



Enrollment Management Task Force – Minutes

Friday, August 28th, 2015, 9:00am

Board Room

The purpose of Enrollment Management is to create a holistic approach to enrollment management, including recruitment, access, retention, educational plans, enrollment pattern data, and constraints of financial, physical and human resources.

Membership:

<input checked="" type="checkbox"/>	Nick Akinkuoye	Chief Instructional Officer, EMTF Co-Chair
<input checked="" type="checkbox"/>	Tina Aguirre	Dean of Health and Public Safety
<input checked="" type="checkbox"/>	Trinidad Arguelles	Counseling Chair
<input checked="" type="checkbox"/>	Craig Blek	Business Department Chair
<input checked="" type="checkbox"/>	Jeff Cantwell	Director of Application Services / Information Technology
<input checked="" type="checkbox"/>	Jose Carrillo	Director of Institutional Research
<input checked="" type="checkbox"/>	Ted Ceasar	Dean of Counseling
<input type="checkbox"/>	Dolores Diaz	Director of Student Support Services
<input checked="" type="checkbox"/>	Kathleen Dorantes	English Chair
<input checked="" type="checkbox"/>	Dave Drury	Exercise, Wellness, & Sports Chair
<input checked="" type="checkbox"/>	Gaylla Finnell	Distance Education Coordinator
<input type="checkbox"/>	Carlos Fletes	Director of Fiscal Services / Business Office
<input checked="" type="checkbox"/>	Daniel Gilison	Science, Math, and Engineering Chair
<input type="checkbox"/>	Becky Green	Director of Child, Family, and Consumer Science
<input checked="" type="checkbox"/>	Carol Hegarty	Humanities & World Languages Chair
<input type="checkbox"/>	Jose Lopez	Industrial Technology Chair
<input type="checkbox"/>	Sergio Lopez	Chief Student Services Officer, EMTF Co-Chair
<input checked="" type="checkbox"/>	Terry Norris	Reading/Writing Lab Tutorial Specialist
<input type="checkbox"/>	Norma Nunez	Director of Student Success & Support
<input checked="" type="checkbox"/>	David Poor	Admissions & Records Staff
<input type="checkbox"/>	Sydney Rice	English as a Second Language Chair
<input checked="" type="checkbox"/>	Lilia Sandoval	CalWORKs Counseling Coordinator
<input checked="" type="checkbox"/>	Lisa Seals	Director of Financial Aid
<input type="checkbox"/>	Efrain Silva	Dean of Economic & Workforce Development
<input checked="" type="checkbox"/>	Veronica Soto	Director of Transfer & Articulation
<input type="checkbox"/>	Kevin White	Behavioral & Social Science Chair
<input type="checkbox"/>	Cathy Zazueta	Head Librarian
<input checked="" type="checkbox"/>	David Zielinski	Dean of Arts, Letters & Learning Services

Recorder: Melody Chronister

A. Call to Order

Dean Aguirre called the meeting called to order at 9:04am

B. Discussion Items

a. Review of Board PowerPoint



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The Enrollment Management and FTES revenue projection Power Point Presentation that was presented at the special board meeting on August 26th was reviewed.

David Poor shared that approx. 300-550 Students are on probation per term. Up to 350 student lose their priority each term. David is saying we would lose about 200 of these students anyway. He also shared that we lose approx. 110-140 students per semester due to Academic Dismissal.

Discussed continued strengthening of financial aid restrictions that are impacting a student's ability to get aid. This means we are at risk of losing more students as these rules continue to tighten.

Concern was also expressed about high school counselors discouraging students from attending IVC for a myriad of reasons. We can market all we want, but if we don't recruit – they don't come. We should focus on recruitment.

Discussed additional constraints including lack of marketing, lack of faculty, lack of prime time classroom space, and lack of computer lab space. Dean Silva shared that three of the classrooms in the 3200 building will also be converted to labs in the next year for the POST program and will only further reduce our classroom availability.

Discussed potential avenues to increase enrollment including a strategic, targeted marketing campaign, additional online courses, offering courses back out in the community, developing a short-term course pathway, the Veterans Center (The Military and Veterans Success Center – Grand Opening November 12th), full implementation of SSSP, university partnerships, and the tuition waiver now being offered to high school students.

Concern was expressed about the evening services being offered – and how the new requirements under SSSP actually create additional hurdles to evening students since they have to take assessment tests, meet with a counselor, etc. to get priority registration – which are limited or not available in the evening.

b. What Worked – What Did Not for Fall 2015 and/or Spring 2015

It was suggested to bring back more M/W/F courses as it provides a chance to fit more classes in the prime time periods.



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c. **Timeline for 16-17 Schedule Development**

In order to meet all of the associated targets in the planning and budget targets tight deadlines must be implemented.

Concern was expressed about program review being due by the end of October – and some areas have multiple programs they are responsible for. There were also concerns expressed about the use of the dry and wet labs for the science classes.

It was pointed out that the classes scheduled at the prisons must also be scheduled as they will impact the 16-17 budget (which is extracted based on the schedule built).

It was requested that student services submit data-driven schedule requests. Course enrollment data will also be provided by the end of next week.

An assignment was given to the EMTF members to send their thoughts on how to package IVC to any population you work with – community, counselors, parents, industry or how to recruit students AND recruit faculty for high demand areas and how to get students to take more classes each semester (15 units) and send to Dr. Nick.

d. **Membership**

Recommended to add EOPs and Confidential representative. It was also asked if this should be an official committee versus a task force since it appears to meet on a regular basis and task forces are supposed to be temporary in nature.

e. **Other**

A comment was made how campus hour is negatively impacting enrollment as we could be offering courses at that time. Concern was also expressed about the filling of faculty positions that does not necessarily align with student demand.

C. **Next Meeting:**

It was recommended to hold this on campus hour (suggested the second Wednesdays of the month) the second week of October.

D. **Adjournment**

a. Dean Aguirre adjourned the meeting at 10:23am