

Enrollment Management Committee Meeting

MINUTES

October 18, 2017

3:00-5:00 pm / H-209-4

Attendance: Leonor Aguilera, Elizabeth Arteaga, Starr Avedesian, Rudy Carrion, Jennifer Coto, Mike DeCarbo, Rosa Dela Torre, Darlene Diaz, Lori Fasbinder, Melissa Govea, Regina Lamourelle, Von Lawson, Miguel Luna, Tuyen Nguyen, Julie Peeken, Janis Perry, Marcelo Pimentel, Frank Rivera, Sergio Rodriguez, Andy Salcido,

Teresa Saavedra, Barbara Sprout, Martin Stringer, David Vakil, Aaron Voelcker, Vivien Vu, Joyce Wagner (BOLD indicates present)

Guest:

NEW BUSINESS	DISCUSSIONS/COMMENTS	OUTCOME/FOLLOW UP
I. Approval of Minutes - 9/20/17		Motion to approve the minutes with changes (M. DeCarbo & M. Pimentel) passed unanimously.
II. Marketing Task Force Presentation	Ruth Babeshoff provided marketing and activity updates as well as future goals, and asked the EMC to consider a resource request to fund future marketing efforts.	Joyce will put Ruth's presentation on the website. Joyce and Von will work with the marketing ad hoc committee to create a resource request.
III. Committee Reports	Mike reported on the Guided Pathways conference. The State has 150M in funding, 10% for administration, with self-assessment. Joyce asked if there should be a curriculum policy with a time limit to remove deactivated course from the catalog. Maybe 5 yrs.	Colleges apply for the funding. Further conversation.
IV. Resource Request	Aaron's team can't keep up with all the requests from our committee. He asked the committee to submit a resources request for an Enrollment Management Resources Analyst, a classified position. This needs to be an on-going position because the training period is about 18 months.	Joyce will submit a request from the EMC.
V. Enrollment Management Plan • Final Report	Von wasn't able to attend.	Add to November agenda.
VI. Student Town Hall	Town Hall is November 15 & 16. The committee wants to ask if online instruction is preferred over classroom instruction and if the intersession dates determine if they take a class or not.	Mike will email Teresa a few questions.

VII. Enrollment Factors	Aaron shared enrollment trend reports comparing SCC's part-time (less than 12 units) student enrollment with 8 local CC from Fall 2014 to Spring 2017. Fall has fewer PT students than spring and SCC ranks 3 rd with 75% of our students being PT.	How do we cater to PT students? Does the Block schedule affect evening enrollment?
VIII. Other	SCC/ OEC have submitted paperwork to the Orange County Transit Authority (OCTA) requesting free bus passes for students.	
SUGGESTED FUTURE AGENDA ITEMS	Instructional calendar, Data Mart, block schedule, 2 year schedule.	
ANNOUNCEMENTS		
Next Meeting	November 15, 2017, 3:00-5:00pm, Room H-209-4	

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)