



Enrollment Management Meeting

Tuesday, Dec. 5, 2017

2:00 PM – 3:00 PM

Room 2314

Meeting 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.

1. Review Minutes – Approval of minutes with revisions
2. Enrollment Management Plan - Fall 2017 - initiative progress report
 - Develop Initiatives to enhance – student persistence
 - Hobsons Starfish – Early Alert Process
 - Hobsons Starfish is as software that allows faculty to do anytime alert and outreach. Currently have 3 faculty members who have volunteered to be early adopters. Trena Kimler-Richards, Jim Crooks, and Dan Bryant. They have all received training and currently in a test semester with their own student data. We were able to clone colleague and allow faculty to test it out with their own students. Moving from test to production and going live next semester in the small test groups with the three faculty members.
 - Meeting weekly with tech support from Hobsons.
 - Student Ed Plan piece is also in the testing phase and would like to roll that out in the beginning of February.
 - Measuring the impact that the early alerts have in the persistence of the students.
 - Accomplished 2.1.3.
 - Academic Support Strategies
 - Online tutoring
 - Reached out to Will, currently in place and those who teach online can verify the NetTutor, and the writing center has online capabilities.

Goal 4 – Seek, Keep and Complete

- This year is much more efficient with courses, but less of a focus on mailing and marketing. As next year is a growth year, we are anticipating another increase.
- 6% decrease
- Student Services survey – Satisfaction has trended up as far as student services has provided.

Culture of Inquiry Enrollment Management Plan

- Two quality focus essays (new requirement for accreditation standards)
- Address two areas of growth and come up with a plan
- Creating of a data warehouse (allows us to compare equally)
 - If you pull a report today and run it tomorrow it will always be different. Data Warehouse can freeze data in time, so you can compare different subgroups.
 - It found its way into the accreditation report and there is a good starting point. We did say create but we aren't there yet.
 - Yardstick we can trust example
- Spreadsheet for Applicant progress report, majors, matric steps status, whether they've registered or not. We can now run on a regular basis.
- Granular data means – student groups with equity filter, from an equity perspective who may be disproportionately impacted. The top performing student group is doing a 10 and this other group is doing a 6. This difference is significant, identify who they are and what they are lacking.
- Student focus groups – met with research in the beginning of the semester and do a survey and was sent out to all students to see if there are any themes. Report will be presented to Student Services Council tomorrow 12/6. Broken down by departments. It doesn't differentiate the different semester, it treats everyone the same.
 - From those themes, we want to gather the student feedback and have that has guide questions and have a better focus on the focus groups.

3. Enrollment Management Plan - Spring 2018 – preview (attachment)

Goal of Seek,

Develop a comprehensive marketing plan linked to the Educational Master Plan and other strategic planning efforts that strives to:

☐ *enhance diversity to reflect the students served throughout our district;*

☐ *promote Shasta College as a first choice transfer institution;*

☐ *respond to changing economic needs of the region.*

- Building relationships with our high school, encouraging the link between high school and college to promote the rate.
- Marketing strategies – banners on the driveway – makes the campus seem more cohesive and that we are all in this together. It is a nice reminder that we are here for everyone.
- Student intake plan – 1.1.2.

- Strategy 1.2.1 – Noncredit orientation – student seeking courses for non-credit. It was a requirement of non credit SSP, intending to support. We've done it historically more face to face. If we did an online element and still meet the various groups and provide them with that information.
- Goal 2:
 - 2.1.1 Course completion rate of 70%
 - Shasta Summit – once that is fully implemented, now that you can do it in a more positive manner, more people will be involved. We can improve the retention with this. Currently still working on allowing on student's email. FAFSA requires parents and students have separate email. FSA ID's cannot be the same. The parent and student have to have FSA ID's to sign the FAFSA.
 - 70% completion rate overall. As we look at it granularly, there will be certain sub groups that will be further away and other groups will be well above this.
 - If a dean wrote something to the student with affirmation would it be meaningful? If an administrator sent something out would they help retention?
 - Shasta Summit – provide KUDOS to the student from instructor to help with the relationship. The more positive affirmations the students received, the better the completion rates.
 - You can send it to the whole group but perceived to the student has an individual message to each student.
 - Completion rates are going to vary dramatically. Not all the time will they complete courses?
 - The more times you can see them, touch base with them, encourage them. It really does help with the persistence and completion.
 - Providing them the support and getting them to the services.
 - What is our current rate? Persistence rates are term to term. Overall is 61%. Completion rates are 44%. We have a ways to go for degree completion.
 - This is going to be ongoing, directing students to support services, starfish, and unique personal touch.
 - Interested in the online college initiative. English IC course accepted to be included in that format. It was challenging but completed that. If the tech gets the correct exchange, the home institution is the one who gets the credit. This can really impact enrollment. It could also help the enrollment.
 - Experienced some push back from various groups. And Chancellors has provided options to the Governor and the BOG. Each college is going to

face competition as low cost and who can do things quicker. Could be an enrollment threat as well.

- Purpose is to reach those who can't reach access to education. Access to online. Basic skills to take an online course.

•

4. Other?