



Enrollment Management Meeting

Tuesday, April 27, 2021
3:00 PM – 4:00 PM

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		Desiree Lesicko
	Jason Kelly		John Whitmer	X	Lorelei Hartzler
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Guest – Jennifer Fox, Ryan Loughrey

1. Meeting called to order by John Yu at 3:01 pm.
2. John introduced our guests Jennifer Fox, Interim Director of Institutional Research and Ryan Loughrey, Student Services Coordinator and welcomed them to our meeting.
3. Review/Approval of Minutes
 - a. Susan moved to approve minutes from March 23, 2021 and Leroy seconded. Minutes approved unanimously.
4. Discussion: International Student Recruiting Plan 2021-2025
 - a. John shared the International Student Recruitment Plan for 2021-2025.
 - b. Ryan Loughrey was in attendance as he made substantial contributions to the plan.
 - c. Student Services Council reviewed the plan at their last meeting and approved it.
 - i. Leroy shared concerns that the plan was not formally approved by the EMC prior to being shared with the Student Services Council. Because of the schedule, it was presented to Student Services Council prior to our official approval.
 - d. The discussion was tabled until the end portion of the meeting.
5. Discussion: Possible Reasons for the Enrollment Decline
 - a. Community Colleges across California have varied rates of enrollment decline. Shasta College had a 16-18% decline during the 2020-2021 academic year.
 - b. Jennifer shared student demographic information for the last 5 years showing the decline of enrollment for last year.
 - c. The number of dual enrollment and other special admits has also declined.
 - d. The largest drop was within the 18-24 age group.

- e. Proportionately, Shasta had a higher drop within the PACE student demographic than the non-PACE students.
 - f. Shasta also had a large drop within the low income demographic.
 - g. Shasta did have an increase of enrollment within the Fire Tech, Health Occupations, Anatomy, Japanese, Microbiology and Zoology programs.
 - h. Jennifer shared that Shasta had a decrease in the number of transfer level English courses offered and an increase in the number of transfer level math courses offered.
 - i. Mike shared that most of the rural area schools depend on out-of-state and international students for enrollment and their enrollment numbers dropped because of this reason.
 - j. John shared that another reasoning for a drop in enrollment may be due to the fact that the majority of our classes are online. We anticipate an increase in enrollment once campus is open and in-person classes resume.
 - k. Leroy shared that due to the pandemic and current economic uncertainty, students may be hesitant to invest in education at this time.
6. Discussion/Action: The Committee resumed the discussion regarding the International Student Recruiting Plan 2021-2025.
- a. The following suggestion was made to update the plan.
 - i. International Scholarships: From a marketing standpoint, we need to be careful not to target specific groups such as international students or athletes.
 - b. If we could bring in 50 international students, that would inject a million dollars into the Redding economy.
 - c. Mike moved to approve the International Student Recruiting Plan and Susan seconded. Leroy shared that he had a number of grammar edits that he would send John. The motion was approved with Leroy abstaining.
7. Committee Self-Evaluation Survey
- a. Due to feedback from the last Accreditation Audit, all committees are completing the Committee Self-Evaluation Survey. The survey will be anonymous.
 - b. The committee was asked to complete the survey by May 14th.
8. John thanked the committee for their participation and efforts. John also reminded the committee that he was officially retiring from the College but would be on contract for a number of projects.
9. Meeting adjourned at 3:52 pm.
10. Next meeting will be August 24, 2021 at 3:00 pm via Zoom.