

**CONTRA COSTA COLLEGE
ENROLLMENT MANAGEMENT COMMITTEE
Wednesday, February 22, 2017
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: Tammeil Gilkerson, Dennis Franco, Beth Goehring, Joseph Carver, Ashley Patterson, Catherine Frost, Najia Azizi and Lorena Cortez (taking notes)

Guest: Brandy Howard

Absent: Vicki Ferguson

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

I. Approval of Current Agenda

Dennis Franco moved to approve the agenda. Beth Goehring seconded the motion. RC, NA, CF and AP voted aye. None voted nay. The agenda was unanimously approved.

II. Approval of January 25, 2017 Minutes

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

III. Action Items

No action items

IV. Information/Discussion Items

A. Super Saturday Update

Super Saturday will highlight the services and programs available to Contra Costa College (CCC) students. In the past the target audience has been high school seniors; this year it was decided to broaden the target audience. To stay competitive with other institutions, CCC will have to schedule Super Saturday before May 2017. Dennis Franco proposed scheduling Super Saturday on April 22, 2017. The committee members discussed and agreed that Super Saturday should be held on April 22, 2017.

B. Assessment Update

The work being done around assessment has been through the use of multiple measures. Multiple measures allow high school students to use course work in lieu or in coordination with Math and English assessment. The online assessment tool enables students to take the information from their transcript and enter into the assessment tool to produce the Math and English placement recommendations. Tammeil Gilkerson recommended to e-mail the college campus community about the multiple measures tool with a link to direct the students.

Per Dennis Franco, CCC does not require students to submit high school transcripts, but it is recommended. West Contra Costa Unified School District (WCCUSD) will be providing CCC with data for an opportunity to run the algorithm with the junior class to advise students. The Common Assessment Initiative for ESL, English and Math has been placed on hold. Diablo Valley College (DVC) is one of several colleges to pilot the initiative. DVC is scheduled to pilot the assessment in fall 2017.

C. Marketing/Enrollment Services Communication Update

Brandy Howard and Dennis Franco shared with committee the three marketing/enrollment services communication projects that they are currently working on:

1. 3SP booklet targeting WCCUSD high school seniors- The booklet highlights CCC's programs, student services and resources available for students. It will be sent out by mail.
2. Hilltop movie theater advertising - In April, May and July the 30 second ad play at the theater.
3. Email marketing – weekly e-mails will be sent out targeting the following student groups: current student, applied but not enrolled and student who completed 40+ units including transfer level Math and English

Some quick figures were also presented:

- in January, 1,000 new users signed up to receive notifications via text
- the personal e-mail open rate is 30% vs. the Insite e-mail open rate of 8-12% (note this number does not reflect redirected e-mails from Insite account to personal account)

In mid-March the first phase of the college website will launch. The website will have enhanced features but no video module. Towards the end of March, early April the second phase of the website will launch containing substantial CTE content. Beth Goehring asked whether faculty resources will be included on the website. Brandy Howard will follow up with James Eyestone about faculty resources section. The website will be hosted on outside server, making the website accessible during a power outage.

D. CCSSE Survey: Setting Intervention Goals

The committee discussed the intervention goals set in 2012:

1. Increase the number of student who register before the registration date.
2. Address the automated error messages causing confusing for student.
3. Improve tutoring.
4. Improve the college website.

The four goals set in 2012 have been addressed and continue to be improved. The committee members asked Catherine Frost to provide data to verify if there was an increase in the number of student registering before the scheduled registration date. The data will be reviewed at the next Enrollment Management meeting on March 22, 2017.

The CCSSE survey data identified a low percentage of male engagement as one of the areas that needs improvement. The committee decided to focus on increasing male student engagement. Part of the Equity work has focused on the access indicator, specifically the male population. The committee asked Mayra Padilla to report on the work the Student Success committee has done around access, outreach and nurture of college males success at the next Enrollment Management meeting on March 22, 2017.

The committee members explored the following ideas to increase male engagement:

- form a focus group with men to discuss how to increase student effort
- do a presentation at All College Day
- make a recommendation to Planning Committee to use CCSSE data to address low male effort for an All College Day presentation.

At the next Enrollment Management meeting the committee will brainstorm ideas for an All College Day presentation.

E. Other/Future Agenda Items

Ashley Patterson provided an update on Starfish. The Starfish tool has been presented at ASU and Liberal Arts division meeting. Starfish is expected to rollout campus-wide in fall 2017. The committee members asked if students have provided feedback on Starfish. Per Ashley Patterson, the students participating in Starfish are given surveys; she will bring the data to the next Enrollment Management meeting. Tammeil Gilkerson recommended to revise the retention presentation to address first generation vs. non-first generation student effort.

Future agenda items to discuss are the website update, review CCSSE report addressing the questions asked by the Enrollment Management committee and identifying financial aid barriers.

V. Adjournment

Dennis Franco moved to adjourn the meeting. Beth Goehring seconded the motion. RC, CF, AP and NA voted aye. None voted nay. The motion was unanimously approved. The meeting was adjourned at 3:46p.m.