

Modesto Junior College

Enrollment Planning & Management Meeting

August 5, 2008

Morris Conf. Room A

Present: Susie Agostini, Melissa Beach, Mary Creedon, Pedro Mendez, Ken Hart, Linda Hoile, Bob Nadell, George Railey, Rich Rose, Karen Walters Dunlap, Ken White

Absent: Becky Plaza, Cece Putnam, Dave Shrock, Diana Sunday

I. APPROVAL OF 7/1/08 MINUTES

7/1/08 Meeting Minutes Approved (Ken Hart/Mary Creedon)

II. ADDITIONAL AGENDA ITEMS – George Railey distributed comparative FTES report graphs to committee members showing 9.6% FTES growth for Summer 08 as opposed to Summer 07.

III. IAC REVIEW OF EPM PLANS

George Railey reported he emailed an electronic copy of the EPM Plan latest draft to all IAC members on 7/2/08. At the last IAC meeting, he asked for comments, changes and corrections. The only correction mentioned was from Tobin Clarke that the new position of “MJC Webmaster” title be changed. He will contact Human Resources for the correct title. He will contact all IAC members again for their suggestions/final approval of the Enrollment Planning & Management plan.

IV. APPLICANT YIELD

Susie Agostini reported program review links applicant yield back to Summer 2005. As students fill out applications, Admissions tries to make sure the student is aware of “the next step;” however, they are missing a step prior to assessment (application, orientation, advising, enrollment) as if it is too much information. Yield almost half-way to check where fallout is. Is it a language barrier? We need to be sensitive and remember incoming students do not know about college yet. Perhaps we could send a postcard “Congratulations you are accepted to MJC” with one note, “first step-Assessment.” At the Assessment they would be told of the next step, etc., to avoid over-stimulation/too much information. Other schools use Pirates Log with a check off list that begins at admission.

V. EARLY START SUMMER 2009 DISCUSSION

Rich Rose stressed the importance of studying and making a decision regarding our Early Start Summer 2009 classes. We cannot stay at our present level and this topic needs to be taken to College Council, IAC and President’s Cabinet immediately. He will ask Shelley Circle to give a report on Winter Intersession.

George Railey reported new student registration began yesterday. How do we want to plan out Early Start? He stressed that MJC does not want to end up with unfunded growth. Rich Rose stressed the conversation needs to begin with IAC, Academic Senate, Student Services Council and/or College Council for a wide discussion if MJC is going to pull back on Early Start Summer. This session has meant a lot to both students and instructors. It has allowed students to get the extra courses they were unable to get as a new student and it allows instructors to earn that extra pay by working early summer and still being able to have some time off in the summer. 67% of faculty are teaching Early Start Summer. We need to look at the reduction of courses taught by part-time faculty to help the PTOL budget as well and reward the full-time faculty who have stepped up to teach Early Start. Any course reduction discussions need to go out to the community. Do we do away with Early Start or do we do Winter Intersession? If Winter Intersession cannot begin until 2010 then we have time to plan, adjust our calendar. The question is, how much can we afford to generate without funding in Early Summer? In three years online instruction has risen 30+%. Rich Rose again stressed MJC MUST begin this conversation college-wide. How do we do this? We must focus on enrollment projections. Committee

members agreed this topic must be taken to College Council and perhaps a work group needs to be developed for further study, along with taking the topic to other abovementioned committees.

VI. REVIEW OF ASSESSMENT

George Railey asked EPM members to carefully reassess their EPM Assessments to assure their accuracy—that they are able to receive the best results they can get at mid-year and end of year to enable changes for the next year—make sure the assessments are still realistic or adjust them accordingly. It is imperative we are able to accomplish all we said we can do. We will re-visit this item at the next EPM meeting. Ken Hart will contact members of the RP group to find out what other colleges' Yield Ratios/Rates have been in order to compare to MJC's. Discussion was held regarding the phone system (ex: are students continually reaching recordings, being transferred and lost in the shuffle?) MJC has a cuing system/phone tree instead to make every effort the student reaches a 'live person' as opposed to voicemail; however, there are only so many lines and at any given time during registration we could have 50 incoming calls and we do not have that many lines.

Action Item:

- Contact RP group to find out what other colleges' Yield Ratios/Rates have been and compare to MJC's
- WHO: Ken Hart

WHAT: Contact RP Group.

WHEN: 8/12/08

- Add "Review of EPM Assessments" to next EPM meeting agenda.
- Re-send Fall semester EPM Meeting schedule to all EPM members.

WHO: Melissa Beach

WHAT: Add "Review of EPM Assessments" to next agenda & re-send meeting schedule to EPM committee.

WHEN: 8/7/08

VII. EPM AREA REPORT OUT ON PREPARING FOR IMPLEMENTING FALL 2008 PLAN

Limited time to discuss this item. Add to next EPM meeting agenda. Be sure to take all into consideration: pieces of Enrollment Plan, East and West Campus changes, Patterson location, etc.

VIII. ENROLLMENT REPORT

George Railey stressed there are three strategies to mitigate our exposure to unfunded FTES. 1) Early Start Summer classes, 2) Late Start classes, 3) Other. We will add this agenda item to next meeting for further discussion addressing pieces of the Enrollment plan, East and West campus changes, the Patterson location, etc. He reported we are at the beginning of registration and are up 8.5% from one year ago today. FTES are up 5.8% from two years ago. Rich Rose stressed MJC needs to feel accomplished and proud with changes we have made that have resulted in the increases of enrollment and FTES. Ex: Start Smart, improving the quality of intake, faculty adding classes, etc.—all of this has to do with MJC's growth. We need to pat ourselves on the back.

Action Item:

- Add "EPM" and "Lower Early Start Summer" to College Council agenda for 1st or 2nd meeting in Fall. Then send to District Council and YCCD Board.
- Place work order regarding Datatel to district.

WHO: Rich Rose

WHAT: Add "EPM" & "Lower Early Summer" to College Council agendas

WHEN: 8/15/08

Action Item:

- Contact HR for proper title of new MJC Webmaster title.
- Send EPM Plan to IAC members again for final corrections/additions/approval

WHO: George Railey

WHAT: Contact HR for MJC Webmaster proper title & send EPM Plan to IAC for final approval.

WHEN: 8/15/08

MEETING ADJOURNED