

Office of the Chancellor
RCCD Enrollment Management Committee
Wednesday, March 30, 2016
CAADO, Conference Room 209
3:00pm- 4:30pm
MINUTES



Meeting called to order: 3:09 pm

Present: Melissa Bader; Michael Burke; Aaron Brown; Peggy Cartwright; Dyrell Foster; Beth Gomez; Virginia McKee-Leone; LaTonya Parker; Mark Sellick; Robin Steinback; David Torres; Sylvia Thomas;

Absent: Raj Bajaj; Mazie Brewington; Peggy Campo; Chris Carlson; Mark DeAsis; Diane Dieckmeyer; Norm-Godin; Rick Herman; Richard Mahon; Chris Rocco; Kathleen Sell; Sal Soto; David Vakil

Approval of Minutes: Minutes from March 09, 2016 were reviewed and approved. (Bader/McKee-Leon)

I. Discussion Items

a. District Feeder Schools vs. Non Feeder-

- i. Projected change for the next 10 years by county; Riverside County- High school graduates are projected to grow about 1% in the next year; that is equal with State and better than Orange and L.A county.
- ii. Feeder school grade counts in last 6 years: 12 grade enrollments have gone down and continue to go down. This has an effect on our first time students to RCCD.
- iii. Cohort graduation rates: Corona, Norco, Val Verde, at 90% and MVC and Jurupa are at 80%. These numbers don't necessarily mean the students are coming to community college and/or are prepared. Filipino and Asian have higher cohort graduation rates. Hispanic, African America, American Indian have lower graduation rates. Hispanic is the largest growing group, but is the least successful.
- iv. Students from feeder schools, under 20 years of age had a low rate in early 2000. Some factors for the dip are due to no longer printing schedules, reducing classes because of budget cuts, and order of registration. Non feeder schools, first time students, under 20yrs old for FA14- did not vary much between feeder schools.
- v. Students are normally from the service area, but we want to appeal to students from other communities as well.
- vi. High school students who graduate don't always come here, and when they do, they are not prepared. We need to find out the college going rate. First generation is being told they are prepared and AVID students are being encouraged to skip community college and go to four-year colleges; that needs to change.

b. Drop for Non-Payment-

- i. Collected data of students who were dropped for non-payment in FA14 and SPR15 and found that two out of three come back.
- ii. Dropping for non-payment has an effect on re-enrollment for the next term; students who have debt cannot re-enroll the next semester/term unless their account is paid.
- iii. There are many scenarios why students are being dropped and it's a big issue. Found that students were being dropped for partial payment of units; this is not only for class units, but health, parking and other miscellaneous fees. The reason to drop is to avoid a large bad debt, but in fact debt could be as low as ten dollars, yet students are dropped.
- iv. We need to create a threshold, where anything below that amount, we don't drop. If the students has about 6 units or more in debt (about \$250), then drop them.

II. Information Items

a. Marketing Strategies-

- i. The group was asked to submit a dollar amount and small descriptor by April 8th to Aaron Brown, to see if money is available.
- ii. The plan is to split the mailers with a set for each institution, but also make them aware of the opportunities at the other sites, as a District.
 - a. 15/16 will be a mailer with some low cost media, online and/or individual plans by college.
 - b. 16/17 will repeat mailer, plus additional costs, such as billboards, radio and theater.
- iii. Mailers need to go out no later than the end of April.

b. College base planning-

- i. In conversation with VP's of Business: 15/16 is short of target and we need to add the most impact to 16/17 enrollment. Decision was made to achieve target, (funding stand point), we need to roll back some portion of SUM 16/17 into 15/16 to reach target amount. Sister colleges are 8-12% growth range (1,000 FTS), and we are projected at 600 FTS for 15/16. Marketing efforts are being designed; however, money is needed now to implement changes in advance of 16/17. Need an idea of the costs before 16/17 is funded.

Next Meeting- April 27, 2016 @ 3:30pm

Adjourned: 4:15pm