

PBC Strategic Enrollment Management Committee

MEETING MINUTES

Wednesday, January 23, 2019

Building 8 - Room 110

9:00 – 10:00 a.m.

Present: Max Hartman, James Carranza, Paul Naas, Leonor Cabrera, Dayo Diggs, Jamillah Moore, Karen Engel, Marisol Quevedo, Hyla Lacefield, Jeannie Stalker, Mayra Arellano, David McClain, Jeri Eznekier, David Reed, Graciano Mendoza, Char Perlas

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| **Agenda Item** | **Discussion Lead** |
| **Spring 2019 Schedule of Topics** | Dean Engel reviewed the schedule of topics for the spring semester and it was approved by the group. |
| **Review Student Success Metric Baseline Goals**   * Set by PBC for the ISER Quality Focus Essay projects | Dean Engel reviewed the baseline Student Success Goals and related metrics which PBC approved on January 16, 2019. |
| **College for Working Adults**   * Review challenges and opportunities for growing this program | Jeri Eznekier, Project Director, College for Working Adults, presented information about the CWA program (see slides).  Discussion:  Max: That CWA registers students leaves their counselor more time to use the counseling appointment to discuss other things.  JE: To date, the program has graduated about 200 students (over 5 graduating classes)  HL: What could the role of CIETL be in helping faculty understand this student population?  Jeri: volunteered to speak to CIETL to help inform instructors. CWA had their own faculty handbook that includes demographic data about their students.  HL: Helping CWA students would help a lot of students, as many of them also work.  PN: We should be applying these ideas to our Guided Pathways efforts. Concern: Are we adequately advertising this program? Word of mouth not enough.  Jeri: New partnership with Continuing Ed to promote each other’s programs could help. We currently work with 50-60 public and nonprofit employers. We could do more. Need to engage with private employers.  JC: Growing CWA would help address its enrollment management problems.  LW: Can we help support the CWA faculty with time and resources? LW sets time aside to help on DE, but do others?  JC: Can we build awareness of CWA on campus? Let’s make a 2-3 year plan of how to grow the program, address the registration and enrollment challenges it faces, improve faculty buy-in and awareness of it, address data tracking issues, and engage CIETL in helping with the above.  DM: What’s the max capacity?  JC: There is lots of room for growth – the College is investing a lot in CWA by letting many classes run that are half full.  Jeri: it’s difficult to anticipate enrollment. There are spikes and valleys. It would be nice to be able to get the information in their Education Plans:  KE and CP: We are working on that!  LC: Could we do more with Zoom or other modalities to increase participation? Human Services is 100% online and is now well enrolled.  Max: Counseling is piloting an online counseling platform this term.  Jeri: We require all our students to have their first counseling session (1 hour) face to face. After that, if they are in good standing, they can call in.  Dr. Moore: LA County is eager to partner with our online Human Services program. 200 students who want to earn Social Work degrees.  LW: Canvas Live Sessions could also help that group.  HL: we could send counselors or instructors to LA to help the whole group. |
| **Next Steps & Items for Future Meetings** | Dr. Moore asked Dean Carranza to pull together a group that can develop a 2-3 year plan for CWA that includes:  CWA  David Reed  Marketing  Counseling  BDW Dean  PRIE  VP Perlas invited CWA to speak at March Flex to inform the Guided Pathways discussions. |
| **ADJOURN** |  |