



Mission Statement

With a primary focus on sustaining long-term student success and in accordance with Santiago Canyon College's mission and core goals, the Enrollment Management Committee (EMC) will develop a holistic and integrated approach to enrollment management that supports college-wide collaboration, engagement, creative-thinking and consensus building. The purpose of the EMC is to discuss enrollment strategies and to make recommendations that contribute to student access, recruitment, persistence, completion, and lifelong learning through diverse program offerings.

MEETING AGENDA

November 18, 2020

3:00 – 4:30 p.m.

Zoom Meeting

1. Welcome
2. Approval of Minutes
3. Committee Reports/Updates (15 minutes)
4. RSCCD Report Repository - Department Chair Access (5 minutes)
5. 2021 F2F Course Preference Student Survey & SCC Student Services Phone Survey Results (20 minutes)
 - a) What stands out most to you from the district and college survey?
 - b) In what ways do the survey results relate to enrollment management?
 - c) Should the Enrollment Management Committee take an actions based off of the survey results? If so, what actions should we take?
6. Average Class Size—Cost per Credit FTES Discussion (20 minutes)
7. Enrollment Enhancing Marketing at SCC (20 minutes)
 - a) What marketing services do we have at SCC?
 - b) What is the process people should follow to market classes, programs, and services?
 - c) Is the college community aware of marketing services and support? The process of obtaining marketing services and support?
 - d) Does EMC need to make any marketing-related recommendations to the Academic Senate and College Council.
8. Questions/Other (5 minutes)

Santiago Canyon College
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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, to act, to communicate and to think critically. We are committed to maintaining standards of excellence and providing the following to our diverse community: courses, certificates, and degrees that are accessible, applicable, and engaging. (Approved by RSCCD Board of Trustees, 12-04-17.)