

CONTRA COSTA COLLEGE
ENROLLMENT MANAGEMENT COMMITTEE
Wednesday, February 28, 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, Brandy Howard, Dennis Franco, Jenna Hornbuckle, Ashley Carter, Lorena Cortez (taking notes)

Guest: Maryam Attai, Katie Krolikowski, Miguel Alvarez and Karl Debro

Meeting called to order at 2:08 p.m.

I. Approval of Current Agenda

The agenda was approved unanimously.

II. Approval of January 24, 2018 Minutes

Brandy Howard moved to approve the minutes with a minor correction. The minutes were unanimously approved.

III. Action Items

No action Items

IV. Information/Discussion Items

A. Promise Innovation Grant Update

Miguel Alvarez provided the following updates:

- Met with the director of Admissions of San Francisco State to explore a partnership to provide retention and support services to promise students while enrolled in the institution. The group will begin work on the first draft memorandum of understanding (MOU) this semester.
- Continuing to formalize partnership with UC Davis.
- Working with a cohort of 90-95 students on the retention piece and preparing to onboard the promise cohort of 200 students in the fall 2018.
- Compiling promise student success data. The group is carefully tracking key indicators, along with collaborating with counseling to determine what level of intervention students need. There are 3 levels of interventions high, medium and low.

- Students who qualify for Extended Opportunity Programs and Services (EOPS) are encouraged to participate in the program to increase student success.

The committee discussed the data sources the promise team has used. Miguel Alvarez shared that data comes from SARS, Colleague, departments and WCCUSD. The data will be used to assess the effectiveness of the program's services to students, answering the question: Was the first year impactful for a student to remain on campus? Compiling the data was a challenge, taking about 84.2 hours to complete. There are Client Relations Management Software (CRM) available, like Salesforce that could compile the data in just a few hours. The Contra Costa Community College District would have to discuss and take time to decide if such systems could be supported and implemented districtwide successfully.

B. Outreach Report

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

February (updated list)

- 6 application workshops
- Attended the Coronado Neighborhood Council; the group showed interest in the FLOW program.

March (scheduled)

- 10 college prep workshops (Hercules, DeAnza, Aspire, El Cerrito, Kennedy, Richmond, UCB Trio Academy)
- 4 drop- in counseling (DeAnza, Hercules, John Swett, Richmond)
- career and major workshop at El Cerrito Highschool
- 5 application workshops (DeAnza, Hercules, John Swett, Richmond)
- 10 orientation & assessment workshops (Aspire, DeAnza, El Cerrito, Hercules, Kennedy, Richmond, John Swett, Pinole, Vista)
- 3 college panels in Oakland and Richmond
- 3 college fair at Berkeley, Oakland and Richmond
- Tabling at Health Services Day
- 4 campus tours, the visitors are Valley View Charter, WCC Adult Ed and Richmond Ministers

The outreach work is taking place through many avenues from workshops and events to getting college materials to PTA meetings, community groups like churches and increasing the education for parents about college. There is also a counselor lead who assist in coordinating local high school counselors to do college preparedness work becoming a more centralized system to increase information flow and the visibility of the college.

C. Committee Structure

Ken Sherwood led the discussion to restructure the Enrollment Management Committee. The name will change to the Marketing and Recruitment Committee. The committee composition was discussed the possible new members from the following departments: Outreach Coordinator, Office of Student Life, Workforce & Economic Development, Institutional Effectiveness, Middle College,

Gateway and Promise Grant. There was a recommendation for President's Cabinet to evaluate the Marketing and Recruitment Committee meeting date to align better with Planning and College Council to make timely recommendations.

The following were recommendations for the committee charge:

- Develop, implement and evaluate a strategic and recruitment plan.
- Review, analyze and make recommendations on matrices related to marketing and recruitment.
- Regular evaluation of committee's priorities and goals.
- Set priority and builds criteria for how you make recruitment decisions

D. Other Discussion/News Item

None.

V. Adjournment

The meeting was adjourned at 3:55pm.