



## Enrollment Management Meeting

Tuesday, December 3, 2019

3:00 PM – 4:00 PM

Rm 2314, Building 2300

### Minutes

Committee Mission: To develop a holistic, comprehensive, and integrated approach to enrollment management while recommending scheduling, instructional and student support strategies to enhance equitable access, success, persistence and goal attainment.

Committee Members Present:					
X	John Yu	X	James Kortuem	X	Susan Westler
X	Mike Mari	X	Leroy Perkins		Craig Thompson
X	Jason Kelly		Jessica Tyson	X	Lorelei Hartzler

1. Meeting called to order by John Yu at 3:00 pm.
2. Review/Approval of Minutes
  - a. Susan Westler moved to approve the May 12, 2019 minutes, Mike Mari seconded. Minutes approved by all in attendance with minor edits with Lorelei abstaining.
3. Introductions:
  - a. Michelle Fairchild – Student Success Coordinator/Shasta Summit
  - b. James Crandall – Director of Information Technology
4. Michelle Fairchild reviewed the Shasta Summit program and how it has evolved.
  - a. The program was launched in spring 2018. Over last several semesters, we've gone from 3 faculty members/16 classes/156 students to 19 faculty/97 classes and 1616 students. The program offers the option to flag students with warnings, kudos, referrals or to-dos. Each semester, a survey is completed by students and faculty. The feed back has been overwhelmingly positive from those involved, both faculty and staff.
  - b. There were several improvements to the program since its inception. The mobile functionality has been enhanced for both faculty and students. Student cohorts were built out with enhanced services highlights. They have also started importing canvas info into Shasta summit. Flags could be sent to students automatically if the faculty chose to set up the system to use that feature.
  - c. Moving forward it is envisioned that more faculty, counselors and support staff would use the tool.
  - d. Shasta summit will be highlighted during Flex Day breakout sessions.
  - e. Michelle demonstrated the tool online.
5. Enrollment Numbers – James Crandall

- a. James gave an update on enrollment numbers based on Leroy's suggestion from a previous meeting. James shared his weekly report that goes out to a handful of administrators. His hope is that this information is being handed out to others. The report is a "slice in time" comparison of today compared to same time last year. The report shows resident, non-resident, percentage increase from last year, FTES, contact hours and many other items.
  - b. The report can be narrowed down to campus, division or a specific program.
  - c. For spring 2020, we have 780.82 FTES compared to 785.55 from last year. The report is publicly available now. James will make more user friendly and link it off webpage.
  - d. Leroy pointed out that we have a 3 percent increase from last fall to this fall. He was surprised it wasn't more with the implementation of Shasta College Promise Program. He questioned whether finances were a barrier or not. Mike said he felt like so many students already qualify for CCPG, that the Shasta College Promise Program didn't come into play. Leroy wondered how to define the largest barrier to college growth. The majority of the committee felt that, in Shasta County, college is just not part of the culture. They also felt that many students are first generation students. James Crandall shared with the committee that his son just graduated from high school. His high school counselor pressured him to go directly to UC. He felt the area high schools are pushing students to go directly to UCs.
  - e. James also felt that students might not be able to find the classes they need at the times they are available. Online classes help, but some people would rather take in-person classes. He hoped that the new Student Ed Planning tool would help us determine what classes we need more of. Lorelei asked if it was possible to have smaller classes so we had more time availabilities. Mike said that strategy was used in the past, but was not efficient.
  - f. James mentioned that dual enrollment has helped bring in students. But students that take dual enrollment classes and then go straight to UC, never get an associates degree or certificate. We need to increase those outcomes because of the new funding formula. Lorelei mentioned the work being done with the Degrees When Due project and looking to award students who were eligible for certificates or degrees. James said they are currently working on programming to capture those students.
- 6. Meeting adjourned at 4:03 pm.
  - 7. Next meeting will be held on January 28, 2020 from 3:00 – 4:00 pm in room 2314.

Recorded by Amy Speakman, Enrollment Services I, Enrollment Services