

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

**Minutes**

**Committee Members:** Tammeil Gilkerson (Chair), Catherine Frost, Beth Goehring, Najia Azizi, Vicki Ferguson (Ex-Officio), Ashley Patterson, Dennis Franco and Joseph Carver

**Present:** Beth Goehring, Vicki Ferguson, Dennis Franco, Joseph Carver, Ashley Patterson and Lorena Cortez (taking notes)

**Guest:** Brandy Howard and Mayra Padilla

Meeting called to order at 2:34 p.m.

**I. Approval of Current Agenda**

Ashley Patterson moved to amend agenda to include item E. Hobsons Starfish Update. Vicki Ferguson seconded the motion. BG, RC and DF voted aye. None voted nay. The agenda was unanimously approved.

**II. Approval of April 27, 2016 Minutes**

Ashley Patterson moved approve the minutes with minor grammar changes. Beth Goehring seconded the motion. RC, VF and DF voted aye. None voted nay. The minutes were unanimously approved.

**III. Action Items**

No action Items

**IV. Information/Discussion Items**

**A. Next One's on Us Campaign (Dennis Franco)**

The campaign was in response to the low FTES numbers in early August. The CCC Foundation agreed to fund up to 700 students to take one additional course. The foundation also agreed to cover the cost of books for the first 100 students to sign up. A total of 60 students took advantage of the campaign.

The e-mail campaign was sent out 2,250 students on Thursday, August 4 and it targeted students who were currently enrolled in 6 to 11.5 units. In order for the students to take advantage of the campaign, they had to sign up in person at the Welcome Center. On Tuesday, August 9, 2016 a follow up e-mail was sent along with a multiple choice survey

attached. The survey was intended to find out the reason(s) students are not taking advantage of the campaign. Only 11 students responded to the survey.

The data from first e-mail had a click-through rate of 35.2% and an email open rate of 30.3%. The e-mail campaign was successful in reaching students, it surpassed the industry average of 18%. On the second e-mail both percentages dropped, 20% click-through rate and email open rate of 23%.

## **B. Enrollment Management Report Update (Dennis Franco)**

Dennis Franco and Brandy Howard presented on the other campaign to increase enrollment for fall 2016. The campaign focused on students who were very close to completing a degree and/or certificate or who were close to transferring. The two groups identified were:

1. Student who applied (summer 2016 and fall 2016), but had not enrolled
2. Students with 40 or more units, who completed transfer level Math and English and did not graduate with a certificate or degree

The campaign was advertised via e-mail, text, robo calls and mobile ads. The mobile ads were used only to target the applied but not enrolled group. The messages on the advertisements highlighted the new campus, key dates and featured key departments.

The vendor for the pilot mobile ads also provided Facebook ads. The key programs featured on the Facebook ads were Culinary, Automotive and Early Childhood Education. The ads were featured within a 10-mile radius around the 94806 zip code, with keyword searches in those 3 programs. The data revealed that the ads were had 550,000 impressions (number of times viewed) and 68 clicks.

The Applied but not enrolled group campaign targeted about 2,000 students. There were a series of 4 campaign e-mails sent out. At the end of the campaign, Dennis Franco identified 416 students that possibly enrolled due to e-mail campaign. The high percentage of the open e-mail rates (1<sup>st</sup> e-mail: 30.6%, 2<sup>nd</sup> e-mail: 33%, 3<sup>rd</sup> e-mail: 28%, 4<sup>th</sup> e-mail: TBD) indicated a strong correlation between the increase in students enrolled and the e-mail campaign. The data also revealed that 70% of the students viewed the e-mail on a mobile device. The feedback from the communication survey was to regularly do campaigns targeted to the applied but not enrolled group.

Per Brandy Howard, the pilot mobile ads targeted the student applicant list by serving them mobile ads at their homes. The data showed 82,000 impressions (number of times viewed), 181 clicks and 18 visits to campus. The mobile company can provide a list of all phone IDs that received the ad. The phone ID information can be used to cross reference with enrollment the list and produce data that will reveal if the targeted mobile ads resulted in students enrolling at Contra Costa College.

According to Dennis Franco, the 40 or more-unit group campaign targeted students all the way back to 2013 and reached approximately 1,300 students. There have been two e-mails sent out to this group. At this time there are no effective ways of tracking the results due to

the lack of a baseline. The only information is the e-mail open rate at 21% and the click rate at 1.5%.

The committee viewed the latest enrollment report. As of August 22, 2016, Contra Costa College's (CCC) enrollment is down 3.6%, Diablo Valley College (DVC) is down 1.9% and Los Medanos College (LMC) is down 3.0%. However, CCC's productivity has gone up 4.2% and the headcount is stabled at 6%. Dennis Franco mention that it is important to note that the headcount reveals the college has not lost students, rather that the students are taking fewer classes.

### **C. Website Update (Brandy Howard)**

The scope of the work on the website redevelopment project has changed. Phase one of the project are the headers, mega menu and footers. The homepage will be launched for testing and gathering data. Phase two involves recruiting additional taskforce members and working with another vendor. The committee provided some feedback to improve the website. The feedback included: Changing pictures, moving departments under different headings and adding a degrees/certificates page.

### **D. Equity Outreach Marketing Initiatives (Mayra Padilla)**

Mayra Padilla provided the list equity funds that are still available, the targeted group(s) and ideas on how to use the monies.

- Access – \$2,400 available. The target populations are ELS, Latino, males and veterans. The plan is to use the funds for marketing, possibly by using social media.
- Degree & Certificate Completion - \$10,000 available. The targeted groups are those with 30 or fewer units that have not registered in a year and students who completed 30 units who stopped enrolling. The target population are males, white and ESL.
- Math and English for Basic Skills Completion- \$20,000 available. The plan is to use the funds to market the accelerated Math and English programs as options that are available. Currently, there are no materials that list accelerate Math and English sequence as options.
- Book loans - \$15,000 available. The idea is to market to students returning students who are part of the degree and certificate completion equity group.
- College assistance funds – Transportation and food voucher are much smaller funds. These can be tied to

She sought the committee's recommendations on how to best use the funds by December 2016. The committee suggested for Brandy Howard, Dennis Franco and Mayra Padilla to meet and work on the marketing campaign planning session.

### **E. Hobsons Starfish Update (Ashley Patterson)**

Ashley Patterson along with other Starfish taskforce members from all three colleges and District attended the Hobson's University conference in July. The workshops were about best practices, workflow management and communication.

Starfish was introduced to faculty and staff during flex week and at the Psychology department meeting. The pilot has been delayed due to accessibility issues. However, the pilot is expected to be rollout the week of August 29, 2016. There have been three instructors identified to pilot the program; Sherry Sharufa, Rick Ramos and Norma Valdez-Jimenez.

Dennis Franco clarified the flags feature of Starfish will not be piloted. The Focus of this semester is only the progress reports.

#### **F. Other/Future Agenda Items**

No other or future agenda items.

#### **V. Adjournment**

Ashley Patterson moved to adjourn the meeting. Beth Goehring seconded the motion. RC, VF and DF voted aye. None voted nay. The motion was unanimously approved.

Meeting adjourned at 3:42p.m.