

**Cuyamaca College**  
**Enrollment Management and Marketing Committee**

**Minutes of**  
**January 13, 2005**

**PRESENT:** Beth Appenzeller, Dave Francis and Madelaine Wolfe

**ABSENT:** Rik Barnes, Barbara Meese, Brad Monroe, Jim Ney, Yvonne Powell, Dana Quittner, Marie Ramos, Rocky Rose, Carmen Solom, Jim Wales and Tony Zambelli

**I. Welcome & Happy New Year!!**

Beth began the meeting by welcoming all in attendance.

**II. Spring Enrollment Report & Intersession Recap.**

Beth reported that our student headcount is down 2.4%, continuing 1.8% and units 0.01%. Grossmont is down 5.3% students and 2.9% units.

Madelaine reported that for intersession, we were 10% higher at census date over last year.

**III. Spring Marketing - Current activities**

Some of the items that are still going on for the spring are the billboard, ads in the Daily Aztec, postcard reminder, tabloid, radio ads and the calling campaign.

**IV. Start of Semester activities**

Dave will be providing the directional signage for the first week of school. Madelaine advised that the bookstore and the Coyote's Den will remain at their present locations for the first few weeks of school. The "T" and "P" buildings will not be in use. The automotive complex that was previously referred to as the "P" building will now be known as the "K" building.

**V. District EM&MC - possible jt. Mtg w/GUHSD & 'College Times' project - input**

Beth referred to a recent District-wide Enrollment Management committee meeting that she attended. During that meeting, discussion ensued concerning high school enrollment trends and the number of GUHSD students that attend Grossmont and Cuyamaca College's after graduation. Dana suggested that we have a joint meeting with the high school district representatives and our enrollment committees to discuss trends at the high schools and how we may direct our marketing efforts to be more efficient.

GCCCD will be developing a tabloid in the next fiscal year titled "College Times". This tabloid is usually mailed to the local high school seniors' homes. Beth suggested that the next version of the "College Times" be more comprehensive to include information on career tracks, transfer and financial aid information.

**VI. Summer Marketing (on a shoe-string) Brainstorming**

Beth suggested the idea that we could mail informational packets to local high school students, similar to those that were recently sent from Grossmont College. These packets would include a class schedule and a personal letter from the president.

**VII. Updates from Committee Members**

Madelaine addressed a concern that Tony Zambelli had at our last meeting. This concern involved students crossing through traffic near the old kiosk. Madelaine spoke with Facilities and they informed her that this particular area would be undergoing modifications this spring during construction. They are aware of the problem and are looking into how to incorporate some safety mechanisms into the changes that will be going on in terms of parking and the thoroughfares.

**The next Enrollment Management and Marketing Committee Meeting will be held on  
Thursday, February 10, 2:00 p.m. to 3:30 p.m. in room Z-109**

**Cuyamaca College**  
**Enrollment Management and Marketing Committee**

**Minutes of**  
**February 10, 2005**

**PRESENT:** Beth Appenzeller, Dave Francis, Jim Ney and Madelaine Wolfe

**ABSENT:** Rik Barnes, Barbara Meese, Brad Monroe, Yvonne Powell, Dana Quittner, Marie Ramos, Rocky Rose, Carmen Solom, Jim Wales and Tony Zambelli

**I. Welcome!**

Beth began the meeting by welcoming all in attendance.

**II. Spring Enrollment Report**

Beth reported that our numbers are up approximately 1% but in terms of FTE, we are not where we would like to be. In comparison to other colleges in the region, we are doing quite well.

**III. 2<sup>nd</sup>. 8 Week Session - marketing?**

In reference to the second eight week course advertising, the majority of the classes are filled so advertising will be minimal. One form of advertising that we will be conducting in reference to the second eight week courses will be the placing of posters around campus which will list the courses offered during this time period.

**IV. Status of Outreach Dept.**

Beth reported on the status of the Outreach Department by informing the committee that this department has and will remain functioning under her direction during Barbara's absence.

**V. Summer Marketing (on a shoe-string) Brainstorming**

We are presently planning on having a Fall Class Schedule kick-off event that will include summer advertising as well. The planned date at present will be May 4<sup>th</sup>. Seniors from the local high schools will be invited to this event.

Beth met with Jim this morning to discuss summer marketing. They discussed a recommendation from Dr. Perri whereby we will be mailing an informational packet to the local high school seniors which will include a summer class schedule, application form and a letter from Dr. Perri.

Beth felt that it would be more effective to send a postcard rather than the planned informational packet. She suggested that more than likely, we would be doing the packet for mid March and later on, send a postcard.

## VI. Updates from Committee Members

Beth has asked Dana to acquire some trend data from the local high schools to determine where are students are coming from. Beth then distributed and provided a brief description of an article called the "ijournal, Insight Into Student Services."

In terms of outreach, Beth would like to see if the ambassadors are doing follow-up on the contact cards with the high schools after the tours.

Beth would also like to get a list of our intersession students and send them a summer class schedule.

We will be participating in The Make a Difference Career Fair on March 1<sup>st</sup>. 2005 at the Scottish Rite Center. Also participating will be O.H., CIS and Rebrac.

Beth is working with Lyn Neylon and Sami Jihad to target some of the partnership representatives from Workforce Development in hopes of increasing our ESL enrollment in the O.H., Automotive and Child Development areas.

Dave suggested that we could possibly increase enrollment for our second eight week courses by adding on-line courses. Although this is was thought to be a good idea, Madelaine felt it would be too late to add courses at this time.

Madelaine provided a reminder that the grand opening of the automotive technology complex will take place on March 10, 2005 at 4:30 p.m. Invitations have been sent to all of the high school counselors on Barbara Meese's list, all the principals, tech-prep counselors and high school automotive teachers as well as local dignitaries and politicians. At the end of the month, all of the same people will receive an announcement of the ground breaking for the science technology building.

Jim informed the staff that he would be using the class schedule from last summer as a model in the creation the one for this year. A suggestion that Madelaine added was to focus on our new buildings and their openings when creating the cover of our upcoming class schedules.

**The next Enrollment Management and Marketing Committee Meeting will be held on  
Thursday, March 10, 2:00 p.m. to 3:30 p.m. in room Z-109**

**Cuyamaca College**  
**Enrollment Management and Marketing Committee**

**Minutes of**  
**March 10, 2005**

**PRESENT:** Beth Appenzeller, Dave Francis, Jim Ney, Marie Ramos and Madelaine Wolfe

**ABSENT:** Rik Barnes, Barbara Meese, Brad Monroe, Yvonne Powell, Dana Quittner, Rocky Rose, Carmen Solom, Jim Wales and Tony Zambelli

**I. Welcome!**

Beth began the meeting by welcoming all in attendance.

**II. 2005-06 Catalog Cover & Fall 2005 Class Schedule Cover Development**

Beth distributed copies of an FTES Comparison report that she received at a recent IPC meeting. Our numbers have been rising over the past few years and in comparison, Grossmont has been on the decline.

Marie pointed out that the noncredit courses in relation to Community Learning are up 2.99%. In comparison, Grossmont noncredit courses are up almost 70%.

Beth distributed a District Enrollment Comparison report comparing numbers from Spring 2004 to Spring 2005. It covered multiple areas to include New Admissions, Continuing, Readmission, Pure Day, Day/Night Defined Day (Pure Day + Day/Night) and Pure Night. Beth went over the various descriptions and provided detailed reasoning for the variances.

Beth distributed a informational sheet draft of the 05/06 Catalog & FA 05 Class Schedule Development. These are due to the printer by the end of April. Beth asked that we get going on the development of these items so that she can pass them onto Cabinet for review. She went onto discuss the 9 Title Pages w/proposed 'features'.

Discussion ensued among the committee members about their likes and dislikes for the covers and title pages. Cabinet would like us to keep the large lettering on the front of the class schedule in terms of the title, Cuyamaca College. Other items to remain on the cover are pictures of campus buildings (preferably those that can be identified), students and our web address. In terms of shooting pictures of students, clarification was made as to the type of image that the college is looking to project. This will be taken into account when searching for potential models.

For the fall we want to attract students from the local high schools. Jim asked if "Growing for Your Future" would still be our slogan. Beth clarified that it would be but only on the catalog. Jim Wales asked that Beth have at least two or three concepts to present to Cabinet in terms of the class schedule.

Madelaine asked as to whether or not we would be able to photograph the inside of buildings rather than just the outsides. A possible suggestion was the inside of the LRC or a biology class. Other suggestions included the PE area and athletic events. Madelaine suggested that we visit and photograph the classroom of the programs that we plan on featuring the following semester. Marie and Dave suggested that we make contact with the instructors of the programs we wish to photograph to get their take on the best day to drop by for pictures.

Jim asked Beth how we will go about selecting graduates to be photographed and their testimonials for the Tabloid. Beth responded by informing Jim that Barbara Meese previously handled this. Jim then suggested that perhaps we choose the graduates based on the programs that we are looking to highlight.

Buildings to feature on the Fall class schedule were brought into discussion. Options discussed were the Child Development Center and the LRC. Beth, Jim and Dave will scout the campus tomorrow to determine other possibilities.

Another area that was reviewed in reference to the class schedule was the font style and color. These two areas will be reviewed to ensure that they are easily readable.

The paper quality and page quantity need to be predetermined in order to acquire cost in relation to the present quote.

**The next Enrollment Management and Marketing Committee Meeting will be held on  
Thursday, April 14, 2:00 p.m. to 3:30 p.m. in room Z-109**

**Cuyamaca College**  
**Enrollment Management and Marketing Committee**

**Minutes of**  
**April 14, 2005**

**PRESENT:** Beth Appenzeller, Dave Francis, Jim Ney, Dana Quittner, Marie Ramos and Madelaine Wolfe

**ABSENT:** Rik Barnes, Barbara Meese, Brad Monroe, Yvonne Powell, Rocky Rose, Carmen Solom, Jim Wales and Tony Zambelli

**I. 2005-06 Catalog Cover & Title pages & Fall 2005 Class Schedule Cover - Jim Ney**

Beth informed the committee that the catalog went to print last Tuesday. Beth provided an update on the pictures that were chosen for the catalog.

Jim provided an update on his part of revamping the Fall 2005 class schedule cover in terms of pictures, color and shadowing. He passed around a draft of the cover and was given suggestions from the committee members on changes. The cover for the class schedule was derived from ads that we ran during spring break.

**II. Schedule Debut & Registration Kick-off w/V.P. BBQ -Infomercial Brainstorming**

The class scheduled debut and registration kick-off has been scheduled for May 10<sup>th</sup>, 10:00 a.m. to 1:00 p.m. on the Grand Lawn. This event will be combined with the V.P. bbq. It will include presentations from faculty and administrators which will outline the summer and fall class schedules, general education completion, certificates and transfer. This event will be similar to the last one we held with a few exceptions; the main one being the location.

Beth would like to have an infomercial for the event. Some of the ideas presented for this were general overview of online classes; give-away bags with class schedules, meal tickets and raffle forms in them. Other new additions will be the "ask a counselor table" and "web application and registration".

The bookstore will be there to provide raffle items as well as discounted inventory.

Beth is looking in the option of having live music in place of the previous music that was presented by a local radio station.

### **III. FTE Projections**

Beth distributed the FY 05/06 Tentative Budget Planning Worksheet. She then went over it in brief. Dana commented that this information sheet did not differentiate between resident and non resident. Beth pointed out one area that indicated resident growth being under the item area of FTES.

Dana informed the committee of an upcoming workshop on demographical analysis that will show where our students come from, gender ethnicity and other specific provided by our Research and Development Department and presented by Brad Phillips. The second presentation will be by Dr. John Weeks of SDSU which will talk about East County projections and growth. The third presentation will be given by Dr. Steve Boilard on state policies and our options as well as demographics.

The logo manual is ready to go to print. Madelaine asked if an electronic copy will be available. Dave informed her that it will.

Dana distributed a letter from Jeff Lehman concerning Cuyamaca College. She went over it providing a brief overview. Additionally, she explained another letter from Gary Kendrick which outlined the positives of attending Cuyamaca College.

### **IV. Financial Aid Marketing Integration**

Beth will meet with Jim Wales and Ray Rayes next week to discuss advertising for the Financial Aid Office. She will be discussing guidelines to determine how money can be used more effectively. One of Beth's goals is to align financial aid marketing with the overall marketing of the campus. Dana suggested that the joint college tabloid could be one use of financial aid funds.

**The next Enrollment Management and Marketing Committee Meeting will be held on  
Thursday, May 12, 2:00 p.m. to 3:30 p.m. in room Z-109**

**Cuyamaca College**  
**Enrollment Management and Marketing Committee**

**Minutes of**  
**May 12, 2005**

**PRESENT:** Beth Appenzeller, Dave Francis, Jim Ney and Madelaine Wolfe

**ABSENT:** Rik Barnes, Barbara Meese, Brad Monroe, Yvonne Powell, Dana Quittner, Marie Ramos, Rocky Rose, Carmen Solom, Jim Wales, and Tony Zambelli

**I. Recap Fall/Summer Schedule Debut & Registration Kick-off event**

Beth asked Madelaine as to what she felt were some of the contributors to the summer enrollment being up in comparison to that of last year. Madelaine felt it was partially due to the economy being out of a slump and the additional sections that were added.

Beth reported that we had approximately 900 students attend the Class Schedule Debut kick-off. Madelaine suggested that perhaps next time, we have a change in location to better capture the students that are utilizing the walkway from the lower parking lot to the upper campus. Madelaine informed the committee that the attending faculty were discouraged in reference to the lack of student inquiries they received at the event.

Beth suggested that perhaps we could combine the kick-off with smaller events such as the scholarship awards, EOPS recognition, PTK, and transfer achievement in order to expose our offering to greater numbers.

**II. Financial Aid Summer/Fall Marketing projects**

Beth met with Pam Fleming of Financial Aid recently. One of the mutual goals discussed is that Financial Aid marketing be aligned with the general marketing presently being conducted. Financial Aid will be marketing this summer on two English and one Spanish radio station. Additional marketing will include a mobile billboard which will park at the local high school graduations and Edwards Theater's, three weeks of ads in the Union Tribune and interior bus signage. Other financial aid marketing ventures will be undertaken as listed on the Financial Aid Marketing budget plan which Beth distributed.

**III. Fall Marketing plan & brainstorming**

Beth distributed copies of the general Fall 2005 Proposed Marketing Plan and then went over it in detail.

An additional avenue of advertising Beth is considering is that of East County Sports. East County Sports offers information on various sports on their website. To advertise on this website would cost us \$2,000 per year. Coach Rob Wojtkowski informed Beth that this is one of the main websites that athletes go to in order to check stats and stories on sports. This site does not presently cover track and field.

We will additionally be advertising on an international student website in order to increase this population. Beth went into explanation of how we acquire students from NIC in Japan and ALI at SDSU. NIC and ALI both prepare students to meet the TOFEL score requirements.

Beginning spring 06, there is a tentative plan to do away with phone registration according to Beth. This past spring we had approximately 1,800 students that used the phone to register for their classes. Beth would like to have a campaign designed to phase out the phone reg. and orientate students to use the computer. Beth would like to see a trained representative available at the various computer centers on campus that would be able to assist students with the use of WebConnect.

**The next Enrollment Management and Marketing Committee Meeting will be held on  
Thursday, July 14, 2:00 p.m. to 3:30 p.m. in room Z-112**

**Cuyamaca College**  
**Enrollment Management and Marketing Committee**

**Minutes of**  
**July 14, 2005**

**PRESENT:** Beth Appenzeller, Dave Francis and Dana Quittner

**ABSENT:** Gene Morones, Jim Ney, Yvonne Powell, Marie Ramos, Rocky Rose and Madelaine Wolfe

**1. Time & Day of EM&MC Meeting**

Beth has received a request from Tony Zambelli to change the meeting date and time to accommodate his availability to attend the EM&MC meetings. The present meeting date/time conflicts with his attendance with the Academic Senate. Beth will send out a survey to the EM&MC members to determine their dates and times of availability.

**2. Financial Aid Marketing Campaign - Recap**

Gene Morones was unable to attend the EM&MC meeting due to a last minute budget meeting. Beth will ask that he make a report on the Financial Aid Marketing at the next EM&MC meeting.

**3. Summer & Fall Enrollment Update**

As of 6/27, we were up 6.3% in units and down 2.6% in students.

In reference to the first day of Fall registration, we were down 20% students and 23% units. As of today, we're down less than 1% in students and 2.3% in units.

Dana recently made a visit to a new home development in La Mesa off of Highway 94. She suggested that perhaps we could market to this development through the dispersion of class schedules.

Beth provided an update on the status of the termination of phone registration. It presently appears that we will now maintain the use of phone reg. through Spring 2006.

**4. Fall Marketing Plan Projects Update**

Beth reviewed the Fall 2005 marketing plan by providing a brief description of each of the avenues we are pursuing.

**5. Fall Start of the Semester Activities**

For the start of semester, we will be staffing information tables at various locations around the campus.

Beth suggested to Dave that we reposition some of the directional signage to assist students in locating key departments as well as other important locations such as the bookstore and LRC.

#### **6. Enrollment Activities Brainstorming**

Two ideas that were presented were one, phone banking whereby we would call past students to encourage them to register for classes

Dana provided a copy for review of the "College Times" tabloid that the District will be sending to local high school seniors and their families.

**The next Enrollment Management and Marketing Committee Meeting will be held on  
Thursday, August 11, 1:00 p.m. to 2:00 p.m. in room Z-109**

**Cuyamaca College**  
**Enrollment Management and Marketing Committee**

**Minutes of**  
**August 11, 2005**

**PRESENT:** Beth Appenzeller, Dave Francis, Gene Morones, Marie Ramos and Madelaine Wolfe

**ABSENT:** Jim Ney, Yvonne Powell, Dana Quittner and Rocky Rose

**1. Fall 2005 Enrollment Report - Beth**

Beth reviewed a copy of the current Fall 2005 Comparative Enrollment Report which indicated a negative 2.5% decrease in students, 2.2% decrease in continuing students and a +0.02% in units.

Grossmont's headcount is down 5.3% with continuing students down 2.8% and units a negative 4.1%.

**2. Start of the Semester Prep - Maps, etcetera and other issues?**

Dave provided an update on the status of the campus maps. He does not plan on making changes to them prior to October partially due to the current campus construction. Some suggestions made by committee members were to update the map in terms of handicapped signage and the Child Development Center.

**3. Start of the Semester Activities - info. tables, greeters, etcetera.**

Beth provided an update on the phone banking campaign. Those students being called included students that have applied but have not enrolled and continuing students that have not enrolled.

Students registered in on-line classes will also be called to remind them to attend their orientation.

Students that no-show for their classes for the first week will also be called.

Beth indicated the location of the information tables that will be placed around campus beginning Saturday August 20<sup>th</sup> and running through the first week of school. The tables will be staffed by the High School and Community Outreach ambassadors.

Another activity planned for the first week of school will be to have greeters on campus to answer general questions and provide direction to students.

Beth will be attending an Instructional Council retreat this coming Monday where she will seek new ideas in regards to the Spring 2006 kick-off event.

Beth asked the committee members as to their opinion on the effectiveness of having an informational tent for the kick-off event. The consensus was to do away with it.

Beth suggested that information tables be placed along the walkway that leads from the lower parking lot to the top of the campus to maximize exposure to the students.

Beth discussed the option of changing the time of the EM&MC meetings. She will have Ken send out via e-mail a survey to determine the feasibility of a change in time.

There will be an ASCC barbeque in August to promote the college and welcome students for the Fall semester. It will take place on the grand lawn on August 24<sup>th</sup>.

Beth has recently hired an hourly by the name of Linda Rappold to assist with various duties in Admissions and Records. One of the projects she is working on is revising portions of the class schedule. Beth will meet with Nancy Skoglund and Linda next week to discuss Linda's recommendations.

The 21<sup>st</sup> Annual High School Counselors Luncheon/Conference will be held on Friday, October 7<sup>th</sup>. from noon to 2:45 p.m. at the Heritage of the Americas Museum. Beth provided a brief description of the event. The main focus will be on transfer information. There will be a student panel providing discussion about transferring to four-year universities.

Beth provided an update on marketing from the district that was provided via e-mail from Dana Quittner.

The movie theater ad will run through next Friday, August 19.

The joint tabloid is being revised using the excellent feedback we received. Per the district-wide committee's recommendation, the mailing to high school seniors will be in October rather than August. The printing run will be

for 10,000 so the extras will be distributed to the colleges for use throughout the fall and spring.

Dana is really trying to negotiate with the high school district to be able to obtain address labels electronically.

Gene announced an upcoming foster children college tour that will take place on October 7<sup>th</sup>. from 8:00 a.m. to 3:00 p.m. This tour will include children age range from 14 to 17 that will partake in an orientation, mock application and financial aid form completion along with lunch and class attendance.

**The next Enrollment Management and Marketing Committee Meeting will be held on  
Thursday, September 8, 2:00 p.m. to 3:30 p.m. in room Z-109**

**Cuyamaca College**  
**Enrollment Management and Marketing Committee**

**Minutes of**  
**September 8, 2005**

**PRESENT:** Beth Appenzeller, Dave Francis, Roselyn Johnson, Jim Ney and Madelaine Wolfe

**ABSENT:** Gene Morones, Yvonne Powell, Dana Quittner, Marie Ramos and Rocky Rose

- 1. Fall enrollment discussion, overall #'s, trends, classes that were at capacity, cancelled, etcetera...impact of construction?**  
Beth distributed and reviewed the Fall 2005 enrollment comparison reports for Cuyamaca and Grossmont Colleges.

The number of students is down at a much higher rate in comparison to that of units. This could be due to a couple of reasons as pointed out by Beth. Either the students that we do have are taking more units or the students that we lost were enrolled in few units. One population that we are down in is that of high school students. Last year we had approximately twice the number that we presently do. We are planning on marketing at the high schools for the spring.

Roselyn asked Beth as to what the High School and Community Outreach Department does in terms of marketing. Beth responded by informing her that they staff info. tables, perform outreach at the local high schools with in-class presentations to high school seniors, provide program focus presentations for vocational classes, one-on-one meetings with high school students, high school tours of Cuyamaca College, individual tours of the college, they participate in college fairs and respond to interest cards.

Last June we had approximately 600 students graduate and yet we have a difference on only 69 students in the "returning students" classification as compared to last spring. This is a remarkable figure indicating the amount of students that are staying here according to Madelaine.

Per Madelaine, there were eleven CIS sections cancelled for the Fall. There were also History and Psychology classes cancelled for the first time. At the same time, we also cloned some English classes. One trend that instructors are leaning towards is that of on-line orientations over the face-to-face as originally done.

**2. Recap of Fall Marketing activities & impact on enrollment - review possible changes for next Fall.**

Beth distributed a copy of our Fall 2005 Marketing & Outreach Update and the Fall 2005 Proposed Marketing Plan. One of Beth's purposes in reviewing these items is to be able to look back at what we have done and tweak them for next Fall in order to improve their effectiveness. One item in particular for discussion was that of the mailing the class schedule. The time in which it is mailed should be conducive to enrollment. Madelaine opted for a mid-July mailing of the Fall class schedule. The overall recommendation for the Spring schedule was to ensure that it was mailed prior to the holiday season.

**3. Recommendations for revisions for Spring.**

Madelaine suggested that improvements be made to the information tables that are utilized during the first week of school in terms of the time they are being staffed and their locations. In particular, they should be staffed the Saturday prior to the first week of school.

Beth suggested that the use of greeters be better coordinated.

Madelaine suggested the need to personalize postcard mailings if possible.

Another suggestion was to enhance our website in terms of its general appearance.

**4. Discuss possible 'revamp' of Class Schedule.**

Per Beth and Madelaine, we will not be making any changes to the layout of the Spring 2006 class schedule.

**The next Enrollment Management and Marketing Committee Meeting will be held on  
Thursday, October 13, 2:00 p.m. to 3:30 p.m. in room Z-109**

**Cuyamaca College**  
**Enrollment Management and Marketing Committee**

**Minutes of**  
**November 10, 2005**

**PRESENT:** Beth Appenzeller, Roselyn Johnson, Marie Ramos, Gene Morones and Madelaine Wolfe

**ABSENT:** Dave Francis, Jim Ney, Dana Quittner and Rocky Rose

**1. Spring Schedule Debut - recap**

Beth provided a recap on the class schedule debut & registration kick-off event. It proved to be very positive. Some of the items that Beth pointed out that she felt really made a difference were the food which was supplied by ASCC, the contact card which was used to acquire the free lunch, the location along the walkway; the staff, faculty and vendor participation.

Beth asked that Marie and Madelaine respond with any comments they may hear of at the upcoming Chairs and Coordinators meetings in relation to the kick-off event.

Linda Weber and Phu acquired pictures of the event. Linda is presently working with Phu to acquire pictures of various departments which will be featured in upcoming marketing media. In addition, she will also be acquiring student testimonials.

**2. WebConnect & Schedule Search info. in Class Schedule**

Per Beth we will be cutting down the phone registration information for summer 2006. Beth passed around a copy of the Fast Track page that Linda Weber is working on for the summer schedule. The committee thought the draft would work well with what we are trying to present. A suggestion was made that the Coyote mascot be incorporated into the information page.

Madelaine made the suggestion that the draft be forwarded to Cabinet for review. She also suggested that Linda revise the phone registration informational page.

Another draft that Beth shared with the committee was that of the Class Schedule Search information page that Linda revised.

### **3. Spring Marketing Plan**

This item was not discussed.

### **4. Intersession Marketing & Outreach - update**

San Diego State is no longer letting us go onto campus other than for certain small windows of time to promote intersession. In place of on-campus intersession marketing, we will be running ads in The Daily Aztec. These ads will promote both the intersession and Spring classes. Beth provided the following specific dates of advertising with The Daily Aztec: December 5, 6 & 8 will advertise the intersession; the December 14 ad will be for the Spring with some intersession dates and then the January 18, 19 and 23 ad will be specifically for the Spring.

Roz inquired as to what ASCC could do to help in terms of outreach. Beth responded by informing her about the combined GC/CC outreach tables the three weekends before the Spring semester starts. The tables would most likely be located at Grossmont Center.

Madelaine gave praise in reference to the billboard advertisement that is located at College and 94.

Marie commented on the newly revised registration notification card asking why it did not have the GCCCD logo on it. Beth had suggested the placement of the logo during the decision making process. We were not able to use the District logo. A possible future revision may include the use of the Grossmont and Cuyamaca College logos.

The target date for the implementation of Datatel is Spring 2007. Beth explained some of the complexities involved with this conversion.

Madelaine brought forth an issue discussed at Administrative Council concerning the printing of documents that still depict .net. It is felt that a lack of consistency is shown by not having all items with the .net switched over to .edu.

## **5. Discontinuance of Phone Registration - possibly Fall 2006**

The phone registration option will need to be pulled in Fall 2006 as this capability is not supported by Colleague.

Marie asked about the option of a plan B should Colleague not work. Beth responded by informing her that if this was to occur, that we would still be able to fall back on our present system. Marie suggested that perhaps we create a phone bank to assist students with the switchover. Madelaine suggested an information spot on our website and in the class schedule that references a help line to assist students with the switchover for students are presently using the phone for registration purposes.

## **6. HS/CC proposal to waive fees - update**

Beth advised that this proposal has not been implemented as of yet. An exact term of implementation has not been set as of yet but Beth expects that it will be Summer or Fall of 2006.

**The next Enrollment Management and Marketing Committee Meeting will be held on  
Thursday, December 13<sup>th</sup>, 2:00 p.m. to 3:30 p.m. in room Z-109**

**Cuyamaca College**  
**Enrollment Management and Marketing Committee**

**Minutes of**  
**December 13, 2005**

**PRESENT:** Beth Appenzeller, Dave Francis, Vangie Meneses, Gene Morones and Marie Ramos

**ABSENT:** Roselyn Johnson, Jim Ney, Dana Quittner and Rocky Rose, Madelaine Wolfe

**1. Enrollment & Enrollment Strategies**

Beth provided an update on our enrollment figures. We are currently down 9.5% in units; Grossmont College is down by 9.8% in units. In regards to continuing students, we are only down 8.2% compared to Grossmont being down 13.3%.

Beth distributed two memos; one referring to HOT SPOTS Outreach and the other, Cuyamaca College Goes Out to the Community.

Beth went over each memo explaining the purpose in terms of increasing our enrollment.

The primary focus of the HOT SPOTS will be to get current fall students to enroll for spring. We will have registration/information tables at various locations around campus. Beth informed the staff that to date, this has been pretty successful. She invited the attending members to provide input in terms of refining the HOT SPOT process. Some of the recommendations that were made were to have giveaways to include coffee and/or hot chocolate, candy and cookies. Locations were also brought into review. The LRC tended to be rather slow in terms of foot traffic. Dave suggested that lounging locations would be good such as adjacent to the Coyote's Den.

The memo referring to Cuyamaca College Goes Out to the Community campaign is more so designed to acquire new students. There will be information tables set up and staffed in the east county community. Their function is to provide application, registration and general information about Cuyamaca College. Locations were brought into discussion. Vangie suggested the locations of Wal-Mart at College Grove and Albertons in Spring Valley and Casa De Oro. The K-Mart in El Cajon and

Parkway Plaza were also recommended as prime outreach locations. The tables and supplies will be taken to the outreach location via Operations.

Vangie suggested that specific to the debut kick-off, that the reg. dates and reg. mailer be emphasized to students.

## **2. Marketing Update**

Beth distributed a copy of the Spring 2006 Marketing Plan and went over it in detail.

We have approximately \$3,000 in ads in the Daily Aztec in an attempt to pick up students for the spring intersession.

Vangie expressed her opinion that some of the reasons that our numbers may be down are due to positive job market; people would rather work than go to school. In addition, we are facing the competition of corporate and private schools. Vangie suggested that we attempt marketing to selected groups and targeting recruitment, i.e. ornamental horticulture or child development.

Beth suggested that perhaps we look at utilizing a consultant to assist with future marketing mailings in lieu of the cost of mailing the class schedule. Utilizing a consultant would be beneficial in the sense that they have the background and experience to make the contact with vendors when it comes to negotiating costs and project completion.

## **3. WebConnect & schedule Search info. in Class Schedule**

Beth distributed a draft from Grossmont College of the redesigned instructions for WebConnect. The Registration Committee preferred this version over the one which was drafted by Linda Weber. Beth stated that although we do not presently have sufficient space in the class schedule for it along with the College Connection information, it could still be placed on our website to assist students in the process.

## **4. Discontinuance of Phone Registration - possibly Fall 2006**

Beth suggested that it would be preferred to discontinue the phone registration at the same time that we move to Colleague rather than putting students through two separate changes.

The next Enrollment Management and Marketing Committee meeting will be held on Friday, March 3<sup>rd</sup>., 3:00 p.m. to 4:30 p.m. in Z-112