Meeting Lead: Albert Abutin | aabutin@fullcoll.edu 3:00 - 4:30 p.m. | 10/07/2024

https://fullcoll-edu.zoom.us/j/87844994159?pwd=vNP0ihNaziv4hXW7HaF0FijX0gTtSd.1

## Strategic Enrollment and Retention Committee

### Purpose:

First meeting of the Fall 2024 semester.

### In order to facilitate our work together, we agree to the following commitments:

- Commit to open, honest and constructive dialogue.
- Listen to the perspectives of others and seek understanding.
- Create and maintain a culture of trust, honesty, support and confidentiality.
- Respect each other's lived experiences, perspectives and ideas.
- Prioritize projects that are in the best interest of the Fullerton College community through the lens of Access, Community and Learning.
- Collaborate on shared goals with a growth mindset for continuous improvement.
- Be present, engaged and prepared.
- Following the meeting, speak positively and support the work of the team.
- Have fun.

#### **Outcomes:**

• Provide updates and planning information for upcoming enrollment activities

MAIN AGENDA						
TIME	TOPIC	PRESENTER	PURPOSE	ACTION		
10 min	Selection of Interim Co- Chair	Albert Abutin	Decision	Group decided no co-chair (only two meetings until Garrett is back)		
20 min	RNL - District Enrollment Management Workgroup	Albert Abutin	Update	Annika shared her notes from Sept 25 <sup>th</sup> RNL meeting		
10 min	Current Enrollment Numbers/Targets	Albert Abutin	Review	- <b>Request:</b> Add topic to Deans' Counsel regarding		

				hiring of adjuncts for more class offerings  - Concept of Cohorting courses  - Student Advocates – like the "personal trainers" to help motivate students that need resources/help registering
10 min	New Registration Calendar	Rena Martinez Stluka	Information	<ul> <li>Outreach will be bussing students in to align with earlier reg dates</li> <li>Special Program students are not normally identified that early (priority reg)</li> <li>Updates to Banner (prereq, repeatability coding)</li> <li>Readmission petition changes due to reg happening before end of Spring semester</li> <li>Students can add courses to shopping cart before registering. Promotion of classes can start asap</li> <li>Common Start times to help students move seamlessly between courses without petitioning</li> </ul>
10 min	Outreach	Annika Shellenbarger	Information	Community Events Sat. Sept 14th, 2024 - Crusin' to College (65 participants paid for car/bike)

				Fri. Oct 4th 2024 - Anaheim Union High School District Parent Summit (3rd annual) 325 parents/loved ones from AUHSD visited Fullerton College
				Fall 2024: Oct 1st 2024: Jumpstart (Middle School) - (348 students attended) Oct 22nd 2024: Jumpstart Buena Park Academy Nov 12, 2024: Career Education Jumpstart Nov 19, 2024: Career Education Jumpstart
10 min	New Attendance Accounting and Scheduling	Albert Abutin	Information: Link to manual in resources	New rule in play that will impact FTES, District calculated a potential – 2% FTES  Colleges can start 24/25 25/26 would be for P1 or recal Required for 26/27

### **RESOURCES**

• Attendance Formula: <a href="https://www.ccco.edu/-/media/CCCO-Website/College-Finance-and-Facilities/Manuals/SAAM/2022/ccco-saamreport-2022-a11y-Edit-100522.pdf">https://www.ccco.edu/-/media/CCCO-Website/College-Finance-and-Facilities/Manuals/SAAM/2022/ccco-saamreport-2022-a11y-Edit-100522.pdf</a>

# Demand/share matrix

Matrix position helps us know which questions to ask to build a portfolio strategy

# Growth opportunities !

- Why is share low?
  - Is the program known?
  - . Have we promoted that we offer it?
- · Do competitors have better offerings?
  - · What features do we lack?
- · What are our options to form a competitive advantage?
- How does our distinction have value/benefit to a prospective student?

### Low Share

### Least opportunity for growth

- · Why is share low?
  - Is the program known?
  - Have we promoted that we offer it?
  - Do competitors have better offerings? What features do we lack?
- Why is demand low?
  - · Is this a new growth field?
  - Is this a field with declining interest?
  - Realistically, are we in a position to reshape or create new demand streams?
- Is the program being managed sustainably?

Low Demand

## Strongest position for growth

- · Why are we doing well?
  - What are the reasons why we have been successful?
  - How do we leverage these advantages and protect our leadership position?
- Are there related programs where we can extend and succeed?
- · Who are the competitors growing in this area?
  - · How will they attack our position?
  - How can we sustain our edge?

## **High Share**

### Niche programs

- · Why is demand low?
  - Is this a new growth field?
  - Is this a field with declining interest?
  - Realistically, are we in a position to reshape or create new demand streams?
- Why have we been successful attracting students?
- Is the program being managed sustainably?