Minutes from 6/28/01 meeting.

**Members present:** Reed (Chair), Welch, Harris, Hall, Kilpatrick, Smith, Glasmire

**Members absent:** Diaz, Favila, Jimenez, Anderson, Kang, Miles

Minutes of previous meeting was shared with the group (copy is included at the end of this meeting for those who were not present). Reed opened the meeting by noting that the Sac Bee will be doing a story on state-supported summer programs within the CSU generally and that our campus enrollment numbers look very good. Reed expects that the story will be used as "filler" while the reporter is on vacation - sometime in the next couple of weeks.

Glasmire provided an enrollment update for our campus. Total matriculated student enrollment is almost 4,500 with about 3,200 of these students taking courses in the state-supported summer program and 1,300 taking courses in the RCE program. This total number will increase slightly as registration continues for Session B courses (2nd six week session) and other later starting courses in the RCE sessions. About 600 non-matriculated students have enrolled in RCE courses. Annualized FTES exceeds 525, 85 more than our target. Some additional sections were added (about 6-7) to accommodate demand. Overall, the program has been very successful.

Reed suggested that we focus our work on developing an internal communication/marketing plan to inform the campus of future plans, seek input from the campus community and ensure communication flow among the various YRO workgroups and YRO Council. Reed suggested that we break the discussion into two groups - Faculty/Staff and Students. We conducted a "brainstorming" session to identify ways to communicate to each of these groups starting with Fac/Staff.

Harris indicated that there are a number of issues re: faculty compensation that may make it difficult to encourage faculty to participate in YRO. He wanted to know if our strategy should be to market to faculty to encourage them to teach in the summer. Glasmire said that faculty assignments and the decisions on which courses to offer should be decided by the deans in consultation with their department chairs and faculty. We should not develop a marketing strategy that attempts to "sell" faculty on the teaching in the summer. Our approach should be to inform faculty/staff about the YRO implementation plans and seek their input as issues and questions arise. Harris asked whether the current local MOU would be in place for future summers. Glasmire noted that, absent any system wide MOU, the local MOU would be in effect for summer 2002. Harris also asked about the way in which resources are allocated to fund instruction in the summer. Glasmire noted that there is a Budget Allocation methodology workgroup defined to determine whether the formula for allocating instructional resources should be different for summer than it is for Fall/Spring terms. The state resource commitment for the FTES generated in summer is no more than what is allocated in Fall/Spring. Reed suggested that Harris' concerns were not something that the Marketing group can resolve and that
he raise them via the YRO Compensation workgroup, chaired by David Wagner and the Budget Allocation Methodology Workgroup, chaired by Nancy Shulock.

Brainstorming communication strategies for faculty/staff continued. Reed suggested the establishment of a YRO website. Welch indicated that Fac/Staff and Student information needs were different and that the web site would need to be organized into "user/interest" categories to provide maximum benefit. Smith favored a FAQ format for the website that would be regularly updated as new issues/questions emerged, with periodic messages to various campus constituents about the updated information and reference to the website.

After considerable discussion, we identified the following ideas for the Fac/Staff communication plan:

- Website organized in FAQ format (frequently asked questions); also organized into "user/interest" categories with hot buttons and links to specific FAQ's related to each category
- Continuous updates to the FAQ's as new issues/questions/answers are identified
- Bulletin articles (monthly) on key YRO-related issues with reference to the website for more detailed information
- YRO briefings to department faculty meetings - discussion, feedback
- YRO briefings at new faculty orientation programs - discussion, feedback
- YRO briefings at new department chair workshops - discussion, feedback
- Establish a YRO list-serv; invite all Fac/Staff to subscribe to the list-serv; provide regular updates on the list serve and reference to the updated FAQ's on the website

The following ideas were identified as ways to inform Students about summer programs:

- Website; links to summer class schedule, registration instructions, fee payment procedures, financial aid procedures, etc.
- Focus communication/marketing to continuing students and new Fall admits
- Emphasize benefits of attending in summer (easy to park, complete degree sooner, get the GE/major class you could not get in Fall/Spring, etc.)
- Develop an "information flier template" so departments can produce copies for distribution to students in their classes; one side has general info about summer registration procedures/timeline - the other side lists the summer course schedule for the department
- Utilize existing print material (Annual Schedule, Newsletters to new students, etc.) to incorporate information about summer programs
- Send post card or other written notice to all students who attended the previous summer (not seniors who graduated) to inform them of the next summer schedule and registration dates
- Mail notice about up-coming summer program and registration dates to all junior, senior and graduate students enrolled in the Spring semester
Reed suggested that a small subgroup consisting of Glasmire, Reed, Favila and Mark (web-journalist in University Affairs) begin work on designing a website, so we have something in place in early Fall. Glasmire will get this group together.

Meeting adjourned at 11:40 am. Next meeting scheduled for July 26, 10:30-11:30 am. in the Sierra Room. All future meetings have also been rescheduled in the Sierra Room for 10:30-11:30 am. Future meeting schedule is as follows:

- July 26
- August 23
- September 27
- October 25
- November 29