



Enrollment Management Task Force – Unadopted Notes

Thursday, October 23<sup>rd</sup>, 2014, 4:00pm

Board Room

**Membership**

- |                          |                   |                 |
|--------------------------|-------------------|-----------------|
| √ Tina Aguirre           | Gaylla Finnell    | √ Jose Ruiz     |
| √ Trinidad Arguelles     | Todd Finnell      | √ Efrain Silva  |
| √ Dr. Nicholas Akinkuoye | √ Daniel Gilison  | Ed Wells        |
| √ Craig Blek             | Rick Goldsberry   | √ Kevin White   |
| √ Susan Carreon          | Becky Green       | Cathy Zazueta   |
| √ Allyn Leon             | √ Carol Hegarty   | √ Veronica Soto |
| Gloria Carmona           | √ Jose Lopez      |                 |
| √ Ted Ceasar             | Terry Norris      |                 |
| √ David Drury            | √ James Patterson |                 |

Recorder: Melody Chronister

**A. Call to Order**

Vice President Akinkuoye called the meeting called to order at 4:04pm.

**B. Review of Previous Minutes**

Minutes reviewed, no edits requested.

*M/S/C Patterson/Leon to approve the EMTF April 17, 2014 Minutes as presented.*

*Carried Unanimously*

**C. Reports**

**a. Enrollment Management Rubric Results**

Results reviewed under discussion item D.a.

**b. AP3260: Enrollment Management**

Recorder and Academic Systems Specialist Chronister shared that AP3260 is still in draft mode, as it still needs to go through shared governance process. This rubric evaluation is a perfect opportunity to see if the plan needs to be fine-tuned prior to finalizing the AP through this process. The challenge we face is that we are well underway in our 2015-16 schedule development process, with revised timelines driven by the updated planning and budget calendar. Dean Aguirre pointed out this is all the more reason to revise the AP before sending to shared governance committees.



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### **D. Update on Previous Discussion Items**

#### **a. Review/Discussion on Rubric Results**

##### Benchmark One - Membership

Reviewed rubric results. It was noted that CBO and CSSO have not been in attendance, which are two crucial positions that makeup the task force. It was noted that the rubric results were very positive, because as far as membership is concern, the positions listed are on the committee roster. Attendance is another issue that needs to be addressed. It was mentioned that even a representative from each area would be beneficial if the people in question are unable to attend. It was also noted that meetings should be biannual to quarterly (one to two times per semester).

##### Benchmark Two – Academic Services – FTES/Scheduling

Reviewed rubric results. As far as FTES/Scheduling Goals, the task force as a whole acknowledged that the College did not hit “fully meets” target of 595, but significant improvement was made that qualifies for the “meets” category. Will continue to strive for improvement in this area. In regards to FTES/Scheduling Strategy, Member Gilison inquired on what the “tracking tool” was. Dean Aguirre confirmed it was the schedule development timeline developed and released at the start of each schedule development cycle. The task force agreed that the College is fully meeting this category. There was no additional comments on the positive results for the FTES/Scheduling Timeline nor the overall evaluation results for benchmark two, only that the results accurately represented where the College is at as of 2014-15.

##### Benchmark Three – Student Services - Recruitment

Reviewed rubric results. It was confirmed that EMP stands for the Educational Master Plan. Dean Ceasar shared that recruitment efforts have been largely and positively impacted by the new SSSP regulations, which should be reflected in the 2014-15 rubric evaluation.

##### Benchmark Four – Student Services – Admissions

Reviewed rubric results. It was suggested that someone from Admissions and Records be present at these meetings to provide feedback on present practices.



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### Benchmark Five - Marketing

Reviewed rubric results. It was suggested that the chair of the Marketing Committee be added to the membership of the task force. The committee agreed. Recorder Chronister shared how marketing is indirectly tied to this committee via Omar Ramos, Online Architect and Reprographics Director, as he supervises the College's Publications Designer (who is also presently the chair of the marketing committee). However, she agreed that a more direct link to the marketing committee would be beneficial.

Vice President Dr. Akinkuoye shared that progress needs to be made in how we reach out to the community to attend IVC. He would like to see the local press do positive articles about what IVC is doing out in the community, individual student success stories. Member Drury added that this allows IVC to make its own statement versus the occasionally negative commentary in the Probe section of the newspaper. Dr. Akinkuoye pointed out that he is attending the November Student Services Council meeting to start this dialogue. He also noted that we need to further involve the Associated Student Government with these marketing campaigns.

Member Drury pointed out that the revised billboard is effective and placed strategically next to University of Phoenix. Member Gilson brought up that the College may want to rethink about its decision to no longer print any marketing material, including the class schedule. This was a powerful marketing tool that is no longer available due to budget cuts. Member Leon shared that Arizona Western College prints a small batch of schedules as a marketing tool to use at local malls and/or other outreach events. They also send out postcards to every household with a "smart" barcode that links to an online version of the schedule that an individual can access via a smart phone or tablet. It was agreed that this is something the marketing committee should look into.

### **E. New Discussion**

#### **a. 2015-16 Schedule Development Status Update**

Brief update was provided



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**F. Other**

None

**G. Next Meeting**

The EMTF agreed as a group that they should meet two to four times annually, or one to two times per semester. With this said, another meeting will be scheduled prior to the end of the semester to receive a 2015-16 schedule development update, including FTES projections.

**H. Adjournment**

a. Vice President Akinkuoye adjourned the meeting at 4:49pm