Q 1:
What are some hands-on approaches that can be used to increase and retain enrollment at De Anza in spring 2011?

1. I know we’re already doing many of these at least some of the time, but here goes:
   a. Make a concerted effort across the campus to refer students to an equivalent and open Foothill class when there is no De Anza class available (& encourage Foothill to do the same for De Anza)
   b. Add additional on-campus or distance learning sections NOW and as needed, being careful not to schedule the former in conflict with other courses those students typically take (i.e. coordinate across departments)
   c. Post GIANT signs/white boards in prominent locations and use campus TV's for listing available classes & update them frequently (hourly?) the first week of the term
   d. Maximize parking availability the first two weeks and give parking warnings but not citations the first two weeks in most cases; have parking staff directing traffic to lots with spaces available
   e. Position tables in front of all divisions and in prominent campus locations staffed with a counselor, division representative, and student representative to answer questions and direct students with maps, etc.
   f. Encourage all faculty and staff to wear identification as college employees the first two weeks ("Ask me!" buttons, opening day name tags, etc.)
   g. Encourage faculty to follow-up with individual e-mails to students who miss classes the first week, either to help them get engaged or establish that they are not taking the class, opening a spot for another student
   h. Don't automatically drop for non-payment: contact the student
   i. Note where long lines form around campus and see if any of these can be implemented: "express lane" service for quick transactions, pre-screening/advising of line members to speed transactions at the window/desk, or re-tasking of additional staff to assist
   j. Don't quickly cancel classes that are close to reaching minimum acceptable enrollment or typically draw large first-day/night walk-up enrollment: let the first class go and see where the numbers settle
   k. SMILE and tell students we're glad they're here!
   l. All staff, faculty, and administrators should answer any questions they can and try to connect students directly to other employees when a referral is necessary
   m. Notice confused students and walk up to them to ask if we can be of assistance
   n. Personally walk frustrated or confused students to destinations if reasonable
   o. Follow-up with students who receive add codes to ensure they quickly officially register
   p. When appropriate, e-mail department students to alert them of electives still open
   q. Marketing outreach (flyers in libraries and community centers, radio & newspaper ads, cable access promos, etc.)
   r. Encourage faculty to have some personal interaction with each enrolled student the first two weeks of the term
   s. Be generous with add codes for the spring

2. Offer population specific courses at off campus locations.

3. This is a long term issue that requires long term planning -- band aids may help for spring 2011, but will not be sustainable. We need more distance courses, and more up to date CIS and technology courses to attract more students. We are the only one of the six south bay community colleges that is currently under enrolled.

4. a. Create video tutorials on how to use Banner to register
b. Increase distance learning offerings  
c. Temporarily reinstate telecourses (although bad pedagogy, it has higher caps).

5. Printed and posted and e-mailed information to all students and staff as to changes in registration process for students with high units and changes in Assessment retest process.

6. Help our new and current students who may be having problems using the Banner system to register for classes. I know I did. Thank goodness for Melonie!

7. We need more gateway remedial courses so the new students can start with the right track.

8. Assist students with registration issues related to My Portal problems.

9. Hang a banner across Stevens Creek near the Westfield Valco mall/shopping area (like the Planetarium one)?

10. Who has the market research on the millennia demographic?

11. If it weren't a privacy issue tracking a new student, (the first one hundred enrollers) if a student got a friend to apply, register and complete a class, they could earn a $5 Ian's coffee gift certificate?

12. Focus on classes and sequences of classes that routinely have long waiting lists and drive away students that must look elsewhere to complete the classes and sequences of classes they need to transfer. In other words, in my area the demand is already and is routinely above the capacity of the college and we turn students away, so why do we need to increase and retain enrollment? It would seem that De Anza College might be targeting programs that fulfill some educational goal that may be more "correct" (broad-based, liberal arts) but does not necessarily reflect what students think they need.

13. Encouraging involvement in student life and campus clubs can help retrain enrollment while personal invitations to take a class can help increase enrollment.

14. a) Offer more of the most popular courses at the most popular times  
   b) During the first week of the quarter, many students are confused as to what they need to do. Have people walking around campus with shirts that say "Staff" on it so that students can get their questions answered quickly.

15. Have some student volunteers pass out flyers of Open Section classes first week of school.

16. Have front line people know the answers to questions. Do not send someone off with wrong information or "toss" them off to another area. The front line person needs a knowledgeable resource in their area to "get" the answers. Call ahead if necessary before sending a student to an area. Info table throughout the campus.

17. Send academic advisors out to visit high schools, businesses, community centers and to our own classrooms.

18. Printed Schedules on cheap material - see Foothill, Banner is discouraging for students - how about a hand on help week/desk with staff helping students to enroll on banner?
19. School visits, ads, participation in community events

20. Customer service. Face to face interaction, going the extra step, i.e. walks someone to or near the location they are inquiring about opposed to pointing to the direction.

21. More evening courses for working adults

22. I think a community newsletter featuring classes and faculty would be a nice way to get our information out to our community.

23. With STRONG support from the VP's, perhaps Classified Senate could arrange a volunteer schedule to staff the Information Desk at A & R, help with phone support for the A & R phone number during New and Returning registration. Students are frustrated that they cannot reach anyone to answer their questions.

Q 2: What suggestions can you offer that can be implemented in your immediate work area?

1. As an academic support group, this is little that we can do to increase enrollment without the support and cooperation of academic divisions.

2. 1. Banner tech created an automatic "send add code" button for distance learning courses. It saves faculty and students a lot of time. If it can be added to all courses it might be beneficial, provided that faculty want that feature.

3. If a student cannot get a class at De Anza, try to help them find a suitable class at Foothill. This is a time to help each other out.

4. Post printed Updated information Educate staff to help explain to students. 80% of staff will be gone after finals classified staff in updated accurate information

5. I often have students coming to my desk asking questions about our program. Although I am not the person they should be talking to, I always stop and give them my full attention and guide them through the process and give them contact info on who they should talk to.

6. Need to be flexible and be informed on a timely manner about new policies or changes in other department

7. Program specific counselors to help guide students through the program requirements.

8. I haven't spoken with the Dean, but we used to have the "Information" banner between the trees outside MCC facing the parking lot. Would a banner for the "bring a friend" campaign (there's a jazzier slogan) help?

9. The Deans should be more responsive to requests for supplies that are routinely needed for instruction.

10. Post flyers with information about enrolling for Spring Talk to student employees about enrollment (inviting others they know to take a class)

11. Pursue grants to restore clinical assistants to nursing program.
12. a. Have someone in the lobby of the Student & Community Services Building giving out directions, answering simple questions, helping students with the computers along the wall. 
b. Have more counselors available throughout the day.

13. If provided with a list, we can publish Open Sections around the bookstore (i.e. on TV screen, on shelf tags, at cashiers, etc).

14. If there are changes to procedures, processes, form etc, we need to be informed and how to access the information. Academic staff “need to be available." Information about open sections should be accessible.

15. Offer more tutoring and skills workshops

16. More evening and Saturday classes and distance learning to give FT working students a chance. However our tenured faculty tends to avoid weekend and evening work and gets to pick when they want to teach. We also need service on the weekend for existing classes: Library, bookstore, cleaning, security. Students also like classes with a fresh exciting teaching approach rather than the same old same old usually provided by tenured faculty with outdated technology

17. Be respectful and sensitive to co workers, an understanding that everyone is doing more with less and it takes longer to do things.

18. updated software and learning how to use a variety of database

19. We would be the ones who implemented a community newsletter. (see #20, question 1)

20. Rename the building from "Administration" to "Office of Administration" or something similar. We still get people in here looking for A&R.

21. Staff Development (Mary Kay) can coordinate a volunteer schedule should a beefed up Information Desk be supported by both management and senate.

Q 3: What do you see as direct obstacles to increasing and/or retaining student enrollment?

1. Parking delays, hassles, and citations

2. Confusion about locations & available classes

3. Long delays in A&R, bookstore, etc.

4. Too-quick cancellation of classes

5. Full sections with no alternative sections or substitute GE courses

6. Lack of counseling/advising availability (such as for substitute GE courses)

7. Difficulty transferring to 4 year colleges. Too many career students maxing out courses.

8. Faculty who don't do simple things to help students like use email.
9. Inadequate number of Distance Courses (this has been verified via student surveys) and no online degrees!!

10. a. The way to schedule block time is inflexible so Fridays cannot be used to schedule more classes.
   b. There are no online degrees or programs that can increase enrollment, increase district dispensable revenue without competing with campus physical facilities.
   c. Student service staff in key areas are not sufficient to help students with registration and keeping up in classes.
   d. Senior management do not appreciate the above issues to the point there they would proactively plan and address them.

11. accurate updated information Changes in the assessment retest process, Changes to registration process for student with over 100 completed and the help process

12. In our division, it can be the lack of classes being offer. So many of our classes are prerequisites and so many students need them. Students also have to have prerequisites to take these prerequisites. It can be difficult for them.

13. The new no re-test policy is going to impact continuing students, as it creates more obstacles to retain students

14. The economy and limited resources. A new and confusing registration system.

15. 8. 1- Students unable to register for math and/or English classes. They aren't as prone to register for other classes if they don't have at least one "core" requirement.

16. 2- Bus/Book vouchers: instructors received requests from students. Cindy (Financial Aids) informed us that the Foundation didn't have the funds this AY.

17. The new registration system has apparently not been tested in a real world situation and the restrictions are too tight, especially when students use both campuses in the district. While a system is desirable to enforce prerequisites and ensure that students are adequately prepared for the classes they want to take, it seems obvious that the move to a new automated system seemed rushed and not adequately tested. That is not to excuse some students who want to do things their own way rather than following established program flow-paths, but at the same time, there are probably students who are driven away by the current registration process.

18. $s for advertising and some type of mentor program for all students who would like a mentor, not just for students who qualify for specific programs. Would each employee of the college offer an hour per week to mentor a student? It could help with retaining students.

19. a. We can not increase enrollment if we have less and less courses to offer.
   b. Knowledge is power, we need to find out what students need. Maybe after their first quarter, make students see a counselor.

20. Banner, no printed schedules, lack of classified employees

21. A direct obstacle for retaining students is consistency and follow-up. If a decision is made about increasing ESL, weekend, evening class sections, then keep it going for the academic year not just one quarter. Create an opportunity to obtain a degree/certificate with weekend college (Sat & Sun). Advertise starting in the summer through to Spring Qtr. We start-stop
too much. Investigate the Maricopa City method of being to start a class each week of the quarter. A good resource is with our Chancellor Thor. An obstacle for increasing enrollment is "people power" and "it's their job." During the peak periods of the quarter, reorganization of service delivery should be adjusted to accommodate the demand for people services.

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26. The economy...

27. Students are increasingly frustrated about instructors who are constantly absent because of various reasons. They are also frustrated about faculty not being communicative. Some of them even refuse to set up their voicemail box or use email for students to contact them. Faculty should have mandatory training in banner to be more up to speed with their portal and new technologies in general.

28. reduced number of classes (difficulty enrolling in desired classes)

29. Lack of classes (sections, sequential and pre-requisites)

30. Staffing...not enough staffing

31. CUTS... cutting of staff.... cutting of programs and services....

32. Inability of students to reach a "live" person. I think we need to go back to basics where someone actually answers a phone call.

33. The lack of a printed schedule of classes. Historically, every time that we've reduced or eliminated the printed Schedule we've had a drop in enrollment. Coincidence? Maybe.