

**CONTRA COSTA COLLEGE**  
**ENROLLMENT MANAGEMENT COMMITTEE**  
**Wednesday, January 24, 2018**  
**2:00-4:00p.m., Room GE-305**

**Minutes**

**Committee Members:** Ken Sherwood (Chair), Dennis Franco, Catherine Frost, Beth Goehring, Najia Azizi, Tish Young (ex-Officio), Brandy Howard, Ashley Carter, Jenna Hornbuckle and Joseph (Randy) Carver

**Present:** Ken Sherwood, Beth Goehring, Najia Azizi, Brandy Howard, Randy Carver, Tish Young, Lorena Cortez (taking notes)

**Guest:** Maryam Attai, Monica Rodriguez, Ghada Al-Masri, Katie Krolkowski, Miguel Alvarez, Stephanie Ortiz, Erika Quinteros

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

**I. Approval of Current Agenda**

Beth Goehring moved to approve the agenda. Jenna Hornbuckle seconded the motion. The minutes were unanimously approved.

**II. Approval of September 27, 2017 Minutes**

Beth Goehring moved to approve the September 27, 2017 minutes Jenna seconded the motion. The minutes were unanimously approved.

Randy Carver moved to approve the November 30, 2017 minutes. Beth Goehring seconded the motion. The minutes were unanimously approved.

**III. Action Items**

No action Items

**IV. Information/Discussion Items**

**A. Promise Innovation Grant Update**

Miguel Alvarez introduced Stephanie Ortiz and Erika Quinteros as the new Promise Grant assistants. Their roles are to provide retention and access support to the Richmond Promise Students. In previous Enrollment Management meetings, the group discussed new name ideas for the Promise Innovation Grant to avoid confusion with the recent name of the Board of Governors Fee Waiver (BOG) to the California College Promise Grant. After receiving input from student groups, the new name was selected: Promise Scholars Program.

Currently, the Promise Scholars Program group is building partnerships with UC Davis and San Francisco State University to establish a memorandum of understanding (MOU) to provide retention and support services to students while enrolled in the institutions. The Promise Scholars group is also working on a partnership with the K-12 feeder schools.

Ken Sherwood shared with the Enrollment Management Committee, that he and Mojdeh Mehdizadeh met with the 10,000 Degrees to discuss the expansion of their peer mentor program at Contra Costa College (CCC). 10,000 Degrees would like to pair their counselors with high school students and follow the student into college. The counselor does constant contact with the student to help with registration and making sure to meet deadline. Currently, 10,000 Degrees is working on the details about the commitment of resources that will need to be made by them and CCC.

Other updates from Miguel Alvarez:

- of the 90 students with college success coach, 80 of the students have transitioned into their 2nd semester as full-time students and are on track to succeed
- Academic Senate has made a commitment to support the African American student male population increase their success rate

## B. Outreach Report

Maryam Attai provided an overview of the outreach activities for January and February 2018.

January

- application workshops for Richmond Latina Circle (STEM) and Workforce Development/Early Childhood Education partnership
- cash for college workshop at Pinole High School
- why CCC? and financial aid workshops at Pinole and Hercules High Schools

February (scheduled)

- why ccc? and financial aid workshops at Richmond, De Anza and Aspire High Schools
- career and major workshop at El Cerrito Highschool
- application workshops at Hercules, De Anza, John Sweet, Aspire and Salesian High Schools
- FAFSA support night at John Swett
- college panels at Albany High School
- college fair at Black College Expo
- community event - Richmond Black History Celebration
- neighborhood council at Coronado Neighborhood
- campus tours – Albany High School and DSPS deaf students group tour

### C. Other Discussion/News Item

Monica Rodriguez shared with the group that the disbursements for financial is just over \$1.3 million going to 1,645 students (Note: this is only students receiving cash aid from a financial aid program). This is an increase of 15% total dollars and 32% increase in the number of students award the cash aid from spring 2017. Also, important to note is that 60% of students receive some type of financial aid (includes BOG/CA College Promise Grant, not just cash.) The committee discussed doing some in reach to current students to encourage them to apply for the CA College Promise Grant. Monica Rodriguez will connect with James Eyestone and Judy Flum to explore ways of sending reminder to current students to complete the CA College Promise Grant via Canvas. Currently, the message is communicated at weekly FAFSA sessions at assessment center and pop up workshops on campus. Maryam Attai, offered to host financial aid workshop at the welcome center in the evening on Wednesdays.

Ken Sherwood shared that the committee's name, Enrollment Management, will likely be going through President's Cabinet to change the name to something that has to do more with outreach and marketing. Brandy Howard made a recommendation to have the committee's charge take a more strategic approach rather than tactical. For example, the committee could select a student population to focus. Then based on the data, develop strategies to increase retention, improve success rate, etc.

### V. Adjournment

The meeting was adjourned at 2:52pm.