



## Enrollment Management Meeting

Tuesday, April 9, 2019

3:00 PM – 4:00 PM

Board Room

### 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	X	Debbie Whitmer
	Trena Kimler-Richards		Jessica Tyson		Lorelei Hartzler
	Jason Kelly		Craig Thompson		

1. Meeting called to order by John Yu at 3:04pm.
2. Implementation of the 2019-2021 Enrollment Management Plan (EMP)
  - a. Related EMP Activities:
    - 1.1 Develop a marketing plan that is informed by Guided Pathway and Equity goals.
    - 1.11 In support of Guided Pathways, integrate degree program maps into the automated student education planning solution.
      - a) AD-T programs have been uploaded into our Ellucian (Colleague) system.
      - b) EMC Recommendation to have Phil Churchill provide a presentation to the committee.
    - 3.2 Continue to create and update program maps.
      - a) AD-Ts Concern that no reaching out has been done with Faculty.
      - b) Students still have a choice in their GE patterns.
    - 3.3 Support faculty in their development of practices designed to achieve student equity goals.
3. Review/approval Minutes
  - a. Susan Westler moved to approve the March 12<sup>th</sup> 2019 minutes, Leroy Perkins seconded. Minutes approved by all, none abstained.
4. Information Item: Student Equity Plan
  - a. State legislation was passed last year that combined three categorical programs into a new program called the Student Equity and Achievement Program (SEAP),

which is a combination of: Student Success & Support Program (SSSP), the Equity Program, and Basic Skills program. One of the criteria's of the new SEAP Program is that each College create a Student Equity Plan. The deadline to have the Student Equity plan created is June 30<sup>th</sup>. Sandra Hamilton-Slane, Dean of Student Services, has brought it before the Student Success Committee for approval. Academic Senate has already approved the Student Equity Plan. College Council will be next in line for approval.

- b. Equity plan consists of five sections:
    - i. Covers Baseline of the entire College.
    - ii. The Equity Plan covers five different metrics:
      - 1. Student Access.
        - a. Calculated by enrolled number of students divided by applied.
        - b. Shasta College is currently at 55% with a goal to raise it to 58% by the year 2021/2022.
        - c. Most impacted groups in this metric include: Students with Disability, Veterans, Black/African American, LGBT, and Foster Youth students.
        - d. Student Access has the highest inequality gap compared to all the other categories.
      - 2. Retention (Fall -to- Spring).
        - a. Shasta College is currently at 60% with a goal to raise it to 68% by the year 2021/2022.
      - 3. Percentage of students that transfer to a four-year university.
        - a. Shasta College is currently at 8% with a goal to raise it to 10% by the year 2021/2022.
      - 4. Percentage of students who complete transfer level math and English.
        - a. Shasta College is currently at 5% with a goal to raise it to 10% by the year 2021/2022.
      - 5. Degrees/certificates awarded.
        - a. Shasta College is currently at 5% with a goal to raise it to 7% by the year 2021/2022.
        - b. Awarding is currently a manual process which may be the reason for the low numbers as we continue to look into automated systems.
    - iii. Third Section: Covers how we evaluate the Equity Plan.
    - iv. Fourth Section: Explains how we coordinate with other programs.
    - v. Fifth Section: Executive Summary.
- 5. Meeting adjourned at **3:41 pm**.
  - 6. **Next meeting:**
    - a. Tuesday, May 14<sup>th</sup> from 3:00pm – 4:00pm in Room 2314.

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