



**NOTES – ENROLLMENT MANAGEMENT**  
**June 13, 2019**

Present: J. Anaya, J. Aramburo, M. Arthur, L. Clowers, R. Dreizler, L. Justice,  
S. Kushigemachi, A. Leible, R. Miyashiro, D. Mussaw, G. Perez, J. Shankweiler, J. Smotherman

**I. INFORMATION**

- A. Notes of 6/5/19: Approved as written with the following change:  
 I.I.C. Timeline for Completion: “Cost will need to be determined to ~~measured~~ **measure** out (i.e. budget allocation from GP, SEA, etc).”

**II. DISCUSSION/ACTION**

- A. Strategies & Goals: It was recommended after the last meeting to begin using a standard way to present strategies and goals for all plans. The template used include name of initiative, goal, strategic initiative, vision for success goals, measurement, target, resource allocation, start/end date, and responsible area. When this portion is completed, it will be formatted and published as the Enrollment Management Plan. Revisions made are noted below in red:

Name of Initiative	Strategic Initiative	Vision for Success Goal	Responsible Area
<b>A. ACCESS</b>			
1. SIS/ERP System	F		<b>ITS</b>
2. Application/Enrollment	B, C, <b>D</b>	3	<b>Enrollment Services, ITS, Academic Affairs</b>
3. Marketing & Outreach	<b>C, D</b>		<b>Marketing</b>
4. Communication	<b>C, D</b>	<b>3, 5</b>	<b>Marketing</b>
<b>B. ENGAGEMENT</b>			
1. Process Improvement	<b>B, E, F</b>		<b>Enrollment Services</b>
2. Onboarding	B, E	<b>5</b>	<b>Enrollment Services, Counseling</b>
3. Schedule for Success	E, F	<b>1, 2, 3</b>	<b>Academic Affairs</b>
4. Adult Education	<b>A, B, D</b>	<b>2, 3, 4</b>	<b>Strong Workforce</b>
5. <b>Enrollment Services Center</b>	B	5	<b>Enrollment Services</b>
<b>C. PERSISTENCE</b>			
1. Comprehensive Ed Plan	B, <b>F</b>	1, 2, 3	<b>VP Student Services</b>
2. Student Retention Program	A, B, <b>C</b>	<b>3, 5</b>	<b>VP Academic Affairs, VP Student Services</b>
3. Professional Dev	A, B	5	<b>SEA</b>
4. Tutoring	B, C	3	<b>VP Academic Affairs, SEA</b>
5. Online Education	A	1, 2	<b>Distance Education</b>

Name of Initiative	Strategic Initiative	Vision for Success Goal	Responsible Area
D. COMPLETION			
1. Program Review	E	5	IRP
2. Online ADTs	A	1, 2	Distance Education, VP Academic Affairs
3. Short Term/Hybrid Offerings	A	3, 4	VP Academic Affairs
4. Degree Audit	B	1, 2	IT, A&R, Articulation Officer

Next step – who will assist?  
 Jeremy Smotherman – translate measurements and target  
 Ross Miyashiro, Jean Shankweiler, & Art Leible – collaborate on start and end dates  
 Ross Miyashiro, Jean Shankweiler, & Dr. Maloney – resource allocation

Committee members that are working on a section were requested to inform J. Shankweiler if added information is added to initiatives.

- J. Shankweiler will follow up:
- Send spreadsheet for committee to work on
  - Build team site

III. **NEXT MEETING**: The next meeting will be July 25 or August 8.