Faculty Senate Brainstorming for Enrollment

Volunteers to follow up – Michael, Patricia, Beth, and Jackie

K-12 Outreach
- Send faculty to high schools to recruit (Beth)
- Get Cabrillo students to speak at H.S. locally (Jackie)
- Learning communities can contact h.s. counselors to contact potential students

Cabrillo Classes Inreach
- Guest lecture in other classes. FCN can help here. Students learn about course breadth.
- CG 51 – tour STEM. Face to face connections

Direct Connection/Orientation
- Send email to prospective students (JP)
- Orientation for arriving students before classes start (George)

Publicity/Advertising/Promotion/Marketing
- Increase access to Marketing, increase their staff (Calais)
- Advertise classes on homepage
- Extension has good presence – why not us? (Calais)
- Better advertise open courses in that first week...like digital picture frame on webpage (Y)

Tracking Dropouts and Grads
- Need research on students who “leave”....a completer/leaver survey for other programs (Marcy)
- Work with PRO to find out why students drop class, leave
- Increase staff in PRO to i.d. prospective students
- Assessment on website to i.d. those students who aren’t connected and won’t “stick”
- Reach out to students, keep track....both personally – takes effort (Marcy)
- Keep students here...need data on why they leave (Diego)
- Need alignment between student behaviors and course navigation

Basic Skills
- Increase success of Basic Skills students
- Embed basic skills contextually in all classes whenever possible.

Professional Development
- More training for faculty to teach online (See Blackboard and TLC) (Yasmina)

Curriculum
- Did a program with 5 hours, 350 students. Takes $ and effort. (Margery)

Content
- Engaging material (Dusty’s fecal matter)

DE, F2F, and Hybrid
- More degrees online
- Online Business degree at Foothill had instructors working in a group to develop online courses (handholding is necessary) (Patricia)
- Online links to courses that might be of interest (EBay, Amazon approach) (Peter)
- Identify equivalent courses at other CCs that enable students to complete at Cabrillo

Spread Stories Telling Tales Out of Class
- Highlight success stories, former students, career ops (Peter)

Better, Clearer Information
- Maybe Schedule could clarify transferability of courses (Ekua)

Experiences/Resources/Enrichment/Conferences
- Provide opportunities beyond classroom....take students to conferences (Isabel)

Easier, More Efficient Procedures/Processes
- Remove barriers – e.g., students who are not assessed get sent to back of the line. We lose students when they get “punished” and don’t know how to advocate for themselves. (Eva)
- Scholarships. Make sure PRO, Marketing, and Foundation have enough people. (JP)