ENROLLMENT MANAGEMENT TEAM
Friday, September 17, 2010
9:00 a.m.
Clarkston Campus
N-2230

MINUTES

PRESENT: Richard Beaubien, Catherine Binuya, Angela Cooley, Patti Gregg, Susan Lofstrom, Fran Mohr, Frank Nash, Ken Quattlebaum, Evelyn Ting, Nathaniel Holmes, Carol Jones, Tracie Justus, and Carlos Schweinfurth

EXCUSED: Veronique Barnes, Dawn Davis, Rosemary Jean-Louis, Vincent June, Doug Ruch and Paulos Yohannes

I. CALL TO ORDER
The meeting was called to order by Richard Beaubien, Director of Recruitment and Admission.

II. REVIEW AND APPROVAL OF MINUTES
Since the July 16, 2010 and August 20, 2010 meetings were cancelled, the minutes of the June 18, 2010 meeting distributed electronically. Members submitted their corrections and/or approvals and the minutes were submitted for posting to the web.

III. FALL ENROLLMENT UPDATE - Richard Beaubien
- The temporary employees are still working at Lakeside and are doing well
- Fall enrollment is up from last fall
- Will be conducting a “push” for second-half semester classes

IV. SPRING ENROLLMENT UPDATE - Richard Beaubien
- We now have 2,200 applications on the system, will be 15,000 by November 1, 2010
- We are working with three current initiatives:
  - Back on track–PR will be conducting an advertisement campaign geared to parents and students (What You Need to Get into GPC)
  - Online campaign
  - Alpharetta center

V. ALPHARETTA CENTER - Frank Nash
- The Center is up and running
- Services Offered: ACS is being expanded, Electronic Library, hiring for tutoring center, have the GPC signs up, enrollment count is up, faculty permanently assigned
2 + 2 program with Georgia State begins in spring for Business Administration and Teacher Education
ERS Office is the point of contact
Alpharetta Center will have their dedication in October, 2010 - information will be sent via email

VI. COMPREHENSIVE ADVISEMENT PROGRAM - Dr. Holmes

- Personal counseling services are now available at Alpharetta twice a week.
- ACRS is in the process of assigning Cohort Students to ACRS staff. The assignments are as high 266 students to one advisor.
- Faculty will play a more active role in the advising process, including offering 15-30 minute in class advising sessions. In addition, faculty will offer 1-5 program specific advising sessions each semester on each campus.
- Learning Support faculty will continue to advise students in class. Students in need of more advising will visit an ACRS Office.
- ACRS will host group advisement sessions based upon registration time tickets.
- During spring 2011, the college will combine the advising benchmarks for Cohort and Non-Cohorts students. The new benchmarks for all students will become 12-24-36-48 Advising Holds.
- Due to Banner 8 upgrades, we will not issue early alerts for cohort students during the fall.
- Eleven Master Faculty Advisors have been appointed by their Academic Deans to serve as faculty advising trainers.

VII. BANNER 8 AND ENROLLMENT MANAGEMENT UPDATE – Richard Beaubien

- Banner 8 will start upgrade on September 17, 2010 at 5:00 PM
- Banner 8 will provide users with report building, working on campaign to send emails and letters. The campaign will follow students from beginning to alumni
- On November 1, the Enrollment module goes up and the education campaign also
- OIT has been training on the information management session

VIII. ONLINE UPDATE - Carlos Schweinfurth

- Department wants to know who determines access level for reports
- Will Financial Aid reports be generated everyday

IX. MARKETING ADVISORY COMMITTEE – Richard Beaubien

- Marketing department is working on the three initiatives
  o Back on Track campaign
  o Online campaign
  o Alpharetta Center

X. AREA UPDATES
Fran Mohr – Customer Service
- New Contact Center manager will start on September 20, 2010
- Taking calls for ACRS, ERS, and F/A
- Taken over 22,000 calls from July to August
- Received Customer Service award and finalist for Governor Award

Frank Nash – Student Services
- Working hard with Banner 8
- SIS unavailable next week

Carol Jones – Financial Aid
- Processing files
- Added workshops to get students ready for second-half semester, week of September 27
- Working with online to have film and chat session
- Frank Nash asked if we can track F/A in how long it takes to post funds; are other schools having the same problem that we are; and can we tie this into the national trend.

Susan Lofstrom – Dual Enrollment
- Enrollment up 47% at Clarkston & Decatur
- Working with Marketing and Public Relations
- Have 20 new “move on when ready” students
- Received national recognition at NACADA conference in Orlando Florida (October)

Richard Beaubien – Recruitment and Admission
- Campaign to reach out and touch

Catherine Binuya – Online
- Hired a F/A counselor for online
- Doing some programs for education of financial aid
- Testing coordinator position on hold
- 82% returning students
- 3,200 online only, 8,200 online and face-to-face classes
- 5-7 million views GPC campaign

Patty Gregg – Institutional Research & Planning
- Surveyed 3,200 students who were registration ready but not enrolled in GPC, got over 500 responses
- Have data about F/A information group by application date
- Need to revamp orientation survey, only 175 participated in survey
- Wants to add a mandatory survey for graduates when they apply for graduation
• IRP will be conducting the CCSSE (Community College Survey of Student Engagement)/National survey in classes during spring 2011. There is not an online version.
• Submitted a proposal to student leaders to present at their conference on October 5th, Student Study Day

**Tracie Justus – ESL**
• ESL enrollment is low, faculty doing 4 classes instead of 5
• ESL orientation went well

**Angela Cooley – ISAA**
• Completed reviews for the BOR
• Running audit to check for in-state status
• Education program –Atlanta/DeKalb international training

**Nathaniel Holmes- ACRS**
• ACRS has hired two new Associate Directors, Alfred Canon, Associate Director of ACRS-Dunwoody and Marian Adomakoh, Associate Director of ACRS-Clarkston.
• Angela Bonet was hired as the new Director for the GPC Educational Achievement Program (GEAP)
• Currently, there are 60 new students and 25 returning students participating in GEAP.
• A 2.6 GPA is required to participate in GEAP and students are awarded a $250-$750 scholarship per student per semester
• ACRS is offering Student Success and Personal Enrichment workshops weekly.
• ACRS will offer two workshops for faculty during Faculty Development Day.

*Meeting adjourned at 10:25 am*
*Embrella Neal for Brenda Parham*