

PBC Strategic Enrollment Management Committee

MEETING MINUTES

Wednesday, March 13, 2019

Building 8 - Room 119

9:00 – 10:00 a.m.

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| **Agenda Item** | **Discussion Lead** |
| **Re-Cap of Previous Sessions** * College for Working Adults – James/David R.
* Early College and Dual Enrollment – Tammy
* Priority Engagement Program (new PEP) – Max
 | Dean Carranza*State Chancellor’s Office is coming to visit CWA next week to learn more about it. JC and DR still planning to meet with CWA re scheduling changes*VPI Tammy Robinson*Waiting to hear from SUHSD Board approval for position. Also looking for the funding*Dean Hartman*Important name change: “engagement”* |
| **Distance Education*** Enrollment in Distance Education
* Distance Education course success rates
* Characteristics of Online Students
* How do we determine what to offer online?
* How will the new, online (115th) college impact Canada?
* Strategic thinking: what are our values? How do they impact our decisions when it comes to online education?
* Opportunities for growth and improvement
* Marketing
 | *SEE SLIDES – LW went through them**Note: average # of units taken going down!**JC: are other campuses seeing these unit decline trends? Does it correspond to our going to 4-days a week? We did that in 2008. Let’s look longer term.**HL: Fridays are a ghost town and we don’t have services during that time either.**LW: Success rates in TTh classes were better than MWF. We could look at making Friday (or Sat) Hybrid meeting days.**LW: In 2015/16 the definition of Hybrid**LW: see slides with all the strategic factors depts. and deans consider when choosing to put a course online**TR: “We don’t want to be an online college” – ensure students have options**AW: fully online doesn’t work with the physical sciences(?) But think about the student population. For working adults – online or hybrid offerings….But for more traditional courses – want to protect the F2F. Sometimes when we put something online – we do see “cannibalization”. Managing this is hard. AW working with faculty to try to pare down some online courses and bring some students back to F2F. Eg., Geography and Earth Sciences – this happened.**“Make scheduling decisions and whether to offer a course online with student needs in mind (especially different types of students) and related data as well as subject matter (for example, sewing?”**JC: Dept meetings. They discuss moving things to different time slots, online. Collaborative discussions with depts..* *Value: “Always preserve F2F options as much as possible”**WEB SMART/enrollment: It doesn’t tell people WHY they are blocked from registering for a class. It just blocks them. (KE FOLLOW UP ON THIS WITH EDGAR)**Leonor/David McClain – how to put things like Bus Online Academy on Web Schedule**In fact – can we be much clearer about what our online degrees are and how quickly one can do them….NEEDS TO BE CLEAR ONLINE* *LC: CTE is different. They had two programs almost die (Human Services and Paralegal) which now have new life since they’ve been moved 100% online**Should we try to get more online reg from out of our area? There are US federal restrictions (see link). Are the constraints on reg. from intl? Right now we don’t have any.**SARA – creates a reciprocity agreement between states for online ed. CA is the only state not in it.**We need online student supports: tutoring, services, proctored – need to add “Hotspots” – how to help more students with internet access**Let’s set* ***interest areas*** *and implement the Program Mapper* |
| **NEW Standing ITEM: Campus-wide Outreach and Community Plan**Cañada’s Local Area Recruitment Group to propose how we might develop a campus-wide outreach (and communications) plan and weave it into the SEM Plan. This should include ideas for engaging faculty in outreach and communications. | Myra Arellano and Marisol Quevedo |
| **Next Steps & Items for Future Meetings*** Next Steps on DE Strategies
* Campus-wide Outreach
* Guided Pathways – key strategies emerging from inquiry phase
 | * Myra and Marisol
* Char Perlas & Maureen Wiley
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| **ADJOURN** |  |