



NOTES – ENROLLMENT MANAGEMENT
February 14, 2019

Present: J. Anaya, J. Baranski, S. DiFiori, R. Dreizler, C. Jimenez, L. Justice, S. Kushigemachi, A. Leible, R. Miyashiro, D. Mussaw, A. O'Brien, D. Patel, G. Perez, J. Sims, J. Smotherman

Other guests: C. Velasquez

I. INFORMATION

- A. Notes of 1/10/19: Approved as written.

II. DISCUSSION/ACTION

- A. Enrollment Management Updates:

Outreach Strategy A1: Increase off-Campus Assessment Testing of Students

Action #a-#d: R. Dreizler will forward his edits to the plan.

Outreach Strategy A2: Increase yield rates for all feeder high schools

Action #a: Add under comments: The Fall 2017 yield rate was 40%.

Activities provided by the college for high school students: attend local schools and community events to assist potential students in an application workshop. All seniors in the Centinela Valley District (Lawndale, Leuzinger, Hawthorne & Lloyd Continuation) complete an application. High school students are bus to campus to complete assessment, orientation and meet with a counselor. Counselors are available at the high schools to assist in completing the application process, advising, and ed plan. Students will receive a letter from Admissions welcoming them to ECC.

Enrollment Strategy B1 (Expand Dual Enrollment Pathways with in-district high schools)

Action item #b: “Reach out to high schools with ‘menu’ of potential courses to offer....” When high school districts dictate class offerings, we are doing a disservice instead of providing them a pre-formatted class choice that will fulfill as many AP, UC, CSU, and ECC degree requirements.

R. Miyashiro would like to order ten copies of the book, Redesigning American’s Community Colleges, for those that have not read the book.

Action #c: “Adoption of AB 288 College and Career Access Pathways.” It is fulfilled. R. Dreizler reported the college has close to 100 courses.

Enrollment Strategy B2 (Strategically design online offerings to increase access/options)

Action item #a: “Conduct assessment of online courses...” This is ongoing for online faculty certification as the college adds or hires new faculty. They take training if they decide to teach online.

Action #b – “Schedule hybrid courses for sequences of lab coursework.” Completed. Hybrid class in Natural Sciences is offered this semester in Oceanography. It meets physical requirement.

Action #c – “Schedule hybrid course sequences reflecting required coursework for...CTE certificates.” Need update. No CTE person on Enrollment Management committee.

Action #e – A. O’Brien reported that Marketing and Communications will update its sections.

Action #f: “Conduct assessment of currently offered online courses to identify successfully offerings...” J. Smotherman reported it was completed and will need to update.

Action #g: “...offer online coursework for local high schools...” This is through Dual Enrollment (M. Arthur).

Enrollment Strategy B3: Expand partnership with business to offer degree options for employees

Action #b: “...identify section needed to offer and promote Business Information Worker Certificate Program...” Virginia Rapp has formatted and it is ready to go.

Enrollment Strategy B4: Design Adult Ed Pathways with Ad Ed Consortium

Action #a: “Develop Bridge programs from adult schools...” J. Anaya reported it is being developed in the system.

Action #b: “Marketing campaign to attract online GED student to enroll in ECC...”

Several thousand students attend adult school with GED courses. Need to find a way to capture this population.

Enrollment Strategy B6: Increase Concurrent Enrollment 10% in each of the next three years

Action #b: “identify and offer CTE programs for....afternoon college.” R. Dreizler reporter this program no longer exist.

Action #c: “Develop a math class to be offered at high school that will count for degree credit at ECC.” J. Sims reported trying to figure prerequisites with AB 705.

Enrollment Strategy B7: Evening/weekend program for adult and re-entry students

Action #a – “Develop attractive certificate program for evening weekend students to earn a degree.” R. Miyashiro will take the lead. He will present to Enrollment Management, College Council, and Cabinet.

Enrollment Strategy C1: Analysis of student experience and redesign of process using Completion by Design

Action #a – “Hire a consultant to assess enrollment processes.” A big concern is retaining students we have. J. Smotherman will share an exit report to the committee at a future meeting.

Action #b – “Develop positive messages to encourage continuing students to return...”

A. O’Brien and R. Miyashiro will meet to develop new strategies. A. O’Brien is scheduled to meet with student ambassadors about registration process and their experiences.

#c: “Utilize Starfish Early Alert...” It was noted that Starfish is working.

B. Enrollment Management Plan Data: Will be discussed at a future meeting.

C. Plans for new EM Plan: Will be discussed at a future meeting.

III. **NEXT MEETING**: 3/14/19; 1:00-2:00 pm; Lib 202.