



## Enrollment Management Meeting

Tuesday, February 12, 2019

3:00 PM – 4:00 PM

Room 2149

### Minutes

**Committee Mission:** The purpose of the Enrollment Management Committee is to serve as a collaborative clearinghouse to discuss, develop, recommend and monitor research-based strategies related to the recruitment, retention, completion, and support of Shasta College students in support of the district's enrollment goals and Strategic Plan initiatives. This committee is advisory to the Instructional Council.

Committee Members Present:					
X	John Yu	X	James Kortuem	X	Susan Westler
X	Mike Mari	X	Leroy Perkins		Debbie Whitmer
	Trena Kimler-Richards		Jessica Tyson		Lorelei Hartzler
X	Jason Kelly		Craig Thompson		

1. Review of Previous Minutes:
  - a. Leroy Perkins requested to amend December 11, 2018 minutes. Leroy Perkins moved to approve minutes as amended, Susan Westler seconded. Minutes approved by all, none abstained.
  - b. Request was made to gather the fall 2018 semester enrollment numbers: 9,733 enrolled (including part-time students).
2. Implementation of the 2019 – 2021 Enrollment Management Plan (EMP):
  - a. Current Enrollment Management Plan was unanimously approved by the present members.
  - b. EMP was approved by Instructional Council, Student Services Council and Academic Senate.
  - c. EMP has been entered into Nuventive.
  - d. EMP was sent over to Marketing for placement on the Shasta College website.
    - i. Marketing will modify the look to make it as visually compelling as the Strategic Plan.
3. Assessment: Assessment Unit Four Column – Activities:
  - 1.1 No current updates.
  - 1.2 Typo correction made to “Technology”
    - a. IT is replacing MyShasta
    - b. Student Education Plan process will be under the new system.

- c. Guided Pathway Program maps are being created in the Education Plan module in the Ellucian Student Self Service system. Currently six Certificates have been entered into the program for testing.
- 1.3 No current updates.
- 1.4 A vendor has been contracted to redo Shasta College's online orientation. Comevo has won the contract for creating the new online orientation. Filming will take place on April 8<sup>th</sup> and 9<sup>th</sup> for the new orientation videos.
- 1.5 No current updates.
- 1.6 No current updates.
- 1.7 High Schools can send a PDF to Admissions and Records to communicate transcript data. Admissions and Records created a semi-automatic response to coordinate with the local area High Schools.
- 1.8 SARZoom is utilized to serve students Counseling needs independent of geographical location and being tested with the Tehama Campus.
- 1.9 Implementation of an electronic signature solution is ranked as Student Services Council's number one priority.
  - a. Electronic signatures will help streamline official processes and allow remote capabilities for turning in documentation.
- 1.10 No current updates.
- 1.11 Counselors have mapped AD-T's as first pass and almost ready to be reviewed by Faculty. Refer to the automated education plans stated in Activity 1.2.
- 1.12 No current updates.
- 2.1 No current updates.
- 2.2 A follow-up with our Research Team will need to be conducted.
- 2.3 EMP Activity for student e-mails should be completed within the next year.
- 2.4 No current updates.
- 2.5 No current updates.
- 2.6 MyShasta login is projected to be replaced within the next year.
- 2.7 No current updates.
- 2.8 No current updates.
- 2.9 Schedule builder software has been tried, but no software has been found that will fulfill all needed requirements.
- 3.1 Shasta Summit is making progress and Michelle Fairchild will have a milestone update in the month of March. Michelle also has raw case management data of how we can further support students.
- 3.2 Progress is being made to map our education program. Please also refer to Activity 1.11.
- 3.3 No current updates.
- 3.4 No current updates.
- 3.5 It is unsure of the definition for setting up a "Call Center"; however, there is a designated operator line for students.
- 3.6 No current updates.
- 3.7 Research department is going to look into how many students utilize priority registration.
- 3.8 No current updates.
- 3.9 No current updates.

- 4.1 Community College Survey of Student Engagement (CCSSE) is currently under way for the spring 2019 semester.
- 4.2 Most student reporting data will be done via the Chancellor's Office through CCCApply. The CCCO will provide us with the data they collected.
- 4. Impact of Student Centered Funding Formula (SCFF) on Enrollment Management:
  - a. State funding in the 2018/2019 academic year is 70% (Enrollment-Base Allocation), 20% (Supplemental Allocation), and 10% (Student Success Allocation). The new funding formula might stay the same for the 2019/2020 academic year. 20/2021 academic year is currently slotted for a respective 60%, 20%, and 20% change, with a potential change.
- 5. Other?
  - a. How will the Enrollment Management Planning Committee make other committees aware of how they fit into the EMP? What will be the approach of the EMP Committee?
    - i. Approach other committees at the individual level, instead of providing everything to every committee.
    - ii. Invite others to the EMP Committee meeting for presentations so that the EMP Committee receives the knowledge.
    - iii. The EMP Committee wants to inform other committees and groups that they want to help them and know more about them.
    - iv. John Yu will reach out to other departments to start the communication and will make sure to copy Mike Mari and James Konopitski.
    - v. The EMP Committee want to start having guests present to the committee starting in the spring 2019 semester, with a possible start as late as the fall 2019 semester.
- 6. Meeting adjourned at 4:01pm.
- 7. **Next meeting:**
  - a. Tuesday, March 12<sup>th</sup> from 3:00pm – 4:00pm in Room 2314.

Recorded by: James Konopitski, Administrative Secretary I, Enrollment Services