

**CONTRA COSTA COLLEGE  
ENROLLMENT MANAGEMENT COMMITTEE  
Wednesday, October 26, 2016  
2:00-4:00 p.m., Room SAB-211**

**Minutes**

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

**Present:** Dennis Franco (acting chair) Beth Goehring, Najia Azizi, Joseph Carver, Ashley Patterson, Tammeil Gilkerson (Cybersession discussion via phone) and Lorena Cortez (taking notes)

**Guest:** Brandy Howard and Monica Rodriguez

**Absent:** Catherine Frost and Vicki Ferguson

Meeting called to order at 2:07 p.m.

**I. Approval of Current Agenda**

Ashley Patterson moved to approve the agenda. Beth Goehring seconded the motion. RC, DF and NA voted aye. None voted nay. The agenda was unanimously approved.

**II. Approval of August 24, 2016 Minutes**

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

**III. Action Items**

No action Items

**IV. Information/Discussion Items**

**A. Enrollment Campaign**

Brandy Howard presented the spring 2017 enrollment campaign draft schedule. The schedule contained key messages, target audience, tactic/date and notes (see attached). The messages not only include registration deadlines, but encouraged students to set appointments with counselors to assist with their educational planning.

The enrollment campaign will be conducted via e-mail, robo calls, and social media; no mailings. The e-mail subject line will contain the primary key message. Monica Rodriguez

suggested including financial aid information in the e-mail by adding a link to the financial aid landing page. She indicated that there are many students who are not aware that financial aid is available for part-time students; they do not have to be full-time to receive assistance from Free Application for Federal Student Aid (FAFSA). Brandy Howard recommended working on e-mail specifically on financial aid information. Committee members suggest doing a campaign targeting part-time students by doing another 'Next One's on Us' campaign. Per the committee's request Dennis Franco and Brandy Howard will ask the College Foundation if they can sponsor the 'Next One's on Us' campaign for the spring 2017 semester.

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

### Social Media Presence

At the request of the committee, Brandy Howard provided an update on the Contra Costa College's (CCC) social media presence. CCC has maintained a constant social media presence on Twitter, Facebook and Instagram. The current followers for each platform are: 200 on Twitter, 200+ on Instagram and about 1,200 on Facebook. There are also other organization within the college like the Advocate and the Associated Student Union (ASU) that maintain a social media presence. Equity and Student Success and Support Program (SSSP) funds are supporting advertising on social media. Another avenue that the Marketing department is working on to reach students is the Ellucian mobile application.

### Cybersession

Najia Azizi informed the committee that Diablo Valley College (DVC) is offering a December Start Cybersession. It's 3 weeks, fully online, offering 2 to 3 unit classes over the winter break. The committee explored the idea of CCC offering a cybersession over the winter break. Tammeil Gilkerson called in to informed the committee that deans have discussed offering cybersession this winter, and are seeking faculty who will be able to teach fully online courses. The cybersession will be 4 weeks, starting December 19, 2016 through January, 13, 2017.

## **V. Adjournment**

Beth Goehring moved to adjourn the meeting. Najia Azizi seconded the motion. RC, AP and DF voted aye. None voted nay. The motion was unanimously approved. Meeting adjourned at 3:23p.m.