

ENROLLMENT ADVISORY COMMITTEE

Enrollment Goals and Activities for 2007-08 and 2008-09

- 1. ENROLLMENT GOAL: Increase the number of Latino students from the Marina/Seaside area.**

Activities for 2007-08 and 2008-09

- a. Plan and stage a registration event in Marina at MPC's new facilities every term.
 - o Have Spanish language forms and materials available
 - o Have Spanish speaking counselor/staff available
 - o Target marketing to Latino community
 - Make class schedules available in the community beyond libraries
 - Have Spanish speaking staff available and ready to provide assistance at both the Marina site and on main campus
 - Conduct outreach to churches in the community
 - o How to measure – to determine attendance at the event and collect demographic data, use sign in sheets that also include demographic questions. Also use prospective student information cards being developed by Student Services to collect data on new students. Another strategy is to hand out tickets for a drawing of MPC paraphernalia and use the ticket count as a measure of attendance.
- b. At Seaside, Marina, and Central Coast High School orientations, conduct feedback surveys of participants to determine specific needs of target students to address
- c. Establish a summer bridge program for high school graduating seniors
 - o Collect demographic data for attendees: city of residence, ethnicity, high school
 - o Collect data on whether they enrolled at MPC in the fall semester
 - o Provide connection to Student Success Taskforce pilot study in the fall semester (target MPUSD grads)

- 2. ENROLLMENT GOAL: Increase the number of African-American students from the Marina area.**

Activities for 2007-08 and 2008-09

- a. Plan and stage a registration event in Marina at MPC's new facilities every term.
 - o Target marketing to African American community
 - Conduct outreach to churches in the community
 - o How to measure – to determine attendance at the event and collect demographic data, use sign in sheets that also include demographic questions. Also use prospective student information cards being developed by Student Services to collect data on new students. Another strategy is to hand out tickets for a drawing of MPC paraphernalia and use the ticket count as a measure of attendance.
- b. At Seaside, Marina, and Central Coast High School orientations, conduct feedback surveys of participants to determine specific needs of target students to address.

- c. Establish a summer bridge program for high school graduating seniors.
 - o Collect demographic data for attendees: city of residence, ethnicity, high school
 - o Collect data on whether they enrolled at MPC in the fall semester
 - o Establish connection with Student Success Taskforce pilot study in the fall semester (target MPUSD grads)

3. ENROLLMENT GOAL: Augment course offerings to better accommodate or meet the needs of the military and their dependents.

Activities for 2007-08 and 2008-09

- a. Conduct a series of needs assessment (DLI, Ord Community, NPS, and La Mesa) to determine educational needs.
- b. Use information gathered from prior visits to DLI.
- c. Academic Affairs to discuss results of needs assessment to develop new courses and consider new programs and alternative scheduling formats to offer at the Ed Center in Marina and on the main campus to serve military residential communities.

4. ENROLLMENT GOAL: Increase training offered to meet local workforce and employer needs.

Activities for 2007-08 and 2008-09

- a. Use data collected from needs assessment of local employers/industries to develop or increase course offerings to meet training needs.
- b. Establish a baseline for the Career Technical area – look at the number of courses/sections, when courses are offered, the number of enrollments, etc.
- c. Partner with community organizations and other educational institutions to implement training programs or support workforce training:
 - o Work with Monterey County to provide leadership training and customer service training to County employees.
 - o Work with Monterey Business Council to apply for grant funding to provide workforce training to 7-8 businesses.
 - o Work with Monterey Peninsula Chamber of Commerce to develop Business Institute concept.
 - o Work with local hospitals to develop new training programs in the health care field.
 - o Work with Cabrillo, Hartnell, and Gavilan Colleges to review existing programs and develop regional approach to provide “green” construction technology training programs.
 - o Work with NPS to develop an AA degree or certificate training program in Homeland Security.
 - o Increase staff time, information resources, or promotion of MPC programs at One-Stop Center in Seaside.

5. ENROLLMENT GOAL: Increase student retention in gateway courses.

Activities for 2007-08 and 2008-09

- a. Define gateway courses (Math and English as gateway courses or use a broader definition of pathway courses?)
- b. Establish Early Alert System and determine what data to collect.
- c. Meet with Student Success Taskforce and Basic Skills Initiative Committee to discuss parallel efforts and common interests. Fold in their efforts as an activity in support of this enrollment goal.
- d. As a staff development or Flex Day activity, invite faculty from other colleges to share strategies that have been effective in increasing retention in gateway courses.

6. ENROLLMENT GOAL: Increase student persistence.

Activities for 2007-08 and 2008-09

- a. Identify and contact degree/certificate seeking students who have not completed their educational plan or who have left the college with only a few units yet to complete. Collect data on how many students were contacted.
- b. Use degree audit system to develop checklist for students.
- c. Identify and contact students with excessive units to provide them with degree checklist and assistance in completing educational plan.
- d. Hold Reg Daze events on the main campus, at the Marina Ed Center site, and off campus to encourage early registration. Publicize these events to the community.
- e. Faculty and staff to encourage student utilization of campus e-mail as a communication tool and as a means to receive timely information and promote college programs and services.