



Enrollment Management Meeting

Tuesday, Oct. 9, 2018

3:00 PM – 4:00 PM

Room 2314

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.

Present: Lorelei Hartzler, Jason Kelly, Mike Mari, Leroy Perkins, Susan Westler, Debbie Whitmer

1. Review Minutes
 - a. Minutes approved with amendments.
2. 2017-2018 Enrollment Management Plan – Closeout
 - a. Review and approve the Assessment Unit Four Column report.
 - b. The group briefly discussed progress on the new online noncredit orientation.
 - c. Group agreed to closeout 17-18 plan.
3. 2019-2021 Enrollment Management Plan
 - a. Discussion re: Goal 1 “Seek”
 - i. Add the word “efficiently” to third bullet point so it reads: Develop targeted communications that prompt students to move **efficiently** through the matriculation process.
 - b. Goal 2 “Keep”
 - i. Changed sixth bullet to “Develop a plan to promote **faculty awareness** of student support services.”
 - c. Goal 3 “Complete”
 - i. In the first bullet, changed “Implement Shasta Summit to scale to provide feedback...” to “Implement Shasta Summit to provide feedback...”
 - ii. Changed fifth bullet to read: “Continue **timely** outreach efforts to students to encourage the completion of comprehensive student education plan.”
 - d. Goal 4: Promote a Culture of Inquiry
 - i. Removed final bullet that discussed role of committee in constant evaluation of goals. The Enrollment Management Committee will continue to serve in this role to continue improvement, so adding this bullet was unintentionally redundant.
4. Assigning responsible parties for the activities

- a. The group went through bullet point by bullet point to suggest parties responsible for the implementation of the activities.
- b. Goal 1 “Seek”
 - i. Develop a marketing plan that is informed by Guided Pathway and Equity goals.
 - 1. Suggested: Jennifer McCandless – Dean of Learning Pathways.
 - ii. Implement website resources to streamline and track the student intake process from application to registration.
 - 1. Suggested: Student Services – Tim Johnston and Information Technology (I.T.)
 - iii. Develop targeted communications that prompt students to move efficiently through the matriculation process.
 - 1. Suggested: Student Services – Tim Johnston
 - iv. Evaluate and update the online and in-person new student orientations.
 - 1. Suggested: Student Services
 - v. In consultation with local high schools, develop promotional materials to highlight the benefits of the California College Promise Grant.
 - 1. Suggested: Marketing Department
 - vi. Require the completion of the Free Application for Federal Student Aid (FAFSA) for priority registration.
 - 1. Suggested: I.T.
 - vii. Develop a newsletter to share information and program updates with regional high school counselors and administration.
 - 1. Suggested: Student Services and Marketing
 - viii. Implement electronic transcript data sharing between the college and regional high school districts.
 - 1. Suggested: I.T.
 - ix. Expand virtual counseling capabilities to serve students independent of geographic location.
 - 1. Suggested: Student Services and I.T.
 - x. Implement an electronic signature solution.
 - 1. Suggested: I.T.
 - xi. Investigate the integration of high school career services with college academic placement that includes structured exploration for undecided students.
 - 1. Student Services (Counseling)
 - xii. In support of Guided Pathways, integrate degree program maps into the automated student education planning solution.
 - 1. Suggested: Dean of Guided Pathways
 - xiii. Complete the planning of the new Student Services “One Stop” building.
 - 1. Suggested: Student Services
- c. Goal 2: Keep
 - i. Develop the workflow to support responsive student tracking systems that align

interventions and resources to help students remain on their path.

1. Suggested: Student Services
 - ii. Disaggregate retention and success data from academic programs to determine if equity goals have been achieved and make revisions as needed for improved success.
 1. Suggested: Department of Research and Institutional Effectiveness and I.T.
 - iii. Provide all students with shastacollege.edu email addresses.
 1. Suggested: I.T.
 - iv. Develop a marketing campaign to promote the benefits of taking at least fifteen units a semester.
 1. Suggested: Marketing
 - v. Investigate the feasibility of a Completion Grant program that provides free tuition for students who are near the end of their program.
 1. Suggested: (left blank – more discussion needed)
 - vi. Develop a plan to promote faculty awareness of student support services.
 1. Suggested: Student Services and Marketing.
 - vii. Implement a new student portal to replace MyShasta.
 1. Suggested: I.T.
 - viii. Develop the workflow plan to evaluate transcripts for incoming students.
 1. Suggested: Student Services
 - ix. Expand the promotion of Student Success courses to first-year students
 1. Suggested: Student Services and Marketing
 - x. Investigate the adoption of schedule builder software.
 1. Suggested: Instruction
- d. Goal 3:
- i. Implement Shasta Summit to provide feedback and appropriate support services to students.
 1. Suggested: Student Services
 - ii. Develop a plan to increase student and faculty awareness of student supports available on campus.
 1. Suggested: Student Services and Marketing
 - iii. Continue to create and update program maps.
 1. Suggested: Instruction and Pathways
 - iv. Support faculty in their development of practices designed to achieve student equity goals.
 1. Suggested: Pathways
 - v. Continue timely outreach efforts to students to encourage the completion of comprehensive student education plans.
 1. Suggested: Student Services
 - vi. Evaluate and develop a plan to implement a “Call Center”.
 1. Suggested: I.T. and Student Services
 - vii. Develop and launch a “Declare Your Major” campaign.
 1. Suggested: Marketing and Student Services
 - viii. Review priority registration to ensure that the college is supporting completion.
 1. Suggested: Research and Student Services
 - ix. Continue to promote ADT (Associate Degree for Transfer) degrees.
 1. Suggested: Marketing and Student Services

- e. Goal 4: Promote a Culture of Inquiry
 - i. Conduct a second Community College Survey of Student Engagement, identify areas of need and implement a plan to address these areas.
 - 1. Suggested: Research
 - ii. Make student success data more accessible and transparent in real-time
 - 1. Suggested: Research and I.T.
- 5. Other
 - a. Discussion on a final bullet which would include a statement regarding the regular evaluation of the activities in the plan
 - i. This statement is almost built into the introduction of the plan, so deemed unnecessary.
- 6. Next steps:
 - a. Next meeting: November 13th.
- 7. Meeting adjourned.