



NOTES – ENROLLMENT MANAGEMENT
June 5, 2019

Present: J. Aramburo, S. DiFiori, R. Dreizler, T. Hazell, C. Jeffries, S. Kushigemachi, A. Leible, R. Miyashiro, D. Mussaw, A. O'Brien, D. Patel, G. Perez, J. Shankweiler, J. Sims, J. Smotherman, V. Unda

I. INFORMATION

- A. Notes of 5/9/19: Approved as written.

II. DISCUSSION/ACTION

- A. Plan Metrics: J. Smotherman presented on the plan measures and metrics:
Strategy Goal 1: Meta-Majors, Program Maps, Comprehensive Ed Plans, and Marketing & Communication
Strategy Goal 2: Online ADT, Scheduling Block, Adult Education, Non-Credit CDCP, Short-Term Non-Credit Certificates, and Support Cohorts
Strategy Goal 3: Fall to Spring Retention, Successful Course Completion, Course Completion, “Stay the Course,” and Math & English 1st Year
Strategy Goal 4: Degrees, Certificates, and Transfer
- B. Goals, Strategies & Objectives: Dr. Maloney reviewed the latest version of the Enrollment Management Plan that the committee worked on. She suggested changes.

The task from the last meeting was to review Goals & Strategies: Goal 1 – Access; Goal 2 – Engagement; Goal 3 – Persistence and Goal 4 – Completion. Suggestions from the last meeting were added to the framework.

Goal 1: Access

1. Add "Develop and implement a plan for new SIS/ERP system"
 - 1a. Add “New SIS in place by **November 2024** (pending approval).”
 - Add #2. Onboarding
 - 2c. Math and English Placement
 - i. Evaluation of placement level survey
 - ii. Student success within one year
 - iii. Cal Pass implementation
 - Add #4. Marketing and Communication
 - a. High School Collaboration
 - b. Dual Enrollment
 - c. SB Promise

Goal 2: Engagement

Under metrics, add “time from application to registration.”
Under #4, Develop a comprehensive Adult Ed Program (will request if Adriana Estrada has additional ideas to include).
Create Evening Success (**Enrollment Services**) Center in Student Service Building (add Enrollment Services).

Delete: “~~Fake applicants—explore not assigning an ECC email until students have registered.~~”

Goal 3: Persistence Strategy

2. Student Retention – stay the course campaign for faculty.

Add 2e. culturally responsive teaching professional development.

Add 4c. Survey students for tutoring recommendation.

Goal 4: Completion

Add 2e. Plan for timely completion for consistent offering of all courses in ADTs for timely completion.

Add 3. Examine and implement short/hybrid term offerings for program completion.

Add 4. Messaging to students at milestones (6 units to completion).

Add 5. Automated graduation analysis – degree audit implementation.

- C. Timeline for Completion: J. Shankweiler will forward the revised Enrollment Management Plan to the committee as discussed at the meeting. The committee was request to review the plan and ensure ideas discussed are added. Jeremy Smotherman, John Baranski, and Gema Perez offered suggestions that will be added in the plan. D. Mussaw will provide 5-year FTES projections. Costs will need to be determined to measure out (i.e. budget allocation from GP, SEA, etc). The committee will complete the plan at the next meeting on 6/13/19.

Format will be consistent to what was used in the last Enrollment Management plan. Action item, strategy, timeline, and expected FTES will be included. The anticipated cost column will not be included in the new plan.

III. NEXT MEETING:

6/13/19; 1:00-2:00 p.m.