

College of San Mateo

Enrollment Sustainability and Growth Work Group

10-192 | <https://smccd.zoom.us/j/89849656069?pwd=N2pra1BnWXFLNHRkOWsvSHpSQ0NRUT09>

Friday, April 14, 2023 | 11:00 AM-12:30 PM

Members: Deborah Baker, Guillermo Cockrum, Manasi Devdhar-Mane, Krystal Duncan, Alicia Frangos, David Galvez, Deborah Laulusa, Alejandra Lombera, Joseph Martinez, David McLain, Claudia Menjivar, Liz Morales, Monique Nakagawa, Patrice Reed-Fort, Steven Trinh, Andrea Vizenor, and Tammy Wong

Ex officio: Jennifer Taylor-Mendoza

Co-Chairs: Carla Grandy and Carol Ullrich

MINUTES

Welcome

Interim Vice President of Instruction and Co-Chair Carla Grandy called the April 14 Enrollment Sustainability and Growth (ESG) Work Group meeting to order at 11:08 a.m. She welcomed everyone both in-person and online to the meeting.

Carla outlined the agenda and introduced new member Guillermo Cockrum to ESG. Guillermo is an economics and business adjunct faculty member working with Dual Enrollment and Middle College, and he is interested in seeing how to expand these two areas.

Carol mentioned she was having trouble getting a login for EAB resources. Others were able to login, and they will assist Carol. If there are still any issues for anyone's login, let Carla know, and she will speak with EAB.

Small Group Ideation on Barriers

Members broke out into their respective working groups – Outreach/Matriculation and Retention/Completion – to list out problems their area is trying to solve and to select two things that we can start to address these problems. Carla shared the group's Google working document as an outline.

Large Group Presentation

Outreach/Matriculation group shared out problems and potential solutions. Some potential solutions that the Committee will focus on are: show success of students who have moved on; do financial aid paperwork at all high school schools so that students have completed that step; educating parents about the financial aid process; marketing certificate programs that do not require prerequisites but lead to high wage-earning careers; expanding multilingual services and advertising – need multiple staff; updating the website to make it easier to enroll; and expanding YouTube/social media outreach.

Carla relayed the EAB “Secret Shopper” findings for CSM’s enrollment process. During the course of two weeks, the shopper could not get past the application, never got a G#, and never got a call back though they left messages and also called the application tech support and was told to call Admissions and Records. These preliminary findings need further clarification and investigation to determine the specific barriers and issues.

Since there was not enough time to cover Retention/Completion’s problems and solutions, they will present at the next meeting.

Review Plan Template

Carla will email the template to the group so that they can start completing the relevant areas.

Next Time

With the more focused areas for each group, Carla asked members to consider what data they may need to carry out the solutions. She will speak with Monique and the PRIE team about a future meeting with ESG.

Next meeting will take place on April 28, 2023.

Adjourn

Carla Grandy adjourned the meeting at 12:32 p.m. and thanked everyone who attended, in-person and virtual.