



Enrollment Management Meeting

Tuesday, March 23, 2021

3:00 PM – 4:00 PM

<https://cccconfer.zoom.us/j/91027638288>

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	John Yu – Co-Chair	X	James Kortuem	X	Susan Westler
X	Mike Mari – Co-Chair	X	Leroy Perkins	X	Desiree Lesicko
X	Jason Kelly		John Whitmer	X	Lorelei Hartzler
X	Jun Ma				

1. Meeting called to order by John Yu at 3:01 pm.
2. Review/Approval of Minutes
 - a. Susan moved to approve minutes from February 23, 2021 with minor changes and Leroy seconded. Minutes approved with Mike and Lorelei abstaining. James and Desiree were not in attendance at the time of voting.
3. International Student Recruiting Plan 2021-2025 – First Read
 - a. John presented the International Student Recruitment Plan for 2021-2025.
 - i. Reasons to recruit international students:
 1. Increase community and global awareness.
 2. Grow national model community college reputation.
 3. Increase enrollment numbers and tuition revenue.
 - ii. External Analysis
 1. During the 2019-2020 academic school year, 5.5% of the US population was enrolled in college which was down slightly from the previous year.
 2. The number of international students dropped 11% between 2015-2016 and 2019-2020.
 3. China and India accounts for over 50% of the international students in the US. In 2019-2020, 7.4% of all international students were attending a two-year college.
 4. International students account for 1.1% of total community college enrollment.
 5. China accounts for 18.6% of international students at two-year colleges. Vietnam accounts for 10%. 25% of Vietnam students attend community college.

iii. Internal Analysis

1. Over the last 14 years, the highest number of international students that have attended Shasta College at one time was 52 in fall 2008. Currently, we have 18 international students from 13 countries or regions.
2. Top four countries or regions international students attending Shasta College are from are Japan, Korea, China and Vietnam.

iv. SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats)

1. Strengths

- a. Model Community College with many outstanding programs.
- b. Cost of attendance is low.
- c. One of only 11 community colleges in California to provide dormitories.
- d. Safe campus with low crime rates.
- e. Location – Mt. Shasta, Shasta Lake, hiking trails.
- f. Transfer opportunities. California community college students have a higher chance of transferring to a California university compared to those outside of California.
- g. Global education team dedicated to international students' success.

2. Weaknesses

- a. No major university in Redding area. Top community colleges in terms of international students are located in areas with major universities.
 - i. Santa Monica College and UCLA have agreement to share dorms and might be a recruitment tool for seamless transfer to UCLA.
- b. Relatively isolated location.
- c. Two-year colleges do not have a reputation as being competitive as four-year institutions.
- d. Need more staff dedicated to international student recruitment, enrollment and retention.
- e. Need a stronger international alumni network for recruiting purposes.

3. Opportunities

- a. Commit to have more international students by dedicating more resources to recruitment.
- b. Due to economic development in our feeding countries, more middle class families can afford to send their students to US.
- c. Recently built partners can provide collaboration opportunities in recruiting.
- d. EducationUSA is dedicating more efforts to community college recruitment for international students. Starting using this resource a couple years ago.
- e. Pandemic has provided an opportunity for college to expand online education globally.

4. Threats

- a. Pandemic has stopped international travel impacting international recruiting and programs.
 - b. More colleges are focusing on international recruitment which creates competition.
 - c. Students from Japan has dropped from 19 in Fall of 2017 to only 1 in Fall of 2020.
- 5. Goals
 - a. Increase international students from 17 to 50 by 2025. Still below national average but attainable.
 - b. Increase number of countries of origin from 14 to 20 per year by 2025.
- 6. Strategies
 - a. Attend College Fairs
 - b. International Online Concurrent Enrollment which was recently approved by the Board. This would allow us to recruit international high school students to earn college credits while in high school.
 - c. EducationUSA to develop webinars.
 - d. Use education agents to recruit international students. We would pay a fee based on the revenue created by their recruitments.
 - e. Department of Commerce
 - f. Partnership with educational institutions in other countries
 - g. Use current students to recruit family and friends.
 - h. Domestic recruiting
 - i. Use social media to promote international student program.
 - j. Provide scholarships for international students.
- 7. Evaluations
 - a. Conduct annual evaluation to see if we are progressing towards the goals presented.
- 8. Committee comments and input regarding the recruitment plan will be presented at the April meeting.
- 4. Meeting adjourned at 4:03 pm.
- 5. Next meeting will be April 27, 2021 at 3:00 pm via Zoom.