

**ENROLLMENT MANAGEMENT TEAM
MINUTES
FRIDAY, MARCH 18, 2011
12:00 P.M., BOARD ROOM**

Attendees:

Ted Ceasar	Tina Aguirre	Val Rodgers	Bruce Seivertson
Carol Hegarty	Efrain Silva	Lianna Zhao	Becky Green
Carol Lee	Trini Arguelles	David Drury	Terry Norris
Eric Lehtonen	Alfredo Cuellar	Hope Davis	Manfred Knaak
Frank Rapp	Jan Magno	Victor Jaime	

Recorder:

Linda Amidon

Call to Order

In the absence of Kathy Berry, Vice President for Academic Services, Tina Aguirre, Dean of Health and Public Safety, chaired and called the meeting to order at approximately 12:10 p.m.

Discussion Topics

- Dean Aguirre reported that the Academic Senate and Administration have recommended offering a summer session consisting of a maximum 200 FTEs. Each division developed a draft schedule for summer based on 35 - 40 FTEs per division. The preliminary overall summer schedule currently consists of 185 FTEs. Members requested that the preliminary summer schedule be distributed to the enrollment management team members for review. Discussion regarding the decision to offer summer classes included the following:
 - Concern regarding the possibility of losing positions because 200 FTEs must be maintained for summer. Tension among the collective bargaining units and other groups is currently high.
 - The need to determine the percentage of core courses to be offered.
 - It was suggested that this balance be built up from zero, not by adjusting the current curriculum balance.
 - A lot of courses are designated as transfer but they don't really "hit the nail on the head."
 - Inquiry was made regarding whether the Chancellor's Office could recommend a curriculum balance for IVC. Response included the following:
 - The Chancellor's Office does not set guidelines.
 - Curriculum balance varies among community colleges; usually depends on area population.
 - The Counseling Department was asked to review student statistics to determine the courses students need. Carol Lee suggested looking at petitions for summer graduation as a start.
 - Inquiry was made as to why ESL is designated as basic skills instead of a foreign language. Frank Rapp explained that ESL falls under the Basic Skills Initiative. The difference between a French class and an ESL class is that students take ESL classes to learn the language of the place they live in. Frank Rapp and Eric Lehtonen will be attending a basic skills conference next week and will provide a report to the enrollment management group, since basic skills is a concern in budget discussions across the state.
 - Since enrollment management is the process for setting set up a schedule within budget restrictions, we must first know the actual cost of offering a summer session.
 - Faculty can't go over quota.
 - Inquiry regarding how classes will be distributed among faculty (the current CTA Contract includes provisions for assignment of summer classes).
 - Priority registration for summer should be given to students that have petitioned to graduate this summer.

- Members split up into three groups to develop strategies for marketing and communication to students and the public regarding summer school, and the triggers for adding or cancelling summer classes. The results of this exercise are as follows:
 - Communication Strategies
 - Facebook
 - Twitter
 - Email
 - in class announcements
 - public announcements
 - campus postings (digital marquee, bulletin board near 400 building)
 - counselor outreach
 - Marketing Strategies (good and bad)
 - current and previous students
 - professional (alumni)
 - address special populations
 - put a positive spin on the message (i.e., “in spite of the budget,...”)
 - students who are going to graduate will get the classes
 - Triggers to add or cancel classes in summer
 - add classes needed for summer 2011 graduation (look at graduation petitions, conduct a degree audit to determine students who did not petition to graduate but need only one or two classes)
 - cancel all basic skills classes
 - cancel all classes with enrollment below 60% of quota
 - cancel entire summer session if budget cut reaches projected maximum (i.e., worst case scenario involves an \$8 Million state budget cut)
 - cancel entire summer session if new overload rate for full-time faculty is not negotiated by May 15
 - add or cancel classes based on the cost of offering summer session (requires a complete cost analysis of summer)

It was suggested that summer classes be consolidated in one building (e.g., 2700 Building) to save on costs.

- Discussion was held regarding the message that should be communicated to students and the public regarding summer school. The committee agreed that two messages should be communicated; one that states that IVC plans to offer summer school, and another with more detail. The first message agreed upon by the committee is as follows:

“Due to devastating state funding cuts, Imperial Valley College is planning on offering an extremely reduced summer session. Details shall be available as funding issues become clarified.”

- Committee members agreed that the following additional information is needed in order to make sound enrollment management decisions:
 - cost analysis by FTEs and course
 - cost analysis by term/semester
 - what costs are governed by contract
 - review how to assign summer load and fall and spring overload

Adjournment

The meeting was adjourned at 1:20 p.m. Members discussed briefly whether it was necessary to meet next Friday. If it is determined that a meeting is needed, Bruce Seivertson volunteered to chair the meeting since both Kathy Berry and Tina Aguirre will not be available at that time.