

**Office of the Chancellor
RCCD Enrollment Management Committee**

Thursday, October 20, 2016
CAADO, Conference Room 209
3:00-5:00pm
Minutes

Meeting called to order: 3:03pm

Present: AnneMarie Amezquita; Dennis Anderson; Melissa Bader; Raj Bajaj; Michael Burke; Jim Buysee; Peggy Campo; Chris Carlson; Peggy Cartwright; Carol Farrar; Heather Edberg; Dyrell Foster; Beth Gomez; Melody Graveen; Nathaniel Jones; Rolando Regino; Chris Rocco; Kathleen Sell; Mark Sellick; Sal Soto; David Torres; Scott Tracey

Absent: Aaron Brown; Mark DeAsis; Diane Dieckmeyer; Robin Steinback

Approval of Agenda and Minutes- 1st Raj/ 2nd Dennis

I. Discussion Items

a. Marketing Update- P. Cartwright

- 17,082 students submitted applications but did not complete the registration process.
- Recommend sending a survey through Survey Monkey asking why they applied but did not enroll. Once the surveys are received, we will look at the data.
- Drafts due within a week.
- Only 16 out of the 17,082 students did not provide a personal email.

b. Winter '17 Schedule of classes- D. Dong

- IDS will have a meeting to discuss the workflow and fine-tune the data being pulled.
- Analytics show that websites are declining in popularity in Access; Education as a whole is behind in terms of mobile development.
- Plan to create a mobile app having the back end feed. (Phase III)
- There is a mobile app that pulls from Colleague, which will allow students to search for classes, view the catalog, and view the class schedule. Have the license for it from a couple years ago, but has not been implemented yet.
- PDF schedule will be accessible and updated on a "regular basis". This PDF will make it easier to filter by time of day, department, discipline, etc.

c. FTES Update/Roster Update- R. Bajaj

- No significant changes in summer.
- Mid-year shortfall reported in January is -782 FTES as a District.
- Colleges were asked to send details so they can be monitored and targets can be updated for winter and spring.

d. Multi-term registration- R. Bajaj

- Best Practice- Shared an Implementation from West Hills District that allows students to register for all terms in a year, in advance.
- Having a multi-year catalog is important for student planning.
- Our students are feeling that we are the "last resort" for higher education.

e. Update on Colleague Student System Tool- D. Foster

- Will apply and be a pilot program for Hobson, but will continue to use Colleague.
- Working closely with Mt. San Jacinto, since they are using the program.
- One concern was if the data in Colleague would align with Hobson, and it does.
- Will move forward with the Student Planning component for Colleague and will bring in a consultant to do small group pilots.

f. Analysis of Matriculation & Application Processes- D. Foster

- There are different components in the timeframe to processes new students. In addition to these steps, there are also manual steps which can delay the process.
 1. Technical part- The current process for matriculating new students can be up to 72 hours. Once the application is processed the student is sent a “welcome” email with their student information.
 2. Student services process- placement test, orientation, education plan and registration for courses.
- Need to have more staff in the technical side to help re-program. Will be looking for programmers with the experience but also who are well- versed with current technology.
- Recommended to look at the AOC process. Orientation should be done first and all three colleges be on the same page.

g. Open Campus Update- R. Regino

- Exploring the use of a program called Quest for students considering taking online classes at the district.
- Would like to initiate by next spring to help students be prepared and know what is ahead when taking online courses.
- Suggested to be done at Orientation level

II. Future Items

a. Next Meetings :

November 17, 2016	March 16, 2017
December 8, 2016	April 20, 2017
January 19, 2017	May 18, 2017
February 16, 2017	

Adjourned: 5pm