

College of San Mateo

Enrollment Sustainability and Growth Work Group

10-220M | <https://smccd.zoom.us/j/85813696215?pwd=UldZdnRQVTZkQXJuSHFzMIpUU2U0dz09>

Friday, December 9, 2022 | 11:00 AM-12:00 PM

- Members:** Krystal Duncan, Alicia Frangos, David Galvez, Deborah Laulusa, Alejandra Lombera, Joseph Martinez, David McLain, Claudia Menjivar, Liz Morales, Carol Ullrich, Andrea Vizenor, **Ex officio:** Jennifer Taylor-Mendoza
- Guests:** Christy Baird, Deborah Baker, Yvette Butterworth, Hilary Goodkind, Monique Nakagawa, Jonathan Wax, Tammy Wong
- Chair:** Carla Grandy
- Facilitator:** Carla Grandy

MINUTES

Introductions

Carla Grandy called the December 9 Enrollment and Sustainability Working Group meeting to order at 11:03 a.m. She welcomed everyone both in-person and online to the meeting.

As this is the first meeting for the working group, Carla asked everyone to introduce themselves (name, role, and department).

Welcome and Purpose of the Work Group

CSM President Jennifer Taylor-Mendoza referenced *CSM Forward 2028*, and this working group meets to determine how CSM moves forward in the next 5, 10, 20 years by gaining a deep understanding of the communities CSM serves, what their needs are, and how to help families through the data points that have been gathered.

Dean of PRIE, Hilary Goodkind, said that CSM is in the process of hiring an external consulting organization, EAB. As an outside expertise that has worked with colleges, EAB will report back where we need to focus and make a plan, and we will have access to their resource library as well.

This working group is focused on growth *and* sustainability, and the plan is to meet monthly. Carla's goal is for this to be a think tank with working meetings to produce items within the time and space.

Selection of Co-Chair

Conceptually, would faculty or classified staff make sense as a co-chair? Since the first part of the EAB

process is a dive into the application process, student services, and the onboarding process, Carol Ullrich (Welcome Center and Assessment Services Program Services Coordinator) volunteered to be co-Chair.

Partnerships Discussion

Hilary and Carla are working on the EAB contract to bring to the Board for approval. EAB has worked with community colleges within California and is familiar with CCC Apply and understands the things that can and cannot be changed. EAB will identify problems and show us what others have done for solutions (e.g., retention and creating schedules that meet student's needs).

In the spring, CSM will have an ombuds person who will look at policy and procedures for student services, as well as instructionally.

State of Enrollment Presentation

Presentation on Productivity & Efficiency Report for 2017-2023 looking at unique census headcount, FTES, loads, and sections. We want to reach new populations of students, and ensure that students have the classes and services they need to stay and be successful.

Enrollment was steadily declining since before pandemic. College attendance is declining all around. How do we make ourselves more relevant?

Students are taking classes at multiple colleges. Spring 2023 enrollment is rebounding, with an increase in full-time enrolled students (FTES=15 units) in the Promise and EOPS student population. We need to convey to students that it is beneficial for the students to complete their programs/degrees. Our allocation model is based on FTES.

According to Carol, SB893 (free tuition) and marketing of SB893 are bringing a lot more people entering Student Services taking 1-2 classes. While we cannot measure the effect of the marketing on a campus-level, Hilary said that we can measure it at the district-level. Spring dual-enrollment is ongoing, too, so the numbers may continue to increase. There is an increase in international students as well.

Load rates measure efficiency: county tax dollars from the number of students we are bringing in vs. the cost of teachers. 520 is the break-even price. We are running classes with 10 students enrolled, and the Deans are doing a good job at responsive scheduling and adding sections promptly when there is a demand for them. We are still at 10 for classes to not be cancelled for Spring 2023.

It would be great to be able to predict the modality of what students want/need when building the schedule. Currently, there are 70% of courses in-person, 30% online. Online courses fill faster, but certain classes need to be in-person. Cosmetology has found a good balance with the theory portion of the class taught online, and the hands-on portion in-person. Some STEM courses are also taught this way. Are students successful in their hybrid courses? Faculty will be attending renewal training for online teaching.

CSM has mostly day classes. Do students want afternoon or evening classes? Who would be interested (particular pathways?) and in what modality? Also, in looking at scheduling conflicts, what patterns can be found for students attending other colleges so we can collaborate with other college to offer courses at opposite times and align with other campuses.

How do we categorize a "CSM student?" Monique Nakagawa said that currently this is any student who has taken any class from CSM.

David Galvez commented that he would like to see information related to the application and enrollment process broken down for specific groups to see where we are losing the students. Krystal Duncan brought up the Strategic Enrollment Management Plan committee, and that there is documentation and data on this, which she will share with David.

Carla asked the group to consider who else to invite to join the working group. There was a suggestion that we could invite people to individual meeting sessions for specific needs instead of expanding the group too much.

Next Steps

Next meeting will take place on January 27, 2023.

Adjourn

Carla Grandy adjourned the meeting at 12:05 p.m. and thanked everyone who attended, in-person and virtual.