

CQI Meeting  
July 5, 2006  
1:30 p.m.

Attending: Jerry Lynn Lyddon, Mike Bailey, Susan Lukwago, Tammy Doll, Andy Yoxall, Rachel Thexton, Chrissy Davis, Frances Brown, Diane Heiers, Donetta Dreitz, Amber Buchman, Deb Weilert, Jon Armstrong, Duane Dunn

Meeting emphasis was on continued discussion regarding enrollment decline. Dr. Dunn facilitated the discussion using a Process Division Program Chart – Goal→ Method→ How to→Challenge

- **Goal – Increase institutional “Ownership” of enrollment decline**

- Methods

- Define “Enrollment”
- Define Recruiting
- Remove “Silos”
- Incentives

- **Define “Enrollment”**

- Regular distribution of enrollment numbers
  - Periodic Distribution
    - Everyone should receive it monthly
    - Some should receive it weekly – all in June/July
  - Web link/email
  - \*Separate Report – Completion/Retention Enrollments
  - Include in mid-term/Semester reports
    - Concern: Fears
      - Questions of why “my class” is down
      - Depersonalize message
      - Reconfirm purpose of report
  - Specific Reports
    - Advisors (Completion/Retention)
    - Division chairs
    - Fiscal impact
    - Room usage – impact on facility
    - Open times for additional classes
- Enrollment Reports – add definitions of terms
  - Challenges – Enrollment Reports
    - Define FTE
    - Define headcount
    - Comparison (meaningful)

- Awareness Factors
      - Close to make courses “good to go”
      - Program status
    - Impact of EduKan
    - Student Classification
  - Impact of decline
    - Fiscal impact \$\$
    - Severed heads/programs (how do we get people’s attention?)
    - Makeup of employees (could change staffing)
    - Program viability
    - Staffing viability
    - Reputation (if continual decline the college appears to have a problem)
    - Cyclical impact
      - Class cancelled→Enrollment decline
    - College’s inability to keep up to date (technology, appearance, etc.)
    - Provide information through reports with bullet points
    - Create awareness by utilizing time at All-staff meetings
      - List of classes “close to making”
      - Encourage everyone’s help to “make” the class
- **Define Recruiting**
  - New programs
  - New times
  - Training
  - Sell SCCC all the time – Promote Best Practices
- **Incentives**
  - Provide Concurrent enrollment students with “tuition break”
  - Participant Parties as a reward
  - Include as a component of employee evaluation/contracts
  - Realization that “No enrollment → No job”
  - Comp. time/extended contracts – provide new opportunities and recognize responsibilities as part of current contracts
  - Non-monetary incentives – shouldn’t always be for time/money
  - Hire people with initiatives
  - Philosophical motivation “Atta Boys”
- **Remove Silos – elimination of “silos” of responsibilities**
  - Create recruiting teams
    - Experienced and Non-experienced
      - “Mentors”
    - Specifically asked to help
    - Provide information to team

- What to say – What not to say
  - Who to refer questions
- Provide incentives
- Make up of teams
  - Cross-sectional of college employees
  - Reinstate “survivor” team concept
- One more committee!!!
- Recognize “volunteerism”
- Expect everyone attend at least one off-campus event
- More than admissions department responsibility
- Institutional wheel of how everyone is connected