

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 has asked for the consul of Brian Nath and Chris Tarman to assist in focusing on the key data points and the need for comprehensive usable reports and tools to assist with enrollment planning. Chris and Brian are continuing their work on the Data Warehouse and will return to ES with an update for March meeting. Continued emphasis will be placed on the 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

Major Challenges

- Lack of adjunct faculty pool – currently being addressed by HR consultant
- Processing and onboarding adjuncts
- Facilities limitations, including room utilization software (Resource 25 doesn't talk to Colleague)
- Lack of coordinated data resource system – Data Warehouse in progress
- Current capacity for online and hybrid learning – Coordinating with DE Committee to provide additional training and support for online faculty and those interested in teaching online.