

Office of the Chancellor
RCCD Enrollment Management Committee
February 24, 2016
Spruce St., 3rd Floor
9:00am- 10:00am
MINUTES



Meeting called to order: 9:02 a.m.

Present: Michael Burke; Raj Bajaj; Aaron Brown; Chris Carlson; Mark DeAsis; Diane Dieckmeyer; Dyrell Foster; Beth Gomez; Rick Herman; Virginia McKee-Leone; Mark Sellick; Robin Steinback; David Torres; Dr. Sylvia Thomas
Guests: Elizabeth Hilton; Peggy Cartwright
Absent: Melissa Bader; Mazie Brewington; Peggy Campo; Norm Godwin; Richard Mahon; LaTonya Parker; Chris Rocco; Kathleen Sell; David Vakil

I. Discussion Items

a. FTES Allocation

Aaron discussed fund allocations: 14/15 - Waiting for P1 to come out this coming week and see where numbers are. If funded in 14/15 for more FTS, it will impact base in 15/16. Would be funded for about 340 more FTS, which is about 1.6 million dollars in a two year period. If numbers hold, what is the strategy moving forward for 15/16? If we move money from 15/16 to 16/17, we would have to make up. Other option is to leave it and hope to make it up in the next year.

b. FY 16-17 Ceiling/Target

Raj Bajaj presented the Credit FTES Ceiling for 15/16 sheet. Spring estimate: Norco will meet Target, MVC might make targets. Riverside is soft. There are a few things that can be done to help: monitor the number of drops and online classes. Very close to base funding at this point.

II. Information Items

a. Financial Aid Implications-

Elizabeth Hilton: Financial Aid department has not seen increase or decrease in numbers, as far as student counts. They have, however, seen more first time students in spring. There will be changes to BOG for 16/17.

b. Marketing Strategies-

Peggy Cartwright: Presented overview of marketing strategies and ideas. Need to aggressively reach students who are not only our traditional high school crowd, but reach out to returning students who need retraining; those are hardest to reach out to. Other colleges have radio ads, newspaper ads, and direct mail pieces. We should look at the roll of the college vs. the roll of the district, find out who does what at each college and invest some dollars in a marketing plan. Need to focus not only in reaching students to attend, but find strategies to increase retention of current student's for their success. We need to change other people's perception on what we have to offer at each college.

c. Waitlist FAQ's

Sylvia Thomas discussed how students are wait-listing fewer sections. District wide, almost 100 fewer waitlist sections.

III. Action Items/ Future Items

a. Website- upgrading/ changes

Our webpage doesn't look like a lot of the websites out there. It is too complex for students to find information. Other websites are "one click" and go. Have we reached a point of change? Need to upgrade and change our website to attract more students and make it easier to navigate.

b. Marketing Strategies- What are the rules of engagement? Who does what?

c. P1- Navigation and results

d. Incremental changes- Find strategies for Summer, Fall and Spring

e. Drop rate- What are the reasons and how can we control drops

Next Meeting- March 9, 2016 @ 3:30pm

Adjourned: 10:10 a.m.