Enrollment Management Committee

Meeting Minutes
Thursday, February 28, 2019; 1:30pm
ACA 2509

Members present: Matthew Jordan, Jessica Araujo, Steve Castillo, Steve Castillo, Ashley Dunn, Jennifer Borucki, Joel Trudgeon, Vernon Bridges

Agenda was unanimously approved. Minutes from November 29, 2018 were unanimously approved.

Enrollment Update

The National Student Clearinghouse Research Center's *Current Term Enrollment Estimates Fall 2018* report identified that 2-year public higher education institutions are down 3.2% in enrollments from Fall 2017 to Fall 2018. Current enrollment projections from the district show Valley down 2.6% for the current year compared to 2017-18. The district's *Credit Enrollment Comparison* report from February 27, 2019 shows Valley at 96% of the enrollment at the same point in the spring registration cycle in 2018. This is in line with where the district is at for spring enrollment. Late start credit classes are 84% full and additions are currently being made where demand exists.

EMC Mission

Currently the EMC does not have a mission. The committee adapted a mission based on the Educational Planning Committee's mission. After discussion and revision, the proposed mission is:

> The mission of the Enrollment Management Committee is to oversee the implementation of the Strategic Enrollment Management Plan and provide recommendations on enrollment management strategies.

All of the committee members present supported this mission, but it was decided to hold off on a vote on the mission until the next meeting to allow members absent at today's meeting to provide input.

Program Review Modules

The committee members present divided up the 2018 enrollment program review modules and reviewed them. The committee identified the following themes in the modules: need to increase tutoring (3 units); program-specific promotion (2 units); departments expressed the intent to explore strategies to improve enrollments (2 units); expressed the need for professional development to improve success/retention (3 units); improving syllabi (2 units); reaching out to students to offer them support or inform them that they have completed a degree/certificate (2 units); implementation and effects of AB 705 (2 units). The committee decided to submit the following feedback to PEPC on the enrollment program review prompts: for equity, the committee feels that the questions ask people to compare data to college

averages, but does not ask them to dig deeper. Consider replicating this question from the retention section in the equity section: "what strategies can be implemented by the department, college, and/or district to improve retention?" The themes and feedback will be forwarded by the Chair to PEPC.

<u>Revise Enrollment Plan</u>
The Chair presented five activities that he recommended be removed from the plan. Two of the items were no longer applicable because of AB 705. Two of the activities had been accomplished by Admissions and Records. And Admissions and Records decided that it did not want to move forward with the final item. The committee members agreed that these five activities should be removed.

Since the last meeting in November 2018, the Chair had substantially revised the narrative portion of the enrollment plan for clarity. He did not revise the activities that the committee had agreed on, although he did bring recommendations to reorganize those activities within the plan. The committee reviewed and discussed the proposed organization.

The Chair explained his role serving as an enrollment coach for Laney College as part of the Chancellor's Office IEPI initiative for strategic enrollment management. This initiative uses a framework developed by Bob Bontrager, a four year enrollment manager. The Chair would like to incorporate a component of Bontrager's strategic enrollment management framework into the EMC's enrollment plan: targeted student groups. Targeted student groups are the specific groups of students that SEM activities are designed to impact. Most colleges align the groups with those identified in their mission and any special populations they serve or want to focus on. The Chair identified the following groups as a conversation starter: transfer-seeking, degree-seeking, certificate-seeking, noncredit, dual enrollment, College Promise, and distance education. After the groups have been selected, specific target goals for enrollment, success, persistence, and/or success will be set.

The Chair said the next steps in revising the enrollment plan are to begin to look at longitudinal data to inform the identification of targeted student groups. He will bring more data to the next meeting for discussion.

Meeting was adjourned at 3:00pm.