



NOTES – ENROLLMENT MANAGEMENT
April 4, 2019

Present: J. Anaya, R. Dreizler, T. Hazell, C. Jeffries, L. Justice, A. Leible, D. Mussaw, D. Patel, G. Perez, J. Shankweiler, J. Sims

Other guests: J. Rosales

I. INFORMATION

- A. Notes of 3/14/19: Approved as written.

II. DISCUSSION/ACTION

A. Plan Structure:

Purpose: The purpose statement from the current Enrollment Management Plan will be revised. Under basic principles, the strategic initiatives will be listed.

Updates: Two main objectives are: (1) increase campus wide enrollment FTES to meet enrollment goal [D. Mussaw will assist with the FTES enrollment goals]; and (2) increase student retention and persistence rates. J. Rosales presented a three-term persistence for first-time students for fall 2015 through fall 2017. It was noted there was a drop for part-time students. J. Rosales will review part-time students at overall units attempted.

Objectives: Pres Maloney would like to use the Chancellor's Office vision for success. The aspirational goals from the annual report were included: (1) successful course completion; (2) number of certificates awarded; (3) number of degrees awarded; and (4) number of transfers to a 4-year college or university. The College did not meet successful course completion but can add course completion retention and persistence as goals. Some of the cohorts to include are South Bay Promise, FYE, EOPS, Honors, MESA. It was recommended the simplest way would be cohort vs. non-cohort.

Data (Indicators): Data will consist of five years for consistency starting with the 2013-14 academic year as the baseline. Data included campus-wide enrollment for online, afternoon, and evening (duplicated headcount, section count, & FTES). Information was based on classes from 6:00 am to 11:59 am for morning; 12:00 pm to 4:29 pm for afternoon; and anything 4:30 pm + on for evening. Changes can be made between afternoon and evening class times. Information was used based on what the College reports for apportionment.

- B. Teams – Goals & Objectives: The largest part of the plan will be to decide what objectives & strategies to include as we move forward: current plan is based on outreach, access and retention strategies. Do we want to keep that as our goal? Some of the suggested goals and objectives suggested at the last meeting included online, ADTs, block scheduling, adult re-entry, registration process improvement, and faculty retention campaign. Do they fit in strategies we have or do we want to look at different strategies? Can we do more outreach with adult re-entry? When we bring in high school students, can we reach out to their parents to enroll in classes? The two recommendations are:

Getting students in (access): Marketing, outreach, registration (“onboarding”) application/
access.

Getting students out (completion): success, retention, completion.

Committee members were requested to forward other ideas to J. Shankweiler. Review
data – what do we need to do? Does marketing have a plan (i.e. data on twitter)?

III. **NEXT MEETING:** The next two meetings scheduled will be:

4/11/19 – spring recess; no meeting.

4/25/19 – 1:00-2:00 p.m. in COMM 304.

5/09/19 – 1:00-2:00 p.m. in Lib 202.