

Enrollment Management Committee Meeting

MINUTES

February 15, 2017

3:00-4:30 pm / H-209-5

Attendance: Leonor Aguilera, Rudy Carrion, Lucy Carr-Rollitt, Jennifer Coto, Mike DeCarbo, ~~Rosa Dela Torre~~, Rosi Enriquez, Cassandra Garcia, Kari Irwin, Abdul Isira, Regina Lamourelle, Von Lawson, Miguel Luna, Tuyen Nguyen, Julie Peeken, Frank Rivera, Sergio Rodriguez, Andy Salcido, Barbara Sprout, Martin Stringer, Aaron Voelcker, Joyce Wagner

Guest:

OLD BUSINESS	DISCUSSIONS/COMMENTS	OUTCOME/FOLLOW UP
NEW BUSINESS		
<p>I. Approval of Minutes - 11/19/2016</p> <p>II. Committee Reports</p> <p>III. Marketing Task Force Kari Irwin</p> <p>IV. Enrollment Data Sergio Rodriguez</p> <p>V. Demographic Composition data Aaron Voelcker</p>	<p>Welcomed Marcelo Pimentel new EMC member representing AHSS.</p> <p>Kari Irwin provided a recap of how and why the task force was created, and stated that their main focus is recruiting new students. She gave an overview of the activities from Fall 15 through Spring 17, an update on the dissemination (internally) of the Tool Kit, and the future plans of the task force. She also reported that the click through rates on Search Engine Marketing on SCC's pages is higher than industry averages.</p> <p>Sergio reported that the number of students from 2013-2016 is consistent, but each student is taking fewer classes. His report defines a continuing student as having completed 12 or more units. Aaron defines a continuing student as one who has been at SCC within the last school year. Why a student chooses SCC is also valuable information.</p> <p>Aaron provided the committee with an electronic copy of the data, and asked that it be given to faculty by department.</p>	<p>Motion to approve the minutes presented (R Enriquez/L Carr-Rollitt) was passed unanimously.</p> <p>Kari will report back on web search hits and data collection.</p> <p>Sergio will rerun report and provide a follow up next meeting. Aaron is researching student pathways.</p>

VI.	Distance Education Survey Aaron Voelcker	SCC is participating in the State Chancellor's office, Distance Education Student Satisfaction Survey. Aaron provided a copy of the survey and asked if the committee had additional specific questions they wanted to include.	Aaron will provide updates as available.
VII.	Meta Majors Mike DeCarbo	The State has \$150M to offer schools that implement Meta Majors/ Academic Pathways. The idea is to ask a student what they want to do, then create a pathway to success using existing courses. Mike asked everyone to read <i>Redesigning America's Community Colleges: A Clearer Path to Student Success</i> , and participate in a discussion on May 19.	Determine if this pathway is for SCC.
VIII.	ASG Student Survey Cassandra Garcia	Cassandra reported that the survey was several pages long, and students were given different questions. It wasn't clear if the late start date of intersession affected student's choices to take classes at another college. The survey clearly showed that students want additional seating everywhere on campus, and solar powered charging stations.	Von will take the student's requests for seating and solar power to the Facility & Safety Committee meeting.
IX.	Enrollment Management Plan	The committee has to stay focused on roles (per goal), and assessing progress. Small groups per goal worked well in the past. Should groups be assigned to each goal again? Same groups? Moving forward what are our goals?	Follow-up on dual enrollment. Confirm roles and determine assessing process. What resources do we need?
X.	Other		
SUGGESTED FUTURE AGENDA ITEMS		Credit by exam	
ANNOUNCEMENTS			
Next Meeting		March 15, 2017, 3:00-4:30pm, Room H-209-5	

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)