

**OFFICE OF THE CHANCELLOR
RCCD ENROLLMENT MANAGEMENT COMMITTEE**

Thursday, May 18, 2017; 3:00 p.m. - 5:00 p.m.
CAADO, Conference Room 209

MEETING MINUTES

Meeting called to order: 3:02 p.m.

Present: AnneMarie Amezcuita; Melissa Bader; Raj Bajaj; Christopher Blackmore; Aaron Brown; Michael Burke; Peggy Campo; Chris Carlson; Peggy Cartwright; Diane Dieckmeyer; Carol Farrar; Dyrell Foster; Beth Gomez; Nathaniel Jones; Wendy McEwan; Kyla O'Connor; Rolando Regino; Mark Sellick; Sal Soto; Robin Steinback; David Torres

Absent: Mark DeAsis; Darren Dong; Heather Edberg; Melody Graveen; LaTonya Parker; Jason Parks; Chris Rocco

Guest(s): Susan Mills; Art Turnier; Johanna Vazquez

Approval of Agenda and Minutes - 1st David Torres / **2nd** Beth Gomez / Unanimous

Discussion Items

Introduction of Kyla O'Connor and Susan Brucks.

Announcement of Dr. Dieckmeyer's last meeting.

Chancellor Burke shared with the committee his sentiment that this group possesses the most "*esprit-de-corps*" of any committee he has been a part of in the past 40 years of attending committee meetings.

Educational Services has received the Governor's Innovation Award for Foster Youth Program. Looking to hire a Director who can coordinate the grant for the District.

Adult Basic Education Grant - AB 86 Grant – Richard Keeler filling a position to lead the AB 86 Regional Grant.

Dr. Burke had a conversation with Dr. Martha Kanter, former Under Secretary of Education, to promote the National College Promise Program (<https://collegepromise.org/>). As part of the collaboration with the College Promise effort, the District is offering James Schuelke a workstation located on the 2nd Floor of the District Office. Mr. Schuelke will be working two days a week coordinating the regional effort due to the fact California has a significant number of College Promise programs.

Meeting date(s) for the 2017/18 Academic Year

The meeting date(s) for the 2017/18 Academic Year have been approved and are as follows:

Fall 2017: September 21, 2017; October 19, 2017; November 16, 2017; December 7, 2017

Spring 2018: January 18, 2018; February 15, 2018; March 15, 2018; April 19, 2018; May 17, 2018

Strategic Communications – Peggy Cartwright

"Strengthening Our Communities" is our phrase. The website is [HYPERLINK "http://www.RCCD.edu/SOC"](http://www.RCCD.edu/SOC) www.RCCD.edu/SOC.

Breakout into a Marketing Group(s)

Thank you to colleges – subcommittee of approximately 15 people

The discussion included: Where we are with marketing as a District? What are we here for? What is the purpose of this group? What can we do to benefit the colleges/each other?

Feedback from the participants representing each college was positive, as was the over-all discussion.

The sub-committee will be meeting monthly for the next few months and go to quarterly meetings once everything is up and running.

Next month the Colleges will bring their marketing plans, strategies and goals.

The committee discussed the enrollment process, matriculation, application, assessment, orientation, counseling and outreach efforts.

Discussions will continue at future meetings to ensure consistency throughout the District.

Market Research: The District worked with an outside marketing consultant to conduct market research. We are going to build on the documentation by asking faculty, staff, students, counselors at the high-school level their perception of RCCD and their preference in receiving media.

RCCD Social Media established to give a larger perspective, reach different markets, and use different advertising sources. We will incorporate strategic plan(s), marketing plan(s), and showcase all three colleges.

Market Research: District contracted with 25th Hour Communications to conduct market research for MVC and NC, which included the following topics: student media surveys; data analysis; focus groups; interviews; design and messaging support; Media buying and

placement.

District will also conduct Regional Marketing to connect with the CTE Programs at each of the colleges. Postcards and schedule of classes will continue to be mailed via US Mail.

District currently has use of three electronic billboards for six weeks. The run dates are May 15, 2017 – June 30, 2017 with the possibility of extension. Located at: 5fwy at Ontario; 91fwy at Serfas Club and 215fwy at Van Buren. Key points are:

The issue of the “Spirit of Three Colleges” with regard to students who may be going to community colleges outside of the District due to our own colleges not referring students to specific programs offered within our own District.

Items may be updated/changed in real time.

Important dates, programs, activities can be announced prior to the deadline.

Some of the key advertising points recommended included: high quality education at an affordable price; close to home; and the use of large graphics and smaller text.

It was determined the postcards and schedule of classes will continue to be mailed via US Mail.

FTEs Update for the Fiscal Year 2016/17 – Raj Bajaj

A handout was provided titled FTES by Term 2016 – 2017 / P3 Preview

Ben Clark Training Center is included in the spreadsheet.

Discussion regarding the ability to recapture positive hours for students who have attended classes prior to dropping the classes. It was determined the only way to add the hours was to complete them manually into the system. The short-term fix: Raj Bajaj, Dyrell Foster and the Academic VP(s). Long-Term fix: Chris Blackmore.

Discussion included the possibility of an incentive to achieve FTEs targets connected to resources. There was no resolution to this discussion.

FTEs for 2018/2019 will increase and the impact on the bond for the academic year is unknown.

Action Plans / Key Points

Mark Knight is going to update the District website to include the meeting minutes.

Growth expectations: Aaron Brown stated the growth factor would be @ 1% (+/- 300 FTEs) which totals approximately \$1.5 million. The District growth will be @ 1% as well.

Final determination: 30,524 same targets (Growth @ 1%) / Roll-back the shortfall / Modify the 1%

Peggy Campos to work with Peggy Cartwright to establish focus groups and interview high school counselors and students. This project is to be complete within the next few weeks, prior to the end of the school year.

Peggy Cartwright will update the Electronic Billboards to make the logos bigger and she is open to receiving new requests to highlight various programs and/or deadline dates.

RCC runs an open class list during registration, showing the availability of classes at the other colleges, respectively. By posting them, the students do not have to go out to the other locations. Johanna Vasquez is the contact person.

Dyrell Foster stated he would complete a draft of an acceptance letter, which will be sent to our students, district-wide. Upon completion of the draft, Dr. Foster will forward the information to the Vice-Presidents of Student Services for additional input.

Meeting adjourned: 4:50 p.m.

Next Meeting(s): September 21, 2017; October 19, 2017; November 16, 2017; December 7, 2017;

January 18, 2018; February 15, 2018; March 15, 2018; April 19, 2018; May 17, 2018