

Enrollment Management Team Meeting Minutes – July 29, 2003

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

1. PRIOR MINUTES APPROVED

2. DRAFT #2 OF COMMITTEE DESCRIPTION

Made the following changes to Draft #2 of Committee Description:

Background and Purpose (last sentence)

From:

It functions as a well-informed committee group authorized to develop, implement, and evaluate a district-wide enrollment management process including a systematic set of activities which influence student enrollments.

To:

It functions as a well-informed committee group authorized to develop, implement, and evaluate a district-wide enrollment management plan that addresses recruiting and retention issues.

Goals to Support

Agreed that complete sentences would strengthen and clarify the goals section. Kathy to rewrite this section; this will be a work in progress as goals will continue to morph and grow.

Committee Composition

- “Faculty” changed to “Faculty (Full and Part-time)”

Part-time faculty representation on this committee

- Changed from “none” to “At the discretion of the Academic Senate”

Membership List

- Corrections will be made to titles for Tom Kesey, Mike Adams, and Ross Beck.

3. PROPOSED MEETING SCHEDULE

The proposed meeting schedule was approved and will be distributed electronically.

4. REVIEW OF FTES/FTEF DATA

Distributed and reviewed Projected FTES/FTEF charts and materials. More data will be forthcoming at future meetings.

5. STRATEGIES FOR FALL 2003

Citizenship classes (Manuel)

- Would these classes be in direct competition with the Adult School classes? (No, as they no longer offer them anymore.)
- If these classes are coded “credit/non-credit,” would that affect FTES?

Staff Training

Would offering college classes for staff training be a viable way to increase enrollment? The type of classes offered could be job related and offered on a volunteer basis. Pros and cons of staff training are:

- Pros: Attending a class away from one’s desk results in better comprehension and retention. Staff taking software classes for programs they use at work results in greater efficiency on the job.
- Cons: Would staff have time to take away from their regular jobs to go to training? Would offices have coverage problems if staff were excused from the office to train? Is a closed office acceptable under these circumstances? How would employees feel about having to pay for work-related training?
- Also, would there be enough FTES generated from the amount of staff that would participate to make it all worthwhile?
- Agreed to create a sub-committee to delve further into Staff Training which will include Kathy, Meridith, Kristi, Karen, Margie, and Steve Hixenbaugh. A meeting has been set for August 13, from 9:00–10:00 am.

Classes Added

A white board has been set up by Admissions and Records listing new classes for the general public to see. John Koetzner, our new librarian, will be here on August 15th and will be working on information literacy classes we will offer.

6. BRAINSTORMING LIST

Time ran out before we could get to the Brainstorming List – this item was tabled to our next meeting.

7. OTHER ITEMS

- General discussion concerning the need to increase marketing for our college website because the number of college students accessing information in this manner only continues to grow.
- Kristie reported that we now have a method to collect email from each student which will eventually be integrated through the application process automatically. Utilizing such a student email list will be a method to inform and draw students to our site until we are able to integrate online registration (which will then definitely get them online).

Meeting adjourned – Next meeting: Wednesday, August 20, 2003 3-4 pm (Board Room)