



January 15, 2016

Thank you all for a great start to the spring semester! Since Monday morning, we have seen an increase in our enrollment of 550 FTES bringing our current total to 6,050 as of 7:00 this morning. Each FTES represents student enrollment in the equivalent of 15 lecture hours. That is a minimum of 8,250 adds to class sections in just 4 short days! When we consider the number of students who dropped one class and took another, the actual number of transactions required significantly increases. I cannot imagine trying to manage such registration volume with add cards and am incredibly thankful for the reliable, online registration process at MJC.

At the YCCD Board of Trustees meeting on Wednesday evening, several reports included comments about our enrollment across the district, so below are highlights on enrollment and related efforts.

FTES Target – Our target is 15,024 FTES which includes 3% growth over last year. This growth supported our hiring of 20 additional full-time faculty positions beginning fall 2015. It is critical that we achieve our FTES target and we are below that mark today. To increase our FTES, right now our instructional deans are working to add sections of courses with extensive waitlists and are actively seeking interested faculty to teach these courses. There are options for short-term, hybrid, and fully online delivery to best meet the scheduling needs of students.

Marketing – MJC has reorganized to bring the strengths of our creative staff together in a newly formed, and yet unnamed, department that is under the leadership of Marketing and Public Information Officer, Linda Hoile. The team includes our graphic designers, photographer, and web developer. Together they are responsible for the MJC brand, graphics, social media, marketing, and messaging. I am excited by the synergy and creativity already apparent in this new department! Over the last two years, unfortunately we have not had the desired result from our investment in print and radio campaigns. However, we have had good results from our Facebook and other social media marketing, especially in Spanish. Now, we are organized to leverage this change and increase our reach to potential students through social media platforms.

Earlier registration dates – Last spring MJC rolled out earlier dates for registration with the intent of expanded opportunity to adjust the schedule to meet student demand. This has been both effective and frustrating! Effective in areas where we are able to condense sections based on demand below what was expected and where we were able to add sections to meet demand greater than anticipated. It is frustrating when the demand cannot be met due to lack of highly qualified faculty necessary to offer additional sections. I hope that you will reach out to your colleagues and acquaintances to assist in recruiting faculty to join our MJC team.

Change – Student demand is shifting. The shift is based on a variety of factors including: changes to repeatability of courses and families of courses; development of ADTs that may have less

flexibility in GE patterns; guided pathways that direct students to specific GE courses; emerging technologies, disciplines, degrees, and employment options; financial aid requirements including unit caps and applicability of course to declared program of study; enrollment growth allocated to the CSU and UC systems; and the focus on completion. These changes shift our need for section capacity from one area to others; a change that cannot be fully resolved in the short term.

Monitoring - The comprehensive course schedule, section availability, and enrollment are watched closely by the academic leaders of MJC. There is ongoing dialogue about ways to improve the fit between our course schedule and student demand. During the recession, our courses were all over subscribed and we could not meet demand in any area. This resulted in enrollment data that was a false picture of need and demand and confounded scheduling for future terms. Now that we have been able to meet and even exceed demand in some areas, we are getting an accurate data set that is useful in guiding scheduling. This includes data on preferred days/times, locations, and delivery modes of courses that will guide future schedule development.

Retention leading to Success – If you don't already have a copy of the *Achieving the Dream: Student success initiatives at Modesto Junior College* brochure, I encourage you to pick one up. The brochure outlines the six major student success initiatives at MJC for 2015-16 with a focus where they intersect to improve student success and address equity. Great vision, planning, and hard work has gone into the design of these initiatives and students are responding positively to the increased engagement.

Wednesday evening, I invited the Trustees to enroll in a course at MJC. I hope you will encourage those you meet to join the students on the path to completion at MJC!

***Student success means so much more than a personal goal secured –
It means improved skills, better employability, and economic
growth for families, communities and our nation as a whole.***

Achieving the Dream

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