



**NOTES – ENROLLMENT MANAGEMENT**  
**May 9, 2019**

Present: J. Baranski, R. Dreizler, T. Hazell, C. Jeffries, L. Justice, S. Kushigemachi, A. Leible, R. Miyashiro, D. Mussaw, D. Patel, G. Perez, I. Reyes, J. Shankweiler, J. Sims, J. Smotherman

**I. INFORMATION**

- A. Notes of 4/25/19: Approved as written.

**II. DISCUSSION/ACTION**

- A. Goals/Objectives: A draft of the Enrollment Management Plan will need to be completed by June for President Maloney to review. J. Shankweiler took the basic framework and used the format from the past plan. The purpose statement from the previous plan can be revised.

Suggested changes on Enrollment Management Plan:

1. Basic Principles under F. Modernization: Include the three initiatives – vision success, Guided Pathways and closing equity gaps, and Chancellor’s vision.
2. Need updates on the goals and objectives from the last plan. In previous plan, there were two objectives and three strategies. Information will need to be condensed.
3. Objective 1 on updates: “Increase campus-wide enrollment by nearly 1600 FTES...”  
D. Mussaw will provide an updated table with all FTES.
4. New goals will be included in the new plan which will include campus, division, department and individual retention goals.
5. Three strategies: outreach, access, and completion. Updates were included, including some data from D. Mussaw and J. Smotherman.
6. Outreach Strategies: R. Dreizler will review and make updates and ensure it is factually correct.
7. Access Strategies:  
Dual Enrollment: M. Arthur will review and ensure the information is correct. One idea was the build webpage and add link. Included information on CCAP agreements and generated FTES.  
Online Offerings: Information on online offerings was updated. Online classes tripled in number.  
Partnership with Business: Information will be verified with V. Rapp.  
Adult Education Pathways: summary includes what the Adult Ed Advisory Committee is doing. This initiative will be continued in the 2019-22 EM Plan.  
South Bay Promise: change to: “the admission of students for 2018-19 was approximately 500 students.”
8. Retention Strategies: D. Patel will review the three strategies and keep it short. It was noted there is a lot of wording but vague.
9. Data analysis and indicators: too many tables and graphs. It was agreed to include only tables. It would be helpful to include a description after each table. It was suggested to put graphs in an appendix and band the tables. D. Mussaw and J. Smotherman will ensure there is consistency in tables and graphs.

10. Goals and Strategies:

Change to: **Clarify** ~~Clear~~ the Pathway >Enter the Pathway>Stay the Pathway>Ensure Learning

Goal 1: Access

add “Strategic Initiative.”

Correction under Strategies: replace ERP to **SIS**

Add under metrics: “~~decreased~~ time to completion.”

Add under meta majors: “webpages, catalog, outreach materials”

Add under Strategies: High School Collaboration

Marketing and Communication

Goal 2: Engagement

Onboarding

- Orientation
- Use of degree planner for abbreviated ed plans
- Registration Process Improvement
- Evaluation of Multiple Measures implementation

Goal 3: Persistence:

Add under metrics: # units earned/semester and persistence

Add under strategies - additional bullet point: Early Alert

III. **NEXT MEETING:**

Next meeting date on 5/23 will be rescheduled because managers will be at an off-campus meeting. The following committee members will review various sections of the plan:

Lillian Justice/Ann O’Brien – Goal 1: Access

Robin Dreizler – Goal 2: Engagement

Dipte Patel/Ross Miyashiro – Goal 3: Persistence: Stay the Path

Jackie Sims – Goal 4: Completion