



CCE CLUSTER MEETING MINUTES

October 29, 2013

12:00 – 1:00pm

Lake Worth Campus

ITEM 1. Welcome

Discussion: Dr. Russell welcomed everyone to the CCE Cluster Meeting.

Data/data source: (where appropriate)

Action: N/A

ITEM 2. CCE Accomplishments

Discussion: Group reviewed summary document submitted by Liz Carracher at Dr. Russell's request highlighting accomplishments and remaining challenges in areas of Registration, Marketing, and Communication among Cluster Members. Additional feedback was provided by members. Dr. Vallejo recommended that the document be modified to include specific recommendations for improvement.

Registration-Joel Flores pointed out that spring 2014 term pricing is incorrect in Panthernet. Isabel Karimi will email Andrew Cronkhite requesting that a statement about the fees be added to the View Current Classes screen until the fees have been updated. Isabel Karimi has been working with IT and Ed Mueller to address on-going issues and concerns regarding Session Codes for CCE classes. Mervin Curry suggested that we request a modification of the payment due date for existing session code from 48 hours prior to the first day of class to 7 days prior to the first day of class (similar to what is being used for the Summer Youth College). Group learned that the Finance Department is looking into new software (for a number of College areas) that may resolve some of our on-going registration concerns.

Marketing-The importance of consistency in branding was stressed and the advantages of joint marketing efforts discussed. There was also discussion about a return to the production of the CCE brochure. Observation was made that there has been a decline in enrollment since the brochure was discontinued. Brochure should be more targeted and produced more frequently. Dr. Vallejo suggested that we try for a year and track results. The Provosts will discuss this issue with College Relations and Marketing and with the Executive Leadership Council. Dr. Vallejo also suggested that we look into the possibility of CCE links on Chamber web pages. Costs if any need to be researched as do any requirements that may apply to each site. Group also discussed existing College marketing of CCE programs including messages played to callers to the College who are placed on hold. Kim Ardila-Morgan described marketing strategies successfully used in the past for the Institute of Government. A Marketing Subcommittee was formed to include Kim Ardila-Morgan, Mervin Curry and Joel Flores.

Data/data source: (where appropriate)

Action: CCE Accomplishments document will be modified to include specific recommendations for improvement. Isabel Karimi will request addition of statement regarding fees to the View Current Classes screen. Isabel Karimi will set up a meeting with Geoff Schlakman and Ed Mueller to continue the work on the session code issue. Request will be made to modify the payment due date for existing session code. CCE Cluster will request a meeting with Pam Harrison to find out more about the software being considered as well as opportunities to evaluate that product as a possible end user. Provosts will discuss CCE marketing strategies at the district level with CRM and the ELC including the revival of the CCE brochure. Mervin Curry will set up meeting of the Marketing Sub-Committee.

ITEM 3. ROI

Discussion: Copy of the table developed by Pam Harrison showing Revenue/Expenditures for each CCE Center for the 2012/2013 fiscal year was distributed.

Data/data source: (where appropriate) *CCE Revenue/Expenditures*

Action: N/A

ITEM 4. Future Direction

- a. CCE Expo**
- b. All Centers Promotion via Constant Contact-Tabled for future meeting**
- c. New CCE Programs-Tabled for future meeting**

Discussion: Discussed CCE Expo (CCE Open House) concept. Goal would be College-wide expo presented at each campus. Target for first open house is January 2014.

Data/data source: (where appropriate)

Action: CCE Expos will be started in Spring 2014 term. Location to be rotated between each campus location.

ITEM 5. CCE Registration Process Update

- a. Session Codes**

Discussion: See Item 2 above.

Data/data source: (where appropriate)

Action: See Item 2 above.

OTHER.

Attendance:

Kim Ardila-Morgan
Sandi Barrett
Liz Carracher
Mervin Curry
Berkley Finley
Joel Flores
Isabel Karimi
Dr. Bernadette Russell
Dr. Maria Vallejo
Dr. Jean Wihbey

Submitted by:

Elizabeth Carracher, Scribe

c. Minutes Distribution List