Advisory Council on Enrollment Management

Location: Brotman Hall 302

April 7, 2014

12:00 PM

Notes

Attending: Lynn Mahoney, Cheryl Jupiter, Stacie Bauerle, John Carnahan, Rebeka Sultana, Savitri Singh-Carlson, Marie Alford, Teresa Wright, Angela Locks, Gilbert Viveros, Dan O’Connor

1. Welcome – Last meeting is May 12
2. Approval of the agenda - approved
3. Announcements
   1. Jazz vocal group is playing at the Monterey Jazz Festival
   2. Both Jazz groups (vocal and band) won best Jazz performances
4. Partner updates
   1. ASI– John Haberstroh
      1. No updates from students
   2. LBCC– Reuben Page
   3. LBUSD– Carolyn Ortega
   4. OCC, Region 8– Cheryl Jupiter
      1. OCC is hiring new tenure track faculty at all three colleges in the Coast Community College District.
      2. The summer 2014 schedule is live on the OCC website.
      3. OCC transfer Center: Spring 2014 College Fair, Next Step Workshops for CSU Fullerton, UC Santa Cruz and UC Berkeley admit event for all Orange Count transfer students who were admitted for fall 2014.
      4. Region 8 Update: No meeting in April, the next meeting is at CSULB on May 2.
      5. Regional Rep Meeting in March – Sacramento: Discussed California Community Colleges Transfer Center Director and articulation officers. The UC topics included new transfer initiative, more transparency, less complexity, concern about the 3 years of decline in transfer applications, racial/ethnic diversity, online support TAP, TAG, ASSIST, honors agreements issues, more offers of admission for fall 14 than last year (up 6%). The CSU topics included application issues and questions, ADT verification issues, CSU Fullerton admissions issues, CSU budget, applications up in the south and down in the north, as well as retention and graduation. Quarter CSU campuses will become semester campuses over the next several years.
      6. ASSIST.org – many campuses have the major specific declaration information directly on the page and others you have to click on a link to go to the campus website. This can at times be confusing for the student.
   5. Los Angeles—Gilbert Viveros
      1. No updates beyond MISIS transition – has not yet affected student’s ability to get out transcripts to other institution.
5. Access and Diversity
   1. Data
      1. See handout
   2. The Campaign for College Opportunity
      1. Thoughts about the campaign included:
         1. The campaign did not include best practices offered in the presentation
         2. It was more focused on research
         3. Long Beach was highlighted in the latest release
   3. Alternate admissions discussion
      1. Letter to non-admitted students who are offered alternative admission needs to be reviewed. The wording may be deterring applicants.
      2. Recommendations for the process of alternative admissions
         1. Peer outreach
         2. Revised messaging
         3. Appoint a person of contact
         4. Workshops
         5. Outreach to High Schools in a specific way (early outreach)
         6. Pursue alternative admissions students
         7. Create an access program
         8. Pursue Beach Pathways program
   4. College Survey Discussions
      1. CIRP Freshman Survey
         1. We received an 85% response rate from last summer. It would be interesting to see what types of outcomes the committee is interested in pursuing.
      2. Diverse Learning Environments (DLE) Survey
         1. This survey deals with student interactions with diverse settings. It shows how students experience the campus climate. We are planning to distribute the survey as well as the Campus Satisfaction Survey.
         2. It will allow us to see a good picture of how students view the campus.
         3. The survey will be given to a random stratified sample that includes first year, continuing and possibly graduate students. A consent form will be given to students in order to give permission to link the survey to the student’s institutional record.
         4. The survey will be used to:
            1. Characterize what the student body looks like
            2. Connect the information received to the student’s GPA, time to degree, college etc.
            3. Serve as a follow up to the Freshman survey
         5. There is a general concern that we will not receive enough data. We are hoping to send the survey to 5000 student and would like to administer this spring before finals.
6. Next meeting May 12, 2014, BH 302
   1. Tom will provide an update on F14 admission
   2. Alternative Admissions discussion
7. Adjournment