



Enrollment Management Committee Meeting

Tuesday, May 6, 2014

4:00pm – 5:00pm

Board Room

Meeting Notes

Present: Tim Johnston, Tom Orr, Cindy Dupre, Keith Brookshaw, Mike Mari, Lorelei Hartzler, Melinda Kashuba, Marc Beam, Teal Macmillan, Sara Holmes

1. Review status of Enrollment Management Plan
 - a. Plan approved at College Council in draft form. Plan will be finalized once the SC Mission Statement is approved and included. The finalized draft is currently posted online as well as the historical versions leading up to the final plan. Thank you to the committee for all the hard work and dedication.
2. Community College Scorecard (handout)
 - a. 2014 Shasta College Student Success Scorecard was reviewed. A direct link can be found on the SC home page, adhering to regulation. The scorecard is a compilation of six years of data following a cohort of 1300 students. It includes five metrics with three momentum points (Persistence, 30 Units, Remedial). 'Prepared' defines college ready students and 'unprepared' defines students entering with enrollment in at least one basic skills class.
 - b. Marc Beam reported that, according to this metric system, Shasta College falls below statewide average in Student Success (bottom 10%). This is partly attributed to some of the challenges Community Colleges faced in the past while these statistics were being recorded, such as budget cuts, low transfer acceptance rates, and high unemployment. Marc will be presenting this information to the Board on May 14th.
 - c. On the brighter side, the last three years of integration (Strategic Plan, Student Success Act) will begin to show, but it takes time. Improvements made today take 3-6 years to affect the data. Improvements in our literacy programs will also have a positive effect.
 - d. The committee's role is retention and monitoring. A position needs to be taken by the committee on items such as enrollment deadlines. The committee members need to share the information on the scorecard with their constituents, fostering dialogue and increased awareness.

- e. Some positive ideas include:
 - i. Flex day activities targeting the importance of Student Success initiatives
 - ii. Posting the course syllabus online
 - iii. Faculty encouraging students to get Ed Plan (extra credit option)
 - iv. Keep students informed of activities and events via social media (text reminders)
 - v. Ask Joe Wyse to make an announcement at Flex Day, reviewing the Plan's accomplishments as well as upcoming projects.
 - vi. Review the tested/proven model projects available in *Practically Speaking: Community College Practices that Help (Re)define Student Support*
 - vii. Finally, focus on the good news – initiatives in place that will positively affect our student's success.
- 3. *Practically Speaking: Community College Practices that Help (Re)define Student Support*
 - a. Discussed above
- 4. Tracking Framework
 - a. Review Timetables
 - i. As per recommendation at the last meeting, a version of the Enrollment Management Plan has been saved and printed by semester and by responsible area.
 - b. Discuss process for tracking
 - i. Marc will enter the plan into TracDat prior to the next committee meeting.
 - ii. The committee will meet monthly to report progress
 - iii. Some items are currently in place while other future items will need to be included in the Annual Area Plan in order to be funded.
 - c. Assign persons / area of responsibility
 - i. Marc suggesting forming a small group to contact/follow-up with administration, reminding them of their projects. Marc, Keith, and Sara are willing to work together on follow-up with administration.
- 5. Future meetings
 - a. Enrollment Management Committee meetings will resume the first Tuesday in September, 4-5pm.