Informal Meeting Notes
CCSF Participatory Governance Council
Enrollment Management Committee
Thursday, October 3, 2013 1:00-3:00 PM
Ocean Avenue Campus, R 518


Agenda:

1. Publicity and marketing
   a. A new Director of Marketing has been offered the position, but no start date has been established.

2. Updates from Student Development
   a. Student Development held a “Meet and Greet” with SFUSD school counselors.
   b. Frisco Day is being planned.
   c. There was discussion about ways to reach high school students, their parents and community-based organizations directly to get the word out that CCSF is still open, accredited and accepting students.
   d. More discussion was held about what CCSF’s message should be to potential students. Yes, we are open. Through July 2014, then find another school? No, actually we will be appealing and teaching out and so really, even in the worst case we would continue to operate for a few years while all this was going on. Should we include this in our message? Does it send the reassurance that students who start at CCSF will not be wasting their time? Does the fact that we are appealing send a negative message to ACCJC that we do not respect their decision?
   e. Even more discussion was held about the confusing website, the apparent requirement for all potential students to complete matriculation when it is not necessary for many students, and the lack of clear steps for potential students to
take after they complete their application, and that the $40,000 ‘natural language response system’ didn’t seem to solve these problems.

f. Beginning Spring 2014 students will be dropped if they do not pay their fees during the pre-registration period. Logistics and procedures for students who are awaiting financial aid or have other exemptions are yet to be worked out.

3. Update on class schedule
   a. Office of Instruction is coordinating the creating of the Spring 2014 schedule.
   b. A Graphics Design class will design the cover.
   c. Processes for updating the schedule in Banner were discussed as there are a lot of bottlenecks.
   d. Late start classes are going to have more uniform start dates.
   e. While course offerings are being cut, CCSF is still trying to maintain enrollment through improving “efficiency” by offering fewer sections with longer waiting lists in hopes of consolidating sections.
   f. The Vice Chancellor expressed that the first proposed cuts are open to adjustment if there are specific concerns by specific departments, such as critical course sections being needed to complete programs, class caps based on licensing, equipment requirements and so forth.

4. Future meeting dates/times
   a. Thursday, November 7, 1-3 PM, MUB 140
   b. Thursday, December 5, 1-3 PM, MUB 140