

Community College *of* Philadelphia

The Path to Possibilities™

STUDENT OUTCOMES COMMITTEE OF THE BOARD OF TRUSTEES

Thursday, November 3, 2011
1:30 p.m. – 2:45 p.m.
Room M2-34

AGENDA

- (1) 1:30 p.m. Public Session
 - (a) Approval of the Minutes of October 6, 2011 (A)
 - 1:35 p.m. (b) Honorary Degree Process & Guidelines (D)
 - 1:50 p.m. (c) Enrollment Management Plan – 2010-11 Progress Report (I)
 - 2:15 p.m. (d) Measuring Student Outcomes (D)

STUDENT OUTCOMES COMMITTEE OF THE BOARD OF TRUSTEES

MINUTES

Thursday, October 6, 2011

1:30 p.m. – M2-34

Presiding: Ms. Stacy Holland
Present: Dr. Stephen Curtis, Ms. Varsovia Fernandez, Dr. Judith Gay, Ms. Dorothy Sumners
Rush, Ms. Lydia Hernández Vélez
Guests: Ms. Marian McGorry, Dr. Wayne Wormley

(1) **Executive Session**

There was no executive session.

(2) **Public Session**

(a) Approval of Minutes of September 1, 2011

The minutes were accepted.

(b) Follow up to Culture, Science and Technology Audit

Dr. Gay asked for clarification of the Committee's intent for an action related to the Culture, Science and Technology Audit. The Student Outcomes Committee of the Board recommend that the Board accept the Culture, Science and Technology Audit and require a follow up report in February and an action plan.

(c) Management Program Academic Certificate

Marian McGorry stated that the Marketing and Management department recommends eliminating the Management Program Academic Certificate. Currently there are 12 students in the Certificate program.

Ms. Holland asked what industries recognize the certificate. Ms. McGorry stated that when the certificate was first developed there was a strong retail population. The College no longer offers a retail degree. Ms. McGorry stated that the proficiency certificates are doing well.

ACTION: The Student Outcomes Committee recommends the discontinuation of the Management Program Academic Certificate at the end of the 2011-2012 academic year.

(d) Achieving the Dream Update

Dr. Gay informed the Committee that the College has achieved the Leader College designation. Dr. Gay explained that the College is expanding the Achieving the Dream Core Team to get broader representation and more student success strategies will fall under the Achieving the Dream umbrella.

The meeting was adjourned.

(3) **Next Meeting**

The next meeting of the Student Outcomes Committee of the Board is proposed for **Thursday, November 3, 2011 at 1:30 p.m. in M2-34.**

Attachments

Minutes of September 1, 2011
Management Program Certificate

Community
College
of Philadelphia
The Path to Possibilities™

OFFICE OF ACADEMIC AFFAIRS
MEMORANDUM

TO: Fellow Board Members

FROM: Ms. Stacy Holland, Chair
Student Outcomes Committee of the Board

DATE: November 3, 2011

SUBJECT: **Honorary Degree Awards**

This is the time of the year when we need to decide whether and to whom we want to award an honorary degree at Commencement.

Please use the attached form to submit your nomination to the President's office. We need to hear from you by Wednesday, **November 30, 2011** so that we can discuss nominees at the December meeting of the Student Outcomes Committee. If you do not have time to complete a full write-up, but have someone you would like considered, please feel free to call Josephine DiGregorio and she will forward the name to me. A list of past recipients is also attached for your information.

We are considering awarding one or more honorary degrees based on the following criteria:

- 1) A significant contribution to Community College of Philadelphia.
- 2) A significant contribution to the Philadelphia Community.
- 3) Leadership in civic and cultural affairs.
- 4) Leadership in business, industry or public service.

JR:kb\soc\hdroe2012.ltr
c: Josephine DiGregorio

Enclosures: Guidelines
Nomination Form
List of Honorary Degree Recipients

Recommended Guidelines for Implementation of
Honorary Award Procedures

- (1) Nominations will be entertained only from Board members and the President.
- (2) The Student Outcomes Committee of the Board will receive and review such nominations on behalf of the full Board. The Committee shall make recommendations of not more than three individuals annually for Board consideration.
- (3) For awards to be made at Commencement nominations should be received by the Student Outcomes Committee by the regular December Committee date; Committee recommendations will be determined at the December meeting; and reported out for action at the regular January Board meeting, annually.

(For 2012, this means that nominations should be made to the Student Outcomes Committee of the Board by **November 30, 2011**; the Committee will finalize its decisions on **December 1, 2011** and not more than three persons will be recommended for Board consideration and action on **January 5, 2012**.

- (4) Upon completion of action by the Board, invitations will be extended to each person recommended.

COMMUNITY COLLEGE OF PHILADELPHIA
HONORARY DEGREE
2012

Individual making the nomination: _____

NOMINEE

I. **Biographical**

Name: _____ Occupation: _____

Address: _____ Telephone: _____

Educational Background: _____

II. **Criteria:** Honorary Degree recipients shall demonstrate one or more of the following:

Significant contribution to Community College of Philadelphia.

Significant contribution to the Philadelphia community.

Leadership in Civic and cultural affairs.

Leadership in business, industry, or public service.

III. **Other significant accomplishments, awards or recognition:**

IV. If the nominee is a former Community College of Philadelphia Trustee or employee, please indicate month and year of affiliation.

Signature of Nominator

Date

List of Recipients of Honorary Degrees

2011:
2010: A.E. Piscopo
2009: No Recipient
2008: Anna Verna
2007: Mayor John Street
2006: Alex Johnson
2005: Belle S. Wheelan
2004: Christine L. James-Brown
2003: No Recipient
2002: Isadore A. Shrager
Johnny J. Butler
2001: Ida Chen
2000: No Recipient
1999: Fred Capshaw
1998: No Recipient
1997: Jane S. Abrahams
Ruth Hayre
1996: No Recipient
1995: Tom Ridge
1994: Robert S. King
Cecilia Moy Yep
1993: No Recipient
1992: Brother Patrick Ellis
1991: B.A. Barringer
1990: Judith S. Eaton
1989: Althea K. Hottel
1988: Maurice B. Fagan
Henry W. Jones
Laird H. Simons
1985: Allen T. Bonnell
Nochem S. Winnet

Community
College
of Philadelphia

**Enrollment Management Plan
2008-12**

Progress Report for 2010-11

Community College of Philadelphia
Enrollment Management Plan
Milestones
2010-11

Recruitment
<ul style="list-style-type: none"> • Launched the Return to Learn (R2L) discount program for city employees (adult learners) in August 2010. • In Fall 2010, initiated the enhanced Open House on the Main Campus to include Dual Admission partners and a parent program. • Launched the Admissions Facebook page in March 2011.
Marketing
<ul style="list-style-type: none"> • Grand opening of the Northeast Regional Center in April 2011; two weeks of events reaching all of the College's target audiences; dedicated NERC advertising campaign in spring 2011; launched NERC microsite. • Program-specific marketing: launched customizable electronic brochure on College website which allows prospective students to create and download a personalized brochure that contains their selected programs and services of interest; created a program guide brochure which is an at-a-glance guide to all of the College's degree and certificate programs. • Online: Began College-wide website redesign process; ran a yearlong Google AdWords/dedicated landing page campaign which allowed us to build a database of prospects and begin an email outreach campaign to prospects; developed social media guidelines, created College Facebook and Twitter pages, and began to work with other areas in the College to help them create and manage their Facebook pages.
Retention
<ul style="list-style-type: none"> • Supported by a grant from the Open Society Foundations, the College established Project Achieve to provide personal and academic support to first time in college African American males. The program began with a summer program in August 2011. • An enhanced new student orientation experience, Academic Welcome, was implemented in fall 2010 as part of the revamped comprehensive orientation program. • FOS101 was assessed, and the number of sections offered was increased from 9 in 2009-2010 to 31 in 2010-2011. • The position of Student Life Coordinator, Regional Centers was created in 2010 in an effort to provide more comprehensive programs and activities to encourage community development and engagement at the Regional Centers.
Student Enrollment Services
<ul style="list-style-type: none"> • Implemented a new MyCCP communication tool for students, <i>My Enrollment Profile</i>, allowing students to view personal and enrollment data all on one page. • Instituted an online procedure for instructor-initiated student withdrawal (Policy & Procedure #5). • Developed and implemented an on-line process allowing students to calculate estimated tuition and fees (Tuition Estimator).

**Community College of Philadelphia
Enrollment Management Plan
2008-2012**

<i>Implementation Progress Report 2010-2011</i>	Progress Level					
	1	2	3	4	D	E
<i>Recruitment</i>						
<i>KPI: Increase in new student headcount and full-time equivalent</i>						
<i>Focus Area -- Youth Market</i>						
Establish partnerships with identified high schools to provide year-long programming experiences for 11th and 12th graders	08-09	09-10 10-11				
Enhance campus visit days by coupling the campus tour with a mini information session	08-09	09-10				
Enhance junior discovery day to include practical application of the steps to enrollment, in addition to hands-on activities in selected programs of study	08-09				09-10 10-11	
Establish improved communication mechanism to inform guidance counselors of program offerings, academic services and steps to enrollment	08-09	09-10	10-11			
Establish process to inform students in the dual enrollment program about advantages of degree completion at the College	08-09 09-10	10-11				
Engage community agencies working with and within schools to inform them about the College's program offerings, academic services and steps to enrollment	08-09	09-10		10-11		
Collaborate with GED programs to present the College's credit programs of study, short-term certificates and dual admissions to program graduates	08-09	09-10 10-11				
Improve process to inform students with Philadelphia residency, enrolled at targeted colleges and universities, about summer course options and course transferability	08-09	09-10	10-11			
Enhance communication strategies to provide specific information about programs of study and steps to enrollment for prospective students	08-09	10-11			09-10	
Collaborate with Department Chair or Program Coordinator to promote new or under-enrolled programs of study	08-09	09-10	10-11			
Enhance admissions process for students applying to a "select" program	08-09	09-10 10-11				

KEY:

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- 3 = Deeply deployed; substantial elements of a project may be nearly or fully completed; 75% to goal and beginning to have results.
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- E = Eliminated due to change in direction.

Community College of Philadelphia Enrollment Management Plan 2008-2012

<i>Implementation Progress Report 2010-2011</i>	Progress Level					
	1	2	3	4	D	E
Re-structure format of campus-based information sessions to be in-depth by instituting program-specific information sessions	08-09		09-10			
Enhance process of informing walk-in students coming to the Welcome Center or Enrollment Services area about steps to enrollment, programs of study and academic services	08-09		09-10			
Collaborate with Archdiocese leadership to exchange student information and present dual enrollment and dual admission options to high school juniors and seniors					08-09	
					09-10	
					10-11	
Create an information session to inform parents about programs of study, steps to enrollment and other opportunities at the College		09-10	10-11		08-09	
Develop a partnership with home-school associations	09-10				08-09	
					10-11	
<i>Focus Area -- Adult Market</i>						
Develop process to inform adult students with prior earned credits about opportunities for earning a degree	08-09		09-10	10-11		
Collaborate with Veterans' Affairs Coordinator and veterans' agencies to inform veterans and active duty personnel about the College's programs of study and support services	08-09		09-10	10-11		
Collaborate with Academic Affairs and Marketing to promote new programs of study to new and current students	08-09		09-10			
			10-11			
Review and modify where necessary processes that are barriers for adults to enroll at the College	08-09		09-10			
			10-11			
Develop segmented recruitment strategies that are aligned with academic program offerings	08-09	09-10				
Collaborate with the Re-entry Program to inform participants about certificates (credit/non-credit) and degree options	08-09		09-10			
Collaborate with external agencies (e.g. Graduate! Philadelphia) to promote the College and enhance enrollment opportunities to the College	08-09		09-10			
Collaborate with Corporate Solutions in outreach initiatives with city agencies, non-profit organizations and businesses in order to engage individuals seeking job enhancement through degree or certificate		09-10	10-11		08-09	

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**Community College of Philadelphia
Enrollment Management Plan
2008-2012**

<i>Implementation Progress Report 2010-2011</i>	Progress Level					
	1	2	3	4	D	E
<i>Focus Area -- International Students</i>						
Collaborate with cultural groups/agencies and local businesses working with individuals from targeted countries	08-09 09-10	10-11				
Collaborate with language school representatives in surrounding colleges/universities and provide updated information about steps to enrollment for F-1 students	08-09	09-10				
Develop recruitment and outreach activities targeted toward students from Vietnam and Korea	08-09	09-10			10-11	
Redesign International Student web page on College site to provide more information to F-1 students about steps to enrollment at the College and advantages of studying in Philadelphia	08-09 09-10				10-11	
Actively promote the financial and academic advantages of completing a degree at the College	08-09		09-10			
Create opportunities for social activity and community building in order to increase an international student's cultural and societal understanding of the country and ease their transition to a new environment	08-09	09-10				
Boost communication strategies by providing frequent information about federal regulations, required paperwork and the College's steps to enrollment	08-09		09-10			
Develop packet of information and strategies for faculty and staff visiting targeted countries who are willing to engage in outreach activities	09-10	10-11			08-09	
Participate in annual AACC community college fairs in Southeast Asia as scheduling and funding permits					08-09	
					09-10	
					10-11	

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**Community College of Philadelphia
Enrollment Management Plan
2008-2012**

<i>Implementation Progress Report 2010-2011</i>	Progress Level					
	1	2	3	4	D	E
<i>Marketing</i>						
<i>Focus Area -- Youth Market</i>						
Build relationships with high school guidance counselors and teachers	08-09 09-10					
Update recruitment communications to support increased conversion rates of walk-ins, prospects and applicants who register	08-09 09-10	10-11				
Support and follow-up materials for high school workshops aimed at public, charter and Archdiocese schools	08-09					
Direct mail campaign inviting high school juniors to Junior Discovery Day	08-09					
Support and follow-up materials for workshops/information sessions for parents	08-09					
Build relationships with community agencies, home schooling associations, GED programs and key influencers	08-09					
Increase outreach to students with Philadelphia residency currently enrolled at target colleges and universities about summer course options and transferability of credits	08-09					
Direct mail campaign aimed at freshmen through seniors announcing campus-based information sessions/open houses					08-09	
					09-10	
					10-11	
Purchase SAT/PSAT lists for Philadelphia County and send direct mail campaign about dual admissions with participating colleges					08-09	
					09-10	
					10-11	

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2008-2012**

<i>Implementation Progress Report 2010-2011</i>	Progress Level					
	1	2	3	4	D	E
<i>Focus Area -- Adult Market</i>						
Recruitment strategies aimed at active military and veterans	08-09					
Inform adults with prior earned credits about opportunities for earning a degree through targeted organizations, campus information sessions and highlighting diverse, exciting and in-demand programs of study	09-10					
Admissions, Marketing and Academic Affairs to create strategies to promote new programs to prospective students	08-09					
Marketing and Academic Affairs to create strategies to promote new programs to current students	10-11			08-09		
Collaborate with Corporate Solutions and Admissions to conduct zip code analyses of the city in order to create message-specific promotions for targeted audiences	10-11			08-09	09-10	
<i>Focus Area -- International Students</i>						
Redesign International Student web page	08-09					
Collaborate with cultural groups, agencies and local businesses working with targeted countries	08-09					
Direct mail campaign to TOEFL takers from College Board					08-09	
					09-10	
					10-11	

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Community College of Philadelphia Enrollment Management Plan 2008-2012

<i>Implementation Progress Report 2010-2011</i>	Progress Level					
	1	2	3	4	D	E
<i>Retention</i>						
<i>KPI: Increase student retention rate</i>						
<i>Focus Area -- All Students</i>						
Implement targeted interventions and strategies for increasing male students' participation in both academic engagement and social engagement activities to improve success rates	08-09	10-11				
	09-10					
Establish mentoring opportunities for male students	08-09	10-11				
	09-10					
Produce "This Week at the College" announcement series	08-09	09-10				
Evaluate current FOS 101 for sustainability and expansion	08-09	09-10	10-11			
Improve in-person orientation experience of new students by providing them with a comprehensive and multi-touch approach	08-09		09-10	10-11		
	08-09					
	09-10					
Use academic (program) identifiers to target and inform new and continuing students of resources and opportunities	10-11					
	08-09					
	09-10					
Provide additional support to athletes	10-11					
Create connection opportunities between students enrolled in large curricula (Liberal Arts; Culture, Science and Technology; and Business) and appropriate College staff and faculty	08-09					
	09-10					
	10-11					
Develop a "Welcome Week" set of activities	08-09		09-10			
Develop and implement early alert system	08-09					

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Community College of Philadelphia Enrollment Management Plan 2008-2012

<i>Implementation Progress Report 2010-2011</i>	Progress Level					
	1	2	3	4	D	E
Establish and promote on-line orientation	08-09					
Conduct focus groups with target populations who are persisting to determine success factors	08-09					
Identify pre-probation characteristics of students in order to intervene prior to students being placed on academic probation	09-10				08-09	
Establish requirement for all degree-seeking students to schedule an "Academic Check-up" meeting before earning 24 credit hours to review and revise their educational plan as necessary	09-10				08-09	
Facilitate discussions to broaden present effective program-based support service strategies to a more systemic approach	09-10				08-09	
Use demographic (race/gender/age) identifiers to target new and continuing students to inform of resources and opportunities					08-09	
					09-10	
Collaborate with "Parity Task Force" to support academic (inside the classroom) efforts with co-curricular (outside the classroom) efforts					08-09	10-11
					09-10	
Develop "Promising Practices" web site resource documenting student engagement strategies employed by specific curricula and individual faculty members; include non-CCP "Promising Practices" reflecting what other institutions are doing					08-09	
					09-10	
Develop and implement recognition strategies for programs and individuals involved in student retention activities					08-09	
					09-10	
Explore use of Act Compass placement test demographic section					08-09	
					09-10	
Develop and implement a process to assist students in the development of an individual academic plan as a guide for course selection and ongoing assessment of career goals	09-10				08-09	
	10-11					

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**Community College of Philadelphia
Enrollment Management Plan
2008-2012**

<i>Implementation Progress Report 2010-2011</i>	Progress Level					
	1	2	3	4	D	E
<i>Student Enrollment Services</i>						
<i>KPI: Improve student satisfaction</i>						
<i>Focus Area -- All Students</i>						
Develop additional on-line web services for students including requests for excused withdrawals, record challenges, curriculum changes, and transfer credit evaluations through <i>My CCP</i>	08-09	09-10 10-11				
Establish on-line data entry and approval process for credit by examination	08-09	09-10 10-11				
Establish on-line data entry and approval process for credit for life experience	08-09	09-10 10-11				
Develop and implement on-line transcript request process utilizing Banner functionality	08-09					
	09-10					
	10-11					
Develop paperless admissions application process utilizing document imaging	08-09	09-10 10-11				
Implement admissions priority deadline date	08-09	09-10				
Create an admissions welcome packet	08-09	09-10			10-11	
Conduct business process analysis to identify inefficiencies, redundancies, and cross-departmental relationships to facilitate the effective realignment of tasks and functional responsibilities	08-09	09-10	10-11			
Design a self-service process to allow students to calculate estimated tuition and fees (Tuition Estimator)	08-09	10-11				
	09-10					
Develop a process to allow students to do drop and add using self-service after start of term	08-09	09-10				
		10-11				

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**Community College of Philadelphia
Enrollment Management Plan
2008-2012**

<i>Implementation Progress Report 2010-2011</i>	Progress Level					
	1	2	3	4	D	E
Extend usage of Banner CAPP (degree audit model) to include students, academic advisors, and counselors	08-09					
	09-10					
	10-11					
Develop service standards for College errors	08-09					
	09-10					
	10-11					
Implement Banner functionality to allow the College to administer the direct lending program for student loans	08-09		09-10			
Implement ACH/Check by phone payments to provide another option for students to pay tuition	08-09		10-11			
	09-10					
Develop an on-line payment plan application enabling students to enroll in Tuition Payment Plan via the web	08-09					
	09-10					
	10-11					
Develop an on-line method for processing P&P 5 (attendance) drops through <i>My CCP</i>	08-09		09-10	10-11		
Establish on-line process for faculty/administrators to approve and update registration records to change from credit to audit status	08-09		09-10			
			10-11			
Develop Fact Sheets for alternative learning experiences including AP, credit by examination, credit for life experience, CLEP and SOC	08-09					
	09-10					
	10-11					
Develop on-line registration for developmental, probationary, and ESL students (implemented for developmental students)	08-09					
	09-10					
	10-11					
Work with ITS to develop online scheduling software for Academic Advising appointments	08-09					
	09-10					
	10-11					
Design a process for Guest students to receive acceptance acknowledgement via e-mail	08-09			09-10		
Design a self-service process that shows a student's enrollment profile (<i>My Enrollment Profile</i>)	08-09			10-11		
	09-10					

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Enrollment Management Plan
2008-2012**

<i>Implementation Progress Report 2010-2011</i>	Progress Level					
	1	2	3	4	D	E
Implement Banner web admission application	08-09					
Develop and implement group web registration for new students	08-09					
Develop an on-line process for Guest students to request course waivers, submit required documentation, and complete registration	08-09					
Develop a process for Advisors and Counselors to remove Alternate Pin to allow students to web register	08-09					
Implement a debit card feature to allow students' financial funds to go directly to their accounts (one-card system)					08-09	
					09-10	
					10-11	
Develop and implement an enrollment services one-stop shop Internet site (CCPOne)					08-09	09-10
Develop and implement simplified, integrated INB Enrollment Services forms					08-09	09-10
Pre-determine course load based on program criteria, curriculum and student preferences based on program placement (course blocking schedule)					08-09	09-10
Utilize features of the new phone system to send reminder communications to students regarding testing, registration, financial aid, and payment deadlines	10-11				08-09	
					09-10	

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