

Notes from Student Services Advisory Council Meeting September 22, 2006

Present: Joe Marron, Ray Reyes, Donna Hajj, Cathy Bowyer, Laurie Brown, Sharon Barrett, Gene Morones, Teresa McNeil, Beth Appenzeller, Priscilla Bartholomew

Recording Secretary: Anna Quinzii

1. **Flyers/Logo/Back** – Joe suggested that careful attention be paid to ensuring that the proper Cuyamaca College logo is affixed to any brochures/flyers/banners which will be seen by the public. It was also recommended that the logo be prominent and that no paper be wasted, i.e., if a blank area exists on the back of a flyer, add a map of the College. This will help to market the College more efficiently and get the most value from its marketing funds.
2. **Title III Task Force Meeting/Freshman Year Experience** – Joe discussed the idea of establishing a Task Force to ensure the best possible freshman year experience for all Cuyamaca College students. As this idea is developed, volunteers will be requested to serve on the Task Force.
3. **Travel Requests/Quick Requests/Signatures** – Joe requested that all Student Services Managers and lead personnel speak with their department staff and request that, whenever possible, forms requiring his signature be given to him far enough in advance to ensure adequate time for review and processing.
4. **Procurement Cards/Fiscal** – Joe asked that Managers and lead personnel ensure that, when procurement cards must be used, they be used for approved expenditures only and that each item have an accompanying receipt which can be attached to the monthly billing statement.
5. **Eight-Week Courses** – Joe noted that the College needs an additional 346 FTE in order to make base. In order to achieve this goal, new courses will need to be offered during the second eight-week session. To be successful, these courses will need to be extensively marketed, since they don't appear in the Fall 2006 class schedule. Teresa McNeil will speak with the counselors regarding which transferable G.E. courses should be offered, and get back to Joe with their recommendations.
6. **Forum/Schedule Meeting** – Joe requested that as many Student Services staff as possible attend the Open Forum/Brainstorming Session on the Schedule Format, which will be held on Wednesday, September 27, from 2:30-3:30 p.m., in Room E103. Cristina Chiriboga will chair this meeting. Joe noted that it is important for Student Services to have input regarding the schedule content.

7. **Spring Garden Festival** – The OH department will host its annual festival on May 19, 2007, and has asked for a representative from Student Services to serve on the planning committee for this event. The meetings will be held monthly, on a Thursday, at 8:30 a.m. at the Cuyamaca Museum. Joe discussed the possibility of utilizing this event, which draws from 5,000-6,000 people each year, as a College marketing activity to help boost Summer and Fall 2007 enrollment. Anyone interested in volunteering should contact Brad Monroe.

8. **Team Training** – Joe commended the Student Services personnel who have attended recent customer service workshops and noted that numerous opportunities for specific training will again be offered during Fall 2006 semester. Managers and lead personnel are asked to encourage their staff to attend as many of these workshops as possible. Additional information on these activities can be obtained from Beth Appenzeller's office.

9. **Two Cornerstones** – This item will be discussed at the next SSAC meeting.

10. **Enrollment Management/Spring '07** – Joe distributed the latest enrollment statistics for Fall 2006 and reiterated that the biggest challenge currently facing Cuyamaca College is enrollment management. The good news is that district-wide enrollment for Summer '06 is up by 7%. This additional FTE will be applied to this year's enrollment, since last year's enrollment was already down and applying the additional Summer FTE would not help to boost those figures. It was noted that, with tuition fees decreasing from \$26 to \$20 per unit beginning in Spring '07, enrollment will most likely go up. It is hoped that this tuition decrease will especially encourage the casual student, who wants to take only one or two classes per semester, to enroll. Joe encouraged the Managers and lead personnel to work with him on any ideas they may have for helping to boost the College's enrollment. He in turn will try to help fund any marketing projects/tasks. Cathy Bowyer asked if a study hall could be established on campus to help retain first-year athletes who must complete 12 units each semester in order to maintain their sports eligibility. Cathy asked if it would be possible to offer such a service for credit, so that the College could obtain additional FTE. Gene noted that the key to retention is what happens in the classroom. To what extent do instructors go to help accommodate the needs of their students so that they will remain at Cuyamaca? Gene emphasized that all College personnel must strive to "go the extra mile" to help retain students. Joe asked all present to speak with their staff and ask them to encourage students, whenever possible, to take more units. With tuition costs being reduced, (hopefully in time for intersession), now would be a good time for students to take more classes. Ray noted that sometimes fee decreases can work against students, since Pell grant awards will also be decreased due to the lowered tuition costs. Ray noted that this seems to be a strange law that only affects California students.

11. **Student Learning Outcomes (SLO's)** – Joe will speak with Mike Wangler regarding SLO's for Student Services. A task force will then be formed to develop SLO's for inclusion in the upcoming Accreditation Report.

12. **Reading Discussion** – This item was tabled.

13. **Future Reading** – This item was tabled.

14. **Golden Coyote Award** - Joe asked that Managers and lead personnel review the criteria for the Golden Coyote award for possible nominations of deserving Student Services staff.

15. **Pay Booth in One Stop Center** – Laurie Brown discussed the need for a pay booth in the One Stop Center to accommodate students. It was agreed by those present that this issue should be followed up with Joel Javines so that students can be directed to the Public Safety office if they need to make an emergency local call at night. For day students, a policy should be written and distributed to One Stop Center staff so that they will know what to do if students ask to use a business phone during the day. Joe will also discuss the possibility of installing a “free phone” at the One Stop Center with Arleen Satele.

16. **Other** – Beth Appenzeller informed those present that Cuyamaca College, in cooperation with Cox Cable, will be filming two commercials on October 3 and 4 to market the College and its programs.

Joe encouraged all Student Services staff to participate on interview committees to fill current job openings in the Division. In response to a question regarding whether individuals could ask to serve on these committees, Joe said it would be advisable for individuals wishing to serve to send an e-mail to the committee chair and/or co-chair.

The meeting was adjourned at 11:25 a.m. **The next Student Services Advisory Council meeting will be held on Friday, October 20, from 10:00-11:30 a.m., in Room Z-112.**

Notes from Student Services Advisory Council November 21, 2006

Members Present: Joe Marron, Beth Viersen, Mary Asher-Fitzpatrick, Teresa McNeil, Marcella Brown, Beth Appenzeller, Ray Reyes, Laurie Brown, Sandy Lyon, Gene Morones

Recording Secretary: Anna Quinzii

1. **Student Services Advisory Council** – Joe discussed his reasons for changing the standing meeting day and time for the SSAC. Joe wants as many representatives as possible to attend these meetings, which he hopes will become an integral part of Cuyamaca's shared governance process. Joe asked SSAC members to submit agenda items for these, at least one day prior to the meeting.

2. **Committees** – Joe noted that the following College committees must have Student Services representation:

- Campus Accessibility
- Enrollment Management and Marketing
- Petition Review
- Scholarship
- Student Due Process
- Student/Gender
- Student Services Master Plan
- Student Services Program Review
- Student Success

These committees will be convened as appropriate, after the Chair and lead assignments are reviewed and verified.

3. **Councils** – Joe wants to ensure appropriate Student Services representation on the following Councils:

- Administrative
- College Facilities Master Plan
- Innovation and Planning
- Instructional Technology

It was recommended by SSAC members that positions, not names, be utilized to determine committee/council composition. It was also recommended that information be kept up-to-date and possibly published on the College's website on specific individuals who are serving on these committees/councils. Joe will speak to President's Cabinet regarding these ideas.

4. **Accreditation** – Joe reminded SSAC members that sometime in October 2007 the WASC Accreditation Team will be visiting Grossmont and Cuyamaca Colleges. At the current time, Joe is Co-chair of Standard II, Teresa McNeil is the Accreditation Report editor, and Gene Morones is Co-chair of Standard IV. Joe noted that opportunities still exist for those wishing to be involved in the Accreditation process. As the report draft nears completion, Joe anticipates that SSAC members will be asked to review the section(s) for their area or department to ensure that all information is accurate.

5. **Department Review** – Joe discussed the proposal to implement a new Student Services Program Review process utilizing CAS Standards. This new process would necessitate placing the current review program on hold, however, utilization of the CAS standards would enable Student Services to more closely match its program review standards with those currently used by Instruction. This new process would allow for approximately three departments to be reviewed each year. Most likely, the Athletics, CARE, and Health and Wellness departments would be the first three to be reviewed. A proposed timeline indicates that a review of all Student Services departments would be completed by 2009/2010. Joe discussed the possible composition of each Program Review Team, which would include a Student Services Administrator not in the area being reviewed as Chair, a representative from the department being reviewed, a representative from a non-Student Services department, and a faculty representative from Student Services. The first reading for this new process will take place at IPC at the end of November. After the second IPC reading, it is hoped that this new process will be approved and readied for implementation.

6. **Budget/Procedure** – Joe asked everyone to ensure that their department budget deficits are covered. Any budget concerns which require Joe's attention should be addressed to him.

7. **Master Plan** – After returning from the Thanksgiving holiday, Joe will be working with numerous individuals to revise and update the Student Services Master Plan. It is anticipated that the same format will be used and that the majority of members who served on the committee to develop the last edition will be willing to serve again. If not, vacancies will be replaced as needed.

8. **Enrollment Management Grid** – Joe noted that many enrollment activities that were previously being coordinated by other departments are now being returned to the Student Services Division. Joe discussed the Enrollment Management Grid and explained how the process will work for distribution of the workload. Joe wants to bring all outreach activities together in one format so that, at a glance, anyone can determine what outreach activities are being sponsored by the Division. These Enrollment Management strategies will be proprietary.

9. **Job Descriptions** – Joe asked that an updated job description for every full and part-time contract position in the Division be sent to him as soon as possible.

10) **Cornerstones** – Joe discussed this recruitment/retention program, which Managers are currently developing for each of their areas.

11. **Priorities** – This item was tabled until the next meeting.

12) **FTEs** – This item was tabled until the next meeting.

Sandy Lyon encouraged everyone to support the December 8 EOPS/CARE program by “adopting” an EOPS student or CARE student (or their child). Anyone wishing to help make this event a success can call the CARE staff at extension 4293.

The meeting was adjourned at 2:05 p.m. **The next Student Services Advisory Council meeting will be held on Tuesday, December 19, from 1-2:30 p.m., in Conference Room One at the One Stop Center.**