

Modesto Junior College

# Enrollment Planning & Management Meeting

September 2, 2008

Morris Conf. Room B

**Present:** Susie Agostini, Melissa Beach, Mary Creedon, Ken Hart, Linda Hoile, Cece Hudelson-Putnam, Judith Lanning, Pedro Mendez, Becky Plaza, George Railey, Rich Rose, Ken White

**Absent:** Bob Nadell, Dave Shrock, Diana Sunday, Karen Walters Dunlap, Taylor White

## I. APPROVAL OF 8/5/08 MINUTES

8/5/08 Meeting Minutes approved with suggested corrections: Page 2, Susie Agostini will re-write paragraph on "Applicant Yield" and send to Melissa Beach. Page 2, Enrollment Report change **litigate to "mitigate** and add "**unfounded**" before FTES (*same sentence.*) Add "**Start**" to Action item for Rich Rose of "Lower Early \_\_\_\_ Summer"...

## II. COMPARISON OF YIELD RATES

Susie Agostini had asked for a comparison of MJC's yield rates, based on a report she shared at the last EPM meeting. Ken Hart asked the RP Group and received data from five institutions (Sierra, Diablo Valley, El Camino, Compton and University of Hawaii). For the most part, MJC's rates are comparable to the responding institutions. One district (El Camino and Compton Center) reports rates by month, which might be what MJC should do in order to identify activities that improved yield rate. It could then be combined by semester for general reporting purposes. George added that this data element is one of the first KPIs that will be used in the EPM Plan Report.

## III. KPI REVIEW (MEASURABILITY CONFIRMATION)

Ken Hart suggested each area focus on their own KPI's with Mission Critical priorities/strategies—making sure they are definitely measurable since we will need to accomplish/complete those immediately (Fall 2008.) He will be doing the Sesse survey in Spring 2009 and Student Services will continue to do the Student Satisfaction Point of Service surveys annually in the Fall.

All committee members went over all Mission Critical Enrollment Planning & Management items to assure they are "do-able" and/or revised those needing changes.

Research and Planning are working on the Data Warehouse. Their Research website is coming together to house FTES and other available data. Strategy 2.3.2: "College-wide customer service training," Rich Rose said we need to set up the customer service trainings/workshops in the fall, one for faculty and the other for management/classified staff.

### Changes to be made:

Goal 2: "Effectively manage outreach, recruitment and enrollment.

Strategy 2.2.1: Change KPI to "measure by number of hits to website."

Objective 2.5: Effectively manage enrollment.

2.3.1: is backwards. Do focus groups first and then decide effective themes to use. Change KPI to "Development of the task force and campaign, with Timeline Spring 2009.

2.4.2: KPI-Review of follow up strategies and creation of program template. Delete # of inquiries.

3.1.1: Delete 2007 and 2009, leaving only 2008.

3.1.2: Explore and justify making guidance a requirement for all first time, non-exempt students.

## IV. ACTION ITEM STATUS

Item to be carried over to next meeting. Action items completed by: Ken Hart, Melissa Beach, George Railey and Rich Rose has added "EPM" to College council meeting item.

## V. OTHER

Committee members held conversation regarding the EPM Plan. Some thought the plan really should have been written over a 3-year timeline, not 1 year. Others commented on how certain items were a bit outdated and/or already completed. George Railey stated the EPM Plan is a tool and the committee members will write an executive summary on it at year end. The Enrollment Planning & Management Plan will be part of the response to Accreditation Recommendation 7.

George Railey reported he contacted Clarus Corps. On ClassTracks and Yoseph Demissie (IT) will handle the YCCD interface with Clarus Corps. (*ClassTracks*) to work on getting software to us which will save us \$1200—to transfer data to our system. We will now be hosting the software ourselves (MJC/YCCD.)

Cece Hudelson-Putlam stated it would be a good idea to measure “Fill Rate” after Program Review. If we are not full, why? This would be good to do in planning/scheduling for next Fall semester.

Judith Lanning stressed the importance of being able to retain more information in Datatel or another resource. For instance, Class Wait Lists are only saved in Datatel for one year and it would be helpful to track the wait lists over the years to prove data trends for program review. This item needs to be taken to IAC for a decision. Rich Rose said IAC needs to hold the discussion if this would benefit us at the program review level in doing so.

### Action Item:

- Update 8/5/08 EPM Notes and send to committee. Send updated EPM Plan from 9/2/08 meeting to all EPM committee members. Prepare new document only containing EPM “Mission Critical” items & send this and complete EPM Plan to Rich Rose/Carolyn Hart for 9/8/08 College Council Meeting.

**WHO: Melissa Beach**

**WHAT: Update 8/5/08 EPM Notes and send to committee. Send updated EPM Plan from 9/2/08 meeting to all EPM committee members. Prepare new document only containing EPM “Mission Critical” items & send this and complete EPM Plan to Rich Rose/Carolyn Hart for 9/8/08 College Council Meeting.**

**WHEN: 9/4/08**

### Action Item:

- Update EPM Plan with all revisions from 9/2/08 meeting and send to Melissa Beach for distribution. Send Melissa Beach summary of your 9/2/08 “Comparison of Yield Rates” topic.

**WHO: Ken Hart**

**WHAT: Update EPM Plan with all revisions from 9/2/08 meeting and send to Melissa Beach for distribution. Send Melissa Beach summary of your 9/2/08 “Comparison of Yield Rates” topic.**

**WHEN: 9/4/08**

### Action Item:

- Send Melissa Beach updated summary from 8/5/08 item “Applicant Yield.”

**WHO: Susie Agostini**

**WHAT: Send Melissa Beach updated summary from 8/5/08 item “Applicant Yield.”**

**WHEN: 9/4/08**

### Action Item:

- Add EPM “Mission Critical Items” to 9/8/08 College Council Agenda.

**WHO: Rich Rose**

**WHAT: Add EPM “Mission Critical Items” to 9/8/08 College Council Agenda.**

**WHEN: 9/4/08**

**MEETING ADJOURNED**