Enrollment Management Meeting

Tuesday, September 22, 2020
3:00 PM – 4:00 PM
https://cccconfer.zoom.us/j/91027638288

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

1. Meeting called to order by John Yu at 3:03 pm.
2. Review/Approval of Minutes
   a. Susan moved to approve minutes from August 25, 2020 and Desiree seconded. Minutes approved by all members in attendance. (John Whitmer was not in attendance at the time of voting.)
3. 2021-2024 Enrollment Management Plan – First Read
   a. Goal 1: Seek – to increase enrollment
      i. The Committee reviewed the activities listed under Goal 1.
         1. New Applicant Outreach
         2. MyPath
         3. Ocelot Chatbot
         4. NextGen electronic forms
         5. HS outreach
         6. Dual Enrollment offerings
         7. Scholarship opportunities to attract more students
         8. Possibly establish scholarships
         9. International student recruitment
         10. Online course offerings to students in foreign countries
         11. Develop recruitment plan for certificate pathways
         12. Alumni association

     b. Goal 2: Guide – define pathways for students and complete a onboarding
         i. The Committee reviewed the activities listed under Goal 2.
1. Automated student planning tool
2. 100% online programs
3. Ad Astra scheduling software
4. Track student intake process
5. Electronic signature solution
6. Electronic transcript sharing
7. Student Services "One Stop"

     c. Goal 3: Keep – Help students stay on path
         i. The Committee reviewed the activities listed under Goal 3.
1. Automated student ed planning
2. Student tracking/case management system to provide early alerts/interventions
3. Student tracking systems to align interventions and resources
4. Professional development on innovative pedagogy
5. Expand embedded tutoring and supplemental instruction
6. Shastacollege.edu email address for students
7. Increase student and faculty awareness of student support services
8. Single sign-in for online services
9. Promote Student Success courses for first-year students
    a. Desiree requested data for students who have taken Student Success courses and their retention rates.
    b. John suggested counselors return to teach Student Success classes.
10. Minimize student drop-outs through financial aid and fee payment support
11. Timely FAFSA completion
12. Reduce textbook costs

     d. Goal 4: Complete – Help students complete program of study
         i. The Committee reviewed the activities listed under Goal 4.
1. Front-end transcript evaluation
2. Update Credit for Prior Learning administrative procedure
3. Examine role of general counselor and categorical counselors to support Guided Pathways model
4. Degrees When Due
5. Investigate Completion Grant
6. Faculty support to achieve student equity goals
7. "Declare Your Major" campaign
8. Promote ADT degrees
9. Career Center services

4. Mike will reach out to Kate Mahar and invite her to speak on Credit for Prior Learning at a future meeting.
5. Meeting adjourned at 4:00 pm.
6. Next meeting will be October 20, 2020 at 3:00 pm via Zoom.