



**NOTES – ENROLLMENT MANAGEMENT
November 1, 2018**

Present: J. Aramburo, M. Arthur, J. Baranski, R. Dreizler, C. Jimenez, L. Justice, S. Kushigemachi, A. Leible, D. Mussaw, D. Patel, G. Perez, B. Prado, I. Reyes, J. Shankweiler, J. Sims

Other Guests: Josh Rosales

I. INFORMATION

- A. Notes of 10/11/18: Approved as written.
Additional members were added to the Waitlist Committee. (Note added: Shoshanna Potter, Mark Field, Dana Crotwell, Sara DiFiori, Amy Grant, students - Pari Gibbs and Stephanie Tovar-Vargas.)

II. DISCUSSION/ACTION

- A. Enrollment Management Update Plans: There are three strategies to the Enrollment Management Plan:
1. Outreach Strategy A – Items to increase yield rates for feeder high schools. There was an increase in the buses for in-district high school students to come on campus to complete services/testing. There was also an increase in applicant yield rate. Strategy A was completed by the Outreach office.
 2. Enrollment Strategy B – (1) Expand dual enrollment pathways with in-district high school; (2) strategically design online offerings to increase access/options; (3) expand partnerships with business to offer degree options for employees; (4) design adult education pathways with adult education consortium; (5) expand South Bay Promise; (6) increase concurrent enrollment 10% in next three years; (7) evening/weekend program for adult and re-entry students; and (8) implement winter intersession in January 2017.

There are programs in various areas (examples: Dual Enrollment Advisory Committee – M. Arthur; CTE certificates– A. Estrada; hybrid courses in biology/math classes – J. Sims/ A. Grant.) Enrollment Strategy B involves participation from the various academic divisions. J. Shankweiler will designate the appropriate deans as the lead for the action items.

IRP (Josh Rosales) will look at data on original Enrollment Management Plan. Need to update data as we focus on goals and strategies for the next three years.

3. Retention Strategies C – (1) Analysis of student experience and redesign process using completion by design; (2) application of RP Group “student support concepts.” Develop a positive message when students are contacted by different offices on campus. Utilize Starfish early alert– L. Clowers will update. Starfish Degree Planner – D. Patel will update degree portion of the plan. Adopt the best

strategies for student engagement. Schedule ongoing training for staff on college procedures and deadlines to give uniform messages to students. Improve customer service to students.

The committee will continue to look at the plan and discuss if there is additional information to include. Continue to update the activities and look at where we are going as we move forward. The data and goals that are developed should be in line with the Student Equity Plan and Guided Pathways. Need to look at all three plans together. All data should line up with Chancellor's vision for success.

B. Ellucian Task: Designated people were assigned to complete the tasks under action items.

III. NEXT MEETING: 12/13/18 at 1:00 pm in Lib 202.