

Office of the Chancellor
RCCD Enrollment Management Committee
Wednesday, May 24, 2016
CAADO, Conference Room 209
3:30pm- 5:00pm
MINUTES



Meeting called to order: 3:38 pm

Present: Melissa Bader; Raj Bajaj; Michael Burke; Peggy Campo; Chris Carlson; Peggy Cartwright; Mark DeAsis; Dyrell Foster; Beth Gomez; Rick Herman; Virginia McKee-Leone; LaTonya Parker; Mark Sellick; Sal Soto; Sylvia, Thomas; David Torres; David Vakil

Absent: Mazie Brewington; Aaron Brown; Diane Dieckmeyer; Norm-Godin; Richard Mahon; Chris Rocco; Kathleen Sell; Robin Steinback

Approval Of Minutes: Minutes from April 27, 2016 were reviewed and approved

I. Discussion Items

a. Marketing efforts

- i. Every week during the enrollment period, an email is sent to students reminding them to register for classes. For the first couple of days after the e-mail is sent out, Norco saw a spike in enrollment.
- ii. Mailers- were sent to 315,289 households and post office box.
MVC: 86,801
NOR: 93,573
RIV: 134,915
- iii. Discussed revisions needed to mailers to make them more appealing to the eye with less information. We need to be cautious of the image we are sending out, so we can attract the biggest audience.
- iv. Collected and tracked the raw data from the post cards to get a general idea of what students are looking at. We are able to see the number of times each bullet item was expanded and could identify if they clicked from the college website directly or from the postcard link.
- v. Need to try multiple ways of marketing each college's offerings. Some methods work with some, but not for all people.
- vi. Website homepage is difficult to navigate. We need to look for a more simplified way to find open classes and register. How do we give the right information up front, simplify as much as possible, and show all that is possible. Need to take out the extra content. Dr. Burke will arrange a follow up meeting with web people to discuss future of website.
- vii. At other colleges, when a student applies, a welcome letter, student ID and registration status is immediately given. Our college takes days to send out information, and students become impatient.

b. EMD, Exception Reports and FTES updates

- i. EMD- RIV and MOV make sure the FTES is reported in the term it ends. Will have a solution on that.
- ii. Exception report- Only run the exceptions for sections which are within 97-103 range on catalog. Work on the ones that need attention. Adding verbiage to soft screen to let staff know to be careful when scheduling classes for daily census contact hours.
- iii. FTES update- TBA compliance: Norco beats the target, MOV and RIV are short on targets. There are some fluctuations between now and P3 due to positive attendance not being reported yet, until SP16. It will be larger; from 298 to 400.

c. Enrollment Management Dashboard

- i. Ongoing support to dashboard- any changes or updates to dashboard should be directed to David, Raj, and Scott. They will validate the data and Scott's team will make sure it will be recorded.

d. Alignment the add and drop deadline

- i. Deans and some Chairs decided it would not help to reverse the dates. The deadline to drop with refund should be before the deadline to add.
- ii. There are more students dropping than adding.
- iii. Will continue with the previous recommendation to align both deadlines.

e. Threshold for drop for non-payment

- i. Recommended threshold for FA16 was set to \$250- Example: a student has a 3 unit course, didn't pay health or activities and materials fee, it would be about \$236. Will see how it goes and look at the impact. Students who are receiving the BOGG waiver an FAFSA are exempt. (Motion: P.Campo, 2nd Motion: L. Parker)

II. Information Items

a. FY 2016-2017 FTES Planning- Dr. Burke

- i. There was an FTES growth of 616.76 from 15/16 to 16/17
- ii. Planning an unfunded growth of 1% with carry-over from summer

Next Meeting- No meetings for summer. Meetings resume in FA16

Adjourned: 4:58pm