



## Enrollment Management Task Force – Minutes

Wednesday, Oct. 12<sup>th</sup>, 2016, 12:50pm

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:

#### Academic Services

- |                                     |                 |   |
|-------------------------------------|-----------------|---|
| <input checked="" type="checkbox"/> | Nick Akinkuoye  | Chief Instructional Officer, EMTF Co-Chair      |
| <input type="checkbox"/>            | Tina Aguirre    | Dean of Health and Public Safety                |
| <input checked="" type="checkbox"/> | David Drury     | Dean of Math and Science                        |
| <input checked="" type="checkbox"/> | Efrain Silva    | Dean of Economic & Workforce Development        |
| <input checked="" type="checkbox"/> | David Zielinski | Dean of Arts, Letters & Learning Services       |
| <input type="checkbox"/>            | Xochitl Tirado  | Distance Education Coordinator                  |
| <input type="checkbox"/>            | Becky Green     | Director of Child, Family, and Consumer Science |
| <input checked="" type="checkbox"/> | Daniel Gilison  | Science Chair                                   |
| <input checked="" type="checkbox"/> | Michael Heumann | English Chair                                   |
| <input type="checkbox"/>            | Carol Hegarty   | Humanities Chair                                |
| <input checked="" type="checkbox"/> | Allyn Leon      | Math & Engineering Chair                        |
| <input type="checkbox"/>            | Andres Martinez | Business Department Chair                       |
| <input checked="" type="checkbox"/> | Sydney Rice     | English as a Second Language Chair              |
| <input type="checkbox"/>            | Andrew Robinson | Exercise, Wellness, & Sports Chair              |
| <input checked="" type="checkbox"/> | Jose Ruiz       | World Languages and Speech Communications Chair |
| <input checked="" type="checkbox"/> | Jose Velasquez  | Industrial Technology Chair                     |
| <input checked="" type="checkbox"/> | Kevin White     | Behavioral & Social Science Chair               |

#### Student Services

- |                                     |                    |   |
|-------------------------------------|--------------------|---|
| <input checked="" type="checkbox"/> | Martha Garcia      | Chief Student Services Officer, EMTF Co-Chair |
| <input type="checkbox"/>            | Gloria Carmona     | Director, Admissions & Records                |
| <input checked="" type="checkbox"/> | Jose Carrillo      | Director of Institutional Research            |
| <input checked="" type="checkbox"/> | Kristen Gomez      | Student Equity Director                       |
| <input checked="" type="checkbox"/> | Lennor Johnson     | Dean of Counseling                            |
| <input type="checkbox"/>            | Lisa Seals         | Director of Financial Aid                     |
| <input checked="" type="checkbox"/> | Norma Nunez        | Director of Student Success & Support         |
| <input type="checkbox"/>            | Trinidad Arguelles | Counseling Chair                              |
| <input type="checkbox"/>            | Ralph Marquez      | Counseling Representative                     |

#### Other Areas

- |                                     |                  |                             |
|-------------------------------------|------------------|-----------------------------|
| <input checked="" type="checkbox"/> | Bill Gay         | Public Relations Consultant |
| <input checked="" type="checkbox"/> | Mike Nicholas    | Publication Designer        |
| <input type="checkbox"/>            | Vanessa Landeros | Student                     |
| <input type="checkbox"/>            | Benjamin Barajas | Student                     |

Recorder: Melody Chronister

Guests:



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### I. **Call to Order**

The meeting was called to order at 12:53pm.

### II. **Discussion – Institutional Effectiveness Partnership Initiative**

Prior to this meeting, Co-Chair Akinkuoye met with the Deans to review the objectives of the IEPI grant. The objectives were shared with the group. For enrollment management, the objectives were assigned to three unique teams:

**Team One:** Increase the scope of professional development related to enrollment management.

Team Leaders: David Drury and Tina Aguirre

**Team Two:** Capture sustainable enrollment. Team Leader: Efrain Silva

**Team Three:** Offer dual enrollment based on demand and outreach to specific population to augment FTES. Team Leaders: Co-Chair Martha Garcia, Lennor Johnson and David Zielinski

Co-Chair Akinkuoye asked for each committee member to volunteer for one of the three teams.

Those that were absent were assigned to a team. The final team make-up is as follows:

**Team One Volunteers (6):** Everardo Martinez-Inzunza, Kevin White, Michael Heumann, Daniel Gilison, Allyn Leon, Carol Hegarty

**Team Two Volunteers (7):** Jose Ruiz, Bill Gay, Jose Velasquez, Kristen Gomez, Jose Carrillo, Mike Nicholas, Becky Green

**Team Three Volunteers (7):** Norma Nunez, Sydney Rice, Trinidad Argüelles, Andres Martinez, Gloria Carmona, Ralph Marquez, Lisa Seals

Action steps and how progress will be measured for each objective were reviewed. The IEPI group will return on November 30<sup>th</sup>. Reviewed the funding allocation for each objective. Enrollment management has \$20,000 allocated.

The enrollment management academy will occur in the spring 2017. The remaining objectives were reviewed; to see how they are tied to the identified teams.

Co-Chair Akinkuoye briefly reviewed the other IEPI objectives that fell outside of enrollment management, so that the team understands the scope of the IEPI grant in its entirety.

Reviewed responsibilities of the area leads according to the grant. This includes developing a timeline for each action step, as well as complete quarterly reports to submit to the Instruction Office.

Reporting periods are listed below. Reports are due 7 days following the end of the given quarter, so that it may be consolidated into one report for submission to the state.

10/05-12/31



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01/17-03/17

04/17-06/17

06/17-08/17

A question was asked why the last two quarters overlap. This will be researched and shared with the group once identified. The team also asked for a copy of the IEPI report in its entirety for review. Co-Chair Akinkuoye indicated it would be forthcoming.

If there are additional questions, Co-Chair Akinkuoye has requested the members email him individually so that he may address them.

### **III. Adjournment**

The meeting was adjourned at 1:33pm.