

**CONTRA COSTA COLLEGE**  
**ENROLLMENT MANAGEMENT COMMITTEE**  
**Wednesday, August 23, 2017**  
**2:00-4:00 p.m., Room GE-305**

**Minutes**

**Committee Members:** Ken Sherwood (Chair), Dennis Franco, Catherine Frost, Beth Goehring, Najia Azizi, Vicki Ferguson (Ex-Officio), Tish Young, Ashley Patterson and Joseph (Randy) Carver

**Present:** Dennis Franco, Beth Goehring, Joseph Carver, Ashley Patterson, Catherine Frost, Brandy Howard, Tish Young, Najia Azizi and Lorena Cortez (taking notes)

**Guest:** Mayra Padilla, Maryam Attai, Bill Bankhead and Monica Rodriguez

Meeting called to order at 2:03 p.m.

**I. Approval of Current Agenda**

Dennis Franco moved to approve the agenda with the addition of the following discussion items: C. Promise Innovation Grant and D. View Book Project. Ashley Patterson seconded the motion. The motion was approved unanimously.

**II. Approval of March 22, 2017 Minutes**

Dennis moved to approve the minutes. Beth Goehring seconded the motion. The minutes were approved unanimously.

**III. Action Items**

No action items

**IV. Information/Discussion Items**

**A. Composition of Enrollment Management Committee**

The committee composition was reviewed and the group concluded that the Marketing Director, Brandy Howard, should be a voting member of Enrollment Management. The committee constituency voting representatives are as follows:

- Management – Dennis Franco, Catherine Frost and Brandy Howard
- Faculty - Beth Goehring, Najia Azizi and Randy Carver
- Classified- Ashley Patterson
- Student - No representatives identified at this time

Ken Sherwood and Vicki Ferguson serve on the committee as ex-officios.

## B. Student Financial Wellness Initiative

Monica Rodriguez and Bill Bankhead gave a presentation on the ongoing Financial Wellness Initiative from the California Legislature and the California Community College Chancellor's Office. They explained how the initiative will become a Contra Costa College campus wide effort and how it relates to retention as part of enrollment management.

The 2015, Ohio State University Nation Student Financial Wellness survey, demonstrated that financial issues are number one reason cited for student dropout. It also revealed that more than 50% of students misuse credit cards and overestimate their financial literacy. This has resulted in students becoming financially stressed and in some cases leading to loan default. The Financial Wellness Initiative proposes that education and financial capability will result in student academic success and retention. The initiative goals identified are as follows:

- establish a campus culture of informed financial behaviors
- increase financial literacy of community college students
- increase financial literacy for the communities throughout California

Some of the initiative success seen at other colleges were:

- reduced default rates - Solano CC's rate dropped from 34% to 15%
- reduced number and amount of loan request – College of Marin experienced 60% reduction in loan requests
- reduced emergency loan borrowing: College of Marin experienced 80% reduction in emergency loan borrowing
- increased persistence – Skyline College increased by 23 percentage points
- reduced credit debt -35% in Georgia and Texas after 1-year mandatory financial education

At CCC the plan is to roll-out the Financial Wellness Initiative in three phases: 1. Awareness, 2. Training, and 3. Community financial literacy (West County Community). Some financial wellness interventions are already being done on campus, e.g. SparkPoint presentation at counseling courses. However, Monica and Bill asked for recommendation and guidance on how to incorporate and/or focus the interventions taking place with new ideas. The following were ideas discussed on how to incorporate the initiative:

- financial literacy committee – create the committee with representatives from all constituencies
- Starfish – referrals for students
- reinstatement workshops
- “required” interventions prior to student loans
- incorporate financial literacy into first year experience curriculum as part of the Promise Grant
- marketing – story telling marketing based that show cases student success

Monica Rodriguez will take the recommendations from Enrollment Management and continue to work on the Financial Wellness Initiative.

### C. Promise Innovation Grant

The grant enables CCC to focus efforts to serve students who graduate from West Contra Costa Schools and John Sweet Unified School District and have plans to pursue a college degree or certificate. Vicki Ferguson provided a recap of the Promise Innovation Grant goals: 1. Early college commitment, 2. College and career readiness, and 3. Robust first year experience.

Currently, CCC has partnerships with UC Davis and UC Berkeley for Richmond Promise Students. Also, Maryam Attai is working with Miguel Alvarez to incorporate the Promise Grant during outreach presentations. To help develop the promise program and create a web presence, the Promise team (Vicki Ferguson, Miguel Alvarez and Brandy Howard) will attend the PromiseNet Conference in November 2017.

The grant is for a 2-year period. The first year 2017-2018, the grant is focused on the Richmond Promise Scholars. The second year 2018-2019, will be opened to all students; a name will need to be selected for the second year of Promise Grant. The mission of the Enrollment Management committee will be to brand and market the second year of the Promise Grant. At the next meeting on Wednesday, September 27, 2017, Vicki Ferguson will provide examples and guides for best practices.

### D. View Book Project

In spring 2017 the West Contra Costa Schools and John Sweet Unified School District high school seniors received a booklet/packet that included steps to success, a list of majors and social student life at CCC. For fall 2017 Dennis Franco and Brandy Howard have proposed creating a view book that highlights all the programs at CCC. The Enrollment Management Committee provided the following recommendations on the format and flow of the view book:

- create a theme
- add TOP/TAP program blurb
- include transfer information
- vet view book to Council of Chairs Committee

The view book will be on the September 27, 2017 meeting agenda as a discussion item.

### E. Other/Future Agenda Items

- Revisit the Community College of Student Engagement survey (CCSSE) report
- Promise Innovation Grant will become a standing item on the agenda
- discussion on establishing scheduling guidelines on the next meeting agenda

## V. Adjournment

The meeting was adjourned at 3:06pm.