



EL CAMINO COLLEGE  
Vice President – Academic Affairs

## ENROLLMENT MANAGEMENT

March 25, 2021

Attendees: J. Anaya, J. Aramburo, L. Audusseau, J. Baranski, R. Dreizler, A. Fernandez Cruz, T. Hazell, C. Jeffries, S. Kushigemachi, R. Miyashiro, A. O'Brien, D. Patel, G. Perez, J. Shankweiler, M. Wolfenstein

Other guests: G. Ou

### I. INFORMATION

A. Notes of 12/3/20: Approved as written.

II. Completion: **ACCJC** (correction on spelling).

### II. DISCUSSION

A. EM Plan Indicators & Responsible Areas:

Grace Ou reported on the Enrollment Management Plan performance indicators to ensure we are on same page, how it fits together, and the purpose of measuring. The different types of planning include institutional level, area level, unit/division level, and office/program level. It is more actional as we move through the levels but there are different timeframes such as long term and annual planning. It is continually measured every year to ensure it is on track at different levels.

A report is generated with the information collected and presented to the Board of Trustees. IRP will consolidate the data and support the focus plan. Within the next few months, IRP will collect all data, metrics, and indicators on the spreadsheet.

The report is larger than in past years. It needs to be information that can be pulled easily from data sources. The internal deadline for the report is June. Viviana Unda and Grace Ou are available to assist and answer questions.

B. Enrollment Management & Enrollment Ops Overlap: R. Dreizler reported on Enrollment Management vs. Enrollment Operations and how the two committees overlap. This was discussed at a brainstorming session that was done in advance of creating Enrollment Operations and what the differences would be. Enrollment Operations addresses marketing, outreach, onboarding, enrollment steps, and focuses on the communication components. Enrollment Management addresses course management, scheduling, schedule building (block schedule), mechanics of prerequisites, and wait list. Some of the

items that overlap between both committees include monitoring enrollment, FTES goals, course add/or programs in demand, and 320 report.

If Outreach and Marketing receive advanced notice of possible classes cancelled, there will be opportunities to reach out to students on waitlist or queries. A timeline will be developed and presented at a Council of Deans meeting. It would include the start of reg fest, drop for non-payment, first glance to cancel, and second glance to cancel classes.

Course program demand can be gauged through fill rates and wait list. There may also be other tools that give insight such as the enrollment optimizer feature in college scheduler and reports that show how many times a student looks up classes in schedule builder. However, a recommendation was made at the Enrollment Operations meeting to phase out schedule builder and go with Colleague.

How can we effectively build our schedule future vs. from past fall/spring semesters? How do we build classes and terms based on historically data instead of projecting through ed plans or other mechanism? Degree audit is another vehicle because it can inform us what classes students need to graduate and deans can ensure those classes are offered. Is 25Live a part of the planning? It can be used for efficiencies of the buildings and classroom usage. In addition, while we transition to remote learning, courses can expand more easily and finding open classroom space will not be needed.

Discussion was held about the new class schedule. It is a modern version to replace web advisor which will be ready for fall registration. Outreach plans to offer workshops prior to registration and again while registration is taking place. The workshops will guide students through the process. The system is in place and currently being tested. It was noted that counselors would want to familiarize themselves with the system so they can assist students. R. Dreizler provided a demo on the self-service under “search for courses and course sections.” It is live data. Some of the features includes search by instructor and meeting information. It can also sort by location, subject, availability, and days of the week. The strength of this system is the ability to filter search results. L. Audusseau will verify with Linabel Sajo that it is ready on the technical side.

- C. 2021-22 Enrollment Goals (JMS): FTES goals will need to be set for 2021-22 which helps guide scheduling and the budget. The budget uses the FTES goal projections in order to calculate what the revenue will be. A quarterly report on enrollment goals is presented to the Board of Trustees in January, April, July and November. Enrollment has been down for most community colleges.

Any updates on the EM Plan Indicators should be forwarded to Viviana Unda. G. Ou will confirm with V. Unda about the initiative #1 (SIS/ERP system) modifying goal and target indicator that L. Audusseau submitted-