

## Report – Enrollment Management Committee

February 22, 2018

David Koeth

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### Minutes

Members Present: Pam Kelley, David Koeth, Steve Watkin, Michelle Pena, Bernadette Martinez, Phil Feldman, Manny Mourtzanos

Michelle Pena: Spring 2018 current enrollment 7,238.7 FTES

Fill rate of 74% for all sections

49 sections at the Southwest campus

65% fill rate at the Southwest

74% fill rate for BC campus

75,123 maximum seats in all courses at BC

57,750 seats taken

Manny:

We're in a deficit; our bank of FTES is gone.

New state formula – 50% enrollment, 50% equity, retention, success

Reason for the push is to prevent a loss in funding.

Projections show KCCD losing about 5 million dollars, with new formula.

Anything we can do to increase our FTES now will help the district and college.

June 30 is the deadline for increasing enrollment.

Funding structure is effective in one year for districts who are in a deficit.

Late start courses, summer courses are the ways to capture FTES.

Solutions to inform and encourage faculty

Need to offer more sections in summer. (Summer is now 10% of course offerings.)

Steve Watkin: Late-start enrollment push. 12-week late-start courses are under way. 8-week late-start courses are open for enrollment.

Faculty Messaging:

Phil: New funding structure - Be upfront with faculty and chairs regarding the new funding structure and the urgent need to capture FTES by summer session.

Concern about being maxed out with faculty and adjuncts.

There is a need to recruit and hire more adjuncts.

Pam: Offering evening courses

Bernadette:

Use department meetings for Chairs to circulate the message

David:

What is the message to share? The message needs to include the “why, what and how.” There is a need to offer more summer sections this year. Currently only 10% of all BC courses are offered in the summer. We need to increase the numbers.

There are difficulties in finding new adjuncts - Art Department is using every adjunct that can be found, and even have one driving in from the Los Angeles area. It’s difficult to quickly find new adjuncts.

Action plan:

1. David, Phil and Pam will draft a message to be brought to FCDC by David, Manny and Zav and Steve
2. Manny, David, Steve and Zav to meet with FCDC next meeting (March 9)

Focus:

Summer enrollment growth

Hiring adjunct faculty

Impact on funding

Steve to share marketing campaign and the need to schedule courses to accommodate the increasing student enrollment

Phil: Faculty misperception that late-start classes won’t fill. Need to re-message that reality.

Discussion: Consider ways to increase FTES, including summer, short term courses, courses with higher success rates.

Steve:

Late Start Marketing: Begin on March 12.

Most late-start classes have 5 remaining seats or less.

Summer/Fall:

- Registration begins on April 4
- Campaign begins on March 19, and then again April 2-18
- Postcards to returning students
- New students will receive a hardcopy letter for Summer/Fall registration. About 3,000 students who are matriculated, but not yet registered.
- Registration event at every high school
- (see additional notes below)

David: marketing push should include all social media, (Twitter, Instagram, Facebook). Some students think that only old people engage with Facebook. Instagram is more closely associated with college age students.

- Tabled Item: Strategic Directions Report

**Marketing Update for EMC**  
**Enrollment Marketing Meeting (2/15/18)**  
**Steve Watkin, Monika Scott, Ashlea Ward, Jennifer Achan**

**Late Start Classes**

Beginning Date - 3/12/18

Marketing Push Starts: 3/1/18

Steve would like to promote by:

- On website using web link to classes
- Eric to design an A frame poster
- Create postcards (300)
- Student workers passing out postcards in the Renegade Crossroads
- Find resources to pay for FB ad
- Email push using BC Student all
- Press release

Savannah gave an update with available classes for late start. She stated most have less than 5 seats available.

**Summer/Fall Classes**

Registration Begins - 4/4/18

Spring Break is the week of 4/26/18

Start campaign - 3/19, and then again on 4/2 - 4/18

Steve would like to promote by:

- Promote Summer/Fall
- "update /register" on Website - "Registration begins today, do you know when you can register?"
- Facebook message about registration/update
- Ensure students understand they can register Summer/Fall at the same time with messaging
- Signage, postcards, emails with the same recurring message
- 4/2 "what's your date?" event - kiosks bringing awareness to registration date
- BC Southwest, Delano, Shafter
- Postcards to go out to continuing students the week of 4/26
  - Students who have 30 or less units
- Registration packet for fully matriculated HS seniors
- "I Registered" sticker, ask Nicky to see if that is something he assist with

Jackie confirmed that all continuing and returning students have to do an update for to get their registration date.

Team plans to meets again on 2/27/18