



Shasta College

Enrollment Management Meeting

Tuesday, December 14, 2021

12:00 PM – 1:00 PM

Via Zoom

DRAFT 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	Mike Mari – Co-Chair	x	Jun Ma	x	Susan Westler
x	Nadia Elwood – Co-Chair	x	James Kortuem		Desiree Lesicko
x	Jason Kelly	x	Leroy Perkins	x	Lorelei Hartzler

1. Review Minutes from 11-9-21 meeting:

- The Committee discussed the previous minutes and removed wording from Agenda Item 4(d). Nadia Elwood motioned, and Leroy Perkins seconded to start recording only the minutes through fact and general summary; all in favor, none abstained.
- Leroy Perkins motioned and Lorelei Hartzler seconded the approval of the minutes as amended; all in favor, none abstained.

2. Discussion: Bylaw Review Changes Update

- Mike Mari will send out the Committee Bylaws prior to the next meeting prior to the Committee vote.

3. International Recruitment Update by Tim Johnston

- Tim provided a recap of what happened last Spring 2021, and provided the following updates:
 - i. Dr. John Yu will be returning in January, 2022, to support International Student Recruitment.
 - ii. Initiatives:
 - 1. Education USA is a subset of the Department of State to support colleges in reaching out to international students. Most of the Education USA fairs are held in the virtual environment; however, Dr. Yu plans to also attend individual college fairs. The plan is to grow the International Student Recruitment program to be self-supporting.
 - iii. Potomac LLC is a contracted agency that will reach out to international schools to promote Shasta Colleges concurrent high school enrollment opportunities. Potomac LLC main outreach will be in China, but will include other countries.

- iv. An International Student Scholarship has been created through the Shasta College Foundation to financially support our international students.
- v. International Concurrent Enrollment processes will begin development in Spring 2022. An international student webpage was created in order to highlight the support for international high school students.

1. Supporting links:

- a. <https://smccd.edu/international/smcsv.php>
- b. <https://www.shastacollege.edu/international/for-international-students/international-high-school-students/>
- c. Shasta College promotional video:
<https://youtu.be/edrXr9xsEvY>

- Discussion/Questions:

- i. Are other schools providing virtual support for international students? Tim stated that many are not. Tim stated that many international students tend to go to the University of California system, but efforts are being made to highlight the benefits of Community College, and Shasta College. The general hope is that a student will be encouraged to remain at Shasta College prior to transferring to a UC school.

4. 2021-24 EMP review

- Mike shared the Enrollment Management plan and highlighted various Activities to the Committee. The Committee went over the activities in the current Enrollment Management Plan Goal's #1 & #2.
- Highlighted discussions:
 - i. EMP Goal #1
 - 1. Activity (e): Committee is unsure if it happening.
 - a. Does the high school outreach occur at the high school, or on the Shasta College campus? Some of the Committee members are aware that outreach does occur at the high schools.
 - 2. Activity (f): Some work is being done on this Activity, and Shasta College now has a new grant to expand the support.
 - 3. Activity (g): Committee is unsure what work is currently being done on this Activity.
 - 4. Activity (h): The Committee is unsure the feasibility for a scholarship for the entire District.
 - a. Mike Mari stated that the Shasta College Foundation is currently searching for a new director, and suggested that he will bring this Activity to the Foundation once the new Director is in place.
 - 5. Activity (i): No discussion.
 - 6. Activity (j): Related to Activity "i".
 - 7. Activity (k): CTE area of focus.
 - 8. Activity (l): Mike stated that this Activity is being worked on through the Shasta College Foundation. Prior employees had a lot of interest to be part of an alumni association, but the idea has not gained much traction with students. Mike suggested that the Committee should bring this Activity to the Shasta College Foundation once the new director is hired.
 - ii. EMP Goal #2

1. Activity (a): The education planning tool is being utilized. Building of the education plans takes most of the work on the backend, but there is evidence that students are liking the new tool.
 2. Activity (b): Two new people were hired to support the front-end transcript evaluation. The hope is that this process will improve with the extra support.
 3. Activity (c): CPL is being developed by Kate Mahar and her team(s). Mike Mari asked the Committee if they want a presentation from Kate Mahar? The Committee agreed to have a presentation from Kate Mahar at a future meeting.
 4. Area (d): Activity is being worked on, due to current world situations with COVID. No further discussion.
 5. Activity (f): Ad Astra is being utilized and continues to be updated, as needed.
 6. Activity (g): Nadia Elwood discussed that bringing in a CRM is under discussion, which can support this Activity.
 7. Activity (h): Mike Mari did suggest that it would be great to have single way to sign documents, as there seems to be various ways with all our different programs that we use at Shasta College.
 8. Activity (i): The Committee currently has no updates on if work is being made in this Activity. Leroy discussed previous discussion of this Activity and if any student privacy issues exist? Mike stated that he would hope that the student onboarding process would include some form of agreement that would permit the sharing of personal information, but is unsure if this is happening.
 9. Activity (j): Potential BOND Project, but unsure of its current status.
 10. Activity (k): Potential Guided Pathways initiative. The Committee discussed the potential for inaccuracy with students identifying a correct plan.
 11. Activity (l): Nadia Elwood suggested that any updates to this Activity state a "full educational plan", as most (if not all) students will get a first semester plan.
 12. Area (m): Nadia Elwood stated that she has an interesting data dashboard in relation to this Activity, and asked if the Committee wants to see it at the next meeting? The Committee discussed the benefits to viewing the data and are interested in looking at the data.
 13. Area (n): A Guided Pathways Activity.
- Mike Mari asked if the Enrollment Management Committee would like to ask if Kate Mahar would be willing to present CPL, and if they would like Nadia Elwood to discuss the data that supports EMP Goal #2, Activity (m)? Nadia Elwood stated that she can also share the status of the academic program maps at a future meeting. The Committee shared interest to the above presentations.

5. Others?

- The Committee discussed declining enrollments. Mike Mari stated that Shasta College did not see a huge increase in enrollments when classes started returning face-to-face. Mike referenced that the PEAT division was almost 100% face-to-face and saw low enrollments in the courses. Some of the courses actually had no enrollments.

- Jason Kelly asked about the Oregon reciprocity agreement, would it be possible to have it work for other States? Mike Mari stated that he can look into it. Lorelei Hartzler stated that she can also discuss this with the Specialist responsible for processing reciprocity agreements.
6. **Meeting adjourned at 12:59pm**
 7. **Next meeting will be Tuesday, January 4th 2022 via Zoom**

Minutes recorded by James Konopitski, Student Services Coordinator

DRAFT