

# Strategic Enrollment Leadership

🏠 Location: D 102  
📅 Date: 10/10/2024  
🕒 Time: 1:15-2:30

## SELC Minutes

I. Attendees: Lisa Chamberlin, Graydon Stanley, Tessa Kimball, Christy Doyle, Melissa Rodriguez, Lori Peterson, Heather Markwalter, Diana Herrmann, Vince Ruzicka, Cynthia Azari, Jennifer Clayton, Jen Lopez

Absent: Nick Velluzzi, Allen Sutton

Proxies: None

Guests: Sammie Petitt

II. Welcome new members ✓

III. Update on Budget Allocation model – Chad Hickox (this item may shift depending on when Chad arrives/logs in) ✓

*Chad provided historical budget process from state and the FTE allocation model. The proposed change is to proportionally distribute it based on a 3-4 year rolling average (to compensate for spikes). The proposal is proportional but wouldn't take from low FTE schools and give to high FTE schools...we would compete with our own increase/decrease instead. Minimum operating allocation would be adjusted a bit higher as well. SAI performance-based funding tied at 5% of budget...conversation about whether to change that. Also looking at earmarks/provisos (e.g. Guided Pathways, etc.). Timeline: hoping recommendation to presidents in Jan/Feb 2025 with final before the end of school year. May meeting will show how those changes would impact all the colleges. Final vote in July WACTC meeting. Then will run both old/new during FY27, and then will roll out over 3 years-ish.*

IV. Process vetting – A Student Services Leadership taskforce is requesting feedback on a proposal to change when new students can begin registration for Summer/Fall terms (pros/cons/logistics, etc.) - Lauren Conrad-Goff

[Proposal document link](#)

- *Recommendation: NS would be within 10 business days of RS starting SP 2025*
- *After discussion, we decided Lauren will provide the document and Lisa will provide a feedback mechanism for SELC members to provide feedback to this taskforce on this recommendation*

V. Fall Term debrief/reflections – Lisa Chamberlin

- Debrief on Warrior Welcome
  - *John Deere table didn't have staffing (classroom missing off the map)*
  - *Good energy having people on site, gear, staff involvement, swag bag, décor, etc.*
  - *One-stop of Student Services staff was super helpful*
  - *More Spanish speakers on the D -101 door side for help with ELA students*
  - *Online video for online students was appreciated...did Faculty hear comments from students?*

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- Debrief on Fall class schedule
  - *Not enough sections/seats available beginning about 6 weeks prior to start of term*
    - *If enrollment forecast is for X amount more...provide equivalent seat increase?*
  - *Getting response/action for requests for additional sections needs improvement*
  - *Closed section on Enrollment report was helpful*
  - *Struggle to hire adjunct faculty in a timely manner*
  - *Rolling drop process may alleviate some of the section seat problem (Fall 25 implementation – delayed due to FAFSA “simplification”)*
  - *Lists of already qualified adjuncts to call for extra sections, listed by high volume area, for Deans to reach out to with short notice would be helpful also.*
  - *Lack of program-specific course eligibility caused some students to defer/delay/drop*
  - *Lack of advisor availability for drop in appts in the week prior to start caused some students to defer/delay*
  - *Evening/extended hours on night per week in the run up to Fall start might be helpful also*
- Debrief on registration processes
  - *Account activation process is a nightmare for students*
  - *Really basic concrete activation checklist is needed (official version should always be the one on the website) – Each time this gets done, ctcLink or WWCC has a change and we begin to have versioning problems – hard to keep up.*  
*FYI – these exist in our IT Helpdesk Knowledge Base...did any of us know this?*
    - [Activate your ctcLink Account](#)
    - [Activate your NetID](#)
  - *Get student users to provide feedback on Checklists*
  - *Dual language for all user support documents is needed*
- Debrief on Tuition/Fee payment processes
  - *Fee changes need to be done much earlier – separate their approval from Tuition approval when bringing before the Board of Trustees – so they can be done earlier.*
  - *Review Balance owing messages and make sure less than \$300 are excluded from the “you will be dropped” message but they still get “you owe a balance”.*
  - *Per Chad H – “College-caused financial errors must be resolved by WWCC and not negatively impact students. The college should make things whole” - (e.g. Mistakes/errors on student accounts due to our own broken process should not cause harm – like adding fee changes AFTER students have already paid bill in full).*
- Debrief on New Student Orientation
  - *Good FA update – especially for RS students -can a non-FA staff member present to keep FA staff awarding?*
  - *Do we need a later NSO in September? Is there capacity during this busy time?*

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- *Audio/IT problems in certain spaces (auditorium and one of the classroom lacked a projector).*
- *Need Career Center presentation updates.*
- *Need NSO to be more of an institutional all play...not just Student Services to run (Warrior Welcome, NSO, etc. need Instruction and others to help with some of the capacity issues)*
- *CRM is paying off in the NSO process – we are losing very few students in the NSO funnel now.*
- **Debrief on No Show Reporting**
  - *New process – similar to our old Academic Early Alert system - in Slate (hope to roll out in Winter term – no guarantees...Spring at the latest)*
  - *Demo with faculty during Advisor Updates session.*
- **Debrief on other things related to Fall start that SELC should reflect on?**
  - *Students are frustrated because they don't know where instructor offices are*
  - *Students struggle with basic "College knowledge" that we assume they know*
  - *Up-to-date work study info is needed for the website*
  - *Faculty – need to confirm students and rosters (take roll) each day in the first week to make sure students are where they are supposed to be and to submit accurate "no shows"*
  - *Campus cleanliness (garbage cans, cobwebs, dirty windows, etc.) needs to be addressed more frequently as we have more students on campus.*

**VI.** Notice: *Single Sign On/Multi Factor Authentication for Students coming partway in October and the rest of the way in January – Lisa Chamberlin*

Action Items	Owner(s)	Deadline	Status
Provide feedback to Lisa Chamberlin taskforce		10/14/24 – end of business day	Form deployed in SELC teams site.