



Enrollment Management Meeting

Tuesday, March 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
	Mike Mari	X	Leroy Perkins	X	Debbie Whitmer
X	Trena Kimler-Richards		Jessica Tyson	X	Lorelei Hartzler
	Jason Kelly		Craig Thompson		

1. Meeting start at 3:00pm called to order by John Yu.
2. Introduction(s)
 - a. James Crandall – Director of Information Technology
 - b. Tim Johnston – Dean of Enrollment/Associate Vice-President of Student Services
3. Implementation of the 2019-2021 EMP
 - a. Related Activities:
 - 1.2 Implement website resources to streamline and track the student intake process from application to registration.
 - A team has been assembled to implement a new website.
 - The look and feel phase has finished and the team is now moving into the content phase. So far the team has improved the directory, created a programs page, and created a calendar of events.
 - Content phase will take longer to complete, with an unknown estimate for completion.
 - The website/IT team is in the beginning phases of creating an Intranet that will not be visible on the website, nor to the public. The intent is to make the website fully student focused. Committees can still post publicly if needed.
 - Student intake process: Work is being done on a New Applicant Outreach effort, so as to perform high-touch outreach. Applicant outreach is currently being done for only two divisions (ACSS & BAITS) and plans

are being made to extend the coverage. High School outreach is also a way new students are tracked for meeting core matriculation.

- Equity Plan: Shasta College is doing well within all Equity areas, but there are plans to improve on the Access (Application to Enrollment/Registration) area. Some equity groups are not completing the application to enrollment cycle.
 - The Equity Plan does link with the Enrollment Management Plan.

1.7 Implement electronic transcript data sharing between the college and regional high school districts.

- Tim Johnston stated the agreements are being worked out so as to allow smoother data sharing with high school districts.
- James Crandall stated that a system is being worked on that once a person applies to CCCApply it will link to their high school information.
 - The delay is with State level agreements with the policies.
 - The major legal hurdle is student privacy and the possible need for consent.

1.8 Expand virtual counseling capabilities to serve students independent of geographic location.

- SARsZoom is being worked out of extended campus locations.
- James Crandall also stated that anyone can get a Zoom account for remote sessions.
 - ITV language will be changing to Video Conferencing.
 - Video Conferencing allows student to come to class without being in class. Zoom will be the resource for video conferencing with students.

1.9 Implement an electronic signature solution.

- Tim Johnston stated that creating an electronic signature solution will help student complete official forms online,
 - James Crandall stated that our Docuware product is built for intake of papers and processing for invoices. The potential might be feasible for student documents through MyShasta.

2.3 Provide all students with shastacollege.edu email addresses.

- The system is ready, but the policies and procedures still need to be confirmed.
- We are required by law to track and record information, but we need to legally confirm if the same needs to be done for student emails.

2.6 Implement a new student portal to replace MyShasta.

- Ellucian does provide an Ellucian portal to overlay MyShasta as a beginning point for the student's online experience.
- Ellucian has created a new portal called the Ethos Experience which will improve the combining of data and all our systems.
 - The new portal will make the current MyShasta system obsolete. However; we might call the new system MyShasta so as not to create confusion for the student.

- New Ethos Experience will get rid of all our old products and combine everything into a one-stop shop/self-service.
 - 90% of what is in MyShasta will move into this new self-service.
 - Currently IT has done a good amount of customization in MyShasta which is not transferrable to the new Ethos Experience.
 - IT will re-evaluate the customization once the new Ethos Experience rolls out so as to see what will need to be deleted.
 - James Crandall is planning to do a presentation about the Ellucian and portal updates.
 - The hope is that the State level “MyPath” system will work in coordination with Ellucian’s new system.
- 3.5 Evaluate and develop a plan to implement a “Call Center.”
- Tim Johnston stated that we do have a central location for inbound calls and are looking into branching out our availability due to technological advancements.
 - A Chatbot (Artificial Intelligence) system has been considered to handle student questions 24/7, but is not currently feasible.
 - The new website plans to have a chat feature for students to get answers.
 - Leroy asked if anything is being done if calls come in regarding those that are under high distress. No current follow-up, as this may require a discussion with Lonnie.

Other Considerations:

- James Crandall stated we need to try to capture everything we can about a student in order to help with our funding.
 - Our data has been much better than it has been in the last 20 years and we need to keep going in the direction of collecting our data in one location rather than multiple locations.
 - Scheduling software: IT is still on the lookout for tools that will work. James does not think there will be a tie-in into the single portal system. However, it will be the intent to find software that auto-rolls into our current systems. Current scheduling systems fall apart because of how schools must enter the classes they want to teach, enter parameters and the software matches everything together. However, Shasta College Faculty want to instruct within a specific room and the available software doesn’t allow the specific flexibility.
4. Review/approval Minutes
 - a. Leroy Perkins moved to approve the February 12th 2019 minutes, Susan Westler seconded. Minutes approved by all, none abstained.
 5. Information Item: Holistic Student Supports Redesign
 - a. Handout was provided by Kate Mahar so that Committees can get ideas and thoughts on redesigning the student experience and services.
 6. Other?

- a. Trena stated that some of the BAITS faculty asked “Student has quit participating, online or physical class, the instructor can drop them. Faculty are asking what our policy and if there is something we should explore?”
 - i. Susan stated that “FW” grades can be utilized if needed.
- 7. Meeting adjourned at **4:02 pm**.
- 8. Next meeting:**
 - a. Tuesday, April 9th from 3:00pm – 4:00pm in Room 2314.

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