

## **GROSSMONT - ONGOING ENROLLMENT STRATEGIES**

### **Following the district-wide Enrollment Strategies Workshops the GC workgroup agreed to:**

- Educate all college staff for shared understanding of impact from a college and district perspective, rather than solely from departmental perspective - united we stand, divided we fall. Key venues: Council of Chairs and Coordinators; Division Meetings; Planning & Resources.
- Determine which data points are most useful - stats, resources, facilities impact, definition of bottlenecks, etc. What do we have and what might we emulate?
- Analyze data – determine where we are and where we want to be
- Develop criteria for an effective enrollment management process (framework)
- Create charts for pathways - program mapping will benefit students and help to drive the scheduling process
- Strategize to reduce bottlenecks and seize formerly unseen opportunities.
- Rearrange from within – evaluate how course offerings are scheduled and structured and how that structure benefits or challenges our students. Ex – examine peak offering times and expansion of “prime” time; explore other venues and modes, including online and off site.
- Maintain close contact with Cuyamaca and District Services by consulting throughout.

### **Efforts to date include:**

- Education efforts have included bringing Pam Deegan in to dedicated Academic Senate and Enrollment Strategies meetings with Strategic Enrollment Management as the sole agenda item. This allowed for further discussion and exploration of short and long term strategies for implementation.
- Planning Calendar has been developed to chronicle key activities and actions leading to the start of any semester. Calendar also integrates the efforts of instruction, student services, marketing, instructional operations, etc., and provides clarity of this process.
- Enrollment Strategies Committee invited Brian Nath and Chris Tarman into last meeting to focus on the key data points and the need for comprehensive usable reports and tools to assist with enrollment planning. Chris and Brian will return to the next ES meeting, which will be conducted work shop style to incorporate elements needed by Chairs & Coordinators and Deans for more effective schedule planning and projecting. In addition, access to information such as wait lists for follow up contacting is critical.
- Program mapping initiative is underway with departments having received templates that are currently being completed. This will be a valuable tool in helping students plan their progress and will also help inform the scheduling process.
- Next steps: Data, facilities use, past enrollment analysis; defining bottlenecks; pursuing emerging opportunities

### **Efforts under way for Spring 2015**

- Additional sections are being added to the Spring schedule with emphasis on high enrollment, high efficiency courses that historically fill early with sizable wait lists. The goal is to offer 25-30 additional sections. The first round of 21 courses were added to the schedule last week with additional options being identified.
- Rearranging of courses already in the schedule is occurring now with some courses being redefined as hybrids, which will relieve some of the pressure on available facilities.
- Enhanced marketing efforts are being employed with faculty as a part of the communication structure to students.

### **Major Challenges**

- Lack of adjunct faculty pool
- Processing and onboarding adjuncts
- Facilities limitations, including room utilization software (Resource 25 doesn't talk to Colleague)
- Lack of coordinated data resource system
- Current capacity for online and hybrid learning