

Draft Notes for Enrollment Management Meeting July 26, 2005

Present: Jeanine, Andrew, Barbara, Christina, Robert, Kathy, Cindy.

Enrollment appears on track for our FTES target for the summer. However, without Job Core summer WSCH would have been down or flat from last year. Since more than 50% of the students enrolled in summer also take fall courses, this suggests that our base market may be soft. We need to get back to base or we risk losing 3.5 million dollars in revenue district-wide

Discussion took place on possible options for attracting new students. It was the consensus that we need a dual track approach:

- 1) Short term direction from senior staff to focus effort on 2005-06 to protect our base funding. Potential ideas included:
  - a. Expanding Co-op
  - b. Language Institute
  - c. Weekend courses (do we need to re-open services?)
  - d. New focus on adult learners (finances for women, long term care, digital photography, etc.)
  - e. Offering classes (especially language) to staff
  - f. Marketing effort to attract students in August before they commit to other semester colleges
  - g. Develop a Civic Engagement curriculum to capture WSCH
- 2) Develop a long term (5 years) strategy for enrollment. This might include:
  - a. Institutional priorities for attracting and retaining students
  - b. A proposal for a new structure to accommodate enrollment management decision-making and resource allocations
  - c. Identification of resources that can be applied to strategic initiatives
  - d. An outline of accountability measures needed to track the effectiveness of enrollment initiatives

Robert will bring the discussion of Co-Op to senior staff and report back at the next meeting.

(Submitted by: Andrew LaManque)

Draft Notes for Enrollment Management Meeting June 21, 2005

Present: Terri, Rob, Letha, Judy, Jeanine, Andrew, Barbara  
(Christina was out sick)

Enrollment appears on track for our FTES target for the summer. At this point we are at 85% of goal (which is up 2% from last year) – last year on June 28, 2004 we were at 84% of actual. Nonresident enrollment (7% of total summer enrollment) is up more than 10% over the same period last year.

Marketing has completed a 5 day campaign for summer. Brian had indicated at the last meeting that \$15,000 would be transferred to Marketing Department accounts for the summer campaign. Actual spending was just over \$16,000 (thanks to Terri for making this happen in such a short time frame) on Radio and Newspaper advertising. Terri outlined her approach for spending \$35,000 for the fall campaign beginning in August. Terri stressed the need to coordinate Outreach and Marketing efforts. This is more important now in that we will soon be facing stiff competition from other community colleges.

Barbara asked for a comparison of Distance Learning versus on site courses by ethnicity. If we are going to target certain groups e.g. Latinos from East San Jose, we should make sure we are offering the most appropriate learning styles.

Jeanine asked about advertising in different languages. Terri will bring back a proposal, perhaps including focus groups to find out if there are programs that tend to attract certain groups of students more than others.

Jeanine also asked about Bus passes for students coming from East San Jose. She will find out if we sell them on campus and report back to the group.

Jeanine reported on the current proposal for Drop for NonPayment – Dropping students 4 Fridays –2 weeks before and 2 weeks into the quarter, starting September 16, 2005. More discussion will take place during the meeting Chaired by Rhoda Wang. Barbara suggested making the announcement to faculty during opening day.

This will be Barbara's last meeting as she is on Sabbatical next year.

(Submitted by: Andrew LaManque)