



**NOTES – ENROLLMENT MANAGEMENT**  
**December 12, 2019**

Present: J. Aramburo, J. Baranski, C. Jeffries, L. Justice, S. Kushigemachi, R. Miyashiro, D. Patel, G. Perez, J. Shankweiler, J. Smotherman, M. Wolfenstein

**I. INFORMATION**

- A. Notes of 11/14/19: Approved as written.

**II. DISCUSSION/ACTION**

- A. Enrollment Management Plan – Implementation of Goals 1-4 – Reporting from Task List:  
Goals 1-4: At the last meeting, the committee discussed the goals and prepared a list of items to begin the implementation.

J. Smotherman reported on HTP and evening enrollment. D. Mussaw gathered information on the FTES component. It was noted that major terms represent 15-16% FTES. 2,735 FTES were earned for the 2018-19 academic year for evening classes. Some evening classes run at a low fill rate since it is the only section offered in the evening. The purpose of gathering this information was to address resources and staffing needs. Last year, 35 evening students attended College Night; this year 100 evening students attended. Need additional information on fill rates for evening classes and number of classes each night of the week.

Honors Transfer Program (HTP) – Demographics, ethnicity, and gender breakdown was provided. There are 819 students in the program every major term which brought in 1,035 FTES for the academic year. The three highest ethnicity in rank order are Asian Americans, Latinos and Caucasian. It was noted that men generate more FTES for HTP program. Some questions raised: Are evening students aware of the HTP? Do we have HTP programming? Do we want to know age breakdown in HTP? How many evening students would be interested in HTP? Do we want to spend time recruiting evening students as that might not be their goal? It was noted that most evening students are working and do not attend school full-time. Most HTP students enroll in classes during the day. It was suggested to change recruitment practices for ethnic and demographics but not necessarily evening students because of the success of HTP students.

South Bay Promise: Approximately 100 HTP students are in the South Bay Promise program (out of 700 students). There may be some student also enrolled in FYE. In the past, recruitment of unrepresented students was attempted through a high school contact. It did not prove productive so it was decided that students would be contacted directly depending on information that is provided on their application and GPA. Students will be invited to information night to understand HTP beginning in 2020. Plans are underway to offer HTP evening class; First Gen Task Force has attended events for the past two years; having presence in sponsorship for some of the events provides exposure to students. We will also work with Outreach for more ideas.

Manual Processes: There are many manual processes because of the system we have. The implementation of CRM has brought to light some issues that are more manual than expected. We are currently working with IT to speed up some of those processes. The application process is more automated with CRM compared to last year. IT is working on a solution regarding an issue with welcome letters sent with gmail accounts.

Equivalency tables – L. Justice reported that hired help will begin next week to work on the degree audit equivalence tables for major feeder schools. This will be very helpful for evaluators and counselors. L. Justice will forward a list to J. Shankweiler of which feeder schools are included in this.

Professional Development Training – No report.

Online Training – M. Wolfenstein will plan advanced training and resources for faculty. He is considering training classes in intermediate & advanced. Classes will be posted in the spring.

Ed Plans: In fall 2019, there were 6,563 ed plans.

Early alert – In fall 2018, retention, student success, and course completion data were reviewed. There was a 7% retention difference between students that had early alert with activity in the system, compared to students with successful course completion. IRP will assist in doing similar analysis for data from spring and fall 2019. At the present time, activity for early alert indicated 20,512 tracking items. There were 4,251 referrals that faculty submitted and student service followed up on. 93% were cleared.

Guided Pathway – Faculty were offered a \$100 stipend with any activity in ECC Connect. How effective was this? Information can be provided by faculty and discipline.

Withdraw – When a student withdraws from any class, they automatically receive a link to complete a survey. Overall, we need to find out how many students withdrew in the term and how many had any level of activity. Need to also review the other benefit part of accessing resources, connection, and other information that might be helpful in terms of students staying the path.

Degrees – G. Perez will take a sample of winter 2018 – spring 2019 to pull sections online and check frequency of ADTs, AA and certificates. The goal is to get some science and math courses online so other areas can get their degree online. The 2-year degree/certificate dashboard is available for public viewing. It can be reviewed in terms of what degrees/certificates trends have been for the last two years.

Actions items:

- David Mussaw – fill rate for evening classes; # of classes each night of the week
- Lillian Justice – number of transfer equivalency that are input into system
- Dipte Patel – 2<sup>nd</sup> half of degree plan data
- Gema Perez: review IGETC certification and CSU GE to assist with other degrees. Provide 1 or 2 possible options.

III. **NEXT MEETING**: The next meeting will be 1/9/20. [NOTE: Meeting was cancelled.]