

**CONTRA COSTA COLLEGE  
ENROLLMENT MANAGEMENT COMMITTEE  
Wednesday, February 24, 2016  
2:00-4:00 p.m., Room AA-216**

**Minutes**

**Present:** Tammeil Gilkerson (chair), Catherine Frost, Beth Goehring, Najia Azizi, Vicki Ferguson, Ashley Patterson, Dennis Franco, Monica Rodriguez, John Vehikite and Lorena Cortez (taking notes)

Meeting called to order at 2:00 p.m.

**I. Approval of Current Agenda**

Dennis Franco moved to add an agenda item: "Sharing Resource Guide Sample Options". Ashley Patterson seconded the motion. CF, NA and BG voted yay. None voted nay. Agenda unanimously approved.

**II. Approval of November 25, 2015 Minutes**

Dennis Franco moved to approve the minutes with minor changes (Added Evan Decker & Catherine Frost as members of the Dual Enrollment Task Force and clarified West Contra Costa Leadership as West Contra Costa Unified School District). Najia seconded the motion. BG, CF and AP voted yay. None voted nay. Minutes unanimously approved.

**III. Action Items**

No action items

**IV. Information/Discussion Items**

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

The committee reviewed the draft special admit form. Some of the changes to the form include:

- The form can be submitted by email
- Under the recommended courses the section number has been removed
- The expectation and responsibilities language has been simplified to make it clear for reader to understand.

Dennis Franco asked the committee members to share the concurrent/dual enrollment process and the special admit form with their constituencies. At the next meeting, members will report feedback from their constituencies.

Since vetting the concurrent/dual enrollment program to the West Contra Costa Unified School District, Dennis Franco has met with a counselor from the John Swett High School. The counselor had positive feedback regarding the availability for students to register electronically. This will allow the students to become familiar with the system before attending college. The other groups that will be approached about concurrent/dual enrollment are Gateway, Metas and Middle College High School.

At the Counseling Collaborative meeting between counselors from Contra Costa College, local high schools and local middle schools, a list was shared of courses that make sense and are appropriate for a high school students to take. The Middle College High School course work was the model used to build the list of courses to be vetted.

Beth Goehring asked for clarification on the difference between PE courses vs. Kinesiology courses. Per Catherine Frost, PE is the only course restricted to concurrent/dual enrolled students. Students cannot register for PE courses because they are coded as physical activities. However, they can register for Kinesiology courses because they are coded as an academic course. Also, PE courses cannot have more than 10% of concurrent enrollment students; this is based on enrollment not class maximum. Beth Goehring suggested to clarify the PE courses language under the heading "rules for special admit students". Dennis Franco will have the task force review the form and bring back language suggestions to the next Enrollment Management meeting.

## **B. Starfish Demonstration and Implementation Timeline (Vicki Ferguson & Ashley Patterson)**

Vicki Ferguson and Ashley Patterson focused on the early alert retention tool of Starfish. The team meets every Wednesday with Hobsons to build the system. The rollout of Starfish will be in increments. Currently we are on phase 1: Identify and engage, this means we are only looking to train faculty and staff on progress survey, key referrals and making sure catalog is uploaded. The information from colleague and banner is transferred to Starfish. EOPs has been chosen as the target population to pilot Starfish.

Example of early alert workflow:

- Faculty identifies a student who is having issues (e.g. frequently absent, strange behavior etc.) by raising a flag within the Starfish tool
- A notification is sent to the student and their counselor
- The counselor follow up with student or the identified person for that student (e.g. tutor, minority retention specialist etc.)
- Closes the loop

Another opportunity to assess students or raise concerns is through the progress survey. However, this will require an institution wide conversation to determine at what point of the semester feedback should be given to students.

The retention tool is not only used when there is an issue, it also provides positive feedback. Faculty will check "kudos" for those student that are doing well in class. Faculty will have

access only to their class roster(s). Beside raising flags and sending kudos, a student may get an instant referral. Instant referrals are typically requested by whoever is assigned to the student. Once a student has received a referral, it becomes part of their to do list/task list.

The management tools at a glance can be filtered by academic program, campus location and academic status. The success score is used to measure the students' progress. While administration and faculty can see the score, the student will only see a progress chart. Another feature is the ability to run analytic reports.

Starfish is not imbedded within InSite Portal. However, the login will be the same as the InSite Portal. The committee members suggested to set up a link to Starfish on the Insite Portal page and to include the Starfish link in every email notification that is sent to students.

Vicki Ferguson demonstrated the Starfish test site.

- The homepage is used districtwide
- Users: Identified the departments and programs that we wanted to create special cohorts. (e.g. EOPS, Athletes, foster youth, apprenticeship, veterans, etc.)
- Roles: Job titles (e.g. administrative assistance, coaches, CalWORKs, etc.)
- Data & Analytics: Assessment scores, cumulative GPA, federal, academic program, BOG, registration date.

The Degree Planner Task Force is comprised of Catherine Frost, Dennis Franco and Sarah Boland. The Retention group is only Vicki Ferguson and Ashley Patterson. However, more members will be added to the group. The next steps are:

- Identify faculty leaders
- Have a flex activities conversation about Starfish

The committee asked Vicki Ferguson to bring back more concrete information about structure, as well as recommendations to the next Enrollment Management meeting.

### **C. Website Update (Tammeil Gilkerson)**

The website survey has gone out to the college community. So far there have been about 100 responses. The feedback will be sent to Jeribai Tascoe the website designer. He will report back to the committee with updates.

### **D. Sharing Resource Guide Samples Options (Tammeil Gilkerson)**

The committee reviewed the resource guides examples to get ideas about refreshing or adding the college's publications. Members liked the idea of having resource guides for the different groups on campus (e.g. veterans and foster youth). The committee will need to further discuss the idea of Enrollment Management managing the publication project. This agenda item will be brought back to the next meeting and Brandy Howard the new Marketing Director will be invited.

**E. Other/Future Agenda Items**

None.

**F. Adjournment**

Dennis moved to adjourn the meeting. Beth Goehring seconded the motion. CF, AP, VF and NA voted yay. None voted nay. Motion unanimously approved.

Meeting adjourned at 3:15 p.m.