



Enrollment Management Meeting

Tuesday, May 9, 2023

1:00 PM 2:00 PM

Via Zoom

<https://shastacollege-edu.zoom.us/j/86437402981>

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	Camelia Mihele Glass		Eden Waldon
X	Nadia Elwood – Co-Chair	X	James Kortuem	X	Leroy Perkins
	Lorelei Hartzler	X	Jun Ma	X	Susan Westler
X	Nickie McGarry				

Guest: Holly Flowers, Jacquie Wright

1. Membership? Rose Miranda
Rose would like to join the committee –
are there bylaws? –
minimum 5 faculty with one being from counselling – no maximum number of members.
Motion to approve: Nadia, Susan second, all in favor - Approved.

Approve minutes from 3.14.23

Discussion: Nickie is now a permanent member

Motion to approve: Nadia, Jun second, all in favor – Approved.

2. Review Goal #1 & #2 from 2021-24 Plan

Enrollment Management Goal 1: Seek

The goal is to conduct outreach, recruit students, encourage them to apply and increase college enrollment.

Activities:

- Expand the implementation of the New Applicant Outreach Project to include all applicants, particularly those from disproportionately impacted groups.
 - Discussion on if we are doing this now and should we keep it?

- Look for reports that have not been send out since COVID.
 - Nadia will follow up with Alexa regarding new applicant outreach and how this works.
- *Embed MyPath within the updated website to serve as a virtual “front-door” to the college.*
 - Nadia: MyPath has been built out and she would not call it the front door to the college anymore.
 - Should this be cut out?
 - Bring this to Tim for clarification.
 - Nadia: new front door could be experience.
 - discussion
 - *Implement Ocelot Chatbot.*
 - This is implemented and has been done/completed. This can be cut out.
 - *Implement NextGen electronic workflow forms for concurrent and dual enrollment.*
 - This has been implemented and is still with senate and being updated. It is completed and the maintenance will fall elsewhere so this can be cut out.
 - *Update the high school outreach plan in light of social distancing.*
 - *Expand dual-enrollment offerings in high schools through strategies such as the “course mapping initiative.”*
 - Update high school outreach plan to include funding to provide promotional items at recruitment event.
 - Discussion on how to amend this.
 - *Develop scholarship opportunities such as the National Science Foundation S-STEM program to attract more students.*
 - This is probably not for this committee, discussion on if it should be cut.
 - *In consultation with the Foundation, investigate the feasibility of establishing scholarships to attract students.*
 - Discussion on how to amend wording.
 - Keep for now.
 - *Update and implement an international student recruitment plan.*
 - Expand international recruitment efforts.
 - *Study the possibility of offering online classes to students in other countries.*
 - Discussion change language to say “research the possibility of offering online classes”.....
 - Issues are that some of the classes need to be online and the time difference is a problem. Follow up with Frank on this.

- *In consultation with industry advisory committees and professional associations, develop a recruitment plan for certificate pathways.*
 - Discussion: This is all CTE and is already implemented and mandated.
 - Create and implement a recruitment plan – reach out to Sarah Beth to follow up.
- *Study the possibility of establishing an alumni association.*
 - Discussion that this is a good idea, but does it really fall under us or this committee.
 - Susan – would be a great source of funding for give aways.

Mike: is there any thing we need to add that is not on the list;

- Discussion on outreach
- ADD: Student life – activities to rejuvenate student life
- In consultation with student services specialist (Onica) she has been going to career fairs – it is important we maintain a presence at community events.
- Create an annual plan for community outreach events (career fairs, Christmas parade)
- Discussion: on telephone hold music
- Susan: do we want to put something about advertising?
- Nadia: we should ask marketing as they may have a plan.
- Discuss advertising efforts.

Enrollment Management Goal 2: Guide

Aligned with Guided Pathways Pillars 1 and 2, the goal is to define the pathways for the students, and complete a structured onboarding process that helps them choose a pathway and enroll in appropriate courses.

Activities:

- *Implement the automated student planning tool with current program maps.*
 - Discussion: cut for now
- *Expand front-end transcript evaluation.*
 - Nickie we could do a lot better job *continue to expand.
- *Implement Credit for Prior Learning processes.*
 - Discussion: continue to expand
 - Change Implement to Expand instead.
- *Investigate the feasibility of creating additional pathways that can be offered 100% online.*
 - Discussion: public speaking is online now – cut for now this has already been implemented due to covid

- *Implement Ad Astra class scheduling software to ensure students can take the courses they need when they need them, can plan from one term to the next and can complete their programs in as short a time as possible.*
 - Nickie and Nadia: We do not use Ad Astra
 - Mike: some still do
 - Discussion and amendments
 - How can we offer more options for classes to bring students to campus?
 - Mike made possible changes to the language.
 - We may have enough counsellors using it now to pull data.
- *Implement website resources to track the student intake process from application to registration.*
 - Nadia: maybe implement NEW student accessible tools that track and inform the student of intake process from application.
- *Implement electronic signature technology.*
 - Done (cut)
- *Implement electronic transcript sharing between the college and regional high school districts.*
 - Still a thing but maybe not totally dialed in so we should “continue” not “implement”.
 - Discussion on privacy which falls under educational FERPA.
 - Most are doing this.
- *Complete planning of a new Student Services “One Stop” building on the Redding campus.*
 - Architect has been selected – change to complete remodel.
- *Increase the number of students who enter their first year with an identified program of study.*
 - Cut?
- *Provide each student with a program plan in their first semester of study.*
 - Continue to provide.
 - Discussion on the steps taken now.
 - Nadia: I think we need to raise the bar and say ensure students have one main identified program of study.
 - Nickie: instructional faculty should drive this home and have each student see a counselor to get ed plan.
 - Develop strategies to encourage student to meet with a counsellor each term.
- *Explore and implement strategies to Increase the number of students who complete transfer level math and English in their first year.*

- Discussion
 - Change to who successfully complete....
 - Continue to implement strategies to support students to complete
- *Develop program maps for the first year of study for each approved meta-major.*
 - Done
 - Post program maps

Mike will send edited version to all so they can review and edit on their own and bring this back in fall.

Adjourn: 2:01pm