

Modesto Junior College

Enrollment Planning & Management Meeting

September 16, 2008

Morris Conf. Room B

Present: Susie Agostini, Melissa Beach, Mary Creedon, Ken Hart, Becky Plaza, George Railey, Dave Shrock, Rich Rose, Karen Walters Dunlap, Ken White
Absent: Linda Hoile, Cece Hudelson-Putnam, Judith Lanning, Pedro Mendez, Bob Nadell, Diana Sunday, Taylor White

I. APPROVAL OF 9/2/08 EPM MINUTES

Correct spelling of Cece Hudelson-Putnam's name on page 2. Minutes unanimously approved with correction.

II. NEXT CCSSE ADMINISTRATION

The CCSSE report's next session will be Spring 2009 and the last report was in Spring 2006. A grant paid for the administration of the CCSSE three times including Hispanic student success.

III. IE REPORT 2008 TABLE OF CONTENTS/EXECUTIVE SUMMARY

Ken Hart reported the chancellor wants to see this report continue district-wide on the Research website, showing trends, changes, etc. with enrollment by county and community; population growth rate forecasts by age and ethnicity; state and Stanislaus County economic and labor market data; high school graduate trends; student demographics, access, success and retention to name a few. Susie Agostini questioned if we could report how student assessment test profiles change over time. Could this be added under "Student Profile?" Ken Hart will make this addition to the report. George Railey asked Ken Hart to add Career & Technical Education (CTE) data to the report as well. The Institutional Effectiveness Report 2008 is on the Research website which is updated and includes the Executive Summary and ARCC data. The "Just the Facts" emails have the link to the website. Presently he is sending "Just the Facts" emails to everyone at MJC and Central Services; each email has one fact from the Institutional Effectiveness Report 2008. Committee members suggested adding a glossary, program review and SLOs at the institutional level to the next IE Report.

IV. COMPARISON OF TOP 25 FTES-PRODUCING COURSES FALL 2004-FALL 2008

Ken Hart passed out the "Top 25 FTES Producing Courses" list which is the first set of trend data. He shared this data with Brian Sanders, interim dean of Science, Math & Engineering who suggested highlighting courses to better follow the trends of each department. Karen Walters Dunlap questioned why not run this report for Spring as well, as that would show trends with sequence courses. She felt the Instructional Administrator's Council (IAC) could get valuable information from that report as well. He has not run Spring data in the past since Fall semesters have larger enrollments than Spring, but he will run a new report of Spring FTES 2005-2008. He will also add "success and retention rates" for the top 25 Fall 2004-Fall 2008 courses.

Rich Rose questioned what we are doing on the other end to get students into degree introductory classes. Based on the top 25 courses it appears that students are advised to take general education classes compared with introductory classes in major prep. This has an impact on enrollment planning.

V. REVIEW EPM ALIGNMENT WITH 2008 MJC STRATEGIC GOALS

George Railey presented the EPM to College Council and the comment was made to make sure both plans are in alignment. He passed out a matrix of Strategic and EPM Planning Goals for committee review. Committee members studied the matrix combining both Plan strategies and objectives and the actual Enrollment Planning & Management and Strategic Plans for comparison.

Members suggest to add EPM Goal 1 to YCCD Goal 4/Strategic Goal 5 and YCCD Goal 5/Strategic Goal 8 and to add EPM Goal 3 to YCCD Goal 8/Strategic Goal 9. All members agreed to changes.

VI. COMMITTEE STRUCTURE REVIEW: AIE & PLANNING and BUDGET COMMITTEES

George Railey stated the Enrollment Planning & Management Committee has been working on the EPM Plan for five years now. Committee members need to review the Plan and let him know what we find outdated. The Plan must be updated. Changes can be sent to Melissa Beach. Conversation took place regarding the EPM Committee becoming an advisory group to the Budget Committee. Karen Walters Dunlap stressed with Accreditation deadlines ahead the urgency is not with the Enrollment Planning & Management plan at this time, as this is not part of the Accreditation recommendations. Committee restructure has not taken place at this time. This item must go back to College Council for them to go over and define/eliminate some groups after restructuring. Committee members saw several items on the EPM Plan that are now tasks for the newly formed Accreditation/Institutional Effectiveness Committee (AIE.) (e.g. *EPM Strategy 3.24: Check Program Review results to assess currency of programs and courses.*) Committee members agreed, due to Accreditation work/deadlines we will hold off updating the EPM until November 1, 2008.

VII. MISSION CRITICAL ITEMS

Rich Rose reported the Mission Critical Items document is due back, with an extended deadline from 9/29/08 to 10/6/08. He will take both items: EPM Plan and Mission Critical Items for acceptance to College Council at that time.

VIII. OTHER

Dave Shrock, representing the Senate Exec, asked is the EPM working group's strategy going to change to 'being effective in what we do' instead of only focusing on "enrollment." Committee members pointed out we have already changed Goal 2 to "Effectively Manage outreach, recruitment and enrollment" and mentioned Goal 3 "Improve Student Retention and Persistence." Dave Shrock asked George Railey to send a response to faculty regarding this direction.

Ken Hart presented a draft of Fall 2008 demographics from 1st census, 9/8/08. The percentages or "share" of total MJC enrollment by cities and Zip Codes in the service area are fairly much the same as Fall 2007 percentages. Becky Plaza reported we do receive the number of graduates from Stanislaus County high schools and she verifies this with Data Quest. Ken Hart suggested it might be better to run a 3-year graduate pool to see the numbers of high school graduates that enroll at MJC right after graduation and those that wait. After the 3-year window, the numbers decline drastically as they move out and seek employment as opposed to coming back to school.

Action Item:

- Run FTES Spring 2004-2008 report.
- Add Success and Retention Rates for Top 25 Fall 2004-2008.
- Re-send EPM committee the EPM/Strategic Plan grid after changes are made.
- Add student assessment test profiles over time under student profile-IE Report 2008.

WHO: Ken Hart

WHAT: Run FTES Spring 2004-2008 report. Add Success and Retention Rates for Top 25 Fall 2004-2008. Re-send EPM committee the EPM/Strategic Plan grid after changes are made. Add student assessment test profiles over time under student profile-IE Report 2008.

WHEN: 9/23/08

Action Item:

- Have Carolyn Hart post EPM Minutes and Plan to President's website.
- Email updated EPM Plan "link" to All at MJC/YCCD.
- After EPM Plan is corrected sent to IAC, College Council and Student Services Council for approval.

- Send EPM Plan to EPM Committee for final update/removal of outdated items and assignment of certain items to other committees on 11/1/08—add to that agenda item.
- Correct EPM Goal 2 in box “Effectively manage...” and check Mission Critical form for corrections.

WHO: Melissa Beach/George Railey

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WHEN: 9/22/08-11/1/08

Action Item:

- Bring EPM Plan and Mission Critical Items List to College Council by 10/6/08.

WHO: Rich Rose

WHAT: Bring EPM Plan and Mission Critical Items List to College Council by 10/6/08.

WHEN: 10/6/08

Action Item:

- Send statement to faculty notating the change on Goal 2 “Effectively Manage...and Goal 3 “Improve Student Retention and Persistence,” to let them know the charge of EPM Committee is not only “increasing enrollment” but is being effective in what we do.

WHO: George Railey

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WHEN: 9/4/08

MEETING ADJOURNED