



Enrollment Management Meeting

Tuesday, January 26, 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		Desiree Lesicko
X	Jason Kelly		John Whitmer		Lorelei Hartzler
X	Jun Ma				

1. Meeting called to order by John Yu at 3:04 pm.
2. Review/Approval of Minutes
 - a. Mike moved to approve minutes from December 1, 2020 and Susan seconded. Minutes approved by all members in attendance. Leroy was not in attendance at the time of voting.
3. 2019-2021 Enrollment Management Plan Assessment – First Read
 - a. The Committee reviewed the Assessment: Assessment Unit Four Column which outlines each strategy, activity, updates and any follow-up needed.
 - b. Activities still in progress were discussed.
 - i. Activity 1.2 –Chatbot has been implemented which creates automated responses to student questions through the website. Other items that we have made progress on are New Applicant Outreach efforts, Self Service Planning Tool, Online Zoom Counseling meetings, Stu-Info to help student progress from application to registration.
 - ii. Activity 1.7 – This activity is still in progress. Agreements are being worked out to allow smoother data sharing with high school districts. North State Together will take the lead on obtaining sharing agreements between high schools and our district.

Possible link to transcript information after submitting CCCApply application.
Hard copy transcripts are currently being converted to electronic ones. Student privacy and the need for consent continues to be a legal hurdle.

- iii. Activity 1.9 – In June 2020, Shasta College implemented electronic signature solutions through NextGen called Dynamic Forms. The College continues to transform hard copy forms workflows into electronic workflows.
 - iv. Activity 1.10 – Investigate the integration of high school career services with college academic placement that includes structured exploration for undecided students. No progress has been made on this activity.
 - v. Activity 2.1 – Shasta Summit has been discontinued. New meta majors have been developed and new workflows are being developed. John Yu will add a note that the Shasta Summit license was not renewed due to budgetary considerations.
 - vi. Activity 2.3 – Policies and procedures are still need to be confirmed for providing student emails. The College is currently reviewing guidance from the Chancellor's Office in light of increased fraud attempts throughout the .edu system.
 - vii. Activity 2.4 – Student Service Council discussed the issue of creating a Completion Grant that provides free tuition for students who are near the end of the their program. Looking into FCCC donation to fund this.
 - viii. Activity 2.6 – IT is developing a new system to replace MyShasta. Our goal is to implement the new system by Summer 2021 registration (April 2021).
 - ix. Activity 2.8 – Flyers about Student Success Workshops have been developed and distributed. Workshops are also being promoted online.
 - x. Activity 3.1. – The Shasta Summit system was successfully implemented and piloted. Unfortunately, the license was not renewed due to budgetary constraints.
 - xi. Activity 3.3 – RISE initiative launches the Persistence Project and more than 40 faculty participated in the project. Brown bag seminars/discussed were held.
 - xii. Activity 3.8 – Transfer Center created and distributed promotional flyers as well as posted the information online. The ADT programs are mapped and put into the automatic student planning system.
 - xiii. Activity 3.9 – A flyer was developed and distributed to all student services/support programs as well as posted online.
 - xiv. Activity 3.10 - A flyer was developed and distributed to all student services/support programs as well as posted online.
 - c. All other activities have been completed.
 - d. John Yu will contact Becky McCall about presenting the new MyShasta Self Service system at the next Enrollment Management meeting.
 - e. At the next meeting, the Committee plans to vote to approve the 2019-2021 Enrollment Management Plan Assessment before it being moved to the next level.
4. Meeting adjourned at 3:52 pm.
 5. Next meeting will be February 23, 2021 at 3:00 pm via Zoom.