

PRESIDENTS COUNCIL NOTES – October 9, 2007
CC 126 in Bill Brod Community Center • 8:30 – 10am

TOPIC / CATEGORY	KEY POINTS / NEXT STEPS (Action)
President's Report	<ul style="list-style-type: none"> • The Oregon National Guard (ONG) effort will henceforward be known as Operation College Success! – the formal event to launch this effort will take place later today at Camp Withycombe in Clackamas. • Gray – concerns re training faculty and staff in dealing with the ONG population – particularly those who were deployed and have returned...Zuelke is working with the Veterans Administration to have them come and conduct some brown bag seminars for faculty and staff • Parini stressed that many may not have even been deployed yet, but still need a better sense of how to access their educational benefits (also for their families)
Enrollment Efforts Update	<ul style="list-style-type: none"> • Drebin – follow up report regarding activities, cost and outcomes for fall term enrollment efforts of the “Just in Time” team (see attached) • As a result of these efforts, three recommendation were brought forward: <ul style="list-style-type: none"> ➤ All “Just in Time” activities listed above become regular activities every term. ➤ A Recruitment & Enrollment Strategies Taskforce is formed to develop further enrollment goals, priorities, strategies and targets for 2007-2008. ➤ CCC begin researching and developing an institutional strategic enrollment management plan. • All were approved for moving forward – we can't afford to continually decline given the funding formula • We must increase our electronic capabilities to promote more/better access for students/potential students • Truesdell encouraged more teaching and learning opportunities for faculty and staff to embrace these efforts with the goal being opportunity and success for our students. • Zuelke reported on efforts to fill late-start classes including 1-credit weekend classes with open seats – also announced a 3-credit recovery class offered the week before finals to help at-risk students regain eligibility for financial aid and athletic programs • Griffiths reported on upcoming learning opportunities for students/families on how to pay for college: <ul style="list-style-type: none"> ➤ Oregon College Night: 11/19 – McLoughlin Hall <ul style="list-style-type: none"> ▪ A district representative will speak to students and their families regarding the importance of going to college and ways to pay for it. There will subsequently be breakout sessions for families to attend: scholarships that are available, scholarship/financial aid scams, the FAFSA, etc. ➤ College Goal Oregon: 1/26 - Gregory Forum <ul style="list-style-type: none"> ▪ CCC will host an opportunity for students and families in our service area to come to our campus, learn about our scholarship opportunities and be given specific instruction and assistance on how to fill out the FAFSA. • 134 Scholarship recipients have accepted their awards • Arter suggested that we consider folding Work Study positions into our organizational structure – good for college and students particularly given the new Shared Responsibility Model which allows students in households up to \$60,000 to qualify for financial aid

Position Opening Requests: <ul style="list-style-type: none"> • Computer Network Technician • ESL Secretary 	Approval - became vacant in late spring Approval - replacement (Bi-Lingual Required)
Part Time Employee Recognition	<ul style="list-style-type: none"> • Discussion regarding how to count – • Consensus: Honor any and all part time employees who have been compensated for their work in any given year consecutively for the past 10 years (or 15, 20, 25, 30 and 35 years). • Will need to consider venue other than the Forum for the Holiday All-Staff Luncheon/Recognition Event • Whatever we decided to do needs to be sustainable – how do we “grandfather” part time staff and faculty? • Committee will brainstorm logistics and come back to PC with recommendations
07-08 Academic Calendar – Draft	<ul style="list-style-type: none"> • van der Bijl – our calendar compares to the Oregon University System academic calendar • We have next year (and for the next couple of years after that) only a 3-week break rather than the 4-week break we’ve had the last few years • Recommendation – Beginning 08-09, do not close college to the public during the holiday break as in the last several years – we need to be open for students • Classified staff are fine with this – appreciate the opportunity to not be required to take vacation time
Welding moving to Applied Technology Department	<ul style="list-style-type: none"> • Giltz – Welding will now be housed under applied technology (moved from manufacturing) and all will report to only one department chair –Wanner • Laugle will continue with Wildland Fire • This change will take effect Winter Term – needs to be approved at College Council on 10/19
<i>Announcement - Tentative Job Description for VP of Instruction</i>	<ul style="list-style-type: none"> • Large discussion postponed until 10/16 • Truesdell looking at various announcements – LGPI makes any/all changes to the description • Will discuss minimums and desirables at 10/16 Expanded PC meeting • Will also discuss screening committee process, interviews, and timelines • Deadline for Chronicle of Higher Education is December 10

UPCOMING MEETING DATES in 2007:

10/16 (expanded), 10/23, 10/30, 11/6, ~~11/13~~, 11/20 (expanded), 11/27, 12/4, 12/11, 12/18 (expanded), 1/8, 1/15 (expanded), 1/22, 1/29, 2/5, 2/12, 2/19 (expanded), 2/26, 3/4, 3/11, 3/18 (expanded), 3/25, 4/1, 4/8, 4/15 (expanded), 4/22, 4/29, 5/6, 5/13, 5/20 (expanded), 5/27...

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NUMBER OF HANDOUTS TO BRING: Presidents Council – 20 copies; Expanded Presidents Council – 35 copies

PRESIDENTS COUNCIL MEMBERS: Joanne Truesdell, Baldwin van der Bijl, Courtney Wilton, Shelly Parini, Jan Godfrey, Dennis Chapman, Anne Donelson (Director of Public Affairs), Steffen Moller (Current Chair of College Council), Kathleen Smith (Recorder), Mike Caudle (Clsfd Pres), Kate Gray (FTF Pres), Bill Leach (Exempt Pres), Rosemary Teetor (PTF Pres), Tim Lussier (ASG Pres)

EXPANDED COUNCIL MEMBERS: PC Members plus Joe Austin, Bill Briare, Diane Drebin, Scott Giltz, Karen Martini, Maureen Mitchell, Chris Robuck, Theresa Tuffli and Bill Zuelke

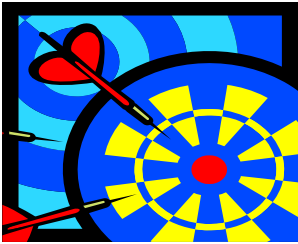
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Fall Term 2007 Enrollment Strategies Report – 10/10/07

"Just in Time" Team

Ariane Amstutz, John Blanton, David Blessman, Mindy Brown, Mike Caudle, Ron Cleaver, Diane Danielson, Jean DeVenney, Anne Donelson, Diane Drebin, April Smith, Tara Sprehe, Jessica Walter, Bill Zuelke

Convey the Messages: **"It's Not Too Late"**
"CCC Gives Back"



Target: Immediately Increase Our Fall 2007

Enrollment

- **Post Card Efforts – Mindy Brown, Mike Caudle, Tara Sprehe & Fayne Griffiths**

- Activity

- 20,000+ registration reminder post cards sent to 06-07 Fall/Winter/Spring/Summer students, 06-07 district high school graduates and 2007 FAFSA completers that had not yet subsequently registered for Fall 07 at CCC.

Cost: Postcard and postage expense totaling \$5,000

Outcomes:

- Nine percent of the 20,000 (1,834) post card recipients subsequently enrolled for Fall 2007
- FTE, tuition and fees generated not yet determined

- **Voucher Initiatives – Deans, Tara Sprehe and Rochelle Feltz**

- Activity

- Distributed 526 Employer and 39 Part Time Classified Recognition Tuition Vouchers.
- Performed degree audits on 198 Summer 07 students with 45+ credits earned, that had not yet earned an AAOT or AGS.

Cost: Minimal labor and materials, totaling less than \$50. \$27,132 tuition waived.

Outcomes:

- 138 Fall 07 *Fill a Seat* Vouchers were redeemed for a total of 474 credits
- Filled 138 available seats in a variety of course sections

- Had 58% voucher participation with Business/Industry, 34% with School Districts and 8% with CCC PT Classified staff.
- Generated \$5,900.00 in course fee revenue
- Generated approximately 10 FTE equivalent to \$44,000
- Awarded Oregon Transfer Module and extended tuition voucher to 5 eligible students to be used during the 07-08 academic year

• After hours and Saturday Services - Bill Zuelke and Diane Drebin

○ Activities

- Enrollment/Student Services offices provided advising, counseling, registration and financial aid services to students between 5-7 pm 9/17-9/28.
- Enrollment/Student Services teams provided academic advising and enrollment services on Saturday 9/22 from 10-2.

Cost: One IT Tech. support and one ES General Services Specialist received over time. All other staff that participated in this effort flexed their work schedules. Approximately \$250 total.

Outcomes:

- Produced Numerous student ID cards
- Receipted \$7,600 tuition/fees
- Processed new registration and add/drops
- Collected Financial Aid documents
- Processed *Fill a Seat* vouchers
- Provided counseling support and connection to mental health resources
- Assisted a homeless student
- Advised a first time, first generation student
- Assisted a student athlete with enrollment eligibility needs
- Served 75+ individuals

• Calling Campaigns - Mindy Brown and Tara Sprehe

○ Activities

- Called 550+ Fall 07 admits not yet enrolled.
- Called 1,625 new students not yet registered for the New Student Experience

Cost: Student athletes and student ambassadors were compensated for calling over a two day period. Total amount under \$200.

Outcomes:

- Thirty percent (164) of the non-enrolled Fall 07 admits subsequently enrolled
- New Student Experience enrollment increased. Final results yet to be determined.
- FTE, tuition and fees generated not yet determined.

- **Community Reminders - Jean Devenney, Anne Donelson and John Blanton**

- **Activities**

- Sent 12 *Fill a Seat* vouchers to community service agencies
- Sent 2 press releases to 53 media outlets (and Chambers) for Fall term registration.
- Sent 1 additional press release to 18 newspaper outlets about the extended hours.
- Wrote reminder on website home pages that registration is still open, and hours have been extended for advising, registration and the bookstore.
- Ran reminders and notices on our cable channel.

Cost: N/A

Outcomes:

- Oregonian picked up once; focused on New Student Experience.
- Students and general public came to campus on Saturday, 9/22 to receive student/enrollment services

Total Cost: Total personnel, materials & services expense approximately \$5,550.
\$27, 132 in tuition waived

Return on Investment: Total amount not yet determined. As a result of the activities above, we have fuller course sections, realized revenue from course fees and tuition, and generated additional FTE. From the *Fill a Seat* voucher alone, we have realized at least \$50,000.

Recommendations:

1. All "Just in Time" activities listed above become regular activities every term.
2. A Recruitment & Enrollment Strategies Taskforce be formed to develop further enrollment goals, priorities, strategies and targets for 2007-2008.
3. CCC begin researching and developing an institutional strategic enrollment management plan.