

ACADEMIC AFFAIRS LEADERSHIP TEAM
November 20, 2014

Sharon McDermot, Chuck Phair, Donna Bertolino, Diane Zold-Gross, Mike Hearn, Janice Rogers, Nancy Julin, Grace Young, Mary Farrell, Judy Zubrow, Bill Heineman

Recruitment Plan: Long Term Actions Update

- Chuck Phair: Certificate in Hospitality now that the Casinos will start in Massachusetts – a program unofficially closed that will be opened for the certificate fall 2015
- Diane Zold-Gross: Recruitment in Non-Credit: NECC is co-sponsoring Boston Chapter of APICS (American Production and Inventory Control Society) we are offering enrolled agent prep for the CPIM (Certification in Production and Inventory Management). Greater Merrimack Valley Human Resources Association – hosting monthly meeting. Also working with Cambridge College and Suffolk (MBA at Riverwalk) so our programs can benefit each other (e.g. APICS certification) and common marketing strategies. Join lunch and learn speaker series at Riverwalk to acquaint everyone with what we do at NECC for adult learners with Cambridge and Suffolk. State and community organizations such as Jericho Road, VNA elder services, Salem State SBDC (Small Business Development Committee), Community Action for CNAs program, for joint marketing/programming efforts. Adam Cutler will visit the programs to talk about the health programs. Non-credit to credit courses continue ensure the robust nature of non-credit and set the stage for credit courses. Also Center for Clinical Excellence work for professional development.
- The Recruitment Committee reported that course enrollment to date compared with last year to date is 12% decreased for Spring 2015. Everyone is encouraged to redouble efforts in student recruitment and retention.
- Chuck: New recruitment effort for the NECC Art Department programs: offer pizza when high school students come in to register for classes. Also trying to set up courses for business in Byfield.
- Janice: Can we find out the influence of the accelerated programs on enrollment – was this a difference in numbers of enrollees? Bill suggested that Janice ask Tom to compare last fall to this fall. (Janice will follow up).
- Shar: Retention – CIS is doing a winter session workshop, PYTHON workshop so the students will have something to keep them going. Re: Intersession classes – there are none except UMass, Janice says it is a financial aid issue. Chuck: How about courses that students usually fail – accounting, math, writing. General agreement. Janice: We have to boost tutoring. Grace: Can we start in January? Bill asked AALT members to identify 4-5 courses for intersession and determine how we could do this. And who might be willing to teach, check with Alexis about financial aid. NSCC does this and the courses are full.
- Grace: What is traffic like in CPAC? First 2 ½ weeks, busy. Not as many returning students as we would like. Grace mentioned the benefit of space to register students online while they are here rather than have them register later on their own.

Bill: Dean of Academic Innovations and Alternative: Kim Burns currently PK- 12 Middlesex start January 5. Work new online courses adult population. Shortly looking for DCE faculty looking for development for liberal arts, general ed courses. Want 10-11 courses ready for next fall.

Janice: Met with Sanborn High School. They are pursuing competency based education. They are using Smarter Balance. Our CIS is pursuing competency based apps course, English faculty have expressed interest in this as well.

Janice: DCE staff associates in FSLAS get a fixed amount for the year. Now they have to submit payroll timesheets. Janice proposes that we give them stipend for fall and stipend for spring and forgo the need for weekly payroll. Chuck has staff associates and doesn't reveal the total amount allocated for the year. He only pays them for the hours they work; Janice tells her staff associates the allocation and how much they will get and have them fill out the payroll. Bill suggested Janice contact HR.

Adjourned.