

**ENROLLMENT MANAGEMENT MEETING**  
**Friday, October 13, 2006**  
**2:30-4:00 p.m.**  
**YCCD Conference Room B**

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Present: Jane Chawinga, Shawna Cramton, Cynthia Fuhr, Dennis Gervin, George Railey, Gina Rose, Rich Rose, Teresa Scott (Chair), Kathleen Silva, Derek Waring, Carrie Sampson (recorder)

Absent: Richard Jaspar, Bob Nadell, Brenda Robert, Susan Vegter-Slape, Diane Wirth

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Teresa Scott asked if there were any changes to the summary notes of the August 2, 2006, meeting. There were none.

**FTES Update 2006-2007 Summer/Fall**

Jane distributed a comparison of actual summer FTES and projected fall FTES for both MJC and Columbia. She said summer enrollment increased 1.2% for MJC, which shows a positive trend. As for fall, Jane noted that her estimates could be a little high. She shows fall being about the same in 2006 as it was in 2005; however, the agency classes are not included. She said many late classes are filling well, but those that don't fill should be dropped. Right now it appears Friday and Saturday late start classes are not going well, which is causing concern for the Weekend College set to start this spring. The current projection shows MJC might need to rollback about 243 FTES in order to remain at the same level as last year. MJC has had problems finding instructors in order to keep some of the high-demand classes open. Banking and retirements of permanent faculty are also part of the cause. Banking is on the faculty negotiating table this year. Teresa suggested that Brenda Robert and Dennis Gervin, who are members of the Negotiations Team, share these problems during negotiations. Rich said he is working with Human Resources to create an adjunct pool and to solicit qualified high school instructors. Teresa also noted that 14,444 is the new base for MJC. To receive growth money, MJC will need to grow above that number. George Railey said his numbers were very close to Jane's.

Jane noted that Columbia College did not rollback last year, so they are in a better position since they do not need to recover lost FTES. They gained 64 FTES in regular summer 2006. Jane projected slight decreases for fall and spring. Dennis agreed with Jane's figures, but said he thinks the estimates might be a little low and that positive attendance will come in higher than expected. Also, he said there are no agency classes included in these estimates. He has high hopes for ClassTracks, and its ability to help with scheduling. Dennis also thinks they will recover more college skills FTES because of better lab controls.

**FTES Growth Goals 2006-2007**

Dennis said Columbia is trying to bring in FTES at last year's level, but hoping for a possible 1% growth. George said MJC is anticipating that their FTES will remain flat.

**Enrollment Management Strategies**

Dennis said he sees student retention as one of the biggest needs at the College. Rich would like for MJC to have an orientation requirement and to require that students take their guidance class in the first semester. They also need an early alert system that allows instructors to evaluate students within two or three weeks.

Rich asked Gina if there is a Datatel report that would show how students are doing in a class. Gina said there is a field in the student screen that could be used to create the report; however, it would require instructors to provide the data prior to running the report. She said Margo Guzman would be the I.T. contact for creating the query. It would be helpful to find out how other colleges are handling early alert.

### **Other**

Teresa asked how marketing was going. Dennis said advertising is very expensive. Columbia College needs to change the perception that classes at Oakdale and Calaveras are just for high school students. MJC has been doing targeted marketing aimed at people who enrolled in the college but never registered for classes. Shawna said that some of these students ended up going to San Joaquin Delta College. MJC is planning to compress registration so that students can register for fall in April. This will require scheduling a year in advance. Having degree audit in place would be helpful in scheduling a year in advance. MJC is also promoting the late start classes and doing more outreach to the high schools.

Jane asked how the Weekend College is coming. Rich said marketing has been directed at businesses. The cohort is for 60 students, but if less than 60 register, the classes will be opened to anyone. Jane asked if any research has been done on whether or not a Weekend College might be successful. No formal research has been done regarding the Weekend College, but indirect research suggests that students might be interested.

### **Next Meeting**

There was no discussion of when to hold the next meeting.