policies.

Jane will talk to the District about the communication policy and the process to make changes to the communication letters.

The committee members will look at different samples of welcoming and informational email. The sample letters will be circulate via email to members. Also, a student panel should review the sample letters and provide feedback to the committee.

B. Webpage Insite Login (Kenneth "Ken" Reynolds)

Based on student feedback, Ken wants to explore making it a one step process or a shortcut for students to login into Insite portal. Per Vicki and Catherine, the informational page has important information for all students and it is districtwide, at this time we are not sure it can be changed. Dennis suggested possibly have two links (buttons) on the webpage, one for new students, the other for continuing students.

Jane notified the committee that we are working with a web designer to redo the CCC website. A task force will be created to work with web designer. The Enrollment committee should have a representative in the task force.

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

Dennis gave a report on the task force. Najia Azizi, Dennis Franco, Donna DeRusso, Rick Ramos and Donna Floyd are the members of the task force. At their meeting they came up with the following two outcomes:

Outcome 1) Create a sequence process to minimize the need for duplicate effort in getting students enrolled form concurrent/dual enrollment classes.

Outcome 2) Develop a mechanism to distribute information.

The task force will meet once a month. The next steps of the task force are to review current practices, develop activities for each of the two outcomes, develop a rubric for the outcomes and create focus groups.

Jane announced the concurrent enrollment bill, SB288, is sitting on governor's desk waiting to be signed.

D. Student Transfer Data (Najia Azizi)

Currently there is no system in place to track transfer students. Those student who apply for TAG are identified as transfer students. However, we do not know to what institutions they are transferring. The other option of tracking is the IGETC certification through Admission and Records.

Per Dennis, UC and CSU have the transfer data on their website, however, it's not student specific. You can also contact private colleges to get the information. Dennis will talk to Andrea Fields about the different resources to obtain the student transfer data.

E. Degrees Earned at CCC (Denis Franco)

Committee members reviewed the data of degrees earned in 2014-2015 academic year. Beth the data did not reflect students who completed baseball officiating and personal training certificates. Per Catherine, certificates are not given automatically when students completes the certificate. Students must apply to obtain certificates.

F. Course Mapping (Jane Harmon)

Jane presented the course mapping department chairs have been working on to create clear pathways.

G. Other/future agenda items

Future/keep on agenda items: Website and communication to students (samples of welcome letters).

H. Adjournment

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

Meeting adjourned at 3:28pm