



**Santiago
Canyon
College**

**Enrollment Management Committee
(EMC)**

Subcommittee Report

May 17, 2017



Introduction

The Enrollment Management Plan 2016-2019 is a three-year evolving plan that includes goals and strategies in support and aligned to the College’s mission, Educational Master Plan, and integrated planning. It is an evolving plan and a living document intended to provide strategies for efficiency, quality, access and inclusiveness for the college and the students it serves. On an annual basis, the EMC Plan will be reviewed for progress and relevancy. For the purpose of this report, subcommittees were formed to discuss and analyze each goal and strategy. The following report is a compilation of the subcommittee reports including recommendations and support (if applicable) for progress.

Overall Recommendations

The Subcommittee:

1. Recommends that the strategies and benchmarks be numbered for ease of reference.
2. Recommends that SCC, under the leadership of the President, convene a Town Hall style meeting to “roll out” the Educational Master Plan and Enrollment Management Plan.
3. Recommends that the EMC utilizes existing subcommittees to fill the role of goal taskforces.
4. Recommends sharing our plan with all governance groups at SCC.



Goal 1: Collaborate with Outreach, Academic Affairs, Student Services, and high school leadership to increase the presence and visibility of SCC at high schools.

Recommended changes to goal:

1. Change the word “increase” in goal 1 to “maintain”.

Support for the goal (including documents, reports, surveys, or processes already completed or implemented):

- Outreach presentations to OUSD.
- Testing in Math and English for OUSD.
- Summit with OUSD and SCC hierarchies to discuss future direction of dual enrollment partnership.
- Evidence of increase in number of class offerings with OUSD.
- Evidence of success rates of students from OUSD in dual enrollment classes.
- Minutes of OUSD Board meeting (Martin Stringer/Kerrie Torres presentation).
- DSPS collaborates with outreach and local high schools to provide special education students with information on Early Welcome and the services available to help them transition to the college. DSPS staff offer presentations at high schools and application workshops. Students also have the opportunity to schedule placement testing with accommodations and individual class planning meetings to help them prepare for Early Welcome registration. During the 2016-17 academic year, DSPS made outreach presentations and offered application workshops at the following high schools:
 - Canyon
 - El Modena
 - Foothill
 - Orange
 - Villa Park
- DSPS, along with the Continuing Education Adults with Disabilities Program, participated in the OUSD Transition Fair on March 15, 2017. This event focused on providing special education students and their parents with information on the educational opportunities and special services available at SCC.

SUPPORT FOR EMC PLAN – GOAL 1

Santiago Canyon College 2016 Early Welcom Room Breakdown – Week 5

Date & Time	Rooms	Group	Lead Counselor
Friday, May 20	B 104 (25)	General	Rosi, Nick, (Lupe float), (Nicole float)
8:00-1:00	B 106 (26)	General	Rudy, JP, (Lupe float), (Nicole float)
	B 208 (22)	General	Paige, Barry, (Nadine float)
	E 304 (34)	General	Karen, Pam, Miguel, Remy (Use Terry in E303)
	H 230 (32)	General	Song, Dora B., Esther, Sara
	H 239 (27)	General	Dora E., (Ancie float), Amanda, (Nordin float)
	D 209 (45)	General	Lacy, Danny, (Tuyen float), (Emi & Pilar float)
	H 240 (27)	General	David, Jamaar, (Ancie float) (Nordin float)
	D 209-4 (29)	General	Robert, Carmen, (Tuyen float), (Emi & Pilar float), Monique
Specialized Programs			
	B 207 (20)	EOPS	Juana, Maria (EOPS Team) (Nadine float)
	L 219 (35)	STEM	Phil, Ann, Haroon, Isaac
	E 307	DSPS	Vivien (DSPS Team)
	SC 105	Parent Orientation	Jennifer

**SUP
POR
T**

FOR EMC PLAN – GOAL 1

Santiago Canyon College 2017 Early Welcome Room Breakdown Week 1

Date & Time	Rooms	Group	Counselors and Support Staff
Friday, April 21st			
8:00 a.m. - 12:00 p.m.	L219 (35)	General	Karen, Paige (Miguel)
	B208 (40)	General	Rudy, Robert (A&R staff)
	B207 (40)	General	Rosi, Jamaar, Ilinca (A&R staff)
	B104 (25)	General	Danny, Tammy (Cindy)
	H230 (32)	General	Song, Pam (Emi)
	H239 (26)	General	Nick, Dora B. (Ceci)
	E304 (34)	STEM	Ann, Lacy
	B106 (26)	EOPS	Juana, Maria R. (EOPS
	E307 (25)	DSPS	Vivien (DSPS Team)
	H240 (26)	Athletics	Dora E., Joe (A&R Staff)
SC105	Parent Orientation	Barry	

Participating HS: Foothill, Villa Park, Santiago (Corona)

Pilar- Assist with Registration and float to assist rooms after.



Goal 2: Collaborate with Outreach, the Marketing Task Force, Academic Affairs, Student Services, and local community-based organizations to increase the presence and visibility of SCC in the community.

Recommendations:

- There are no recommended changes to the goal at this time.
- Under Strategy 1 – Provide a list of community based organizations.
- Under Benchmark 2 – Need to identify “point of contact”.
- Under Benchmark 3 – Secure documentation from Marketing Committee.
- Overall recommendation – Recommend that we ask all groups, regarding their use of “branding tools”, what could be done to encourage usage.
- Overall recommendation – Through Outreach Department, collaborate and map all outreach activities.
- Overall recommendation – Secure any reports that address “satisfaction” in strategy 5.

Support for the goal (including documents, reports, surveys, or processes already completed or implemented):

- DSPS and the Continuing Education Adults with Disabilities Program are participating in the newly formed Orange County Disability Coalition. The first meeting of the coalition was held on March 30, 2017 and included a broad range of stakeholders and service providers in the Orange County disability community. The coalition will offer participants the opportunity to collaborate and learn about the various programs and services available to individuals with disabilities throughout Orange County. Meetings will be held on a monthly basis.



Goal 3: Utilize data to inform and make recommendations to provide course offerings that are more reflective of student demand and enrollment goals.

Recommendations:

- There are no recommended changes to the goal at this time.
- Under Strategy 1 – Request measurements of progress from the responsible parties.
- Under Strategy 1 – Address the following questions/concerns/observations:
 - How does curriculum drive demand, instead of the schedule?
 - What is it that people really want and need?
 - Student are asking for programs that we don't have.
 - How does student preference drive demand in scheduling online versus traditional offering?
 - Are we focused on industry demand?
 - Are we effectively scheduling credit and noncredit?
- Under Strategy 2 – Request information from the responsible parties.



Goal 4: Collaborate with appropriate stakeholders to support student learning by increasing retention, success, and completion.

Recommendations:

- The Subcommittee recommends that “appropriate stakeholders” be changed to “campus community” to be more user friendly and less corporate.
- Under Strategy 1 – The Subcommittee recommends providing the needed resources to support data collection and analysis (i.e., more staff).
- Under Responsible Party 1 –
 - Add English and Math Faculty.
- Under Strategy 2 – The Subcommittee recommends assigning this action through the “Town Hall” activity.
- Under Responsible Party 2 –
 - Add Student Equity
 - Add Academic Senate
- Under Strategy 3 – Should this strategy be moved to Goal 3?



Goal 5: Utilizing the College's data from the Student Equity Plan, program reviews and other sources, implement strategies that will decrease the equity gaps amongst disproportionately impacted students.

Recommendations:

- There are no recommended changes to the goal at this time.
- The subcommittee recommends sharing our EMC plan with all governance groups.
- Under Benchmarks 1 – The subcommittee recommends that we begin collection of the “list(s)”.
- Under Strategy 2 – The subcommittee identifies this strategy as “multi-faceted” and suggest that it must be further investigated to determine best dates for data collection and methodologies (i.e., common evaluations and deciding on when and how).
- The Subcommittee recommends addressing this goal in three (3) steps:
 1. Identify List
 2. Refine List
 3. Review Effectiveness

Support for the goal (including documents, reports, surveys, or processes already completed or implemented):

- We have a state recognized Equity Plan in place that has made tremendous investments of time, resources and personnel.
- Program reviews are conducted as required based on the type (traditional or CTE) of program.



Goal 6: Provide recommendations that ensure a balance between comprehensive, high-quality course offerings and fiscally responsible practices.

Recommendations:

- There are no recommended changes to the goal at this time.
- The subcommittee recommends that the institution visits an enrollment model that is based on averages rather than class size. (See examples below)
 - Within divisions, allow a class with a cap of 40, to be raised up to 50 – 55.
 - This would allow another class in the area to be run with less than 20 students.
 - With such a model, we should even consider running some course with as few as 8 – 10 students to promote completion of certificates and degrees in certain areas.
- The subcommittee recommends developing a marketing survey to gauge how much students really care or focus on completion.
- The subcommittee offers the following questions/concerns/observations:
 - How many recommendations (inquiries) have come to the EMC (i.e., analysis of intersession)?
 - How many recommendations have come from the EMC?