Informal Meeting Notes  
CCSF Participatory Governance Council  
Enrollment Management Committee  
Wednesday, September 18, 2013 3:00-5:00 PM  
Ocean Avenue Campus, MUB 39

Attendees: Tom Boegel, Lidia Jenkins, Amy Kern, Monika Liu, Susan Lopez, Joanne Low, Michael McPartlin, Carole Meagher, David Pieper, Paolo Sapienza, and via conference call, Jennifer Aries.

Agenda:

1. Publicity and marketing
   a. Detailed out $165K mass media buy with messages of “Open and accredited” as well as “It’s never too late.” Ads are being tracked through click-throughs and site visits.
   b. Feedback regarding layout of website which can be confusing to students who may not need to follow every single matriculation step.
   c. Feedback also regarding multi-step registration process with error messages limited to Banner system limitations.
   d. Concern expressed over volume of students who are turning to Facebook and Twitter because they are unable to get resolution through proper channels (web, phone, email).
   e. Printed schedule will be mailed for Spring 2014. Cover is being designed by Graphic Arts. Layout and other corrections and comments from the Fall 2013 issue will be passed along to be incorporated into Spring 2014.

2. Get Your Life and Your Ed Plan
   a. Student Services is working to get more students to have electronic Education Plans to help students identify their goals and steps to work toward these.
   b. Counseling expressed challenges due to staff cuts and handling the current reorganization to a single Counseling unit instead of multiple units. Transfer
Center has also been cut and is not coordinated with the current Counseling organization.

c. Financial Aid apparently cuts off when students achieve a certificate or degree, so students whose educational goals are larger than a single exit point have learned not to apply for these completions.

3. Enrollment Management

a. Argos, which reports directly from the live Banner data was demonstration. Planning and monitoring will be much easier and more intuitive for Department Chairs. Patterns can be reviewed to see which classes grow or shrink the first few weeks of the semester.

b. Comments were made as to the logistics of managing waitlists and class sizes, as well as notifying students on a wait list if a new section has opened up.

4. Future meeting dates/times

a. Tuesday, October 1, 1-3 PM R518

b. Thursday, November 7, 1-3 PM, MUB 140

c. Thursday, December 5, 1-3 PM, MUB 140