

Office of the Chancellor
RCCD Enrollment Management Committee
Wednesday, April 27, 2016
CAADO, Conference Room 209
3:30pm- 5:00pm
MINUTES



Meeting called to order: 3:34 pm

- Present:** Melissa Bader; Raj Bajaj; Michael Burke; Aaron Brown; Peggy Campo; Chris Carlson; Mark DeAsis; Diane Dieckmeyer; Dyrell Foster; Beth Gomez; Mark Sellick; Sal Soto; Sylvia Thomas; David Torres
- Absent:** Mazie Brewington; Norm-Godin; Rick Herman; Richard Mahon; Virginia McKee-Leone; LaTonya Parker; Chris Rocco; Kathleen Sell; Robin Steinback; David Vakil
- Guest:** Peggy Cartwright; Jamie Clifton
- Approval Of Minutes:** Minutes from March 30, 2016 were reviewed and approved. (Bader/Gomez)

I. Discussion Items

a. Alignment of Add and Refund Deadlines- M. DeAsis

- i. Mark DeAsis discussed the last day to add and last day to drop with a refund deadlines with the group. A student last day to add is the second Friday of the second week of the term and the last day to drop with a refund is the following Sunday. Seats which become vacant after the last day to drop with a refund remain vacant because the deadline to add has passed. These two additional days are crucial.
- ii. Data was collected. 49 community colleges have already aligned the refund and add deadlines. In addition, 23 have add deadlines after the refund deadline (reversed from RCCD); 18 have refund deadlines after the add deadlines.
- iii. Recommendation was made that RCCD align add and refund deadlines; group voted and it was decided that the district would align them. The change will be implemented in FA16. (Motion: P. Campos, 2nd Motion: D. Dieckmeyer)
- iv. Raj will contact Elias and other departments regarding this change.

b. Follow up: Drop for Non-Payment- M. Burke

- i. Will give IT some instruction to come up with a model or threshold for dropping students due to Non-Payment.
- ii. D. Foster will work with VPSS and IT to come up with a proposal regarding the different severity levels on holds.
- iii. Ask that VPSS research Financial Aid to identify any issues that might affect students.

II. Information Items

a. Marketing- M. Burke

- i. Peggy presented sample of the mailers to be sent out to residents. There will be about 315,000 printed and delivered within the next couple weeks.
- ii. Each mailer is specific to each college.
- iii. Each link on the mailer is measurable and will be able to tell us how successful the mailers are by the number of people who visit the website on the postcard.
- iv. Peggy will send the page layout so that each group can access it and use it to reach out to students in different methods.

b. FTES report, P2- R. Bajaj

- i. Raj a presentation regarding FTES numbers always changing and the challenges.
- ii. Look into getting an error/exception report to alert deans and department chairs when errors in scheduling occur.
- iii. P1 and P2 results will change, but once P3 comes out, we will freeze data.

Next Meeting- May 24, 2016 @ 3:30pm

Adjourned: 4:45pm