



Student Services Council Meeting
 Wednesday, April 21, 2021
 11:15 AM – 12:30 PM

Minutes

District / Division Goals

Goal 1: Increase First-Year Persistence by 2%
 Goal 2: Increase Completion Rate by 2%
 Goal 3: Increase completion efficiency by 1%

Goal 4: Increase course success by 1%
 Goal 5: Improved math/English through-put particularly for disproportionately impacted groups

Focus Areas: To increase the number of credentials awarded and the number of students transferring to UC/CSU and decrease the number of accumulated units:

- By the end of the spring 2021 semester:
 - Workgroup: Improve completion and retention by developing a workflow for proactive student support that aligns meta-major Counselors/ support staff and college / community resources to help students remain on their path.
 - Workgroup: Improve student retention by completing recommendations for a new Student Services “One Stop” building on the Redding campus.
 - Improve persistence and through-put by implementing automated Student Education Planning software that would permit students to complete course registration from that platform.
 - Implement a pre-registration checklist that would permit students to update their contact information and program of study.
 - Decrease the number of accumulated units by implementing a credit for prior learning website in cooperation with the Academic Senate and the Office of Instruction.
 - Develop a “stand alone” Career Center in cooperation with EWD.
- Improve access from application to enrollment by contacting each new applicant in disproportionately impacted groups through the expansion of the New Applicant Outreach Project.
- Decrease the number of accumulated units by expanding the front-end transcript evaluation process.

Committee Members (voting)					
x	Robert Bowman	x	Sue Huizinga	x	Buffy Tanner
x	Jerry Brown	x	Tim Johnston	x	Natalie Tucker
x	Nadia Elwood	x	Sonja Mendes	x	John Yu
x	Sandra Hamilton-Slane	x	Amber Perez		
		x	Carlos Reyes		
Guests (non-voting)					
x	Billy Miller				

1. Approval of Minutes
 - a) Minutes March 17, 2021: Buffy Tanner motioned and Carlos Reyes seconded to approve the minutes. All in favor, none abstained.

2. Instructional Council (IC) Report
 - a) Carlos stated that the IC has not met due to cancellations and postponement. Instructional Council is monitoring enrollment and the Academic Deans will meet on 4/22nd. Carlos stated that because enrollments have been down for a while, they may start making some cancellations. Carlos is aware that he may be making some early cuts if the enrollment is not where it needs to be, he feels that other colleagues may be in the same frame of mind.
 - b) Tim stated that Student Services is consistently supporting students in the transition in both physical and virtual interactions.

3. Action Agenda
 - a) Board Policies / Administrative Procedures – Second Reading
 1. AP 5130 Financial Aid
 - a. The recommended change was the deletion of the 12-unit completion requirement.
 - b. Buffy stated that Jill Ault and Sam preferred not to include language in the AP in regards to error disbursement and reimbursement to students.
 - c. Buffy Tanner motioned to consider AP 5130, and John Yu seconded. All in favor, none abstained. AP 5130 approved to move for Cabinet review.
 - b) Board Policies / Administrative Procedures – First Reading
 - None.
 - c) International Student Recruiting Plan (ISRP)
 1. Tim shared the Enrollment Management Report 20/21 snapshot for Spring 2021 as preface to the ISRP discussion. Tim stated we are held harmless until next year, so we will need to make efforts to improve enrollment as we move into next year.
 - a. Tim stated that many of other similar colleges are seeing a lower number of enrollments, some at percentages much great than Shasta College. Siskiyou College is down over 50% and Lassen is also seeing a dramatic decrease.
 2. John Yu acknowledged Cindy Silva and Ryan Loughrey on their great support for the ISRP.
 3. John provided a summary of the ISRP and is asking if the SSC will take action for approval.
 - a. The ISRP is asking students to have a global awareness. The mission is to encourage more international students to enroll.
 4. After the last four years the international numbers have fluctuated, from near 50 students to 13 students. Country of origins has varied from 4 – 17 different countries. Currently, we have students from 13-14 countries.
 5. John recapped the strengths and weaknesses from the ISRP.
 6. John also stated that the ISRP is part of the EMP for 2021.
 7. Tim “sun shined” the completed work that is emphasized in the ISRP, and it will go back to the Enrollment Management Committee for review. The plan shows intent to push more international student enrollment and international

concurrent student enrollment. Tim highlighted the waiver for the application fee prior to enrollment acceptance.

8. Sandra Hamilton-Slane made a motion and Robert Bowman seconded approval to move the ISRP forward to the EMC. All in favor, none abstained.
9. Discussion Comment:
 - a. Tim provided:
 - i. Daily Report:
 1. https://public.tableau.com/views/Enrollment_Management_Dashboard_15876498808510/EnrollmentManagementDashboard?:language=en&:display_count=y&:publish=yes&:origin=viz_share_link
 - ii. Weekly Enrollment Management Report:
 1. https://public.tableau.com/views/202021ShastaCollegeEnrollmentManagementReport/EnrollmentManagementReport?:language=en&:display_count=y&:origin=viz_share_link
 - b. Carlos asked if there are any conversations about the opportunities to students when situations change and students that sat out decide to return to college? Non-students will want to return at some point. From an enrollment management planning perspective, maybe we can make in-roads into considering this population.
 - i. John stated that the EMP Committee has invited Jennifer Fox to discuss why there is a decline in enrollment. Finding out where the loss is coming from is important so discussion can start on how to resolve the loss and support these students.
 - c. Carlos asked if the ISRP can be shared with Instructional Deans? Tim stated depending on the final review/approval from Enrollment Management Committee it will be OK to share.
 - d. Buffy highlighted the in-person recruitment goal and how it has not yielded much enrollment – with past efforts. Buffy is wondering if we could emphasize more on the online recruitment environment? John stated that our instruction is mostly online, and if we work with EducationUSA the costs are lowered. John also stated that there are avenues to promote more online recruitment.
 - i. Buffy stated she would be more comfortable if the emphasis was more on the online recruitment vs. in-person.
 - e. Amber stated that transportation, social/cultural awareness, is not as prominent in our area as the larger metro areas. It may increase global awareness by introducing field trips to larger metro areas so as to provide this atmosphere for international students. In her experience she has seen positive feedback from such trips.
 - i. John liked the idea of having staff support students as soon as they arrive into the US as well as providing more cultural awareness.

4. Discussion Agenda

a) Enrollment and Retention: Guided Pathways Pillar 3

1. New Applicant Outreach Program
 - a. Tim provided a recap of the Program.
 - b. Tim stated that there is going to be a proposal for further outreach efforts. The proposal was to utilize State Immediate Action money, and either

- HEERF 2 or 3, to run a pilot program and bring on two more Student Success Facilitators to support the New Applicant Outreach Program.
- c. The proposal ties into the Student Services rankings within the most recent Student Services AAP.
 - d. Buffy stated that one of the facilitators will immediately take a look at all the students we lost in the past year and reach out to those students. The position will be very pro-active with student support.
2. Counselors by “Areas of Interest”
 - a. Counselors would provide a cohort support to each student within a specific interest (create a relationship with students). Counselors will also serve as guides and assistance for instructional faculty.
 - b. The Counselors will have another education planning tool training on April 28th.
 - c. Discussion/Comments:
 - i. Nadia asked if there is going to be an alternative process/workflow to batch students into categorical counselors instead of one-on-one assignment?
 1. What happens if a counselor gets an education plan but finds out the student is obviously not planning what they originally chose? Can a counselor assign a student to another counselor? Tim stated that some counselors will be available to help with undecided or miss-identified goals. Tim also stated that others are being considered to help students decide a path.
 - ii. Robert asked if we anticipate a major movement of students from one counselor to another? Tim anticipates a minimum impact because the alignment is based on current focuses.
 - iii. Sue asked if the student can be switched even if they have been at Shasta College prior to getting into a cohort program? Tim stated that a student can be switched.
 - iv. Buffy asked if the online booking appointment system will default to match with these areas of interests? Tim stated that Cindy Sandhagen is helping to re-engineer the SARS platform to align with the counselor’s area of interest.
 3. What model would best support student retention within respective “areas of interest”?
 - a. What happens if we have counselors do their own scheduling and appointment making. Is there a structure that we should adopt? If we could utilize a facilitator or facilitators to reach out to students who are not part of a cohort, or look for students missing a certain list of criteria, and connect them with counselors. Tim stated that he would like to continue the conversation at the May 5th meeting, but encouraged the members start thinking about the model.
 - b. Nadia stated that there was a flex day many years ago and one of the speakers stated that it is important to treat your entire college as if it is a cohort program.
- b) Continuing the Conversation: Increasing face-to-face student support services.
 1. Room 2106: Sandra stated that not all programs have a big space to meet with students. Robert and Sandra discussed opening up a space where staff have room to meet with students. A few of the managers shared interest. Sandra will look into room 2106 availability.

- c) Preparation: Student Services One-Stop Conversation - May 5, 2021 with Theresa Markword
 - 1. Tim is going send out an interest list to managers to see what entities should be in the 100 building, who shouldn't be, etc. Tim asked the members to review the sheet prior to the May 5th meeting.
 - 2. Buffy noticed that some of the numbers seemed off on staff capacity and asked if the numbers can be changed? Tim stated that managers can change the numbers as needed.

- 5. Student Equity: Social justice Action Plan / Fostering Social Connection

- 6. Guided Pathways / Vision for Success - Providing / Coordinating Student Support Services virtually

- 7. Budget

- 8. Information Items / Other
 - a) Technology
 - b) Area Updates / Announcements
 - 1. Sandra stated that we have less than 200 students to attend the in-person graduation. Some students are stating that they are not attending due to the number of guests allowed. Sandra asked that people keep sharing graduation information.
 - a. Sandra stated that the student concerns are based on various conversations with the students.

- 9. Meeting adjourned at 12:36 pm

NEXT MEETING:

The next meeting is scheduled for Wednesday, May 5th from 10:30am – 12:30pm via Zoom
Minutes recorded by: James Konopitski, Student Services Coordinator