

ENROLLMENT ADVISORY COMMITTEE FALL UPDATE

The Enrollment Advisory Committee (EAC) was formed late Spring 2005 by President Kirk Avery. The charge of the EAC is to "function as a strategic advisory committee on enrollment issues, with an emphasis on recommending strategies to enhance student enrollment and participation rates across the district." The Committee recommends to the Superintendent/President.

This report represents the first of three trimestrial updates from the EAC on activities and developments to date. The EAC has focused its efforts on four main activities: data review, recruitment, retention, and idea collection and generation.

DATA REVIEW

The Enrollment Advisory Committee (EAC) has spent a substantial amount of time reviewing and discussing data related to student demographic and enrollment trends as well as data on the community that MPC serves. The purpose of the data review was to ensure that all committee members have a solid level of understanding of the student population and community. The EAC reviewed and discussed the following types of data:

- ❖ MPC Profile: Enrollment and Demographic Trends – A regularly updated document from the Office of Institutional Research (OIR) that describes demographic characteristics (gender, age, ethnicity) of MPC students, as well as unit load, academic level, and educational goal trends.
- ❖ MPC Community Demographics – Based on information from the decennial U.S. Census. Includes population counts and demographic characteristics such as race/ethnicity, age, level of educational attainment, and English language proficiency.
- ❖ K-12 Enrollment Trends – Annually updated data from the California Department of Education that includes enrollment trends and projections as well as numbers of high school graduates for the public schools in MPC's service area.
- ❖ Student Equity Plan – An MPC report that examines college efforts to promote access to and success at the college for diverse groups of students.
- ❖ ZIP Code Flow – Data from the Chancellor's Office that explores the community college attendance patterns of students living in MPC's district.
- ❖ Retention, Success, and Persistence rates – Data from the OIR that addresses how well students do in courses at MPC.

Each of the preceding data files stimulated discussion and additional research questions for the OIR and EAC to address.

RECRUITMENT

A task group of EAC surveyed the campus community during the fall semester seeking information about "recruitment" activities at MPC. The EAC found that the college is engaged in numerous on and off campus recruitment activities, both formal and informal. Many of the recruitment activities identified are ongoing, yet others are one-time events. Some activities are designed to recruit all potential students while other activities target specific student populations. These recruitment activities are conducted by department representatives, individual faculty, staff and administration.

Since all recruitment activities are viewed as playing a part at increasing enrollment, it is important that more communication and collaboration occur to inform the public when conducting these activities. A designated single point of contact for MPC recruitment activities could be a mechanism to create a more united front, especially in the community. It is

recommended that the new Dean of Student Services take a lead role in communicating and coordinating the various college recruitment activities.

A list of some of the recruitment activities planned by various MPC departments this fall and spring are listed below. (A comprehensive list of activities can be found at MPC intranet website _____.)

RECRUITMENT ACTIVITIES:

- ❖ Annual Monterey County Women's Multicultural Conference
- ❖ Assessment and Orientation sessions at all local high schools
- ❖ MPC hosted local high school Counselors' Breakfast
- ❖ DLI University Fair
- ❖ Carmel High Transfer Night
- ❖ California Virtual Campus Website
- ❖ Health Careers Fair at CHOMP
- ❖ Monterey County Women's Multicultural Conference
- ❖ Lobo Day
- ❖ Transfer Day
- ❖ Cash for College

RETENTION

A task force of the EAC surveyed the campus community during the fall semester seeking information about successful retention activities at MPC. The EAC found that the MPC campus community is engaged in many forms of student retention. These retention activities are both formal and informal, and take place at the departmental level, within the classroom environment, and at the campus-wide/district level.

Overall these retention efforts have served the students and communities of Monterey Peninsula College very effectively. The college's student retention and success rates are exemplary. However, MPC faces some unique challenges in regards to our enrollment. One of the most efficient and least costly methods of stabilizing or increasing enrollment is to retain more of the students that begin the semester, in each and every course. A concerted effort could make the difference. Listed below are a few retention tips that you may find useful in your efforts to retain each and every student in every course in which they enroll.

RETENTION TIPS:

- ❖ Facilitate and/or create study groups (Academic/Social Support)
- ❖ Direct Students to the Financial Aid office (Monetary Support)
- ❖ Send students to the Academic Support Center (Academic Support, Duh!)
- ❖ Send students to the Math Learning Center and English Skills Lab (Academic Support)
- ❖ Direct students to Counseling, EOPS/CARE, Supportive Services, Women's Programs/Multicultural Resource Center, Veteran's Assistance, TRIO, and/or Cal WORKS (Educational Planning, Monetary, Personal and Social Support, Whew!)

IDEA COLLECTION/GENERATION

The EAC, with assistance from Information Technology, established an address on the campus e-mail network (**Enrollment Ideas**) in September 2005 so that any member of the campus community can submit ideas for consideration. In addition, ideas generated during the course of the Committee's discussions are collected in an "idea box" for further review.

The numerous ideas received through the **Enrollment Ideas** e-mail address have been sorted by an EAC subcommittee into three main categories of Registration, Recruitment, and Retention. The subcommittee then reviewed the ideas for feasibility and discussed strategies and possible

timing for implementation. Many ideas were also received that were deemed appropriate for review by other groups, such as Academic Affairs or Marketing, and these have been collected and forwarded on. To review the complete list of **Enrollment Ideas** and the EAC's "idea box", go to _____.

Several of the **Enrollment Ideas** proposals are being implemented now and include:

- ❖ It was suggested to stage an early registration event when the schedule of classes comes out. This idea has become REG DAZE and is being held November 22 and 23 at the Library & Technology Center and in the Creative Arts area.
- ❖ Beginning with Spring semester, a list of open classes will be posted on the first day of the first week of classes and the first day of the second week of classes at the College Center, Library & Technology Center, and in the Creative Arts/Nursing area.
- ❖ Web Registration will be kept open longer, through the Friday(?) before the semester begins. and a library classroom set up for web registration with support
- ❖ The end of the semester student survey will be revised to include questions regarding additional classes needed and class scheduling preferences.
- ❖ A list of low enrollment courses will be prepared as of the Friday before in-person registration and distributed to counselors, etc.

There is so much information contained in our update that the committee wishes to share. You can find out more information on this "EAC Update" on the campus intranet at: _____ . Additionally, you will find the charge and scope of the committee as well as a listing of the membership of EAC.

Carsbia W. Anderson
Committee Chair



Recruitment
Activities Fall 20...



Retention Activities
EAC Nov-D...



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