Enrollment Management Overview

by Leslie Buckalew

Many thanks to the members of the enrollment Management Committee (EMC) who have made a commitment to meet together twice a month to discuss our current enrollment practices and develop effective strategies that serve our students and increase FTES.

The charge of this committee is to create a cost effective and sustainable Enrollment Management Plan for 2015-2016. This committee will provide a forum for ongoing college-wide dialogue in the coordination, implementation and philosophical approach to student enrollment management at Columbia College. Our plan will address procedures and processes related to strategic enrollment management. Our primary goal is to provide students with a timely and successful completion of their courses, degrees and certificates.

During our most recent meeting, we focused on accessing and understanding information available in our Columbia College Data Portal; Program Review, Productivity and Scheduling Practices. Our research and enrollment management meeting minutes are posted on the Student Learning webpage at www.gocolumbia.edu/vp_student_learning/.

Additionally, our committee closely examined “Lessons Learned”, a document that captured student, faculty and staff views on recent course cancellations. The committee identified those issues that clearly fall under purview of the Enrollment Management Committee, such as scheduling practices and two year academic plans. Marketing and Strategic Planning were identified as under the purview of the College Council.

Important Dates

2015-2016

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>March 23rd</td>
<td>Summer Schedule – on ConnectColumbia</td>
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<tr>
<td>April 10th</td>
<td>Fall Schedule – on ConnectColumbia</td>
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<td>April 10th</td>
<td>2015-2015 Catalog Online</td>
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<td>April 13th</td>
<td>Summer Registration Begins!</td>
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<tr>
<td>May 15th</td>
<td>Catalogs in the Bookstore</td>
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<tr>
<td>May 18th</td>
<td>Fall Registration Begins!</td>
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<tr>
<td>August 2017</td>
<td>Accreditation Self-Study Submitted to ACCJC</td>
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<tr>
<td>October 2017</td>
<td>Accreditation Site Visit</td>
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ENROLLMENT MANAGEMENT COMMITTEE

Ted Hamilton
Aiko Gonzales (student)
Anne Cavagnaro
Wendy Griffiths Bender
Mike Ilorik
Kathy Sullivan
Diana Sunday
Leslie Buckalew
Michelle Vidaun
Gary Whitfield
Melissa Raby
Lindsay Lany
Karim Rodts
Matt Fox
Patricia Ramirez
Margo Guzman
Marnie Shively
Gene Womble
Tim Elizondo
Liz Rumney
Matt Christman (student)
Errin Bass (student)
Mandy Truong (student)
A New Frontier

Columbia Migrates to an Exclusively Online Schedule

by LESLIE BUCKALEW

After careful deliberation, it was decided that the Summer & Fall 2015 schedules would be released exclusively online. The following factors played a key role in influencing this decision.

MARKETING WILL MOVE FORWARD: Marketing our programs is critical to enrollment. To that end, the President’s Office will develop a multi-colored brochure to place in the newspaper and distribute across our community. Additional strategies are being explored to better market our curriculum and services.

STUDENT HANDBOOK MOVES FORWARD: A student handbook will be published by Student Services. This project is now in progress. Each student will receive a handbook with pertinent program, policy and transfer information.

EASY ACCESS TO CONNECTCOLUMBIA Per suggestions collected at College Council, a link to Class Search is easily visible on the front page of our website simplifying student access to the schedule.

Thank you for your patience, insight and support while the college makes this transition.

Curriculum Corner

by LETITIA SENECHAL MILLER

Spring is in the air in Sonora, but did you know it’s also spring-time for the Columbia College curriculum? In spring, curricular proposals that the faculty have just developed and approved begin to take on attributes that make them more relevant and meaningful for Columbia College students.

It’s easy to assume that the hard work surrounding curriculum is complete for 2015-2016. But in the Office of Student Learning and in the area of Articulation, the hard work is continuing and accelerating.

ESSENTIAL EXTERNAL APPROVALS

After curricular proposals are approved by the Curriculum Committee, many important events take place outside the college to ensure courses and programs are as robust as intended in time for the next academic year.

The Student Learning Office and the Articulation Officer play a central role in facilitating and monitoring the following events.

- YCCD Board Approval
- California Community Colleges Chancellor’s Office (CCCCO) Approval
- UC Transfer Approval (TCA)
- GE (General Education) Pattern Approval
- CSU-GE
- IGETC
- C-ID Approval

CRITICAL SPRING PROJECTS

Meanwhile, other essential projects are in motion within Student Learning, Student Services, and division offices to ensure the curriculum is accurately implemented for the next academic year, which will with the Summer 2015 term.

- Update Datatel course records to reflect changes to the curriculum
- Setup sections in Datatel for Summer and Fall

Counselors can print the schedule as needed for their counseling sessions. Because of the “live” nature of the system, the information will be current and accurate.

LEST WE FORGET

Curriculum is the most important thing that we do “behind the scenes” at our colleges. Approving courses and programs is a responsibility that we must take seriously. While some of the processes may be annoying and seem, possibly, bureaucratic, they exist for a reason. Curriculum committees and local senates must stand firm and protect the integrity of what we do, as opposed to succumbing to the varied pressures that may stray us from our mission.

- MICHELLE PILATI
PAST PRESIDENT, ASCCC
Leslie Buckalew
VICE PRESIDENT OF STUDENT LEARNING

Leslie has been serving as our Vice President of Student Learning since 2012. She enjoys bringing people together to identify creative ways to improve our programs and services for students. She is committed to helping students succeed and accomplish their educational and professional goals. On a personal note, she has been married to her college sweetheart Joe, for 33 years, and has three adult children; Brittany, Rebecca, David and one granddaughter Grace. Leslie and her husband Joe founded a non-profit, “Hope, Horses and Kids.” When she’s not at work she likes to visit art museums, hike with her dog Bear, ride horses and travel.

Michelle Vidaurri
INTERIM EXECUTIVE SECRETARY TO THE VICE PRESIDENT OF STUDENT LEARNING

While I am certainly not a new face on campus, my role in the Student Learning Office has evolved with new and exciting challenges ahead. I am truly enjoying the professional growth that has come with the interim position. As we launch the Accreditation Self Study, I look forward to assisting Dr. Buckalew with facilitating the work flow related to this large project. Interestingly enough, prior to this assignment, I was the first classified employee to volunteer to become part of the Enrollment Management Committee. I have a particular interest in, and passion for strategic management, so I found the enrollment planning process to be an opportunity to serve the campus. Fortunately within my new role, I can continue to see the process through with the Committee in an even larger capacity. On a personal note, I am currently soliciting ideas for new hobbies and favorite past-times. My post-graduate life comes with the precious free time to fill with new ideas.

Letitia Senechal Miller
CURRICULUM PROCESS SPECIALIST

I am delighted to join the Columbia College team as a transfer from MJC. I will pick up the responsibilities of Susan Vegter-Slape. At MJC, I enjoyed working for 13 years in curriculum, teaching computer graphics, SLOs, and outreach. I bring 20 years’ experience in marketing communications, MIS systems, graphic design, outreach, instructional design, and teaching as well as a B.A. in American Studies and an M.S in Instructional Technology. When not working, I consider myself a singer, actress, painter, writer, outdoor enthusiast and mother to a loquacious and creative 4 year-old, Russell, who has the good fortune of attending Laurel Preschool. We are eager to make a new life in Tuolumne County and are touched for the warmth that has been extended to us by the Columbia College community.

Abby Sunday
ADMINISTRATIVE SPECIALIST FOR STUDENT LEARNING

I am excited to be supporting the Curriculum Committee and Academic Senate. Prior to this position I worked as the Intern Coordinator with the wonderful Multimedia Team for two years. I graduated from Columbia College in May 2014 with an A.A. in Liberal Studies and an A.S. in Allied Health. I am a 4th generation native of Tuolumne County and have been married for almost 10 years. We have a daughter who is 10 and a boisterous 4 year-old son. My husband Steve owns Creative Sounds in downtown Sonora. When not working I love cooking, entertaining as often as possible, singing, and participating in any fundraiser big or small. My goal is to always do the very best I can, while being a positive influence and blessing to those around me.
Since the Spring 2015 Flex Day Accreditation Planning Launch, the campus has been busy forming the Accreditation Standard Teams for the upcoming Comprehensive Self Study. All constituencies are represented for each standard, with a notably large group of student participants allowing for coverage after their program completions. This term, the teams should be meeting 2-3 times to review publications on the new standards, and to identify initial research needs. Dr. Angie Fairchild and Dr. Leslie Buckalew will be attending the Accreditation Standards Symposium in late April to learn more about the newly adopted standards effective June, 2014, and will be sharing new information with the teams shortly thereafter.