Enrollment Management Meeting

Tuesday, Feb. 3, 2015
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: Marc Beam, Mike Mari, Tim Johnston, Sara Holmes, Keith Brookshaw, Jason Kelly, Frank Nigro, Lorelei Hartzler,

1. **Transcript Evaluation – Follow-Up**

   Develop opportunities to prepare for assessment testing. (directed, focused, nurtured, engaged)
   Target Completion Date: Spring 2015
   a. Spring 2015 grads will receive a transcript evaluation placement along with a preliminary ed plan. These appointments will be completed at the high school by SC Counselors. This is a pilot model. Only upcoming graduates will be included. For the purpose of the pilot, all schools are considered equal. Visits begin Feb 24 – April 15. Next step – how to track students? A separate code for transcript evaluation?
   b. Math has a shelf life of a year for transcript evaluation. Which high school the student attended is not mentioned on multiple measures.   Discussed various forms to measure placement (CASI, etc).

2. **Student Services "One-Stop" – Follow-Up**

   Develop a "one stop" model to answer basic college questions. (directed, focused, nurtured, engaged, connected)
   Target Completion Date: Fall 2015
   a. Student Success Lab model submitted as an initiative, currently being ranked by VPs.
      i. Proposals for locations
         1. Assessment Center
            a. Alternate schedules for assessment/lab
         2. Transfer Center
            a. Some expansion may be required
            b. Currently use is seasonal
   b. Services provided
      i. Help with online application, online orientation, workshops, financial aid workshops, MyShasta assistance, registration process, probation workshops, new student cohort presentations, computer access

3. **Strategic Plan 2015-2018**
   a. Process for updating the 2015-18 strategic plan was reviewed. Members noted the importance of connecting planning initiatives, such as the Enrollment Management Plan, to this broader planning effort.

4. **Review Fall 2014 progress**
   a. Members reviewed excel worksheet prior, all looked acceptable
   b. Reviewed Tabled, In Progress, On-Going items
      i. Student Success/Learning Center usage
         1. Baseline data has been obtained
         2. Frank will report back
      ii. Survey data regarding why students leave, drop out or "stop out"
         1. Survey completed approx. Spring 2013.
            a. Failing
               i. Possible supports
                  1. Tutoring
                  2. Early Alert
            b. Life Circumstances
               i. Possible supports
                  1. Childcare
                  2. Gas cards
                  3. Food Assistance
               ii. A Health and Human Service Agency Case Management Worker will be on campus beginning late February, twice a month, to provide resources to students.

5. **FTES**
   a. FTES – No poll on the list serve, some colleges seeing growth
   b. SC Enrollment Management Committee's roll
      i. Focus on steps to address the target FTE set by the President.
      ii. Meridith takes info from the EMC back to the Councils. Members of the group also share with Instructional Council.
      iii. Automated ed plans that predict enrollment will help with scheduling.
      iv. Reports can be printed and posted to the public from TracDat.
      v. The committee agrees to continue focusing on maintaining the EM Plan and checking in as this is imperative.
      vi. We are explicitly trying to address the persistence issue; this will also help to maintain FTES.
   c. Financial Aid update
      i. Almost a quarter at the end on warning status.
      ii. 800-900 students set up and never enrolled for spring 2015
   d. Categorical Program
      i. Reports large drop from fall to spring
   e. Research
      i. Persistence – fall to spring 55% continue, 42% continue from spring to fall. Two groups we lose right away: at-risk and basic skills. Student support and placement very important.

Next Meeting: March 3, 2:00 – 3:00 pm