

# Minutes

## Enrollment Management Committee Meeting

Thursday, September 30, 2010

1:00 – 3:00pm

Shasta College Board Room

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**Present:** Gary Houser, Daniel Valdivia, Sheree Whaley, Kevin O'Rorke, James Crandall, Morris Rodrigue, Craig Thompson, Lorelei Hartzler, Teresa Doyle, Heather Wylie, Joan Bosworth

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**Enrollment Management Committee – Background and Updates** – Kevin reviewed the background of the Enrollment Management Committee (EMC): its' original charge was to increase enrollment. We were previously in "Restoration Funding" – a race to get enrollment numbers back to where they had previously been. There was a big push to get enrollment up. We accomplished that, and even surpassed the previous numbers – and then the State changed the funding structure. The economic downturn brought on "Work Load Reduction." At that point, the EMC worked with the Matriculation and Basic Skills Committees and proposed joining the committees together. There was some concern by the Academic Senate to do that, so at this point, we are going to move forward with joining the EMC and the Student Success Committees.

Kevin explained two of the handouts – Student Success Workgroups #1 and #2. Workgroup #1 is Student Success and its' focus is Basic Skills/retention. Workgroup #2 is the Student Services/Access. The idea is to have the two subgroups meet bi-weekly, and then the EMC will meet monthly and check in on the progress of the workgroups and discuss overlapping ideas. A draft of The Enrollment Management Plan is close to being developed – Morris and Teresa have been working on the Basic Skills Plan; Jessie and Kevin worked on the Recruitment Plan and Lois has updated the Matriculation plan. Those combined create a nice framework of an enrollment management plan.

Craig asked if the Distant Education Committee is a separate committee. Kevin said yes, it is a joint committee of the Senate. The EMC is a participatory committee. We could ask a representative of the Distant Education Committee to join us or have them join the Student Success Workgroup. Heather preferred having a Distant Education Committee member join the EMC.

**Bylaws** – Kevin reviewed the draft version of the Bylaws. It was agreed that the membership would change to sixteen (16) voting members, with nine (9) faculty members, to include an adjunct faculty member who would also be a distant education representative. Joan suggested asking Melinda Kashuba, an adjunct instructor who teaches Geography online. Other changes included the following:

3. Meetings – It was agreed that Sharon would work with the committee members through email to find the most convenient meeting date for the majority of members. Extra meetings could be scheduled as necessary.

6. Term Lengths – Craig suggested changing the term length to two (2) years. At the end of the two year term, the member could be reappointed by the group. It was agreed that two years would be an appropriate length of time.

7. Member Responsibilities – Kevin stressed the importance of members reporting back to their constituency groups. Heather asked if the faculty was to report back to the Senate, or to their department. Kevin responded that in this instance, their responsibility would be to report back to

their department; however, the more committees that know about the work that the EMC is doing, the better. Craig mentioned that he is on the Senate, and can report back to them. Craig also suggested that it would be helpful if campus-wide, all chairs of the various committees could meet to update one another.

8. Responsibilities of Co-chairs – Teresa suggested posting Agendas and Minutes on the website.

9. How the Enrollment Management Committee Arrives at Recommendations – A quorum wasn't specified. It was suggested that a quorum should be fifty percent plus 1 – in this case that would be nine (9) voting members. It was also discussed and decided that in the event of a tie vote, the action would be tabled until the next meeting. If a time sensitive issue is being addressed, another meeting could be scheduled. It was also agreed that it was important to bring it back to a vote in person, as discussion would then be possible. However, how the language reads currently means a tie vote would result in a motion not being passes.

James suggested, and it was agreed, to amend the By-Laws based on these recommendations, send them back out to the membership, and then vote on them at the next meeting.

**Looking Forward – Enrollment Management Plan** - Kevin shared that we are getting close to completing a workable Enrollment Management Plan (thanks to the extra motivation provided by Accreditation). He then shared a power point from the Matriculation Meeting he recently attended in Sacramento, created by the Community College League of California (CCLC), entitled *A 2020 Vision for Student Success for California's Community Colleges*. Kevin reviewed the highlights of this presentation, which pointed out some interesting facts:

- First generation college graduates are having children who are not attending college.
- California is losing ground to other states in degree obtainment (it is the 7<sup>th</sup> lowest nationwide for credential completion).
- A huge divide exists between Latino/black students v. Asian/white students in degree completion rates.

The vision for the future was also discussed, and included goals such as:

- Eliminating the achievement gaps.
- Close participation rate gaps.
- Increase completions by 1 million by 2020.

Other points of interest included data proving that by not enforcing registration deadlines (i.e., late adds), students tended not to succeed. To overcome insufficient funding, the CCLC suggests moderate, predictable enrollment fee increases; additive, categorical incentive funding programs; and aligning BOG Waiver requirements with federal aid.

**Closing Thoughts** – Gary remarked that he is looking forward to seeing how a long term enrollment plan will work, since historically it has been semester to semester based. The goal is to be *proactive* rather than *reactive*.

Sharon will be in contact with the committee members regarding a meeting date and time.

Sheree moved to adjourn the meeting at 2:15 p.m. James seconded, all agreed.