



## Enrollment Management Meeting

Tuesday, January 28, 2020

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 – Co-Chair	X	James Kortuem		Susan Westler
X	Mike Mari – Co-Chair	X	Leroy Perkins	X	Desiree Lesicko
X	Jason Kelly	X	John Whitmer	X	Lorelei Hartzler
X	Jun Ma				

1. Meeting called to order by John Yu at 3:00 pm.
2. Introductions:
  - a. John Yu introduced the new members of the committee and reviewed the committee's mission. John also handed out the Enrollment Management Plan for 2019-21 for review later in the meeting.
3. Review/Approval of Minutes
  - a. Mike moved to approve the minutes from December 3, 2019 with minor edits and Jason seconded. Minutes approved by all in attendance with new members abstaining.
4. New Applicant Project - Brianna O'Leary
  - a. Brianna presented information about the New Applicant Outreach Project. The project has been in place for almost two years.
  - b. Welcome packets are sent out to all new applicants which include steps to enrollment, student ID and user ID.
  - c. Identified students in certain equity groups within ACSS and BAITS are contacted by phone for follow up. The equity groups are defined by the Chancellor's Office. Calls include information about the matriculation steps, education plans, orientation and FAFSA.
  - d. Calls also connect students to other programs on campus including pace and EOPS.
  - e. Students who received a call were more likely to complete the matriculation steps and enroll at the college.
  - f. Lorelei asked what kinds of questions students ask about during calls. Brianna explained that most questions during phone calls are regarding financial aid.
  - g. John Whitmer strongly suggested that we re-implement the Puentes program here on the Redding Campus.

5. Review of the EMP
  - a. The committee took some time to review the Enrollment Management Plan for 2019-21.
  - b. John Yu showed everyone how to access the document on the College website.
  - c. The plan date is consistent with the College's Strategic Plan which is also ending in 2021.
  - d. The mission is based on the Vision for Success from the Chancellor's Office.
  - e. Leroy asked what we meant by "responsive student tracking system" on page 4 under Goal #2. Mike said he believes the New Applicant Outreach project may be a byproduct of that item. It is a way to try and figure out where we are losing students along the way.
  - f. John Whitmer explained that the fire academy program (including all equipment) costs around \$5,000 for each student. He suggested the College look at lowering costs which could increase enrollment in the program.
  - g. Jason pointed out that the connotation around athletes was currently negative. The view of athletes needs to improve here on campus. Shasta student athletes follow all Six Success Factors outlined in the Enrollment Management Plan and are taught the pillars of Guided Pathways.
  - h. Desiree pointed out that connecting with the high schools is one of the goals. She mentioned that it would be best to have a single point of contact for each student. Leroy also suggested having a single point of contact (an actual person, not a program or department) for incoming students. Leroy mentioned it was wonderful that New Applicant Outreach Project gets students in contact with a specific person (Brianna) who they can call and touch base with. It creates a more positive connection with Shasta College.
6. Meeting adjourned at 4:02 pm.
7. Next meeting will be held on February 25, 2020 from 3:00 – 4:00 pm in room 2314.

Recorded by Amy Speakman, Enrollment Services I, Enrollment Services