

**Recommendation 5 and 4/2000 Committee
Meeting Minutes
November 6, 1996
1 pm – 2 pm Accreditation Office Conference Room**

Attending: Fran Leonard, Ed Pai, Lloyd Thomas, Clyde Titus, Geneat Walton
Excused absence: John Oester

- I. A few members attended last Tuesday's Town Hall meeting. Lloyd and Clyde have agreed to be in charge of collecting evidence and documentation to support the draft progress report. The committee went over an initial list, including the sign-in sheet and flyer for the Town Hall and the various relevant websites.
- II. The committee spent the balance of the hour discussing and going over the draft report on Recommendation 4 from 2000 with its focus "to ensure the communication, use, and integration of existing and planning research and evaluation..."
 - A. Use and integration of research is taking place in the following ways:
 1. Training – in program review workshops where data packets were distributed to those responsible for completing program reviews and in individual sessions of chairs with the college researcher. One division chair noted that the one-to-one training session helped improve his understanding of the data. This was echoed by others who had also made appointments with the college researcher.
 2. Training – on the use of the website for those involved in governance – senior staff, academic division chairs, deans, ASO, committee members – including those of the Program Review Committee and the Comprehensive Program Review Evaluation Committee has been done, is taking place and will continue. Communicating about data through training ensures that evidence and documentation is being integrated in policy-setting and decision-making.
 - a. Specific Examples
 - 1) This year's program review is based on the Data Book, which had never been used before. Chairs are looking at enrollment, for example, to help with unit planning.
 - 2) Data is being used by the Enrollment Management Committee, the Divisional Council which looked at class size averages, all of which helps guide the scheduling of classes.
 - 3) Team for Advertising, Marketing, Outreach and Recruitment (TAMOR), formed for about six weeks, and including representatives from matriculation, counseling, admissions, financial aid, research and chaired by the VP of Academic Affairs is using District database to focus on the 350 just-out-of-high schoolers who applied but did not enroll, culled from 6000 apps, 4500 of whom enrolled and of the 1500 who did not enroll. Tailoring the marketing message directly to a group based on its profile will help focus the college's marketing efforts.
 - 4) Data is helping the college be more accurate regarding, for example, the often-reported "30% of the college's enrollment is online. This was found to be 12%, not 30%.
 - 5) Looking at the most recent Office of Institutional Effectiveness and Faculty/Staff Resources pages at the website demonstrates how far was as progressed. More than half the content was not available this time last year. Building this infrastructure of evidence and documentation is well underway and serving the college well policy-setting and

decision-making and speaks well to a more effective culture of evidence.

- III. Ed suggested that committee members check the ACCJC website on progress reports with visits.
- IV. The meeting adjourned at 2 pm.

Respectfully submitted by Fran Leonard, Chair

DRAFT