



EL CAMINO COLLEGE
Vice President – Academic Affairs

ENROLLMENT MANAGEMENT

September 2, 2021

Attendees: J. Anaya, J. Aramburo, M. Arthur, L. Audusseau, T. Bailey, J. Baranski, L. Brogden, S. DiFiori, R. Dreizler, J. Gallegos, C. Gold, T. Hazell, C. Jeffries, L. Justice, S. Kushigemachi, C. Martin, R. Miyashiro, D. Mussaw, A. O'Brien, G. Perez, A. Ramirez, R. Serr, J. Simon, J. Sims, V. Unda, M. Wolfenstein, I. Zugic

Other guests: D. Breckheimer, D. Gonzales, A. Hernandez, K. Sundara, Dr. Thames

I. INFORMATION

A. Notes of 5/6/21: Approved as written.

The FTES goals to actual and the decline in enrollment are inconsistent with the Enrollment Management Plan we presently have. We will have discussion on the ramifications the pandemic has brought with the Enrollment Management Plan and the next steps for the College. The plan will be a work in progress as to how we can advance and revise our strategies.

II. DISCUSSION

A. Make-Up/Membership of Committee:

Committee members and guests were introduced.

J. Sims reported the importance of the committee to make decisions that impact the entire campus. It was noted representation from Fiscal Services is needed. Academic deans are also a group that can be a part of the plan. Contact J. Sims if there are additional committee members needed in other areas.

Enrollment Operations is a committee co-chaired by R. Dreizler and A. O'Brien. The purpose of the committee is the operations of the College that impact the goal of students enrolling. It includes issues such as marketing, outreach, recruitment, waitlist, messaging, and phone calling. It is the day-to-day technical part of enrollment. Enrollment Management reviews classes and the mechanics of building the schedule.

J. Sims reviewed the purpose of Strategic Enrollment Management (SEM) which was obtained through the Chancellor's Office:

- Establish comprehensive student enrollment goals that area aligned with the college's mission and strategic plan.
- Promote student success by improving access, engagement, persistence, and completion.

- Ensure fiscal stability and viability by optimizing enrollments and integrating EM into the college financial planning, budgeting, and allocation processes.
- Offer quality and relevant programs with clear educational pathways, course offerings, and appropriate student support.
- Implement strategies that lead to equitable access and outcomes.
- Create a data-rich environment to inform decisions and evaluate strategies.
- Design and implement communications and marketing with internal and external stakeholders to increase understanding of SEM and to meet SEM goals
- Increase collaboration among departments across the campus to support the enrollment program

B. Current Plan Summary:

The current Enrollment Management Plan is for 2019-2022. COVID occurred and put the College on a detour so it is a work in progress. Since we are working to be a Guided Pathway (GP) college, the GP pillars were merged with the Chancellor's Office vision of success. The four pillars include: clarifying the path, entering the path, staying the path, and ensure learning. Metrics from the Chancellor's Office vision of success includes access, engagement, retention, and completion. The pillars and metrics were combined to include clarifying the path with access, entering the path combined with engagement, stay on path combined with retention, and ensure learning combined with completion.

The Enrollment Management Plan, after merging Guided Pathway with vision for success, created four goals:

Goal #1 – Access (Clarifying the Path). The College will develop clear pathways for students to enroll at El Camino College. The Chancellor's office provides all colleges a particular enrollment rate. Our growth rate today given our current FTES can be part of our discussion going forward.

Goal #2: Engagement (Enter the Path). The College will incorporate pathways and schedules to help students to enter the path. Include an additional pathway for the non-traditional students as well. Need an explanation on the metrics and what it does for enrollment.

Goal #3 – Retention (Stay on the Path). The College will enhance its support system to help students stay in the path. Keep students and continue to enroll in order to be successful. What does that mean? How does that help the plan? How does it help retention? Why we are creating metrics?

Goal #4 – Completion (Ensure Learning). The College will expand processes to ensure students are learning to complete their path. Can we reach the goal that the Chancellor's Office wants us to achieve?

Moving forward, the committee will start to develop subcommittees, focus on goals, update and revise the plan. V. Unda explained under each goal, the committee creates a

set of objectives. Each goal has indicators/targets. Do we need to change them? How do we know if these objectives are met?

J. Sims indicated because of the pandemic and enrollment trends, there are opportunities for revisions. Ensure we have a better understanding what we are ultimately doing and why we need to achieve these goals.

The committee will review a portion of the Enrollment Management Plan. Feedback is needed on changes because of the global pandemic. J. Sims will forward to the committee the specific pages of the plan to follow. We will bring consultants to come up with a plan to streamline and help us move in the direction that the College wants.

V. Unda indicated IR has an overall analysis on funding formula. J. Sims reported that Cabinet and the Board of Trustees has ideas and goals they would like. We can make the plan come into action as we become better informed.

The frequency of the committee was discussed. Enrollment Management will have subcommittees meet often and report out in a larger group.