ENROLLMENT MANAGEMENT MEETING
Tuesday, May 6, 2014
3:00-5:00 p.m.
District Conference Room B

Present: Albert Alt, Leslie Buckalew, Mary Bylsma, Shawna Dean, Angela Fairchilds, Cynthia Fuhr, Susan Kincade, Sarah Schrader, Teresa Scott (Chair), Joan Smith (arrived 4:05 p.m.), Jill Stearns, Brenda Thames, Chris Vitelli, Gary Whitfield, Carrie Sampson (recorder)

Absent: Martha Robles

Following introductions, Teresa went over the purpose of this committee. She said it provides opportunities for the colleges to share with each other their strategies for enrollment management and exchange ideas and suggestions. Furthermore, the committee allows the colleges access to District staff for support purposes.

FTES Projection Spreadsheets
Mary distributed the FTES projection spreadsheets for both colleges. She reviewed MJC's projections for 2013-2014. MJC's target, including 3% growth, is 14,455. At present, the system shows a 487 roll back from Summer 2014 in order to make the target. As for Columbia College, their target is 2,163. Currently, the system will allow only 109 roll back which will place them short of their target by 46 FTES. Mary shared her projection formulas with the colleges. She noted her projection formula is slightly different for Columbia. Columbia reported that most of their vocational classes are not yet in the system. Both colleges are also starting marketing plans, which should help increase enrollments.

Teresa went over the enrollment management plan at the District level. She said state growth for 2013-14 was at 2%, but Yosemite CCD decided to do 3% in order to climb out of the workload decline imposed over the last five years by the state. She also reported that there are funds available in the event that the colleges are able to grow more. Teresa said in July we'll need to review our status in order to avoid over reporting for Period 3 of the 320 Report. She noted there are no plans for growth in 2014-2015, so once the colleges attain the 3%, they will stabilize. When asked when she needs towill see the enrollment numbers for 2014-2015, she answered by first census.

Teresa discussed the problems related to rolling back FTES in order to make the target. She said roll backs become compounded in later years making it a challenge to grow enough to earn additional revenue. Teresa said the best practice is not to roll back if at all possible.

Section Comparison Analysis
Cynthia distributed Datatel Section to Section Comparison reports for both colleges. She noted these reports are available on the YCCDNet Datatel Reports screen under Enrollment - Productivity Measures. Comparisons at both colleges included Fall 2012 to Fall 2013 and Spring 2013 to Spring 2014. Cynthia noted that FTES increase or decrease is found in the green bar under each division. She noted these numbers are very close to those in Mary's projection sheets; however, Mary makes adjustments for compliance reasons. Cynthia said spring does include projection formulas.

Cynthia asked if there were any changes or improvements to this form. Columbia asked about drilling down for distance education courses. Cynthia noted it is possible to drill down to the course level, if desired, on one of the extract reports.

Columbia asked about adjusting the report for stacked courses. Cynthia said she will work with them on adjusting this in Datatel.

State Compliance

Distance Education Hybrid Courses: Mary asked if there were any questions related to this compliance issue. It was discussed at the last enrollment management meeting. There were none.

High School Enrollment Limits: Mary also asked if there were any questions related to high school enrollment limits. It was noted that there is a 10% limit of high school students in P.E. courses, and a 5% limit of P.E. FTES per District for high school students.

Repeatability: It was asked if compliance requirement regarding repeats on weekly census courses has been waived or dropped. Teresa said that it has not. It is still mandatory, but she will ask about this at her next CBO meeting.

Faculty Verification of Enrollment Forms: The colleges continue their efforts in getting faculty to verify class enrollment. This has been an audit finding in the past. It was acknowledged that the issue has improved. It was noted that there is a problem in WebAdvisor, but that this is an I.T. problem, and it is being addressed.

Collection of Computer Lab FTES: Mary noted that a faculty person must supervise computer labs in order to comply with state law. She noted that the colleges are moving to a SARS-TRAK software system, of which compatibility with Datatel is uncertain. It tracks student attendance in computer labs. MJC noted that this system is currently in place for summer and fall 2014, and that it appears to be working fine. Mary encouraged that written procedures be developed for tracking student lab hours and collecting referrals, which could then be provided to the auditors.

It was noted that at some colleges, students are automatically enrolled in tutoring classes when they enroll in certain basic requirement courses, such as math. If the student decides to go in for tutoring, they will already be enrolled and their attendance collected. It was believed that the referral could be collected after enrollment in the tutoring lab; however, this may present a compliance issue.

Other: It was noted that TBA coding in Datatel is confusing. The TBA code is also used for unknown location and MJC would prefer to use TBD (to be determined). Cynthia said she would look into coding issues to correct this problem.

College Enrollment Plans
Both colleges stated that they have increased their advertising efforts. MJC has purchased traffic spots on a local radio station as well as newspaper ads. Columbia is also advertising on radio and in the newspaper.

When each college was asked if they are where they think they should be with summer enrollments, MJC responded positively. Columbia recognized that their summer enrollment is down, but hope to establish some vocational education agreements, such as fire training at the prison, to bring their numbers up. They also plan to expand their distance education courses.

Next Meeting
The next meeting of the Enrollment Management meeting is tentatively set for Tuesday, September 23, 2014, from 3:00-5:00 p.m.

The meeting adjourned at 4:20 p.m.