



Enrollment Management Meeting

Tuesday, December 11, 2018

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.

Present: John Yu, Leroy Perkins, Susan Westler, Debbie Whitmer, Jim Korteum, Lorelei Hartzler

1. Review Minutes
 - a. Minutes approved.
2. 2019-2021 Enrollment Management Plan – Approved and ready to go to the Board.
 - a. All previous changes to the 2019-2021 Enrollment Management Plan have been recorded and approved.
 - b. Goal 1 “Seek”: The goal is to encourage prospective students to apply and complete a structured onboarding process that helps them to choose a pathway and enroll in appropriate courses.
 - c. Goal 2 “Keep”: Aligned with Guided Pathways, the goal is to help students stay on their path by developing responsive strategies to support student persistence and retention that includes proactive academic and career advising and responsive student tracking systems.
 - d. Goal 3 “Complete”: The goal is to help students complete a program of study and earn a credential with value in the labor market or a transfer degree.
 - e. Goal 4: Promote a Culture of Inquiry: The goal is to use evidence to support a culture of inquiry which will inform continuous improvement efforts.
3. Assigning a timeline for implementation of Goals 1-4
 - a. The group went through bullet point by bullet point to assign reasonable timelines to implement the individual initiatives under Goals 1-4
 - b. Goal 1 “Seek”
 - i. Develop a marketing plan that is informed by Guided Pathway and Equity goals.
 1. The committee determined this initiative will take 2 years
 2. Suggested: Jennifer McCandless – Dean of Learning Pathway
 - ii. Implement website resources to streamline and track the student intake process

from application to registration.

1. The committee determined this initiative will take 1 year to implement.
 2. 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. The committee determined this initiative will take 1 year to implement.
 2. Suggested: Student Services – Tim Johnston
- iv. Evaluate and update the online and in-person new student orientations.
 1. The committee determined this initiative will take 1 year to implement.
 2. Suggested: Student Services
- v. In consultation with local high schools, develop promotional materials to highlight the benefits of the California College Promise Grant.
 1. The committee determined this initiative will take 1 year to implement.
 2. Suggested: Marketing Department
- vi. Develop a newsletter to share information and program updates with regional high school counselors and administration.
 1. The committee determined this initiative will take 1 year to implement.
 2. Suggested: Student Services and Marketing
- vii. Implement electronic transcript data sharing between the college and regional high school districts.
 1. The committee determined this initiative will take 1.5 years to implement.
 2. Suggested: I.T.
- viii. Expand virtual counseling capabilities to serve students independent of geographic location.
 1. The committee determined this initiative will take 2 years to implement.
 2. Suggested: Student Services and I.T.
- ix. Implement an electronic signature solution.
 1. The committee determined this initiative will take 2 years to implement.
 2. Suggested: I.T.
- x. Investigate the integration of high school career services with college academic placement that includes structured exploration for undecided students.
 1. The committee determined this initiative will take 1 year to 'investigate.'
 2. Student Services (Counseling)
- xi. In support of Guided Pathways, integrate degree program maps into the automated student education planning solution.
 1. The committee determined this initiative will take 2 years to implement.
 2. Suggested: Dean of Guided Pathways

- xii. Complete the planning of the new Student Services “One Stop” building.
 - 1. The committee determined this initiative will take 2+ years to implement.
 - 2. 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. The committee determined this initiative will take 2 years to implement.
 - 2. 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. The committee determined this initiative will take 1 year to implement.
 - 2. Suggested: Department of Research and Institutional Effectiveness and I.T.
 - iii. Provide all students with shastacollege.edu email addresses.
 - 1. The committee determined this initiative will take 2 years to implement.
 - 2. Suggested: I.T.
 - iv. Investigate the feasibility of a Completion Grant program that provides free tuition for students who are near the end of their program.
 - 1. The committee determined this initiative will take 2 years to implement.
 - 2. Suggested: (left blank – more discussion needed)
 - v. Develop a plan to promote faculty awareness of student support services.
 - 1. The committee determined this initiative will take 1 year to implement.
 - 2. Suggested: Student Services and Marketing.
 - vi. Implement a new student portal to replace MyShasta.
 - 1. The committee determined this initiative will take 1 year to implement.
 - 2. Suggested: I.T.
 - vii. Develop the workflow plan to evaluate transcripts for incoming students.
 - 1. The committee determined this initiative will take 1 year to implement.
 - 2. Suggested: Student Services
 - viii. Expand the promotion of Student Success courses to first-year students.
 - 1. The committee determined this initiative will take 1 year to implement.
 - 2. Suggested: Student Services and Marketing
 - ix. Investigate the adoption of schedule builder software.
 - 1. The committee determined this initiative will take 1 year to ‘investigate.’
 - 2. Suggested: Instruction
- d. Goal 3: Complete**
 - i. Implement Shasta Summit to provide feedback and appropriate support services to students.
 - 1. The committee determined this initiative will take 2 years to implement.
 - 2. Suggested: Student Services
 - ii. Continue to create and update program maps.
 - 1. The committee determined this initiative will take 2 years to implement.
 - 2. Suggested: Instruction and Pathways
 - iii. Support faculty in their development of practices designed to achieve student equity goals.

1. The committee determined this initiative will take 2 years (ongoing) to implement.
 2. Suggested: Pathways
- iv. Continue timely outreach efforts to students to encourage the completion of comprehensive student education plans.
 1. The committee determined this initiative will take 2 years (ongoing) to implement.
 2. Suggested: Student Services
- v. Evaluate and develop a plan to implement a "Call Center".
 1. The committee determined this initiative will take 1 year to implement.
 2. Suggested: I.T. and Student Services
- vi. Develop and launch a "Declare Your Major" campaign.
 1. The committee determined this initiative will take 1 year to implement.
 2. Suggested: Marketing and Student Services
- vii. Review priority registration to ensure that the college is supporting completion.
 1. The committee determined this initiative will take 1 year to implement.
 2. Suggested: Research and Student Services
- viii. Continue to promote ADT (Associate Degree for Transfer) degrees.
 1. The committee determined this initiative will take 2 years (ongoing) to implement.
 2. Suggested: Marketing and Student Services
- ix. Promote and enhance Student Employment Center Services and increase awareness of those services to students, faculty, and staff.
 1. The committee determined this initiative will take 2 years (ongoing) to implement.
 2. Suggested by: Academic Senate
- x. Promote and enhance Transfer Center services and increase awareness of those services to students.
 1. The committee determined this initiative will take 2 years (ongoing) to implement.
 2. Suggested by: College Council
- 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. The committee determined this initiative will take 1 year to implement.
 2. Suggested: Research
 - ii. Make student success data more accessible and transparent in real-time.
 1. The committee determined this initiative will take 2 years (ongoing) to implement.
 2. Suggested: Research and I.T.
4. Other
 - a. Discussion on what happens to this committee now that the plan is approved and we've assigned implementation timelines of the individual initiatives.
 1. The committee is responsible for monitoring progress, planning the annual party, monitor the timeline bases on working plans, and or continue reviewing initiatives in Nuventive.
 - b. The committee wanted to know who would report on the progress of these goals

1. The Deans overseeing these divisions will report their progress to the committee. The committee will have two years to chart progress, beginning in January 2019.
2. John Yu suggested the committee could also conduct an assessment to check progress

5. Next steps:

- a. Next meeting: January 15, 2019.

6. Meeting adjourned.