



Enrollment Management Meeting

Wednesday, November 9, 2022
ZOOM
 11:00 am – 12:00 pm

Attendees

Committee Members:

LaDonna Trimble ~ Chair
 Tamira Palmetto Despain ~ Co-Chair
 Dr. Jose Rivera ~ Member (Ex Officio) - **Absent**
 Dr. Howard Davis ~ Member (Ex Officio)
 Shaminder Brar ~ Member (Ex Officio) - **Absent**
 Dr. Christos Valiotis ~ Member - **Absent**
 Tom Gang ~ Member
 Nichelle Williams ~ Member
 Jenell Paul ~ AVC Classified Union Representative - **Absent**
 Dr. Svetlana Deplazes ~ Member
 Anet Youkhana ~ Member
 Rashall Hightower ~ Member - **Absent**
 Kenya Johnson ~ Member
 Michelle Hernandez ~ Member
 Keina Miranda ~ CMS Designee

Dr. Aurora Burd ~ Member
 Karen Heinzman ~ Member
 Mariko Shimizu ~ Member
 Neil Quebbemann ~ Member - **Absent**
 Vacant ~ Marketing/Public Relations Designee – **present by proxy**
 Vacant ~ ITS Designee – **present by proxy**
 John Cariaga ~ ASO Representative

Other:

Daniel Conner – Designee for ITS (by proxy)
 Liz Diachun - Interim Executive Director Marketing/Public Relations Designee (by proxy)
 Christy Chereschkoff – Interim Admin Assist Enrollment Services
 1 Zoom “phone guest”

MINUTES

Items	Person(s) Responsible	Time	Action
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STANDING ITEMS:

I. Minutes Approval	All	5 min	Minutes from 10/26/2022- Approved with Updates
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INFORMATION/DISCUSSION ITEMS:

II. Presentation – Marketing	Liz Diachun	45 min	<p>Marketing plan for enrollment management Reinforce President Zellet’s plan “11,400 by 2024” <u>Goals:</u></p> <ul style="list-style-type: none"> • Maintain “Medium school” threshold • Return to pre-pandemic levels plus growth <p><u>How:</u></p> <ul style="list-style-type: none"> • Increase headcount by 10% for Fall 2023 & Fall 2024 • Increase student unit load by 10% <p>{Discussion} Michelle H. - We should focus on increasing load for existing students – it takes more time, effort and funding to bring a new student in the door; compared to cultivating students that are already here, motivated and invested. Dr. Burd – How much of our FTES was calculated from Intersession (that we have removed)? Dr. Deplazes - Historically- Intersession is about 400 FTES https://public.tableau.com/shared/P9FBGXGG5?:display_count=n&:origin=viz_share_link</p> <p>Focus on Recruitment for Fall / Summer Focus on Retention for Spring</p>
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			<p>{Discussion}</p> <p>Dr. Deplazes – Can we buy phone lists for local population and advertise via cold call texting?</p> <p>Liz – Lists are expensive</p> <p>Kenya – Most people consider unknown messages SPAM and will ignore and may be irritated</p> <p>Liz – Texting works really well for Retention – if students have already provided their information – sending them reminders and information is very helpful. For initial recruitment it is not as effective. However, if we provide web link – people might click (click rate is approximately 2 – 5%)</p> <p>Strategies for Growth</p> <ol style="list-style-type: none"> 1. More online sections 2. Encourage students to take more units per semester 3. “Rolling” Course Start dates – multiple part of terms – always an opportunity for a new student to enter the college 4. Increase Dual enrollment programs – Leverage “zero period” for introductory/vocation class offerings at the high schools. Helps to build pipeline for future college students. 5. Maximize vocational enrollment 6. Marketable cohort programs that encourage a set enrollment goal but offer perks/advantages. <p>{Discussion}</p> <p>Michelle H. – is it anecdotal or research based that students will go elsewhere if not enough online offerings?</p> <p>Liz – Research based. Studies show that students will look for other colleges that offer what they need – even out of area.</p> <p>LaDonna T. – Grant available for students seeking “re-training” – low effort for us to identify population – good return for helping students and increasing enrollment</p> <p>https://www.csac.ca.gov/golden-state-education-and-training-grant-gsetg</p> <p>Michelle H. – Emphasize the “15 to finish” help our students establish a mindset that they can do the additional units and be successful.</p> <p>LaDonna T – Not every student is on the same trajectory, we need to support each student individually.</p> <p>Tamira – Not all students are equipped to be successful in 15 units, but we can encourage using Summer as a way for extra units for the academic year. Counseling does emphasize full time enrollment to ensure timely completion of goals. EduNav is programmed for 15 units per term and Advising forms are designed for 15 units per term.</p>
III. Presentation - EdSights	Kenya Johnson	10 min	<p>EdSights is an SMS based Software for student engagement – texts, reminders, alerts, surveys</p> <p>Overview of the benefits and capabilities of the system.</p>
IV. Confirm Next Meeting Date(s)	All	1 min	<p>Confirm when / if December meeting should take place due to end of semester on 12/3/2022 and Holiday schedule. The 4th Wednesday is 12/28 (during campus closure); the 2nd Wednesday is 12/14 (after close of semester)</p> <p>Consensus: No meeting will be held in December – we will reconvene the 4th Wednesday in January</p>

V. Education Service Plan	All	1 min	LaDonna T – please review the Ed Service Plan provided by Dr. Meeta Goel - reach out with any questions or feedback.
VI. Goals	All	1 min	<ul style="list-style-type: none"> - Meet base funding level per the Chancellor’s Office plus two percent annually. - Advancing students’ progress towards successfully achieving their educational goals with integration of guided pathways. - Increase percentage of full-time enrollment through effective scheduling and program planning
OTHER:			
FUTURE AGENDA ITEMS:			
Education Service Plan	Dr. Meeta Goel		Scheduled for 1/25/2023
Next Meeting Date:			
December, 2022			No meeting will be held in December
January 25, 2023			
February 22, 2023			
March 22, 2023			