Enrollment Management Meeting

Tuesday, October 6, 2015
2:00 PM – 3:00 PM
Board Room

Meeting Notes

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

Present: Tim Johnston, Lorelei Hartzler, Susan Westler, Jason Kelly, Frank Nigro, Sara Holmes. Special guest: Nelson Espinola.

1. Mission / Membership
    a. Report from IC re. three faculty (up to 2 part-time faculty)
        i. Approved by IC, we are now fulfilled in all representations
    b. Welcome new members
        1. Susan Westler
2. Program Review Team – draft plan
    a. The plan includes Enrollment Management and Student Learning Outcomes. The review team states that we are good on reporting, we just need to close the loop.
    b. The EM Committee reviewed the draft plan, written for $150k. There are many issues related to our group. It includes a proposed implementation of:
        i. Honors Program: Currently working with Faculty to see who is available to participate. There is also the question of adding a new courses, new sections within a course, or an individual contract with the student. We are leaning towards adding a new course. The target implementation date is Fall 2016. There is seen money reserved for a Coordinator. Academic Senate has conceptually agreed. Once the application window is set, Nelson will report the timeline to students during HS visits. We will also work to have information available for HS Counselor Day on Nov. 6th.
        ii. Adult Learner Reentry (PACE): Geared for adults with some college, but no degree. Each course will be 6-9 weeks in duration, with Saturday options as well. Degrees will be offered in Psychology, Business, and General Studies.
        iii. Early alert
    c. The Plan will presented in Student Services tomorrow, and brought to the Student Success Committee.   IC has already reviewed the plan.
    d. We will continue reporting on this with updates.

3. Outreach / Marketing Plan review (Nelson Espinola) - attachment

a. The Outreach Plan originally focused on high schools, but Nelson has included participation in community events. Some of the ideas discussed were updating our web presence, updating the Outreach power point with student testimonials, the cohort project (FYS), campus tours, social media (improvement needed), and international outreach (working with Keith). Nelson has compiled a specific list of events, such as Market Fest, and is adding to it. He attends Career Fairs and plans to visit alternative schools as well. When he presents to high schools, the staff at the HS sets up the presentation. He usually visits individual classes, talking about college/cost/schedule/what SC has to offer. Nelson would like to see workshops provided at the HS to help students choose a major. He is also working with Sharon to reach out to special groups.

b. The Enrollment process has changed a lot in the last couple of years. Counselors are going out to the high schools instead of the students coming here. A pilot process was implemented for transcript evaluation, and Ed Plans were completed at the HS. Online orientation is now recommended for HS students, although this may be changing this year. There was some technical difficulty completing the online orientations. He may provide one big orientation at the HS, but has not decided.

c. Nelson has attempted to link this plan to Equity and EM Plan. The focus on high school has been counter balanced with community outreach. Side note – HS student population is down 4%. We should look at Junior High to see what is to come.

d. This is first reading at EMC. Please let Nelson know of any recommended changes. He will then take it to IC and College Council.

e. Transcript Evaluation
   i. Frank – challenge is that HS classes don't always match each other. We need to talk to counselors for class description and readiness. Sometimes student choose a lower level.   Fall 2015 was the first semester, and we will be assessing the outcome. English 1a and 102 had high enrollment, while 190 had soft enrollment. The ARWC class has helped to ready students, but the most challenge is placing students from out of state. Many were assessed, as well, to solidify the placement.
   ii. CAI Webinar Presentation – October 19th at 1pm. This is a webinar presentation by John Hetts and Jennifer Coleman. John discusses 4 different models for assessment and placement. At SC, we noticed a big shift of students placing higher.

f. Many Promise students were recruited into the FYS program (approx. 450) lost approx. 80.

4. Probation – Level 1 intervention – attached PowerPoint
   a. Focus has been retention and on Level 1 (progress or academic)
      i. Students are locked up from registration and forced to go to a workshop (facilitated by Brian Spillane) or meet with a counselor, then released to register.
   b. Level 2's are locked up and must meet with counselor to be released.
   c. Loss of BOG
      i. Beginning Fall 2016, students on 2 consecutive semesters of probation will lose their BOG award. We are currently developing an appeal process. We will push early registration for Fall classes (as soon as grades are posted)

and then using Summer for improvement. This will help in the appeal process.

5. Next time
   a. Bring Outreach Plan back
   b. Bring back PowerPoint on Assessment
      i. Discuss how assessment disproportionally affects different groups.
6. Attractive classroom – Frank reported that IC discussed creating standards for classrooms. Many improvements have been made, but more are needed. We need to create a refresh cycle. This was an EMP initiative. Meridith will ask for ideas from the Deans.
7. Begin pulling items off parking lot
8. Meeting adjourned at 2:55pm.

Parking Lot:

Presentations to include:
- Student Success / Retention committee
- Dual Enrollment
- BOGFW outreach plan / appeal process
- Early Alert – Student Success Committee

Fall projects
   a. 1.1.4 Alumni Association Investigation
   b. 1.2.3 Develop Marketing Plan
   c. 1.4.4 Non Credit Student Development
   d. 2.1.1 Student Portal
   e. 2.1.3 "One Stop" model
   f. 2.2.2 Mentor program for PT faculty
   g. 2.2.5 Early Alert
   h. 2.2.8 Attractive Classroom
   i. 3.1.1 Flex/Alternative Scheduling Options
   j. 3.1.4 Two year scheduling pattern
   k. 4.1.1 Data Dashboard