# Enrollment Management Meeting

Tuesday, September 24, 2019
3:00 PM – 4:00 PM
Rm 2314, Building 2300

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.

| Committee Members Present: | | | | | |
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| X | John Yu | X | James Kortuem | X | Susan Westler |
| X | Mike Mari | X | Leroy Perkins | | Craig Thompson |
| X | Jason Kelly | | Jessica Tyson | | Lorelei Hartzler |
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1. Meeting called to order by John Yu at 3:07 pm.
2. Review/Approval of Minutes
   a. Susan Westler moved to approve the May 12, 2019 minutes, Jason Kelly seconded.  Minutes approved by all in attendance.
3. Introductions:
   a. Jennifer McCandless, Dean of Pathways and Learning Support
4. Implementation of the 2019-21 Enrollment Management Plan (EMP)
   a. Related EMP Activities:
      i. (EMP Activity 1.1) Develop a marketing plan that is informed by Guided Pathway and Equity goals.
         1. Marketing plan for program mapping is still being developed.
      ii. (EMP Activity 1.11) In support of Guided Pathways, integrate degree program maps into the automated student education planning solution.
         1. Student Ed Planning tool is currently in pilot mode.  The new tool can be accessed through MyShasta and students can now see their progress towards their selected degree.  It also gives students a semester by semester course plan to complete their degree/certificate.
         2. Some program maps have been completed, but most are in draft form being updated by respective departments. The maps are based on a four semester/two year plan which would require students to take approximately 15 units per semester.  Six semester plans are also being developed for students attending part time.
         3. Departments will be receiving program map templates to complete program maps for the degrees/certificates in their areas.  They will also be receiving a

checklist that includes different areas of consideration based on best practices. Draft program maps are located on the I Drive and the template and checklist are currently on Canvas.

      iii.  (EMP Activity 3.2) Continue to create and update program maps.
1. The hope is to have draft program maps for all degrees and certificates by the end of the Fall 2019 semester.
2. Program maps are also being developed for General Education plans in the areas of STEM, Non-STEM, Education and CTE for students who have not decided on a degree path.

      iv.  (EMP Activity 3.3) Support faculty in their development of practices designed to achieve student equity goals.
1. Student equity is at the center of the Guided Pathways development. Faculty are looking at different equity groups to see if supplemental instruction or imbedded tutors would be beneficial to those groups. There is also effort going into developing stronger cohort groups, like Umoja, to better support equity groups to increase success.

5. Information Item:
    a.  Strategies to Increase Enrollment at Shasta College - a Whitepaper. Research was completed over the summer to determine how Shasta College could implement strategies to increase enrollment over the next 5-10 years.

      i.  Several factors were considered, including:
1. Economic condition. When the economy is good, fewer students attend community college because they are able to attend more expensive schools or transition directly into the workforce.
2. Feeding Pipeline. The State Department of Finance has predicted an overall decline in K12 and college enrollment over the next 9-10 years. Fortunately for Shasta College, our numbers are projected to increase.

      ii.  Overall, Shasta College's enrollment is predicted to continue to increase. Strategies to implement to continue the increases enrollment are as follows:
1. Continue our momentum with Distance Education. Shasta college has twice the number of students enrolled in Distance Education as the State average. Our area is particularly conducive to Distance Education. The College should continue to develop online degree pathways. There was also discussion about advertising our programs on social media and in highly populated areas via television and radio.
2. Another strategy is to increase the number of non-credit programs/courses offered by the College. Currently Shasta College enrollment for non-credit students is around 2-3%. Butte College's non-credit enrollment is 14% of their student population. Some colleges within the State average over 20%. If we were able to reach the same percentage as Butte College, that would increase our overall enrollment to around 8000 students. There are currently ten areas of non-credit courses. The College could conduct a survey to evaluate what areas would receive the most interest.
3. Continuing to grow our offering of dual enrollment courses at area high schools is another strategy. We are approving fewer courses than in previous years, but we are offering more sections of approved courses than we have in the past. New course offerings are approved by the area Dean and Faculty.
4. The next strategy is to increase recruitment. John Yu spoke about the New Applicant Outreach Project where students are contacted four times within a month of

applying to the college.  They will receive a letter email and follow up calls regarding their registration.

5. The final strategy is to optimize class schedules for students.  If more sections were offered, even at the reduced productivity of the College, more students would be able to attend.  Offering accelerated classes (similar to ACE) and classes on the weekends and evenings, would allow more students to fit college courses into their already busy schedules.

6. Meeting adjourned at 4:02 pm.
7. Next meeting will be held on October 29, 2019 from 3:00 – 4:00 pm in room 2314.

Recorded by Amy Speakman, Enrollment Services I, Enrollment Services