

**ENROLLMENT MANAGEMENT COMMITTEE  
MINUTES**

**February 16, 2022 | 3:00 – 4:30 p.m.  
Zoom Meeting 916 9355 8264**

**ATTENDANCE** (BOLD indicates online presence)

Leonor Aguilera	Rudy Carrion	<b>Nahla El Said</b>	Guillermo Medina	<b>Sergio Rodriguez</b>	<b>Barbara Sproat</b>
<b>Joanne Armstrong</b>	<b>Jennifer Coto</b>	<b>Scott Howell</b>	<b>Tuyen Nguyen</b>	<b>Andy Salcido</b>	<b>Martin Stringer</b>
<b>Elizabeth Arteaga</b>	<b>AJ Cully</b>	Regina Lamourelle	Elaine Pham	<b>Jorge Saucedo-Daniel</b>	<b>Aaron Voelcker</b>
Denise Bailey	<b>Darlene Diaz</b>	<b>Christine Martinez</b>	<b>Marcelo Pimentel</b>	<b>Roxzel Tellez Soto</b>	Guest(s): None

NEW BUSINESS	DISCUSSIONS/COMMENTS	OUTCOME/FOLLOW UP
1) Welcome		Meeting start time: 3:02 p.m.
2) Approval of November 17, 2021 Minutes	Minutes approved as presented	Motion to Approve: Scott Howell Second: Andy Salcido Discussion: None Abstain: Nahla El Said, Martin Stringer Motion carried without dissent
3) Committee Reports / Updates (as related to Enrollment Management)	Curriculum: Quinquennials are up on the website. Please refer any questions to the CIC reps. Ana Garcia is still out on leave. Tiffany Garbis is filling in once a week to assist with technical needs. The Cultural Curriculum Audit is coming up. Letters of Interest are due on Thursday, February 17 <sup>th</sup> . Please encourage all faculty members who enjoy leading workshops and inspiring others to participate in this wonderful leadership opportunity.  Website Committee: Content migration is currently in progress. Departments have been asked to validate their information and confirm it is ready to migrate over to the new website.	
4) Spring 2022 Enrollment Update A. RG542 Report B. Update on District Enrollment Management Workgroup - Data	A. Reviewed RG0542 report of comparative data at this point in time across two years. The committee looked at Intersession 2021 & 2022, as well as Spring 2021 & 2022. Overall enrollment is down 7-9% and students are enrolling in fewer classes.  B. The DEMW met on February 4 <sup>th</sup> . Data was shared from Orange County Community College District Enrollment by Academic Year. Trends for the last 8 years (up to 2021) indicated a decline in enrollment across the board for intersession and spring terms.	

	<p>RSCCD Fall enrollment trends were also reviewed. Comparative data was presented from SAC and SCC including enrollment and FTES, as well as resident and non-resident status for the period of Fall 2017-Fall 2021.</p> <p>Discussion: Many growth opportunities are present within Career Education. After implementing AB705, 100-200 classes had to change requisites causing a domino effect with unintentional consequences. Remote learning also caused challenges for some students.</p> <p>Members of the EMC representing various disciplines offered the following insight into the numbers:</p> <ul style="list-style-type: none"> <li>• Spanish increased because it shifted to online and used a free OER textbook which created growth during the pandemic.</li> <li>• Reading created a transfer level reading course and also moved to online which augmented that department.</li> <li>• Biology experienced a decrease due to the addition of a chemistry prerequisite before students could register for a biology course.</li> <li>• History tends to be pursued by more casual students who are sampling or exploring various options. Political Science may also fall into this category.</li> <li>• The Cal State University system is now requiring Ethnic Studies which may be impacting the history department numbers.</li> <li>• There may be a correlation between the number of recently retired faculty from two SRPs and a reduction of sections being offered. Hiring adjunct faculty can sometimes be a challenge, thereby contributing to instructional gaps.</li> </ul>	
<p>5. Enrollment Management Plan- the current plan expires at the end of the academic year</p> <ul style="list-style-type: none"> <li>A. AACROA Presentation</li> <li>B. AACROA Workshop on February 17<sup>th</sup> 9:00-11:30 a.m.</li> </ul>	<p>The SCC Enrollment Management Committee is excited to participate in the AACROA (American Association of Collegiate Registrars and Admissions Officers) Kick Off Meeting on February 17, 2022. AACROA uses Strategic Enrollment Management (SEM) concepts and methods to help community colleges identify opportunities and ways to increase their enrollments, retention, and completion of students, with an explicit focus on adult learners of color. AACROA will:</p> <ul style="list-style-type: none"> <li>– Review and revise our existing SEM plan</li> <li>– Identify goals and strategies to specifically support the enrollment and success of adult learners of color</li> <li>– Integrate enrollment initiatives into our SEM plan to make them more strategic and supported</li> </ul>	

	SCC is considered an HIS – Hispanic Serving Institution with 25% or more of our population being of Hispanic descent. Timing of this project is ideal as it aligns perfectly with SCCs goals for diversity, equity and inclusion across our college community.	
<b>ANNOUNCEMENTS</b>		
Next Meeting	March 16, 2022	Meeting ended at 4:30 p.m. Motion to Adjourn: Barbara Sproat Second: Aaron Voelcker Motion Carried

**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.*