



Enrollment Management Meeting

Tuesday, September 6, 2016

2:00 PM – 3:00 PM

Fireside Room

MEETING MINUTES

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, Jason Kelly, Mike Mari, Debbie Whitmer, Susan Westler

1. Review Committee Bylaws/Membership

Handout of 2014 Enrollment Management Committee Bylaws provided. The Committee was designated to include 16 voting members: 2 Co-chairs, 1 Academic Dean, 9 Faculty Representatives, 2 Classified Representatives, 1 IT Representative and 1 Student Representative.

Mike Mari suggested that some of the committee member positions could be fulfilled by one person, such as a Co-Chair, who is also a Dean, would fulfill the role of two committee member requirements.

The Committee had previously discussed changing the membership requirement, but needed more members to reach a quorum. In the past Instructional Services gave the Committee a pass to move forward without a quorum.

The Committee plans to send out call for members, and will include a mention of the faculty stipend, which was believed to be \$500.00 for the semester (See Bargaining Agreement 7.3.4.1). They also plan to reach out to Student Senate to see if they have an interested student who would want to participate on committee. If they do not, Debbie Whitmer shared she could reach out to locate a student member.

The Academic Senate has to approve members.

2. Review Status of 2014-2017 Enrollment Management Plan

The Committee puts together the Enrollment Management Plan. Each semester they evaluate the plan leading into the semester. They then develop a plan for the next steps. The Committee uses TracDat to organize the plan. They will put together a presentation to present to College Council in Spring 2017.

- a. Review Initiative
 - i. 1.2.2 Host focus groups with service clubs / community organizations to note perceptions of Shasta College

The Committee discussed if the initiative regarding hosting focus groups and gathering data on perception of Shasta College should move forward and be brought to the Research Committee, or if it should be tabled until Spring. Tim shared that the Research Committee has not yet met this semester. One committee member's suggestion was to keep it on the back burner and another member suggested reaching out to Kate Mahar about putting it on a future Research Committee Agenda.

- ii. 1.2.3 Develop Marketing Plan

Create a comprehensive Marketing Plan. Last meeting extended the due date, as Marketing needed another semester. Agreement to keep Marketing on future agenda.

- iii. 1.4.4 Non Credit Student Development

This initiative encourages the development of non credit student courses. The goal is to build up student cohorts and develop a no cost experience. At the last meeting in May the Committee decided to hold on until this semester to talk about development of course descriptions for non credit. It was shared that Foothill College had required students to attend non credit courses, but ran into a challenge with the Chancellor's office. Foothill had a lot of success, but had to go back to voluntary participation. It was shared that at Shasta College there was interest in Math Camp, and that the FYE Summer Luau was well attended. It was also shared that a couple of DSPS programs, in concert with the STEP UP program, had also been offered and were well attended. A committee member stated it was a leap of faith to develop programs and go through the approval process and roll out next summer. Mike Mari estimated that 300 students could benefit from a giant summer orientation, which could include out-of-state students who pay higher fees, and it would give them a head start before the Fall semester starts.

- iv. 2.1.1 Maintain an accurate, intuitive web presence / Student Portal

The Committee delayed this initiative due to challenges and the financial commitment. It was shared that they have a contract with a company called Interact regarding 30-50 pages which are linked to the Shasta College web site. This is a Cabinet decision and they are still deciding which way to go. It was noted that the DubLabs contract was moving forward. The Cabinet was also continuing an mass messaging service called *Regroup*. It was questioned if some of these were going to sunset.

v. 2.2.2 Mentor program for PT faculty

Frank Nigro worked on this concept last semester. There are still questions regarding implementation and tracking. The Committee plans to bring this back to Instructional Council and learn if there are any dollars associated with the initiative, and what kind of support there would be for faculty.

vi. 2.2.5 Develop Enhanced Early Alert Program

Student Success Committee is evaluating an Early Alert System and a demonstration is scheduled on September 22, 2016.

vii. 2.2.8 Minimum criteria for an attractive classroom

It was mentioned that Facilities has done a lot of work and has a Facilities Master Plan. This initiative is currently on hold as to see the results of the voters regarding Measure H in November. Mike Mari also added that renovating some classrooms is limited due to regulations.

viii. 3.1.1 Flex/Alternative Scheduling Options

The Committee wanted to research more flexible and alternative scheduling options. The ACE program is the biggest example. First Year Experience is also building up seminars and community. They had been exploring disciplines having cohort groups. It was decided to let this sunset.

ix. 3.1.4 Two year scheduling pattern

The Committee discussed maintaining two year scheduling patterns. Some programs have sequences, and they have put some of the sequences on-line. Mike Mari estimated it was about half way there. It was mentioned that the counselors value it.

x. 4.1.1 Data Dashboard

The plan is to develop an Enrollment Management data dashboard. Presented last semester was software called Tableau, but what is needed to accompany it is a data warehouse. Tableau will do data presentations, but requires a data warehouse to store all the data. The data warehouse is being developed. After IT completes the conversion in September this can be revisited.

Comments – Concerns

Change in Early Alert. The Committee is interested in possible vendors, but no estimated start date. They looked at one last semester. A new one coming up is supported by the Chancellor's office, and because of that there would be a price break. The Student Success Committee will decide how best to move forward, launch, and then implement.

b. College Council Report

The Committee discussed whether to report on the strategic plan this semester or in spring. Mike Mari suggested spring in order to sunset items and show progress. The Committee will plan for a presentation in February or March, 2016.

3. Enrollment Management Plan 2017-2018

A draft of the Enrollment Management Plan 2017-2018 was distributed. The Committee discussed the direction to take. One approach is to move forward with a one year plan, which is a living document, and to keep it going, adding changes on an ongoing basis. The second approach was to develop a two year plan, which would include a growth year and a stability year. Tim Johnston elaborated that next year would be a stability year and that during stability year would be looking forward to the next growth year and could then plan on how to build during the growth year.

It was shared that other Enrollment Management Committees at other colleges get more into the numbers at look at FTE rates, and efficiency rates, but that the Shasta College Enrollment Management Committee had instead focused on developing initiatives to promote enrollment. It was asked if this Committee should continue to do this, or look further? Tim Johnston shared that IT has a macro report, and Mike Mari shared that he prefers to continue with the current Committee focus, rather than switching to a focus on IT data and numbers. Tim Johnston shared that historically spearheading initiatives and providing catalyst has been valuable. Jason Kelly shared that past approach has been to focus more on students, versus a number and business model focus.

It was decided that the Committee will draft for this semester a plan for a one year Stability Plan and a one year Growth Plan. This two year plan will keep the cycle progressing and can be highly responsive to changes. Two years from now the Committee will look at changes that can result in growth. Enrollment appears to be in good shape, and they will keep an eye on the future and how to get a good pop in enrollment in two years. Shasta County Office of Education studies show that projections regarding growth in the student population for the next five to ten years are flat.

a. Review template / timeframe / goals

The provided draft was meant as a starting point. The Committee will review

b. Preliminary discussion - draft document

Macro overview. The plan was designed to have four goals.

1. Seek
2. Keep
3. Complete
4. Culture of Inquiry

The Committee discussed preserving that structure of the Enrollment Management Plan and carrying it forward. It was noted that consistency was important and attention would be given to other planning initiatives, as well as staying in alignment and making those connections across the board. The Committee wanted to base this on some research called “Student Support Redefined”. They will connect to success factors based on research.

The Committee agreed to the following:

- Submit and discuss changes to Goals 1 and 2 at the October meeting.
- Submit and discuss changes to Goals 3 and 4 at the November meeting.
- Wrap up and finalize the Goals at the December meeting.
- Prepare final report for presentation to College Council in the spring.

The Committee discussed sharing broadly with other Shasta College staff while in draft form, or waiting until refining takes place and share later in November or December. The Committee agreed to wait to share until the draft had been refined.

Next:

- Approval with Student Senate for Debbie Whitmer to join committee
- Initiative 1.2.2 - Contact Kate Mahar in Research regarding interest in placing on future Research Committee Agenda or if there is a preference to have a conversation prior to taking it to the Research Committee.
- Initiative 1.4.4 - Inquire with Courtney Vigna in Instructional Services to see if there are any exiting approved Non Credit Student Development classes.
- Initiative 1.4.4 - Tim Johnston will include on a future Counseling Meeting Agenda.
- Initiative 2.2.2 - Tim will request adding it to the Instructional Council Agenda.
- Schedule Enrollment Management Committee on the College Council Agenda in late February or March to give a presentation.

Adjourn 2:55 pm