

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

**Minutes of**  
**September 27, 2006**

**PRESENT:** Beth Appenzeller, Dave Francis, Gene Morones, Jim Ney, Marie Ramos, Madelaine Wolfe and Tony Zambelli

**ABSENT:** Dana Quittner and Rocky Rose

**Pre Agenda Items:**

Beth began the meeting by distributing and then providing a brief summary of a memo to Dr. Gerri Perri dated September 20, 2006 regarding Selected Statistics - Fall 2006. As Beth noted the negative percentage comparison regarding "Continuing" students; Tony made the suggestion that we ask students that are not returning, why they are not doing so during our calling campaign. This will help to determine if their reasoning is due to something that we can change or have control over. Beth will consider the utilization of Tony's suggestion when revising the upcoming calling campaign script.

Beth distributed and then provided a brief review of portions of a report titled "A Snapshot Discussion of the GCCCD Environmental Scan:" that was presented at a September 12<sup>th</sup>., Cuyamaca College IPC meeting by Keren Brooks.

Areas of noted discussion included: Age Distribution - decline of the 30 - 49 year old age group. Top Five Course Enrollments\* - Noting difference between headcount and units in reference to PE/ES. Course Types (Day/Night Enrollment) - discussion ensued as to why 75% of our students attend during the day as compared to 25% at night. Tony provided explanation of the two graphs on page eight differentiating Student Equity - "Who does well?" from Student Equity - "Who needs help?"

**1. Spring Marketing Plan - discussion/ideas**

Beth distributed a draft of the Spring 2007 Marketing Plan and then went over it in brief. The draft included an overview, primary message for the Spring; a list of our student customers/markets, budget, recommended marketing activities and other possibilities with additional funding.

-Continued-

Marie asked for a definition of the term "Life-long learners taking classes for enrichment" category of students. Beth

responded that these students were primarily the ones that we lost during the time at which our fees increased that were coming just to take classes for enrichment.

Marie inquired about adding marketing of non-credit courses. Tony asked as to why we weren't marketing non-credit. He then reflected on the importance of utilizing non-credit courses in terms of generating enrollment.

Tony distributed a flyer from a company called DistribuTech; a company that he is presently using to promote his Call Center program. Tony suggested that we consider them as an alternative means of marketing. This company utilizes information stands located inside of local supermarkets. We would provide DistribuTech with the flyers and they would distribute and maintain a supply of them in their stands. We would choose the location and pay per location and duration of time to have the items there. In addition to information flyers/brochures, we could also use them for the distribution of class schedules.

Beth highlighted one of our marketing ventures for Spring 2007 which will include one hundred ads per month for fourteen months on Cox Cable. The only cost involved with this will be the production of the commercials which will be done in coordination with Cox Media.

Tony suggested that a survey be added to our on-line application process to help determine the efficiency of our marketing efforts in terms of students' responses regarding how they heard about our college and/or what inspired them to choose us as an educational institution.

Another marketing venture that Tony suggested was that of attending military separation workshops where active duty personnel are transitioning into civilian life. This would allow us the opportunity to inform them of the educational opportunities we have to offer.

In relation, Beth touched on our present pursuit to become a Serviceman's Opportunity College whereby we would be able to accept military credits. By approximately 2010, the Navy will require that an individual have a degree in a specific field to move up in rank.

Other marketing efforts suggested by Tony were marketing at Cal State San Marcos and incorporating the highlighting of non-credit classes in our ValPak marketing ad.

-Continued-

## **2. Reduced Fees - ideas for promotions**

Enrollment fees will be going down to \$20.00 per unit beginning in Spring 2007. Advertising for this promotion will be noted on the cover of the class schedule and on banners that will be placed around the campus.

**3. Schedule Format Open Forum**

Beth reminded those that were able to attend to do so today at 2:30 p.m. in room E-103.

**4. College Times - Item not covered.**

**5. Future Meeting Topics - Item not covered.**

The next Enrollment Management and Marketing Committee meeting will be held on Wednesday, October 25<sup>th</sup>., 2:00 p.m. to 3:30 p.m. in Z-112

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

**Minutes of**  
**October 25, 2006**

**PRESENT:** Beth Appenzeller, Dave Francis, Jim Ney, Dana Quittner, Marie Ramos and Tony Zambelli

**ABSENT:** Gene Morones, Rocky Rose and Madelaine Wolfe

**1. Spring Marketing Plan -**

Beth distributed and then reviewed the Spring 2007 Marketing Plan.

The ValPak ad has been revised so that one side highlights the Fitness Center and the other side highlights Community Learning.

Tony inquired as to whether or not we utilize e-mail to inform our students when the eight-week session begins as well as other updates. Beth informed him that we don't so much use it in that respect but more so to inform them of the mailing of reg. mailers. We also use it as a registration reminder for those that have yet to register.

The oversized postcard that has previously been mailed to students has been discontinued in lieu of an e-mail reminder. This is both cost efficient and more direct. There are however certain items that you should be mailed such as the informational letter to the parents of high school students.

**2. Cox Commercials -**

Beth provided a preview of the two commercials that have been produced by Cox Media for airing on Cox television stations. The first focused on career pursuits and the second one on transfer. We will receive one-hundred commercial spots per month for the next fourteen months. Tony made the suggestion that the text should match the pictures and the college name and phone number should be at bottom of the commercial during the entire duration of airing rather than just a portion of it.

**3. Schedule Debut -**

The Class Schedule Debut and Registration Kick-off event has been moved from November 7<sup>th</sup>. to the 28<sup>th</sup>. It will be held on the Grand Lawn from 10:00 a.m. to 1:00 p.m.

-continued-

By moving the date will allow more students to register during the event. The event will include an infomercial tent where students can receive information on the class schedule. We will also have a hot spot for registration immediately outside the LRC. Included will be information tables along the walkway that runs from the lower staff parking lot to the upper portion of the grand lawn. In addition to the information tables, there will also be representatives from local vendors to include campus clubs; some of which will be selling various food and drinks. Tommy Tunz will also be in attendance providing music.

Tony suggested providing free food such as hotdogs, chips and water as a means to attract more students. Beth explained as to why this practice has been discontinued.

#### **4. Calendar Options - 2007-2008 -**

Beth distributed two version of the academic calendar. One is a rollover in which classes would start on August 20<sup>th</sup>. Madelaine Wolfe along with a subgroup presented another calendar whereby we would start a week later on August 27<sup>th</sup>. Beth then went on to show a chart which depicted enrollment comparisons between SDSU and Grossmont College, SDSU and Cuyamaca College, Mesa and Grossmont College and Mesa and Cuyamaca College depicting the co-enrollments between each institution. Our goal is to be as in sync with SDSU as possible. Tony expressed his support of a calendar that would put us in sync with SDSU and went on to explain how he arranged his on-line class. During the first two weeks of his class, he does not assign work from his textbook allowing students to sign up through the late-add period without being penalized. Ideally, Tony suggested that we start a week after SDSU starts but that this would probably not be feasible as we have a need to get in a certain amount of instructional days within a given period.

Beth pointed out a couple of issues that were brought up by the faculty representative at the Calendar Committee. With the August 27<sup>th</sup> start date, finals would go straight up until which time we close for fall and would therefore not allow for a make-up date and also, grades would be due after the break.

Tony made a motion that the calendar start on August 27<sup>th</sup>. with a second by Marie.

#### **5. MySpace.Com -**

Dana has recently looked into other colleges in the region to determine how they are utilizing MySpace.com for marketing. For the most part, they are advertising their clubs and events and action groups.

-continued-

Dana went on to explain some of the different means by which we could advertise on this web site. An option would be to have a banner ad on the front page. The advertisement would be regionally based. Another means of advertising with MySpace.Com would be to include mention of our institution and a possible link within a personal profile. This option is still in the research phase and a final decision has yet to be determined.

Dave made the suggestion that Rocky should be involved with marketing in relation to use of MySpace.com.

Tony made the suggestion to look into advertising on craigslist.com.

**The next Enrollment Management and Marketing Committee meeting will be held on  
Wednesday, November 29<sup>th</sup>, 2:00 p.m. to 3:30 p.m. in Z-112**

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

**Minutes of**  
**November 29, 2006**

**PRESENT:** Beth Appenzeller, Dave Francis, Gene Morones, Jim Ney, Madelaine Wolfe and Tony Zambelli

**ABSENT:** Dana Quittner, Marie Ramos and Rocky Rose

**1. Spring Enrollment Comparison -**

Beth distributed and then reviewed an Enrollment Comparison report she generated on November 29, 2006. We are presently down in comparison to last year with both student headcount and units. Although continuing students was up; it was minimal at only .04 percent. The continuing students include those from special categories such as EOPS & DSPS. Tony made the suggestion that a review of these two areas be conducted to determine whether or not there was a decrease in enrollment by these two categories and if so, why. Gene responded that he would look into it.

Beth distributed and then reviewed a list of marketing and enrollment activities for the Spring 2007 term.

Tony questioned the date that the class schedules are to be mailed which is to be December 20<sup>th</sup>. His concern is that the class schedule might get mixed up with the holiday mail and possibly overlooked. Beth provided explanation as to the reasoning behind the proposed mailing date. Madelaine then made the suggestion that they be mailed January 2<sup>nd</sup>. or 3<sup>rd</sup>. A final decision was made to have the class schedules delivered to the post office on December 30.

In reference to the ads that we will be running in The Daily Aztec; Tony suggested that we run an ad in their first week issue. Beth will consider this suggestion.

Tony inquired about the details of what is included in the Letter to Parents marketing item. Beth provided Tony with some of the details listed in the letter. Two of the suggestions that Tony made were that he be permitted to review and revise future letters and to incorporate the services of a professional writer to produce this letter in the future.

Beth provided details on our Parkway Plaza advertising/recruitment efforts. Dave brought up the possibility of reciprocal advertising in reference to our Parkway Plaza recruitment efforts; i.e. we would place an

advertisement for Parkway Plaza in our class schedule in exchange for the advertising of Cuyamaca College at Parkway Plaza. Madelaine's response was that we are presently attempting to minimize the number of pages in the class schedule.

Last summer both Cuyamaca and Grossmont were up in terms of their FTE. Beth attributed this to our free parking at that time. Beth made the suggestion at a recent cabinet meeting to waive parking for summer '07. Dr. Perri brought up the proposal at a district-wide meeting and there was a lack of interest in this idea. Madelaine suggested that we should attempt to have free summer parking at least through next summer due to the construction issue. Madelaine made a motion to propose the idea to Dr. Perri again and Gene provided a second.

## **2. Enrollment Management Grid -**

Joe has recently provided the student services managers with cornerstone projects whereby each area has to come up with an access and retention initiative. One of the projects that Beth is working on is the classes at the high school. We have representatives attending the guidance counselor meetings each month. In addition, our ambassadors are maintaining e-mail contact with many of the potential students that have expressed an interest in attending college upon graduation.

Counseling has taken the lead on a parent program.

Madelaine inquired about the status of the position of the High School and Community Outreach Program Coordinator. Beth informed her that the position would be opening shortly after the first of the year with an expected fill date by June 30.

## **3. Suggestions for Additional Marketing Projects -**

Beth asked the committee for additional ideas for marketing in the Spring. The following are ideas presented by the various EM&MC members:

Tony -

Placement of flyers or brochures in grocery store stand advertising; similar those that one would find inside Sams Club or Albertsons.

Advertise in the Pennysaver, perhaps with a simple flyer reminding students or potential students to sign up for classes. He compared this option with radio whereby it would have to be on to be heard in comparison to the Pennysaver that would be available to read for a duration of time prior to being discarded.



The placement of an ad on the front cover of the phone book, similar to that which was done a few years ago.

The acquisition of a professional marketer.

Jim -

Utilization of the company Sharpdotz.com to print advertisements similar to what Tony was suggesting to be placed in the local markets. One possible drawback to them is that you must use a credit card to purchase their services.

The idea of corner spinners was presented with elaboration by Tony. This would consist of hiring an individual(s) to stand on the corners of the main streets around Cuyamaca College with spinning signs advertising our school.

Dave suggested having our ambassadors hand out flyers at Target.

**4. Future Meeting days/times -**

Discussion ensued concerning the most convenient day and time of the week for future EM&MC meetings. At present, the majority of committee members are available on Wednesday afternoon. Ken will tally a consensus of all members to determine when future meetings will be held.