



Enrollment Management Task Force – Minutes

Wednesday, September 14th, 2016, 11:50am

Board Room

The purpose of Enrollment Management is to create a holistic approach to enrollment management, including recruitment, access, retention, educational plans, enrollment pattern data, and constraints of financial, physical and human resources.

Membership:

<input checked="" type="checkbox"/>	Nick Akinkuoye	Chief Instructional Officer, EMTF Co-Chair
<input checked="" type="checkbox"/>	Martha Garcia	Chief Student Services Officer, EMTF Co-Chair
<input checked="" type="checkbox"/>	John Lau	Chief Business Officer
<input checked="" type="checkbox"/>	David Zielinski	Dean of Arts, Letters & Learning Services
<input checked="" type="checkbox"/>	Efrain Silva	Dean of Economic & Workforce Development
<input checked="" type="checkbox"/>	David Drury	Dean of Math and Science
<input checked="" type="checkbox"/>	Tina Aguirre	Dean of Health and Public Safety
<input type="checkbox"/>	Vacant	Dean of Counseling
<input checked="" type="checkbox"/>	Everardo Inzuza-Martinez	Dean of Enrollment Services
<input type="checkbox"/>	Becky Green	Director of Child, Family, and Consumer Science
<input type="checkbox"/>	Gloria Carmona	Director, Admissions & Records
<input checked="" type="checkbox"/>	Jose Carrillo	Director of Institutional Research
<input type="checkbox"/>	Dolores Diaz	Director of Student Support Services
<input checked="" type="checkbox"/>	Norma Nunez	Director of Student Success & Support
<input checked="" type="checkbox"/>	Lisa Seals	Director of Financial Aid
<input type="checkbox"/>	Veronica Soto	Director of Transfer & Articulation
<input checked="" type="checkbox"/>	Trinidad Arguelles	Counseling Chair
<input checked="" type="checkbox"/>	Kevin White	Behavioral & Social Science Chair
<input type="checkbox"/>	Andres Martinez	Business Department Chair
<input checked="" type="checkbox"/>	Michael Heumann	English Chair
<input type="checkbox"/>	Sydney Rice	English as a Second Language Chair
<input type="checkbox"/>	Andrew Robinson	Exercise, Wellness, & Sports Chair
<input checked="" type="checkbox"/>	Carol Hegarty	Humanities Chair
<input checked="" type="checkbox"/>	Jose Velasquez	Industrial Technology Chair
<input checked="" type="checkbox"/>	Allyn Leon	Math & Engineering Chair
<input checked="" type="checkbox"/>	Daniel Gilison	Science Chair
<input checked="" type="checkbox"/>	Jose Ruiz	World Languages and Speech Communications Chair
<input type="checkbox"/>	Bill Gay	Public Relations
<input type="checkbox"/>	Mike Nicholas	Publication Designer
<input type="checkbox"/>	Lilia Sandoval	CalWORKs Counseling Coordinator
<input type="checkbox"/>	Xochitl Tirado	Distance Education Coordinator

Recorder: Melody Chronister

Guests: Ralph Marquez



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I. Call to Order

The meeting was called to order at 12:52pm

II. Discussion

a. Review FTES Revenue Targets for 2016-17

Chart was provided to reflect the projected FTES for 2016-17. Discussed the fact that we did not hit our desired targets for 2015-16. Reviewed each semester in detail. Talked about the large number of jeopardy courses we have each semester.

b. 2016-17 and 2017-18 Schedule Development Update

Winter/Spring 2017 changes and part-time selection is due September 30th if it is to be published in the printed schedule.

Historical course offerings, avg. fill rates, day/evening/online distribution and # of students in declared major by AY was sent out to instructional council for Fall 2013-Summer 2017. This data was displayed for the meeting. Question was asked on how this data will be utilized. It was answered that Chairs and Deans should be using this data to influence their future offerings.

It was said it is clear that if we do not make adjustments we will not meet our FTES targets. Also discussed the pros and cons of online course offerings. Talked about the additional services provided with OEI to improve success and retention.

Question was asked why we have not been successful in growing our enrollment. Where can we increase? How many started and dropped before census? There are additional data points that need to be collected and analyzed to develop a more accurate projection of where we *could* be, and how we can get there.

It was shared that there appears to be isolated efforts to improve enrollment management, but there needs to be a more global approach that includes internal and external factors. Discussed transportation and access issues. Also discussed evening offerings. It was also suggested to package offerings together so that they are sequenced for a specific population (example: evening). Need to address market segments. The subject of productivity was brought up, as it is critical to effectively managing enrollment. There will be some low-enrollment courses required, but we need to see how we can balance that out with stronger course offerings. Need a strategic plan for 2-4 years out.

It was also pointed out that the College needs to work on declared major data. It was acknowledged that it is inaccurate, with a large number of students taking coursework that does not align with their declared major.



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Dr. Garcia has requested data on students that have completed more than 45 units.

It was shared that counseling makes recommendations to students, it doesn't mean they are going to take them.

Reviewed the 2017-18 schedule development timeline. This is tentative until the academic calendar for 2017-18 is approved.

c. **Follow-Up on IEPI Recommendations**

Reviewed IEPI recommendation objectives, which included professional development, co-chair model for fiscal needs and education plan, offerings courses off-campus, and dual enrollment.

Action steps were identified and discussed. A presentation will be made to the Board in October on the action planned to address enrollment management challenges.

III. Next Meeting

November 30th, 2016 12:50pm-1:50pm, Board Room

IV. Adjournment

The meeting was adjourned at 1:53pm