



Enrollment Management Meeting

Tuesday, October 7, 2014

2:00 PM – 3:00 PM

Board Room

Meeting Notes

Committee Mission: To develop a holistic, comprehensive, and integrated approach to enrollment management while recommending scheduling, instructional and student support strategies to enhance access, success, persistence and goal attainment.

Present: Tim Johnston, Marc Beam, Frank Nigro, Jason Kelly, Sara Holmes

1. Committee Housekeeping
 - a. Membership
 - i. Reviewed membership requirements
 - ii. Will reach out to R. Lightfoot for faculty representatives
 - b. Until further representation, we will post notes as opposed to minutes
2. Enrollment – Fall 2014 / Spring 2015
 - a. Overview
 - i. Enrollment down 1.4- 1.5 % from F13- F14
 1. Next steps: Outreach
 - a. Distribute Shasta Promise cards
 - b. Reviewed steps
 - b. High School Enrollment Trends
 - i. Assessment – Who has to take it? Who can be placed using alternate measures?
 1. Base placement on senior year transcripts? Wait for 2nd semester?
 2. Work with high school counselors?
 3. Frank – transcript evaluation is best
 4. Marc – last English course with a 'B' grade
 5. 'C' in ERWC class in 1st semester/maintain 'B' or better in 2nd semester – place in English 1A
 6. If 'C' in 2nd semester, take English 190 or take assessments
 7. Track/evaluate to determine if this is a good process
 8. Frank will place on English Department agenda
 9. EAP – Full pass or conditional, track changes in English 1A multiple measures.
 - ii. Math – working to bridge HS math with College math.
 1. What instruments do we use to place students?
 2. Articulation – k-12 and math faculty need to talk
 3. Marc – curriculum is shifting / align gap
 4. Take to math inquiry group
 - c. Recommend "Dashboard Reports"

- i. New students (recruitment)
 - 1. Track applications to determine if matriculation steps are completed
 - a. Group agreed this is a good investment
 - b. Ideas:
 - i. College email
 - ii. Link on MyShasta account
- 3. Goal 1: Seek – Updated Outreach Plan – Review and Recommend (handout – enrollment trends)
 - a. Outreach Plan – modifiable as needed, informational item
 - b. 15% of SC population is HS seniors – Marc
 - c. Target older adults? Returning? Extended sites?
 - i. Depends on programs offered
 - d. International students increasing
 - i. Put on Planning Matrix – Marc
 - ii. Concern – integration counseling
 - iii. Worthy progress doesn't have to be expensive – Frank
- 4. Admissions Deadline – First Consideration
 - a. Future: shut off application before start of semester. Hold over.
 - b. Reviewed new dates, gives time to act in response to enrollment challenge
 - c. Spring schedule to counselors in time

Frank, Mike, Keith- Tim, Mark, Jason

Mtg 1st Tues 2-3 PM

- Review **Bylaws** - 1st read
Review and discuss next mtg.
Review committee mission confirm
**confirm all at next meeting
- Reach out to senate for F/T & P/T participation
 - Current and in FORCE.

Emp- approved by **cott** council 3 yr. plan.

Agrmnt was to make sure progression, tracking putting place have updates at future mtg. 4- 5 goals at a time, send out update requests to resp parties

Thank you to committee & research (-----) → Reviewed.