

Enrollment Management Committee
January 24, 2017
Meeting Notes

In attendance – Zav Dadaboy, Steve Watkin, David Koeth, Laura Lorigo, Phil Feldman

Call to Order (Zav/David, 5 min)

David mentioned that Nan was asked to represent President Christian at Consultation Council at the district office, Zav mentioned that Sue Vaughn was also at the Consultation meeting.

Fall Enrollment Update (Zav, 25 min)

Enrollment Numbers - Percentage change is 1.8% (headcount) 1.2% FTES, for Spring 2017 compared to Spring 2016.

Numbers could be higher with addition of prison and dual enrollment numbers

Summer enrollments can also be used to bring numbers up.

Steve mentioned that his department (outreach) encourages students to enroll in summer.

Zav mentioned that 72.5% of the district's enrollment is at BC

We had a discussion of the semester system and ways that the college could add capacity for increased enrollments.

Pilot – Student Survey (David, 60 min)

David introduced an idea for a pilot program to survey students as they complete courses. He mentioned that he informally surveys students in the introductory courses he teaches.

The goal of the survey will be to:

- Capture data

- Raise awareness of pathway

- Ask about courses taken / upcoming courses (will help with enrollment planning)

- Use information to clarify Pathways

- Touch point to stay on Pathway, answer questions about courses

- Track students on Pathway

 - “Why did you take this course?” Certificate, degree, enrichment, work skills

Discussion

Zav mentioned “Starfish” system that has a predictability product, using pre-selected preferences. It shows two year requirements. Degreeworks is not used universally.

Set questions for everyone, optional questions specific to departments.

Steve mentioned that Banner has a recruitment module that we don’t use. “If it moves, you track it.” (Noel Levitt) It’s cheaper to keep students at BC than to recruit new students.

The committee has a discussion regarding why students don’t return. Why don’t we track them? We wondered if it was possible to contact them if they don’t enroll by a certain date. Could we consider calling or contacting them? Could this be a department function, spread across faculty? We also discussed the Early Alert System, and whether there could be a better way to “close the loop” with the student and faculty.

New technology officer at KCCD, hopefully we will be less restricted and more cutting edge.

Pathways perspective – Zav suggested that we contact Janet Fulks, Jennifer Johnson, to get a perspective about what works best to keep students on path. From here we can discuss what kind of questions or survey might be most effective.

Tracking – best practices from other colleges? Technology solutions could help us, but we will need to find and request them.

David volunteered that he and the other faculty who teach graphic design, photography, and media arts would be willing to pilot this idea.

Looking Ahead

February Meeting

1. Cindy Collier – Strong Workforce anticipated impact on enrollment.
 - a. New programs
2. Economic Outlook
 - a. Downturn

March Meeting

Action Plan

- a. Draft to send in April end-of-year report

We’re still looking to expand the committee

Zav recommended inviting Michelle Pena / technology

David mentioned that he has requested a member from English and Math, and needs to follow up with those departments

Zav mentioned that Grace Comiso would also be a great addition to the committee

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