

ENROLLMENT MANAGEMENT MEETING

Tuesday, September 19, 2005

8:30-10:30 a.m.

YCCD Conference Room B

Present: Jane Chawinga, Cynthia Fuhr, Dennis Gervin, Richard Jaspar, Jim Johnson, Bob Nadell, Gina Rose, Teresa Scott, Bill Scroggins, Kathleen Silva, Carrie Sampson (recorder)

Absent: George Railey, Susan Vegter-Slape, Diane Wirth

Teresa Scott welcomed Kathleen Silva, MJC Director of Research & Planning, and Bob Nadell, MJC Vice President of Student Services. Before hearing updates from the colleges, Teresa asked if there were any corrections to the notes of August 3, 2005. Teresa asked about the status of a report Information Technology was working on to track overload and part-time hours. Dennis Gervin said he reviewed it, and he believes it will be helpful for cost projection. Marvin Caldwell is still working on the report.

Columbia College Update

Dennis said it has been disappointing to see that Columbia's enrollment figures are low compared to last year. He is afraid Columbia College may have plateaued, and that there simply are struggling to find new potential students in the College area. Oakdale Center is showing the best growth with nearly 120 students. They are utilizing the Library labs, using Larry Steuben as the instructor of record, and their Agency classes have not yet been put in the system. However, in spite of these things, it may be possible that Columbia will not make its growth by the end of Spring semester. He said as they cancel sections, they do try to direct students into other open sections.

In reviewing the data, Dennis found a number of discrepancies, which bothered him. He is concerned that there may be errors in the data, especially when some divisions show their head count down, but there is an increase in daily FTES. Dennis wanted to know more about the Course Section Exception Report, what it does, and whether it could be causing any problems. Jane said she would double check Columbia's data to see if any errors are occurring. Jane said Columbia also needs to check on residency status of students. Richard Jaspar asked if Columbia was marketing classes for retirees since there is such a large number of retirees in that area. Dennis said they offer courses targeting retirees through Community Education.

MJC Update

Jim Johnson said MJC is offering 128 new sections in the Fall and showing an increase in enrollment over last Fall. The Instruction Office did an analysis to see what divisions were showing the most growth. Science, Math, and Engineering showed a 17.35% increase this Fall, while Arts, Humanities and Communications only showed a slight increase. Jim thought this might be due to the loss of the auditorium and Little Theater for renovation. MJC has formed an Enrollment Management Task Force that will meet weekly to discuss strategies for forecasting enrollment. George Railey, Dean of Instructional Technology, is making arrangements for a retreat to create an action plan. They are looking for adjunct faculty to teach high impact classes. They are placing ads in the Bay Area, Sacramento, Stockton, etc. and offering incentives for instructors commuting from a distance. They are also soliciting qualified high school teachers.

Jim said open entry/open exit classes are not as popular as they once were, possibly because the current economy is stable, and so there are fewer unemployed people trying to improve their job skills. They are

continuing with their marketing strategies, including radio spots, billboards, ASMJC survey, and establishing a weekend college.

Kathleen reported on the results of a survey of 470 students. They were between 18-24 years old. They said their main reason for coming to MJC was to either get an A.A. degree or transfer to a four-year university. When asked why they chose MJC, the replies included because of their parents, the website, friends coming here, and a recruiter visited their high school. Most of the students surveyed said MJC was doing a good job and had no suggestions for improvement.

MJC is also applying for a grant that will provide money for high school senior recruitment. The grant pays \$100,000 per year for three years.

Bill Scroggins noted that at a meeting with other college CEOs discussion was that enrollment is down all over the state. He said many districts' enrollments are either down or flat. Jane mentioned that due to Title 5 changes, colleges can now receive FTES for offering classes to prison inmates, which may be an option for Columbia. Bill also stated that they need enrollment projections for Patterson since the West Side Center seems to be moving forward more quickly than expected. Kathleen said she is working on a survey for Patterson.

Comparison Reports

Jane distributed revised comparison reports. She said based on her assumptions, Columbia College will be short about 115 FTES. However, it is beginning to look like Columbia hasn't any more students to solicit. They may be maxed out. It therefore looks like it may not be possible for Columbia to make its growth without borrowing from Summer.

Jane said MJC has done a phenomenal job of recovering from last year. They had borrowed 476 FTES from last summer, and it looks like they will be able to reach base by borrowing. Her spreadsheet shows they will need only 123 FTES to make their growth, which could be achieved just by getting the Police Academy contracts finalized. Bill said that MJC has overspent their part-time overload budget, but he is holding equalization, block grant, and lottery monies in reserve to cover the difference.

There was discussion about trying to streamline the process for entering data. Columbia College especially is understaffed at the moment, and the current process is very tedious. There was also discussion about the necessity to put prerequisite blocks on courses, and how and by whom that can be overridden, if necessary. Further discussion was made on the tendency for MJC enrollment to drop by about 7% between Fall and Spring. The Spring schedule at MJC is being entered now, and Columbia is preparing to start. It would be helpful to be able to anticipate which classes might do well in the Spring. Bill said he would like to see historical data on Early Start Summer session, i.e., data from 2003-04. Bob Nadell brought up the subject of student retention and whether or not this group should be dealing with the issue of student success. Teresa said Central Services would be happy to help anyway they can, but student success is traditionally managed at the college level. Teresa distributed a Final Budget Target for 2005-06 FTES.

Next Meeting

It was the consensus that this group meet again in November on a Monday afternoon.