

## **What steps can divisions take to increase enrollments and/or retention?**

Ask Counselors

Look at different options for offering classes

Have more classes in strategic areas

Constant contact with Student Services

Increase Library hours to support study, provide resources, technology

Enlist students to bring more students "Tell a Friend"

Explore other incentives to attract adjuncts to MPC

Call students who disappear

Encouraging hours to students

Late start classes

Options if students need to drop classes due to lacking academic skills:

STEM, PERS, Basic Skills

Mailing to interested student base

Improve campus and program marketing

Staff development – sharing ideas on good teaching

Know what students (and possibly counselors) say about the program. (Review social media.)

Contact existing students:

Survey needs (classes, schedules, etc.)

Identify barriers (i.e.: scheduling)

Engaging students i.e.: clubs, activities

Financial Aid turnaround time

Increase student support i.e.: "hotline"/help desk

Advocate better marketing from within the division i.e.: web

Fix WebReg

Market – Print

Technology "help" for students, to students by other students

Prep classes to prepare for assessments

Offer more sections in impacted areas

## **What could divisions do differently to reduce costs?**

Cross-training (inter/intra)

Share functions

Volunteer help

Centralize tasks if/when possible i.e. scheduling

Pool/share resources i.e. technology/supplies

Unpack schedule/facility use i.e. shut down buildings when not used

Late start offerings

Hybrid courses

Combine sections

Become entrepreneurial when we can (i.e. book award grant "I want to support this")

Remove the "use it or lose" it concept with budgets

Flexible work weeks

Review early spring session – eliminate/reduce or consider different schedules

One-year schedule planning

Job sharing

All forms electronic

Sharing facility use information

Class scheduling, faculty teach more classes

### **What could the college do differently to reduce costs?**

- Less watering of lawns
- No CSUMB parking passes
- Lower thermostats
- Remove additional electrical appliances
- Stop "use it or lose it" with our budgets
- Reduce paper usage
- Centralized hotline/support for students
- Admin/Mgmt teaching classes
- Class scheduling/prioritization
- Eliminate early spring
- Cross-train employees
- Charge faculty and staff to park
- Close some buildings during early spring or summer
- No grading factor
- Outside contracts i.e.: custodial, maintenance, technology
- Teach more units for faculty loads (16-17 units)
- Bigger classes
- Provide assistants to those with large classes
- Push summer
- Create summer bridge programs
- Run two full summer programs
- Energy efficient approach

### **What steps can the college take to increase enrollments?**

- Parking
- Make it easy to get in – WebReg
- Market what we do and offer
- Use the electric bulletin board to share relevant information
- Thank successful students
- Find out why students leave
- Take action to draw them back
- Incentivize continuing enrolled students
- Table at Farmer's Market
- Staff areas of growth
- Survey local population to see what educational needs exist
- More outreach to diverse population in north county
- Investigate where high school growth is available
- What schools/universities our students go to
- Better signage on campus and online too
- More student athletes
- Get all faculty into community to find students (use coach model to recruit better)
- Faculty to high schools
- Identify students one or two classes short of degree
- Waitlists
- Implement degree audit system
- Add link on website to late start classes

Recruit internationally  
Involve families in recruitment efforts  
Increase number of late start classes  
Increase number of short-term (8 week) classes  
Assign students to faculty advisors in addition to counselors  
Focus on increasing retraining students  
    Better student support  
    Textbook loan, materials, resources  
    Use office hours more  
    MESA  
    PERS classes  
Reach out to students who drop  
    Find out why  
    Redirect to student services/support

### **What could be done to generate revenue?**

Grant writing  
Funding development plan  
Private ventures  
Partnerships with business and industry  
Cultivate donors  
Create sponsorships (corporate and business) related to programs and classes  
Dean of Development  
All publications –sell ads and sponsorships  
Rental fees – competitive prices  
Testing center charging fees to proctor exams  
Staff pay for parking  
Partner with other institutions for recruiting  
Continuing education  
Putting on events – ticket sales  
Charge fees for use of PSTC to outside agencies  
Charge Admin employees for parking  
Charge the public for library card  
For-profit certification exams  
Use facilities to host events and charge  
New Dean of Quality and Vision  
Ed center classes  
    New programs  
    New certificates that reflect the needs of students/state trends

- Fee based proctoring
- Charging for reassessment
- International Program charge for application
- ESL training - 1 to 2 month program
- Travel abroad
- A and R - Charge for National Clearing House services
- Health Care Entity
- Charge term fees for everyone
- Charge for WiFi

- Charge lab, technology, materials fees
- Increase parking fees
- Charge community career services fees
- Concurrently enrolled students pay tuition
- Include Outreach Task Force activities, fund marketing - enrollment increase
- Include Student Success Task Force activities - enrollment increase and retention
- Provide financial aid checks Friday before classes start
- Market late-start classes early, visible on web-site
- Provide students of probation and dismissal each semester
- Repeat to clear F should be automatic
- Have to follow SRJC rules for student dismissal
- Establish wait lists
- Include SABRE activities