

Enrollment Management Team Meeting Minutes – July 16, 2003

Attendees: Kathy Lehner (Chair) Tom Kesey, Meridith Randall, Mark Rawitsch, Mike Adams, Kristie Anderson, Ross Beck, Karen Christopherson, Craig Hayward, Lefty Olguin, Christine Mullis

OVERVIEW

The Enrollment Management Committee last met in September, 2000. In starting up the committee once again, we're hoping to bring the various parties affected by enrollment management strategies together into one cohesive group. The committee is one that should be ongoing, whether we're experiencing decreasing enrollment or not.

Agreed to change the name from "Enrollment Management Committee" to "Enrollment Management Team (EMT)."

COMMITTEE DESCRIPTION

Reviewed draft of description for Committee handbook (Copy attached). Agreed to finalize description and goals at next meeting.

Agreed that membership should remain as stated in the draft. To complete membership we will:

- Request a student member and a classified staff be appointed.
- Invite Manuel/CAMP to join

BUDGET ISSUES

The budget stability mechanism addresses how funding is affected by the ups and downs of enrollment. If we drop 100 FTES, we do not lose funding immediately. We have one year to restore one-third of that amount; two years to restore two-thirds; and three years to restore the entire amount before we lose the funding represented by these enrollments.

However, the jeopardy today is the legislature is trying to do away with this policy in these budget deprived times. If that happens, we don't get any grace period and our budget would decrease immediately after an enrollment decline. This puts added pressure on the need for enrollment growth, or at least stability.

Tom distributed a Projected FTES Chart for further information (copy to be filed with minutes).

ENROLLMENT DECLINES

Summer enrollment is down over 25% compared to last summer, and we need to address the decline to ensure that fall and spring enrollments will make up for the summer decline. An FTES/FTEF RECAP report which shows our enrollment history for the past ten years was briefly discussed. Copies were not available for distribution, so we will discuss further at the next meeting.

Key points to keep in mind:

- We may be down 25% for the summer, but if fall and spring remain constant, we will only be down 3% for the year.
- It's the final FTES number for the year that drives our cash flow.

How will a fee increase affect enrollment?

Although UCs and CSUs have increased their fees, we are not sure yet when/if we will do so. Craig reported current projections point to a 6% drop in enrollment when fees go up.

When fees went from \$8 to \$11/unit in 1992/93 enrollment went down 10%. It was also during this time frame students returning to community colleges after B.A. degrees were charged higher fees, so it is unclear what caused the decline of 10%.

Hopefully, even if fees were increased and enrollment does drop, other factors may bring it up, such as the new nursing program. It's even possible that since the fees have been raised significantly at the UCs and CSUs students will elect to attend their first two years of college at local community colleges.

ORGANIZED APPROACH TO "ENROLLMENT MANAGEMENT"

We seem to be great at recruiting, but fall a bit behind on student retention. Meeting on a regular basis gives us the opportunity to brainstorm and strategize on improving retention.

If we remain constant in our existing programs we simply cap out at population growth, as growth is limited in this area. Thus the only way to attract new students is by improving existing programs, offering new ones, or identifying new groups of potential students.

While we know that 30-50% of the Ukiah High students go on to community college, we don't know how many come to Mendocino College.

BRAINSTORMING

Agreed to add the following to our Brainstorming List:

- Under “Scheduling” add Friday night/Saturday classes that are program oriented for the working professional.
- Under “Scheduling” add “Distance Ed” and “Online Programs”

Agreed that supplying a short synopsis of each brainstorming item for historical validation would be great and help eliminate the “shot-gun” approach of just trying anything that sounds like it might work.

Summary of Action Items

- Recruit a student member
- Recruit a classified staff member
- Invite Manuel to join the committee

MEETING SCHEDULE FOR ALL

Next meeting: Tentatively scheduled for Tuesday, July 29th, 2003 at 3:00 pm.

An EMT Calendar (draft) will be distributed at our next meeting for finalization.

OTHER ITEMS

By regular meetings and through open communication, we will all be aware of new programs/ventures in the planning states in order to receive the benefit of group approval before implementation.

Meeting adjourned