

Enrollment Management Committee Meeting
MINUTES
Sept 21, 2016
3:00-4:30 pm / H-209-5

Attendance: Lucy Carr-Rollitt, Rosi Enriquez, Kari Irwin, Frank Rivera, Aaron Voelcker, Joyce Wagner, Rudy Carrion, Regina Lamourelle, Sergio Rodriguez, Barbara Sproat, Jennifer Coto, Rosa Dela-Torre, Mike DeCarbo, Julie Peeken

Absent: Von Lawson, Leonor Aguilera, Joseph Alonzo, Lori Fasbinder, Tuyen Nguyen, Martin Stringer, Ester Chain, Andy Salcido

OLD BUSINESS	DISCUSSIONS/COMMENTS	OUTCOME/FOLLOW UP
NEW BUSINESS		
<p>I. Approval of Minutes - 5/18/16</p> <p>II. EM Committee Mission, Responsibilities, and Membership</p> <p>III. EM Committee Goals for 2016-17</p>	<p>Reviewed the EM Plan, mission statement, committee responsibilities, and updated the membership list. M. Flores, D. Brooks, E. Cuellar, L. Fasbinder, R. Scott, and R. Waldren are no longer on the committee.</p> <p>Reviewed all goals. Michael opened discussion on Goal #4 - student retention. Are we losing students because intersession starts the second week of Feb, or possibly gaining students who didn't get classes at other colleges? Recommended a student survey and instructional calendar task force.</p> <p>Rosi requested each department provide the minimum of an annual class schedule (2 yrs would be ideal) to counseling. Scheduling classes according to certificate and degree requirements.</p>	<p>Motion to approve the minutes as presented (R. Enriquez/L. Carr-Rollitt) was passed unanimously.</p> <p>No changes to the mission statement or committee responsibilities. Membership changes: Von Lawson co-chair M. DeCarbo Academic Senate R. Dela-Torre OEC Counselor Joyce will notify departments with vacancies and employees who have inherited a position.</p> <p>Aaron will put together a brief 3 question survey for review.</p> <p>Jennifer will provide a template for a proposed 2 year class schedule. Michael will take the request and template to Joint Chairs meeting 9/28.</p>

<p>IV. Updates:</p> <p>Admissions – Sergio Rodriguez</p> <p>Counseling – Jennifer Coto</p> <p>Marketing Update –Kari Irwin</p> <p>Outreach – Frank Rivera</p>	<p>Sergio announced that a new mobile registration app will be available October 1st.</p> <p>Jennifer shared counseling’s new approach to enrollment management. Concierge service. New students will be greeted at the door for orientation and in-person registration beginning in Dec. for SI and SP registration.</p> <p>Regina asked for counseling to offer on campus Blackboard training for online students. She attributes high drop rates in online classes because students don’t know how to use Blackboard.</p> <p>Kari shared that the target group is prospective students. Branding “What Happens Here Matters” and “micro-moments”. Student focus groups in Oct. to collect experiences. Sergio suggested that evening older adult students also be part of the focus group. Info on the website and flyers around campus.</p> <p>Frank informed the group that the FAFSA application window for 2017-18 opens October 1st.</p>	<p>Regina can share this concern with Scott James/Distance Education. WebAdvisor also has a “how to” video for students.</p> <p>Kari will look into adding evening classes to the focus group. She will let the committee know if she needs assistance.</p>
<p>SUGGESTED FUTURE AGENDA ITEMS</p>	<p>Student survey re: SI enrollment</p>	
<p>ANNOUNCEMENTS</p>	<p>20 minimum enrollment is no longer a Board policy</p>	
<p>Next Meeting</p>	<p>October 19, 2016, 3:00-4:30pm, Room H-209-5</p>	

Santiago Canyon College
Mission Statement

Santiago Canyon College is an innovative learning community dedicated to intellectual and personal growth. Our purpose is to foster student success and to help students achieve these core outcomes: to learn, act, communicate and think critically. We are committed to maintaining standards of excellence and providing an accessible, a transferable, and an engaging education to a diverse community. (Approved by College Council 4/12/11)