



## Enrollment Management Meeting

Tuesday, May 14, 2019

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.

<b>Committee Members Present:</b>					
X	John Yu	X	James Kortuem	X	Susan Westler
	Mike Mari	X	Leroy Perkins	X	Debbie Whitmer
	Trena Kimler-Richards		Jessica Tyson	X	Lorelei Hartzler
	Jason Kelly		Craig Thompson		

1. Meeting called to order by John Yu at 3:05pm.
2. Introductions:
  - a. Will Breitbach, Dean of Library Services & Educational Technology
3. Implementation of the 2019-2021 Enrollment Management Plan (EMP).
  - a. Related EMP Activities:
    - i. (EMP Activity 2.2) 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. Disaggregation of retention and success, per program area used to have Equity information but was taken out last year. The main reason the Equity information was taken out was due to privacy and low numbers.
      2. Will Breitbach is researching and looking into adding it back into the program review data set.
        - a. A goal is to also make the data as an automated process.
      3. Equity goals have the potential for achievement when they are looked at through our various program review processes.
    - ii. (EMP Activity 4.1) Conduct a second Community College Survey of Student Engagement, identify areas of need and implement a plan to address these areas.
      1. CCSSE Survey has been completed by the Enrollment Services office. Data and analysis should be available in either June or July.

2. Library Services and Educational Technology have also included a self-efficacy ISLO assessment, which will be an addition to with CCSSE data and analysis.
- iii. (EMP Activity 4.2) Make student success and equity data more accessible and transparent in real-time.
  1. Real-time, will be hard. Student Success Metrics dashboard will provide this data, commonly on a yearly basis.
  2. Vs. other data sets is that Concurrent/DE students are not included in the new Metric dashboard.
    - a. Mostly aligned to the SCFF, but does include a few other data sets.
  3. Will be in the Student Services Program Review and is part of the Equity Plan.
4. Local Goals.
  - a. Chancellor's office advised that colleges create local goals based on the Chancellor's Vision for Success.
    - i. Our local goals are aligned with the Vision for Success.
    - ii. The goals are expected to be reached within five years.
      1. Goal One - Completion.
        - a. Shasta College will increase the total number of associate degrees completed annually from 723 to 868, an increase of 20 percent.
        - b. Shasta College will increase the number of CCCCCO-approved certificates completed annually from 388 to 465, an increase of 20 percent.
        - c. Shasta College is on track to complete this goal.
      2. Goal Two - Transfer:
        - a. Shasta College will increase the number of ADT degrees completed annually from 175 to 236, an increase of 35 percent.
        - b. Shasta College could have chosen other degrees and decided upon ADT's because we have better control over how these degrees are earned.
        - c. Current process and a team is in place to consider going to automatic awarding of degrees.
          - i. The push is titled," Degrees When Due".
          - ii. Currently, the workflow and communication is still being resolved.
      3. Goal Three – Unit Accumulation:
        - a. Shasta College will decrease the average units earned per completed associate degree from 84 to 76, a decrease of 10 percent.
        - b. Shasta College is on track to complete this goal.
      4. Goal Four – Workforce:

- a. Shasta College will increase the median annual earnings of students (who did not transfer) from \$22,928 per year to \$25,250 per year, an increase of 10 percent.
  - b. Shasta College does not collect the yearly earnings and will rely on employee development agencies for the reporting.
  - c. It is with understanding that many factors should be considered when reaching this specific goal.
  - d. Shasta College is on track to complete this goal.
- 5. Goal Five – Equity:
  - a. Shasta College will increase the number of First Generation students who annually complete associate degrees from 13 to 67, an increase of 415 percent.
  - b. Shasta College will increase the number of First Generation students who annually complete a Chancellor’s Office approved certificate from 10 to 37, an increase of 270 percent.
  - c. Shasta College will decrease the number of units accumulated by First Generation associated degree earners from 79 to 76 in 2021-2022, a decrease of 4%.
  - d. Shasta College is on track to complete this goal.
- iii. Comments:
  - 1. Student Services will now be performing program reviews starting next year, in 2020.
  - 2. Program Review Committee may request to view data of the different groups within the programs that will be reviewed.
    - a. Sandra Hamilton-Slane is researching ways to include ethnic groups back into Tableau for better tracking.
  - 3. The Shasta College Equity Plan was just approved by the Board of Trustees.
- 5. Review/approval Minutes.
  - a. Susan Westler moved to approve the March 12<sup>th</sup> 2019 minutes as amended, Debbie Whitmer seconded. Minutes approved by all as amended, Lorelei Hartzler abstained.
- 6. Others?
  - a. John Yu thanked the participants of the committee.
  - b. Leroy Perkins asked if the composition of the committee members are termed or if the current members can remain on the committee.
    - i. John Yu stated that he does not believe the members are on a term commitment, but will check the policies regarding committee member commitments.
- 7. Meeting adjourned at **3:46 pm**.
- 8. **Next meeting:**
  - a. Meetings will continue on Tuesday, September 10<sup>th</sup> 2019 from 3:00 – 4:00pm in Room 2314.

Recorded by: James Konopitski, Administrative Secretary I, Enrollment Services