



Enrollment Management Meeting

Tuesday, August 25, 2020

3:00 PM – 4:00 PM

Via Zoom

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	X	Desiree Lesicko
X	Jason Kelly	X	John Whitmer	X	Lorelei Hartzler
X	Jun Ma				

Guest Jennifer Fox

1. Meeting called to order by John Yu at 3:02 pm.
2. Introductions of Committee members. Each member introduced themselves and updated everyone on personal and work related updates.
3. Review/Approval of Minutes
 - a. Susan moved to approve minutes from April 28, 2020 with minor changes and Jason seconded. Minutes approved by all members in attendance with John Whitmer abstaining.
4. Impact of the Pandemic on Enrollment – Jennifer Fox, Director of Research
 - a. Spring enrollment impact: Shasta College lost about 5% retention rate from previous year. 13% of all grades were EWs for Spring 2020. Fall enrollment is 19% below enrollment from previous year.
 - b. Dual Enrollment – Only 90 active sections this fall compared to 145 active sections last fall. Jennifer is hoping that some students still need to be processed and we will have more students enrolled. We have about 2000 students per year in dual enrollment historically.
 - c. Enrollment among men is down 31% and 17% down among women.
 - d. CTE courses are down 33% of students versus only 18% of students for non-CTE courses.
 - e. Enrollment is down 20% among low income students receiving either PELL or CCPG. Non low income students are down more in student count but enrolled students are enrolling in more units. On average, two credit per student from previous years.

- f. John shared that he believed our online enrollment is normally double the state average of online enrollment. Jennifer said she would look into data to see how many students outside of our area will now enroll in online courses within their local area instead of Shasta College.
 - g. Online enrollment has increased 121% compared to last year. Enrollment at Downtown location has remained steady.
 - h. We are 21% down in active sections from last year. This is a result of low enrollment and “other “ category. We believe “other” represents classes that would not be successful online.
 - i. Enrollment in languages is stable.
 - j. Enrollment in accounting is up for Fall 2020. This is a historical trend during a recession.
 - k. Fire and first aid as well as diesel area are all down about 50%. ESL down over 60%.
 - l. Concurrent enrollment is currently down 25%.
 - m. Non-credit courses is down 80% in enrollment and students.
5. Development of the 2021-2024 Enrollment Management Plan
- a. Current plan ends at the end of the 2021 academic year. We will spend the 2020-2021 academic year developing the 2021-2024 plan. We will align timelines with the college’s strategic plan.
 - Timeline
 - Tim Johnston and John Yu reviewed all student services and instruction areas and status of current enrollment management plan. Some items will continue into the next plan. Mike and John shared a draft with the group to review later.
 - We will have four meetings this Fall. Sept meeting will be a first draft review. Then a second reading will happen during the following two meetings. The hope is to pass along the finalized plan at the last fall meeting.
 - Student Services Council, Academic Council and College Council would then review/approve prior to the end of 2021.
 - First Draft
 - John shared the draft 2021-2024 Enrollment Management Plan.
 - Strategic Plan goals will be acquired from Frank Nigro from Instruction.
 - Enrollment Management Committee mission statement will remain the same.
 - Introduction shares background on what we base the plan on. We will follow the same approach as the current plan. A holistic comprehensive approach.
 - The plan will be guided by the mission statement, education master plan, strategic plan, student equity plan and Vision for Success from the Chancellor’s Office.
 - We will use the findings from the white paper John Yu shared at a previous meeting to help assist developing strategies.
 - Guided Pathways framework and Six Successful Factors will also help guide the plan development.
 - John reviewed the 5 strategies to increase enrollment based on the white paper from 2019.
 - Student Success and Equity metric will also be used.
 - The committee will review the rest of the plan prior to the next meeting. The Committee will finish reviewing the plan together at the next meeting.
 - Next time we will go through Goal #1 as a committee.
6. Next meeting will be September 22, 2020 at 3:00 pm.