	Date: March 28, 2016
	Time: 3:00 pm
	Location: Sugar Pine 126
Enrollment Management Meeting Minutes	

Members Present:

Brian Sanders, Wendy Griffiths-Bender, Kathy Schultz, Erin Naegle, Joe Ryan, Margo Guzman, Jerad Moss

Agenda

1. Approval of minutes from February 29, 2016
2. Reminder of Overarching Goals
   - Improve our class size averages, which will increase Productivity (FTES/FTEF)
   - Increase our FTES generation for the year
   - Attract and serve more students
   - Help students progress more efficiently through their programs
   - Ensure a stable and reliable class schedule with far fewer class cancellations
3. Productivity Values – Definitions and Comparisons
4. Review of productivity ratios and balancing class sizes
   - Explorations via the "Handy-Dandy Class Size Balancing Machine"
5. Curriculum design principles
   - Student flow models
     - Alluvial fan
     - Canals and weirs
   - Stacked certificates and degrees
     - Build-up model
     - Opt-out model
   - Two-year plan architecture
     - Faculty interest model
     - Student program model
       - Establishing four-semester (plus summer) "Suggested Student Schedule" for each program (see examples next page)
6. Program enrollment data
   - Exploration of two reports
     - Duplicated program enrollments
     - Unduplicated program enrollments
   - Program size analysis tool, accounting for
     - Term success rates
     - Term-to-term persistence rates
7. Marketing update
   - Media preferences
   - What are the primary momentum points between "general awareness" and "walking the stage"?
   - What types of marketing strategies are needed to transition from one momentum point to the next?

Minutes

Approval of minutes from February 29, 2016

TOPIC: Reminder of Overarching Goals

Discussion:
- Review of previous meetings and objectives
- College needs to improve productivity values

TOPIC: Productivity Values – Definitions and Comparisons

Discussion:
- "Good to Great" – business book – assigned reading in Leadership Academy
  - profit per x
- Examples reviewed with calculations
  - Compressed calendar comparison
- Why do we get less apportionment for online classes?
  - Alternative accounting method is required for independent study, work experience and online courses
  - Number of units x term length multiplier
  - The college gets paid less but the faculty gets paid the same
- Discussion about compressed calendar
- History of FLEX day and purpose
- Doubling FTES/FTEF productivity values
- Productivity at statewide – expected 17.5 (average 35 per class)
- Class size changes the way you teach and the students' experience
- Productivity across multiple classes

TOPIC: Review of Productivity Ratios and Balancing Class Sizes

Discussion:
- Explorations via the "Handy-Dandy Class Size Balancing Machine"
- Productivity targets
- Some college allocate money according to productivity targets
- Review of allocation model at YCCD
- YCCD productivity ratios
- What should our target be?
- Productivity and balance – examples
- Productivity by class size – graph with explanation
- Effect of success and persistence rates on 4th semester program enrollment – chart with explanation

TOPIC: Curriculum Design Principles

Discussion:
- Student flow models
  - Alluvial fan
  - Canals and weirs
  - Need to decide what can be cut out to narrow channels
- Stacked certificates and degrees
  - Build-up model
  - Opt-out model
- Two-year plan architecture
  - Faculty interest model
  - Student program model
- Flow model with targeted goals
- Front load overlap courses in first couple of semesters
- Establish four-semester (plus summer) "Suggested Student Schedule" for each program
  - Create optional 3 year plan

TOPIC: Program Enrollment Data

Discussion:
- Exploration of two reports
  - Duplicated program enrollments
  - Unduplicated program enrollments
- Program size analysis tool, accounting for
  - Term success rates
  - Term-to-term persistence rates
- Discussion on creating a schedule we can promise to the community
  - May discourage students from a major that they are very interested in due to few students within that major
  - Low enrollments in computer science
    - No CID courses that will guarantee transfer to CSU

TOPIC: Marketing Update

Discussion:

- Nothing reported

Adjournment
There being no further business, meeting adjourned at 4:25pm

Record of meeting respectfully submitted by Michelle Walker.