

ENROLLMENT MANAGEMENT COMMITTEE

MINUTES

April 21, 2021 | 3:00 – 4:30 p.m.

Zoom Meeting 916 9355 8264

ATTENDANCE (**BOLD** indicates online presence)

Leonor Aguilera	Rudy Carrion	Regina Lamouelle	Janis Perry	Andy Salcido	Aaron Voelcker
Joanne Armstrong	Jennifer Coto	Miguel Luna	Elaine Pham	Jorge Saucedo-Daniel	Guests: LaKyshia Perez
Elizabeth Arteaga	Nahla El Said	Christine Martinez	Marcelo Pimentel	Barbara Sproat	
Denise Bailey	Corinna Evett	Guillermo Medina	Sergio Rodriguez	Mike Taylor	
Jacob Bereskin	Scott Howell	Tuyen Nguyen	Craig Rutan	Loann Tran	

NEW BUSINESS	DISCUSSIONS/COMMENTS	OUTCOME/FOLLOW UP
1) Welcome	Corinna Evett welcomed committee members.	Meeting start time: 3:04 p.m.
2) Approval of March 17, 2021 Minutes	Minutes from March 17, 2021 approved as corrected.	Motion to Approve: Aaron Voelcker Second: Scott Howell Discussion: Jennifer Coto requested a change to the minutes. Abstain: None Motion carried without dissent
3) Committee Reports/Updates (as related to Enrollment Management) (10 minutes)	<p>CIC: The Class Capacity Task Force shared a presentation on processes and recommendations at the last CIC meeting. Corinna Evett requested faculty review the latest document and provide feedback before the next meeting. This item will be going forward to Senate.</p> <p>Chosen Name Initiative went live today. Faculty, staff, and students can go to the RSCCD website and update their name on WebAdvisor, Self Service, Canvas, Clockwork, etc. After 24 hours, the new information will migrate over to the other systems.</p>	
4) Marketing Update (20 minutes)	<p>LaKyshia Perez provided an update on SCC marketing. RSCCD is attempting to mimic a strategy that was in place 20 years ago when marketing was housed at the District office and each site had their own representative/PIO. The goal is for each campus to maintain their distinct identity, but work in a more cohesive direction.</p> <p>Currently, SCC is only doing mainstream ads but would like to do target marketing with specific demographics. Spectrum TV ads are running successfully on over 45 channels. Goals are to diversify with different media channels, develop relationships with businesses and organizations, work with Cal Trans on a FasTrak proposal, develop more social media campaigns, and increase mailers to targeted groups.</p>	

	<p>Suggestions from the EMC:</p> <ul style="list-style-type: none"> - Market to students outside the immediate area - Focus on marketing more to parents - Consider utilizing advertisements on vehicles, i.e. car wraps - Market to local college recruiters about the benefits of attending community college - Put more emphasis on SCCs transfer program and tailor that message to parents 	
<p>5) Enrollment Update and Conversation (15 minutes)</p>	<p>Spring 2021 actuals are down ~400 FTES on the credit side. RSCCD is currently experiencing an outbreak of financial aid fraud with a large number of fake students. This is a high-level fraud scheme that is rampant throughout the community college system. Currently, the non-credit side is booming. SCCs annual total is 500-600 FTES off. Sergio is predicting SCC will be about 400 FTES below target compared to last year.</p>	
<p>6) Schedule Availability Timeline</p>	<p>Concerns were expressed about the timing of when SCC makes the class schedule available to students. Some staff members feel schedules are released too late, thereby driving students to other districts. Corinna clarified that there are two different scheduling conversations taking place: FARSCCD is concerned with the instructional calendar (when we start and stop the semester), and the other is the registration timeline (when registration actually begins), which can be more easily changed.</p> <p>Janis Perry added that Pathways to Teaching students want to know what classes will be offered up to one year in advance. SCC needs to keep up with demand.</p> <p>Sergio Rodriguez stated that SCC has already bumped up Early Welcome and Fall registration by one month. He believes SCC should initiate centralized scheduling to release the schedule one or two years in advance. He proposed the EMC create an initiative to release the schedule earlier and put it into our Enrollment Management Plan.</p> <p>Janis Perry suggested that no matter how early SCC posts the schedule, we need to offer more diversity and include all modalities (face-to-face, hybrid, and online classes) in order to achieve Vision of Success goals and higher enrollment.</p> <p>Regina Lamourelle agreed with Janis and stated it is difficult to enforce quality of work when teaching online classes. Minimum standards should be maintained for college level courses, but many students do</p>	<p>Motion: Janis Perry made a motion for the EMC chairs to engage in informal conversations with leadership, Senate and Administration to talk about the efficiency of scheduling and the ability to move up schedule posting dates sooner, so that SCC can remain competitive with other community college districts.</p> <p>Second: Aaron Voelcker</p> <p>Discussion: None</p> <p>Abstain: None</p> <p>Motion carried without dissent</p> <p>Aaron Voelcker will follow up with an email to VPs Stringer and Rizvi while this topic is moving through the formal process.</p>

	<p>not understand that there are free resources and tools available to help them succeed in class.</p> <p>Corinna recommended we share the idea of providing a more comprehensive schedule including multiple modalities with all constituencies. The EMC could create a resolution to address these concerns and encourage change.</p> <p>Denise Bailey suggested EMC review student survey results from students that were enrolled in fall, but didn't return in spring. We need to understand why. Were there specific obstacles that we could help with, were there courses SCC did not offer, was there a preference for more face-to-face vs online classes, etc.</p>	<p>Janis and Regina volunteered to create a draft resolution prior to the next meeting.</p>
7) Follow-Up on Enrollment Management Metric Identification for EMC (25 minutes)	<p>Aaron Voelcker discussed the summarization of metrics outlined at the previous EMC meeting. He wanted to ensure that all of the information was captured and documented properly before it is shared with the Deans, Vice Presidents, and the District Enrollment Management Workgroup.</p>	<p>Motion: Scott Howell proposed EMC use this list to begin the process of examining the data to develop reports and analysis for future consideration. Second: Sergio Rodriguez Discussion: None Abstain: None Motion carried</p>
8) Questions/Other (5 minutes)	None	
ANNOUNCEMENTS		
Next Meeting	May 19, 2021	<p>Meeting ended at 4:31 p.m. Motion to Adjourn: Marcelo Pimentel Second: Aaron Voelcker Motion Carried</p>

EMC meetings are held on the 3rd Wednesday of the month from 3:00-4:30pm in 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, 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)*

Enrollment Management Committee 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.