



EL CAMINO COLLEGE  
Vice President – Academic Affairs

## ENROLLMENT MANAGEMENT

December 3, 2020

Attendees: J. Anaya, J. Aramburo, L. Audusseau, J. Baranski, S. DiFiori, R. Dreizler, T. Hazell, C. Jeffries, L. Justice, D. Mussaw, A. O'Brien, G. Perez, J. Shankweiler, J. Smotherman, M. Wolfenstein

Other Guests: Edwin Lopez (ASO student rep), V. Unda

### I. Information

A. Notes of 9/23/20: Notes approved with the following revision:

III. OTHER: ~~Formstack~~ **Qualtrics** for second 8-week (J. Smotherman).

Edwin Lopez was introduced as the ASO student rep filling in for Andrea Fernandez.

### II. Discussion/Action

A. EM Plan Indicators: Viviana Unda

J. Smotherman and V. Unda worked on development of indicators and targets for measuring the progress of the Enrollment Management Plan. V. Unda discussed the indicators to verify that the data was in order to track the indicators as collected and who the data collecting area. Data will be available at the end of the academic year and presented to the Board. There are four pathways with goals and indicators: Access, Engagement, Retention and Completion.

The areas include goal, indicator, target, responsible area, data collection area (responsible area collecting data required to report on indicators) and reporting area (program/division/area that is responsible for reaching the goal). The reporting area that reports the data can be different from data collection area. Inform IRP if support is needed to collect data in case a system is not available. The column was included because there are areas on campus that collect data in a manual way which may be able to move or advance in a more progressive way.

#### 1. Access

Application/Enrollment. Develop clear pathways for students to enroll at ECC.

A&R and Counseling are responsible areas for collecting data. Meta majors and program maps goes through Counseling. Application enrollment process goes through Enrollment Services. Data is from Colleague and ITS provides the reports.

Marketing & Outreach. Develop outreach material, web pages and catalog pages to communicate new pathways. Students are tracked if they receive fact data mainly from orientations and events.

Marketing & Outreach. Communicate pathways to high school partners and students. Indicator and target do not match. Information is being shared online to high schools, through digital material although not through the four key major activities that was intended when this was written. We are still maintaining partnerships, have gatherings by district and by various schools.

## 2. Engagement

Process Improvement. Improve the application and registration process. Responsible area is Enrollment Services. Data collection area is IRP.

Enrollment Services Center. Create an Enrollment Services Center in the Student Service Building that is open in the evening. Students can be identified as evening students through Colleague.

## 3. Retention

Comprehensive Ed Plans. Implement Degree Planner for comprehensive ed plans. Counseling has access to ECC Connect. It is a manual process. Need to revisit how data is collected. Looking at alternative to calibrate because of the expense.

Professional Development. Expand support for various employee training and development programs. Responsible area: Veteran's, FYE and Faculty Dev Committee.

Online Education. Develop training opportunities for online instruction. M. Wolfenstein will work with PD to create a comprehensive data set. Responsible area: Professional Development.

## 4. Completion

Program Review. Incorporate vision for success completion and equity goals into all program reviews. We are working to update the PR template. Reporting area: IRP. Responsible area is Academic Affairs and Student Services.

Online ADTs. Identify, develop and implement online ADTs. With all online approvals, ACCJC approved all programs substantive changes. Faculty/Division submit DE addendum to have classes meet requirement to become online. Responsible area: VPAA Curriculum Office.

Degree Audit. Implement degree audit to automate graduation analysis. The goal is to automate analysis but need the tools to be able to do this. Responsible area: ITS. Collection: Counseling.

B. Enrollment Management & Enrollment Ops Overlap: Discuss at a future meeting.

C. 2021-22 Enrollment Goals: Discuss at a future meeting.

**III. Other**

Next meeting: 3/25/21 at 1:00-2:00 p.m.