

GROSSMONT COLLEGE MARKETING / RECRUITMENT COMMITTEE

MEETING SUMMARY

August 5, 2004

2-3 p.m. College Conference Room

PRESENT: Dana Quittner, Brad Tiffany, Fred Allen, Kats Gustafson, Marsha Raybourn, Natalie Ray, Shannon O'Dunn, Susan Herney

NOT PRESENT: Jim Fenningham, Pamela Amor, James Canady, Evan Wirig, Carrie Clay, Dave Jordan, Pat Murray, Curtis Stevens, Ted Martinez.

Susan Herney convened the meeting at 2:05 p.m.

Welcome

Herney

- Susan Herney welcomed committee members.

1. Meeting Summary – Corrections and Approval

Herney

- The June 11, 2004, minutes – accepted and approved with one correction per Brad Tiffany: Item #3 – under Enrollment Report: Should read “ current out-dialing activity is for non-pay”
Projected out-dialing will target students with more than 14 and less than 40 units. This group includes 1899 students. This out-dialing project will begin August 6.

2. Enrollment Report – Fall 2004

Tiffany

- Brad T. reported that there is a decrease of 1.4% in headcount, a decrease of .7% in units and continuing students increased 3.8%.

3. Outreach Report

- A) Susan reported that it is her understanding that High School visitations start again in September and we will ask James Canady to provide a schedule at our next meeting.

Herney

We are continuing our joint approach to community and selected college fairs with Cuyamaca.

B) Upcoming Opportunities

- Children's Hospital Education Fair – August 10 & 12, 2004
- Spring 2004 National College Fair – April 21-22, 2005
- August 24 East County Chamber Event

4. • Fall 2004 Recruitment Plan Update

Herney

- We do not have a final FTE Goal Report, which will be expected September 9 from the Enrollment Strategies Committee.
- Fall Advertising Program is rolling out this week.
- With regard to adding sections, we are limited by staff availability and room availability.
- For second eight weeks, Marsha Raybourn noted that there needs to be a match for classrooms. They won't be available the second 8-weeks if not used the first

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eight weeks.

- Friday is the last day to drop or add classes

5. Districtwide Enrollment/Marketing Committee Report Quittner
- The movie theater ad is running
 - East County elementary schools are losing students and staff.
 - Fees – Governor’s budget includes fee increase to \$26/unit. He has 12 days to sign and implement the details. Dana thanked everyone for their help to write letters to the Governor to get the budget in place with equalization funding.
 - The enrollment fee waiver for redirected is students for up to 2 years. Statewide there are approximately 2000 students in this category. They will need to apply for a fee waiver in the second year.
 - Brad said they are planning on eliminating the postcard confirmation mailings. They are expensive and they are dated, especially with the internet where people can find current information faster.
6. Committee Meetings During Fall 2004 Herney
- Later in the Fall Semester Martha will send out meeting time surveys.
 - We will plan our next meeting after September 9, 2004.
7. Other All

Next Meeting: September 9 3:30 p.m. College Conference Room.

Meeting adjourned: 3:00 p.m.