



Strategic Planning Steering Team

October 19, 2006

1:30 p.m. – 3:00 p.m.

Rio Salado College, Room 6D

Members Present

Debbie Thompson, Gaye Murphy, Jean Ann Abel, Linda Hawbaker, Lionel Diaz, Teresa Toney, Earl Monsour, Linda Thor, recording-Judy Holley.

Meeting Agenda

Debbie said the agenda was primarily to finalize the agendas for the 10/30 Enrollment Meeting and the 11/14 Governing Board Retreat.

Proposed SPAC Meeting Dates

Debbie proposed the following future SPAC meeting dates.

January 25, 2007, March 8, 2007, and April 12, 2007

PLANNING DECISIONS FOR THE OCTOBER 30TH ENROLLMENT MEETING

Date/Time/Location: 10/30/2006 / 2:00 – 4:00 / Governing Board Room

Participants:

- CEC
- Janice Reilly
- Governing Board members
- VP's of Academic Affairs
- Laura Helminski for Assessment Council
- FEC representatives
- 2 or 3 members from DSAAAC
- Reyes Medrano
- Pat Case
- SPAC Members

SPST Volunteers: Jean Ann Abel, Pat Case, Teresa Toney, Christine Hall

Advance Materials: College Enrollment Analysis, Summary of College Enrollment Analysis

Equipment Needed:

- Flip charts (7)
- Tape
- LCD projector/laptop with presentations loaded
- Markers
- Dots for prioritizing

Meeting Handouts:

College Enrollment Analysis, Summary of College Enrollment Analysis, Andrea's PowerPoint presentation (Enrollment & Population Trends)

Desired Meeting Outcome: Bring item forward to the Board retreat regarding enrollment and actions or recommendations.

Proposed Agenda for Enrollment Meeting

2:00	Welcome & Overview of Agenda	Debbie Thompson
2:05	Understanding Enrollment & Population Trends	Andrea Beuhman
2:15	Summary of College Enrollment Analysis	District IE Office
2:25	<p>Group Breakout by colleges:</p> <p>PC & SMCC GCC & MCC RSC & GWCC SCC & PVCC CGCC & EMCC</p> <p>1. What/why is the trend happening? 2. What is the impact? 3. What are we going to do about it?</p>	<p>1. To what extent are district trends true or not true by college? 2. Ok 3. What are we trying to do? 4. What else should we be doing? 5. Make recommendations on how the board can support enrollment.</p>
3:25	Report out /prioritizing	
3:55	Wrap up / Next Steps	

Enrollment Meeting Discussion.

- Prop 300 will have a huge impact on enrollment. We need to have the board brace themselves for this. Linda will include this in the district wide enrollment summary. This will have a big impact on PC, SMCC, EMCC and their Hispanic markets. Rio estimates that maybe 60% of their students may be undocumented.
- The trends that will be discussed are those identified in the first two presentations of the 10/30 meeting. Andrea's presentation will focus on general census population data and census workforce data. The presentations will give us a foundation to go on but we should not be bound by those. Earl commented that sometimes we bring people together to ask why and brainstorm and they just speculate. When Andrea does her speech should we assume those answers will be coming out of the presentation or is it just giving us data with no reasoning behind it?
- GCC and MCC are experiencing the same trends – is it worthwhile to talk about that? Why did they have a gain at EMCC and how did they do it? We want to hear what the colleges are doing and have cross discussions regarding these. CGCC had a marketing consultant work with them and EMCC has been doing a lot of work on getting their enrollment up. Mesa sent in their information already and most of what we are seeing is demographic.
- The IR council discussed yesterday possible reasons of why enrollment is/has been dropping. René Willekens suggested at yesterday's IR Council meeting that there is a general decline with all of our stats and the trends are all down. We want to focus on the student progress. Gen ed is down and maybe we could focus on that.
- Dr. Thor has not seen any district wide data for the fall so far this year. The official FTSE isn't due until October 23rd. There are some colleges the have increased their FTSE.

Enrollment Meeting Discussion. (continued)

- Looking at the draft agenda should we break it down further to say: What are we trying to do now? What has worked and what else should we be doing? We could ask questions such as: Are there any recommendations for efforts to increase enrollments? The enrollment analysis will include Fall 06 data and it will be for 6 years. It is due to the IE office by October 23rd. In the welcoming overview we could share on what we want to focus on and then on the 14th we would focus more on details and actuals. We can talk about high school status and grad status. Are we going to give instructions like brainstorming or use some process to find the most compelling trends?
- There was an article in today's business section of the Arizona Republic about UOP and that their stock has dropped. There was report of decline in their enrollment and they may have to check into pricing and changes they will make that will be significant. They started AXIA and they are changing AXIA and AXIA'S pricing. This could be bad news for us.
- What about snapshots of the undergrads and how unprepared they are for college? Do we still have a quality group of students coming to us? It is harder for us to work with the groups that we currently have. What are the different colleges doing and how can we learn and improve from their successes? What can we do when unprepared students come to us to help them be more prepared and successful in college? Where does AZ rank for P312? There is tutoring and other tools to help them be successful. Do we have statistics on students taking classes online vs. traditional and what is the success of each? SIS will be able to better monitor success with those indicators -currently it is very difficult. The change in competencies has changed the success rate in math, english and other courses.
- The data coding for day/evening - the data coding is the issue on doing analysis with the current system. The new system will address some of these issues. Right now weekends are all coded as evening. Instructions to A&R should work with the issues that they want to bring forward. Linda stated she could send an email to A&R and see if they would discontinue sending evening to different categories and if they could make changes in this process.

Retreat Discussion.

What elements of the report will we discuss at the retreat? We could hand out reports that Debbie has received during the retreat. How can we make this meeting meaningful and make it engaging? Maybe our target should be to get back to some achievable high point of the past? We should commit to getting to at least the national average. We should to have at least one item district wide as our commitment to be at the national benchmark levels. We could have facilitated table discussions on what the data in the monitoring report means and how we can improve to at least the national average. Long term range would be to exceed the national average. If we are below national average we should try to get at least to that average and say these are the things we are doing to get there. In the Welcome/Overview we could talk about how CEC discussions & enrollment plans lead to this discussion. There is a desire to move to a dashboard/performance targets –can that be part of this? We should at least suggest a target to the board. We should focus on student progress at the Retreat. During the second half of the retreat we could focus on student success. Does the Chancellor want to provide the enrollment management plans before or at the retreat?

Governing Board Expectations Discussion.

Teresa reiterated that the board would like to know how they can assist. They do not want a book that just sits on a shelf. They want to hear about benchmarks, areas for improvement, or areas where improvements have been made. What can the governing board do for us? They want to be more involved. Do we want to respond to them during this time? How can the board better serve us in analysis? How can we address this? Are there recommendations that we would like to make to the board? Would we have these ready to give to the board at the retreat? Is there a way we can think of other, more specific questions? For example how can they be ambassadors for us? What are the board members asking of us and what are their expectations? Could this be part of a strategy in January for board orientation to indoctrinate? We should ask the board members to confirm what it is they want us to do. We want to help the board understand what the data means - to show them where there is a problem and what we can do about it. Dr. Thor. Stated our board might need to know that UOP is talking about how you can't institute change in strategy and then expect a change to happen in 6 months. It takes time to turn it around.

Monitoring Report.

Monitoring report - Linda distributed a 2 page document that indicates what data is in the monitoring report and the fact book. Anything with an x will be in this printing. Otherwise it will be added at a later date. The IE office still needs to finish the introduction. There is a need to create the relationship between the monitoring report and the fact book. The IE office will be saving as a PDF and sharing electronically before the retreat but it won't be in print version before the retreat. Printing is an issue. We might just give them the pages or the portions of what we plan to discuss instead of giving them everything at once. The monitoring report could be a draft ready for the 30th and could have either gen ed, persistence or the transfer portion completed. This might not be a realistic goal for the IE office. Teresa was in a debriefing meeting on monitoring reports and they wanted to know what these reports mean. They also what to know how they can help us make the changes we need to improve. No more books and numbers. They want to know how they can actually use the reports. We will try to get an outcome as a system or individual colleges on how we use the data in the monitoring report. Academic Affairs are meeting next Monday and is it feasible that we could share one or two pages of the monitoring report as a draft then? Jean Ann asked if Linda could send this out electronically if not in print form. Could we possibly have one page completed that could be extracted to share with them?

Beyond Boundaries.

Teresa asked if the original Beyond Boundaries committee was working on district wide outcomes during spring of 2006. Some colleges have submitted enrollment management plans. We could bring this up at CEC: Is beyond boundaries 1 gone or is beyond boundaries 2 here now? Was the 1 page document that was distributed by the Chancellor the new template that we work from? Is the Chancellor planning on releasing the entire speech? Was there a call to action or what this something we should be working off of? Is there a print version emerging from the 1 page document that he distributed? How do the beyond boundaries and directions work with the first beyond boundaries goals? How do we bring them under one umbrella? Are these questions we could give to SPAC for them to address?

ACTIONS:

- 1) Comments will be emailed to Linda on the Fact Book as soon as possible so IE office can try to incorporate before the next print. Linda will send Teresa a copy before the next print to proof.
- 2) Linda will create some DSS reports that can help us see how we have succeeded.
- 3) District IE Office will prepare a 1-2 page enrollment analysis summary from the colleges.
- 4) Linda will send copies of the 1-2 page enrollment analysis from each college to the 10/30 participants in advance of the meeting.
- 5) Debbie will touch base with the Chancellor next week on what his expectations are for these meetings.
- 6) Linda will check on some figures from Genevieve on the effects of change Prop 300 will have on Rio's enrollment. Linda will also include this in the district wide enrollment summary.
- 7) Linda will send an email to A&R and see if they make changes in how they coded and made changes to day/evening and the different categories.
- 8) Linda will look at disciplines and which top 20 courses are growing or which ones are decreasing.
- 9) Linda will do a district wide analysis on the change in our feeder high schools.
- 10) The IE office will be sharing a PDF of the Monitoring Report electronically before the retreat.
- 11) Debbie will send out an email to SPAC with the proposed dates for future meetings.

Next Meeting: Thursday, November 30th, from 1:30 a.m. to 4:30 p.m., Rio Salado College, Room 6D