



## An Enrollment Management Workshop for District Teams

*(We encourage teams of two or more for this seminar)*

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### ***Effective Enrollment Management is Everyone's Business***

**Wednesday, August 5 and Thursday, August 6, 2015**

**IN THE NORTH: College of San Mateo**

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**Thursday, August 20 and Friday, August 21, 2015**

**IN THE SOUTH: Riverside City College**

*Moderators for the program are, **Thomas Burke**, Chief Financial Officer, Kern CCD; **Paul Steenhausen**, Executive Director, Success Center for California Community Colleges and **Theresa Tena**, Vice Chancellor for Institutional Effectiveness, CCCCCO*

Our ***Perspectives Panel*** for this two-day seminar includes representatives of college or district enrollment management teams in the areas of:

#### **Instruction and Schedule Development**

- **Instructional Office (CIO)**-**Omid Pourzanjani**, Vice President, Instruction, Golden West College (both locations)
- **Academic Senate (AS)**-**Representative TBA**
- **Institutional Researcher (RP Group)**-**Gregory Stoup**, Senior Dean of Research and Planning, Contra Costa CCD (in the North and South).

#### **Student Services and Engagement**

- **Student Services Office (CSSO)**-**Greg Peterson**, Vice President, Student Support Services, Long Beach City College (in the North and South).
- **Public Information (PIO)**-**Beverley Madden**, Director, College Business Development, Marketing, Outreach and PR, College of San Mateo (in the North) and **Laura Gropen**, Director, Communications, Marketing and Public Affairs, Palomar College (in the South).
- **Financial Aid Office**-**Linda Williams**, Director of Financial Aid, Sierra Community College and President of CCCSFAAA (in the North) and **Brian Heinemann**, Director of Financial Aid, Copper Mountain College and Past-President, CCCSFAAA (in the South).

## Operations and Resourcing

- **Business Office (CBO)**-**Kathy Blackwood**, Executive Vice Chancellor, San Mateo County CCD and ACBO Board Member (in the North) and **Aaron Brown**, Vice Chancellor, Business & Financial Services, Riverside CCD and ACBO Board Member (in the South).
- **Human Resource Office (CHRO)**-**Eugene Whitlock**, VC Human Resources, San Mateo CCD (in the North) and **Cindy Vyskocil**, VC of Human Resources, Coast CCD (in the South).

## **August 5<sup>th</sup> and August 20<sup>th</sup> Agenda: PLANNING**

**9:00 a.m. Registration Opens**

**10:00 a.m. Welcome Remarks, Introductions and Program Overview**

*Thomas Burke*, Chief Financial Officer, Kern CCD and *Paul Steenhausen*, Executive Director, Success Center for California Community Colleges

**10:15 a.m. The Nuts and Bolts of Enrollment Management (General Overview)**

*Omid Pourzanjani*, VPI, Golden West College

This opening presentation of the workshop will set the stage and provide attendees with a general overview of the collaborative process of managing enrollment including the ups and downs of the economic cycle and its impact on district budgets and FTES.

Using both qualitative and analytical information, Dr. Pourzanjani will discuss the factors necessary to understand the conflict between student success and how funding is currently and historically apportioned in our system. From recruitment to completion, our audience will be given a higher level look at how each individual role is intertwined in the success, or failure of any enrollment management plan.

**11:15 a.m. Perspectives Panel: Developing an Effective Enrollment Management Plan**

Our panelists will each provide a description of their own role in the enrollment management planning process on their campus or within their district operation. Our facilitators, **Tom Burke** and **Paul Steenhausen**, will then address common challenges inherent in the development of any EM plan and engage the panel in a discussion of best practices and solutions to these challenges. Attendees also will have an opportunity to ask panelists questions directly.

**12:00 p.m. Lunch/Networking Break**

**12:45 p.m. Afternoon Group Work Sessions**

In these sessions, Omid Pourzanjani and Greg Peterson will share a number of CCC enrollment management-related strategies spanning six areas—from programming to retention/completion. (The seventh area—scheduling—will be addressed on the morning of Day Two of the workshop.) Teams will have time to reflect on each idea.

<b>12:45PM-12:55PM</b>	<b>AFTERNOON SESSION OVERVIEW</b> <ul style="list-style-type: none"> <li>○ Presentation of EM Component Areas</li> <li>○ Explanation of Case Study Strategy Structure</li> <li>○ Hand Out and Walk Through Rubric</li> </ul>
<b>12:55PM-1:30PM</b> 12:55PM-1:10PM 1:10PM-1:30PM	<b>AREA 1: PROGRAMMING</b> <ul style="list-style-type: none"> <li>○ Presentation of Case Study Strategies</li> <li>○ Group Work: Rubric Analysis</li> </ul> <b>STRATEGIES:</b> <ul style="list-style-type: none"> <li>● Comprehensive Review of Offerings</li> <li>● Career Pathways (HS + CC)/Linked Learning (LBCC)</li> <li>● CSUin2 (GWC)/Program Roadmaps (LBCC)</li> </ul>
<b>1:30PM-2:05PM</b> 1:30PM-1:45PM 1:45PM-2:05PM	<b>AREA 2: OUTREACH &amp; ONBOARDING</b> <ul style="list-style-type: none"> <li>○ Presentation of Case Study Strategies</li> <li>○ Group Work: Rubric Analysis</li> </ul> <b>STRATEGIES:</b> <ul style="list-style-type: none"> <li>● K-16 Partnerships/Promise Programs</li> <li>● CTE/Industry Programs</li> <li>● Freshmen Priority (GWC)/Early Bird (LBCC)</li> </ul>
<b>2:05PM-2:30PM</b> 2:05PM-2:20PM 2:20PM-2:30PM	<b>AREA 3: ORIENTATION</b> <ul style="list-style-type: none"> <li>● Presentation of Case Study Strategies</li> <li>● Group Work: Rubric Analysis</li> </ul> <b>STRATEGIES:</b> <ul style="list-style-type: none"> <li>● Bridge Programs</li> <li>● Just-in-Time Information</li> <li>● Nods &amp; Nudges vs. Compliance Communication</li> </ul>
<b>2:30PM-3:10PM</b> 2:30PM-2:45PM 2:45PM-3:00PM 3:00PM-3:10PM	<b>AREA 4: ASSESSMENT</b> <ul style="list-style-type: none"> <li>○ Presentation of Case Study Strategies</li> <li>○ Group Work: Rubric Analysis</li> <li>○ Group Discussion: Midpoint Reflections</li> </ul> <b>STRATEGIES:</b> <ul style="list-style-type: none"> <li>● Pre-Assessment Workshops</li> <li>● Multiple Measures</li> <li>● Using Pre-Requisites and Co-Requisites</li> </ul>
<b>3:10PM-3:25PM</b>	<ul style="list-style-type: none"> <li>○ <b>BREAK</b></li> </ul>
<b>3:25PM-4:05PM</b> 3:25PM-3:50PM 3:50PM-4:05PM	<b>AREA 5: EDUCATIONAL PLANNING</b> <ul style="list-style-type: none"> <li>○ Presentation of Case Study Strategies</li> <li>○ Group Work: Rubric Analysis</li> </ul> <b>STRATEGIES:</b> <ul style="list-style-type: none"> <li>● Abbreviated vs. Comprehensive SEPs</li> <li>● Scaling Counseling</li> </ul>

	<ul style="list-style-type: none"><li>• Scheduling for Completion</li></ul>
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<p><b>4:05PM-4:35PM</b> 4:05PM-4:20PM 4:20PM-4:35PM</p>	<p><b>AREA 6: RETENTION &amp; COMPLETION</b></p> <ul style="list-style-type: none"> <li>○ Presentation of Case Study Strategies</li> <li>○ Group Work: Rubric Analysis</li> </ul> <p><b>STRATEGIES:</b></p> <ul style="list-style-type: none"> <li>● Payment Strategies &amp; Financial Supports</li> <li>● Early Detection of Near Finishers or Overlooked Completers</li> <li>● Using Student Equity Program</li> <li>● Connecting and engaging students</li> </ul>
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**4:35 p.m. End of session for Day One**

***August 6<sup>th</sup> and August 21<sup>st</sup> Agenda: IMPLEMENTATION***

**8:00 a.m. Coffee and Conversation**  
*A continental breakfast will be provided*

**9:00 a.m. Welcome/Recap the Previous Day’s Activities**  
*Thomas Burke, Chief Financial Officer, Kern CCD*

**9:15 a.m. Final Case Study Strategy/Rubric Analysis—Area 7: Scheduling**

<p><b>9:15AM-10:00AM</b> 9:15AM-9:30AM 9:30AM-9:40AM 9:40AM-10:00AM</p>	<p><b>AREA 7: SCHEDULING</b></p> <ul style="list-style-type: none"> <li>○ Presentation of a sample scheduling tool</li> <li>○ Presentation of Case Study Strategies</li> <li>○ Group Work: Rubric Analysis</li> </ul> <p><b>STRATEGIES:</b></p> <ul style="list-style-type: none"> <li>● Schedule Analysis</li> <li>● Waitlists and Success Rates</li> <li>● Course Priorities</li> </ul>
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**10:00 a.m. A More Effective Outreach Model**

Convincing potential students in your region to choose your college is a non-stop activity that is necessary to achieving and maintaining your target FTEs. **Beverley Madden**, the panelist representing the PIO perspective in the North and **Laura Gropen**, Communications Director on the Southern panel, will share the story of a best practice that is showing results and serves as an outreach model for other districts.

**10:45 a.m. Break**

**11:00 a.m. Group Discussions**

Based on the ideas presented and discussed at this workshop and colleges’ unique enrollment situation, teams will convene to identify the enrollment management strategies they intend to pursue upon returning back home to campus.

**12:00 p.m. Lunch**

**12:45 p.m. Group Reports**

Teams will report out on their discussions and share with each other the enrollment management strategies they intend to pursue.

**1:45 p.m. IEPI and Enrollment Management**

*Theresa Tena, Vice Chancellor for Institutional Effectiveness and Paul Steenhausen, Executive Director, Success Center*

To conclude the day, **Theresa Tena**, Vice Chancellor for Institutional Effectiveness in the Chancellor's Office, and **Paul Steenhausen** will provide an update on the status of the Institutional Effectiveness Partnership Initiative. Information will be shared related to Partnership Resource Teams experiences focused on Enrollment Management. In addition, information will be shared to better connect this workshop and the future provision of specialized training and materials focused on areas of need identified by colleges and associations/organizations.

**2:30 p.m. Wrap Up/Final Thoughts**

*Thomas Burke, CFO, Kern CCD*