



ENROLLMENT MANAGEMENT

September 3, 2020

Attendees: J. Anaya, J. Aramburo, M. Arthur, J. Baranski, S. DiFiori, A. Fernandez Cruz, T. Hazell, C. Jeffries, L. Justice, S. Kushigemachi, R. Miyashiro, D. Mussaw, A. O'Brien, D. Patel, G. Perez, I. Reyes, J. Shankweiler, J. Smotherman, M. Wolfenstein

I. INFORMATION

A. Notes of 4/23/20: Approved as written.

Andrea Fernandez Cruz was introduced as the ASO representative for Enrollment Management.

II. DISCUSSION

A. Committee Membership:

There is representation from all areas including ASO, classified, management, AFT, Counseling, VPAA, VPSS, and Academic Senate. J. Shankweiler will contact L. Audusseau for a rep from ITS.

B. Enrollment: The following discussion points were discussed.

1. We are down approximately 15%, 1200 FTES for fall. ECC is in the middle compared to other colleges across the state.
2. The college purchased 2,000 laptops to assist students that do not have technology equipment. MiFi (mobile) was also purchased to assist students. To expedite the distribution of laptops, students are requested to submit an application and verify a need. The laptops are loaners with the exception of foster youth.
3. Some students are waiting it out because they do not want to enroll in online classes. Some are not prepared and have difficulty navigating online classes. Students were shown how to download Canvas on their cellphones.
4. Students are enrolling in fewer classes than before.
5. Some students are still applying for second 8-week courses. J. Shankweiler will check if deans can add more second 8-week courses.
6. Need to find a simpler way to register for classes without an add code. If class have less than enrollment cap, a student cannot register until the add period closes. Unfortunately, the system is set up in that only instructors provide the add code to the student.
7. Students need to be reminded to use their ECC email address when contacting faculty; otherwise, it may end up in spam.

8. Student ambassadors are available to assist students through a drop-in chat.
 9. For the second 8-weeks, Humanities Division created a Formstack that provided the opportunity to open more classes. This helped increase registration and S. Kushigemachi was in regular communication with the students.
 10. Students are hesitant about using wait list leading up to start of class. It was noted that often times, students wait until the last minute. A student cannot access into a Canvas class unless they are enrolled in the course.
 11. Since data is being collected through forms, communication to students, and technology requirements, IR will collect survey data for the second 8-week classes. Outreach and Counseling will share the information with students. S. Kushigemachi and J. Aramburo will assist J. Smotherman.
 12. O'Brien noted there is web development project underway on a faculty directory that will make it easier for students and staff. J. Shankweiler will inform L. Audusseau that the faculty directory is a high priority.
 13. Some students have difficulty navigating the application process.
- C. Review of Goals & Objectives: The Enrollment Management Plan for 2019-2022 was discussed. The four goals are access, engagement, retention, and completion. It is aligned with the pillars of Guided Pathways.
- D. Meeting Dates & Task for Meeting: In addition to the Enrollment Management Committee, there is also the Enrollment Operations Committee. The purpose of the Enrollment Operations Committee is communication, student needs during and before registration, and operational inefficiencies. The goals and objectives should be to improve the application/registration process and develop a communication plan (part of workgroup plan to stay on track of different deadlines students have). Enrollment Management will meet twice a semester. The focus will be on the plan, data, numbers, and goals. Recommendations from the committee will be forwarded to College Council and Dr. Maloney.

III. OTHER

Follow up:

- (1) Work on email links in MyECC for student emails
- (2) Faculty directory
- (3) Qualtrics for second 8-week (J. Smotherman)
- (4) Adding more 8 weeks classes
- (5) Add period
- (6) Preview week
- (7) ITS rep for the committee