

CONTRA COSTA COLLEGE
ENROLLMENT MANAGEMENT COMMITTEE
Wednesday, September 27, 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, Jenna Hornbuckle and Joseph (Randy) Carver

Present: Ken Sherwood, Beth Goehring, Joseph Carver, Ashley Patterson, Jenna Hornbuckle, Catherine Frost, Brandy Howard, Tish Young, Najia Azizi and Lorena Cortez (taking notes)

Guest: Maryam Attai, Monica Rodriguez and Miguel Alvarez

Meeting called to order at 2:05 p.m.

I. Approval of Current Agenda

A motion was made to remove agenda item D. Establishing Scheduling Guidelines. The motion to amend the agenda was approved unanimously.

II. Approval of August 23, 2017 Minutes

There were no changes to the minutes. The minutes were approved unanimously.

III. Action Items

No action Items

IV. Information/Discussion Items

A. Promise Innovation Grant Update

Miguel Alvarez and Vicki Ferguson informed the committee that due to the States Chancellor's Office decision to change the Board of Governors Fee Waiver (BOGFW) to the California Promise Grant; Contra Costa College (CCC) will need to rebrand and change/alter CCC's Promise Innovation Grant name. Along with the name change, an advisory board will need to be formed to build on the instruction and student services for the 2018-2019 promise students (300 hundred west county, non-Richmond promise students). The work done will lead to institutionalizing the Promise program's three goals after the grant money ends in 2019.

The committee made a couple of name recommendations: Promise pathway program and guided scholars program. Vicki Ferguson will take the recommendations her group. Brandy Howard and Ashley Patterson volunteered to be part of the advisory board. They will be joining Tish Young, Lucile Beatty, Mayra Padilla, Kelly Schelin and Vicki Ferguson as members of the advisory board.

B. View Book Project Update

Brandy Howard informed the committee that the decision to scale down the view book was made after discussing it with President, Mojdeh Mehdizadeh. The typical view books contain 16-24 pages, CCC's view book exceed the page count; the printing and mail cost would be a high cost. The revised view book will include the steps to success, college information, financial aid, comet stories, transfer and promise grant. The goal is to mail the view book by December 4, 2017.

She also shared that CCC is in the top three finalists for the National Council on Marketing and Public Relations District 6 Medallion awards for college website and view book. The awards will be presented during the 2018 National Conference in Las Vegas Nevada on March 2018.

C. Revisit CCSSE Report

The discussion item was tabled and will added as an agenda item at a future Enrollment Management meeting.

D. Other/Future Agenda Items

The committee discussed the college's enrollment numbers. The college's upward trend in enrollment this semester can be contributed to several factors: Outreach, implementing enrollment management tool (e.g. canceling classes before the semester starts) providing health and wellness services, retention efforts, etc. The use of data will be essential to planning the schedule. Data training will be provided to understand the data and how to use it. It was also noted that tracking retention data around the services like the food pantry, wrap-around fund, shower access for homeless students and the student wellness program is important.

Ashley Patterson provided a brief update on Starfish faculty participation in Spring 2017. She will provide a Starfish demonstration and update at the next Enrollment Management scheduled on Wednesday, October 25, 2017.

The committee will revisit the Community College of Student Engagement survey (CCSSE) report at a future Enrollment Management meeting. The discussion will be led by Dennis Franco.

V. Adjournment

The meeting was adjourned at 3:07pm.