

**ENROLLMENT MANAGEMENT COMMITTEE
MINUTES**

**March 17, 2021 | 3:00 – 4:30 p.m.
Zoom Meeting 916 9355 8264**

ATTENDANCE (BOLD indicates online presence)

Leonor Aguilera	Rudy Carrion	Regina Lamourelle	Janis Perry	Andy Salcido	Aaron Voelcker
Joanne Armstrong	Jennifer Coto	Miguel Luna	Elaine Pham	Jorge Saucedo-Daniel	Guests: Martin Stringer
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: 3:00 p.m.
2) Approval of Minutes from February 17, 2020	Minutes reviewed and approved as submitted.	Motion to Approve: Scott Howell Second: Regina Lamourelle Discussion: None Abstain: None Motion carried without dissent
3) Committee Reports/Updates (as related to Enrollment Management) (10 minutes)	<p>Academic Senate: Discussion at the last meeting centered around the topic of losing prospective students due to the SCC enrollment period opening later than other colleges. The Senate will be exploring this issue further, including the impact it would have on classified staff, department chairs, operations, etc. Corinna and Aaron would like to continue the conversation with the EMC by placing this item on the agenda for the next meeting.</p> <p>CIC: The Long Beach Community College curriculum audit organizers will be giving a presentation on March 29th from 1:30-3:30 p.m. If anyone would like to submit questions, please share them with the CIC prior to the event.</p> <p>PIE: The PIE committee is currently working on the Resource Request prioritization process. There were seventy requests submitted and each will be completing the prioritization rubric for nine funding categories. An approved list will be forwarded to the budget committee to identify which requests can be funded through available dollars. This year, SCC has Lottery, IELM, and CARES 2.0 funds to support the requests.</p> <p>Jennifer Coto: Students can now apply for the second round of CARES Act funding (HEERF). For more information, please refer to the SCC</p>	<p>Correction made by Jennifer Coto on 4/17/21 to add the acronym (HEERF).</p>

	<p>website. Arlene Satele is in charge of dispersing institutional funds and will be outlining the process shortly.</p> <p>Technical Committee: In April, HR will be spearheading a Chosen Name Initiative whereby students and staff can submit their chosen name in Self Service. Everything other than legal documents such as paychecks, transcripts, and financial aid documents, can have a preferred name. In June, Single Sign on will go live prior to the summer term. All web systems (Self Service, WebAdvisor, Canvas, etc.) will use the same login information. Kudos to Thurman Brown, Director of IT, who worked with Arlene Satele to create a specific line item for computer replacement once the equipment is out of warranty.</p>	<p>Scott James will confer with the District HR Committee about the possibility of putting both a legal and chosen name on Student IDs.</p>
<p>4) Enrollment Update and Conversation (15 minutes)</p>	<p>Spring 2021 actuals are down 460 FTES on the credit side. Non-credit is above pace by 200+. SCC is behind its target number from last year. Depending on positive attendance counts from Cosmetology, we may be able to bridge that gap.</p> <p>Discussion ensued regarding current and future funding models being negatively impacted by low enrollment. SCC registration could open two years in advance utilizing centralized scheduling, but that would require more staffing and increased budget.</p>	
<p>5) RSCCD Report Repository and Conversation (15 minutes)</p>	<p>Aaron Voelcker provided a Report Repository tutorial focused on how to access, what is available to Department Chairs and which reports are most relevant and significant. End users will only see the reports they have been granted access to. Each report is designed for a specific reason. Division secretaries utilize CU reports to ensure MIS data is accurate. Aaron discussed two reports in detail: RG0540 Census Enrollment Report with FTE Comparison and RG0542 Term Based Enrollment Comparison. Going forward, two reports will be reviewed at each EMC meeting.</p>	
<p>6) Power BI Pro License Update and Overview (15 minutes)</p>	<p>Aaron Voelcker provided a demonstration of Power BI. This is an ideal program to share data while creating a safe, central repository for all of SCCs information. Initially, SCC was assigned four licenses. After broadening the scope, 20 more accounts were added for administration. From there, the IT department picked up the cost to add 119 more licenses for department chairs, fulltime faculty, and some classified staff. Eventually, everyone on the EMC will have licenses. Aaron is the point of contact for any questions or issues related to Power BI.</p>	

<p>7) Enrollment Management Metric Identification for EMC (20 minutes)</p> <p>a) What data are needed?</p> <p>b) What can we do with it?</p>	<p>Aaron Voelcker requested feedback from the committee to ascertain what metrics are important for enrollment management purposes. Members identified the following:</p> <p>a) What data are needed?</p> <ul style="list-style-type: none"> – What time(s) do students enroll in classes the most – Student demographic information, especially disproportionately impacted students - do they take more evening classes? – Discipline, division, degree area, certificate area – Waitlists – Data that shows trends on how quickly classes fill – Nonpayment metrics: Do students leave to go somewhere else or can we create a funding source to keep them enrolled – How many students take more than one class in a discipline – Retention rates for disciplines and courses – Rate of courses being repeated from semester to semester – How many students continue in a sequence within a program or discipline – Track students who are close to graduating to help them complete – Survey students to identify what devices they use to take their classes <p>b) What can we do with it?</p> <ul style="list-style-type: none"> – Better serve students – Meet student needs with classes and times – Enhance enrollments 	<p>Motion to extend the meeting to 4:45 p.m.: Nahla El Said Second: Scott James Discussion: None Abstain: Barbara Sproat Motion carried</p>
<p>8) Questions/Other (5 minutes)</p>	<p>None</p>	
<p>ANNOUNCEMENTS</p>		
<p>Next Meeting</p>	<p>April 21, 2021</p>	<p>Meeting ended at 4:43 p.m. Motion to Adjourn: Regina Lamourelle Second: Leonor Aguilera 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.