

ENROLLMENT MANAGEMENT COMMITTEE

MINUTES

September 18, 2019

3:00-4:30 p.m. | H-209-4

ATTENDANCE (BOLD indicates present):

Leonor Aguilera	Jennifer Coto	Marianne Laney	Frank Rivera	David Vakil
Elizabeth Arteaga	Mike DeCarbo	Miguel Luna	Sergio Rodriguez	Aaron Voelcker
Starr Avedesian	Darlene Diaz	Tuyen Nguyen	Andy Salcido	Wirtz, Laura
Denise Bailey	Joe Dueñez	Janis Perry	Jorge Saucedo	<u>Guest:</u>
Ruth Babeshoff	Lori Fasbinder	Marcelo Pimentel	Barbara Sproat	
Rudy Carrion	Scott Howell	Gabriel Razungles	Martin Stringer	

NEW BUSINESS	DISCUSSIONS/COMMENTS	OUTCOME/FOLLOW UP
1) Approval of Minutes from May 15, 2019		Meeting start time: 3:03 pm Motion to approve the minutes: Martin Stringer & Barbara Sproat. 13 Ayes, 5 Abstentions
2) Committee Reports/Updates	<p>Martin Stringer, Facilities: The Board of Trustees hired a consulting group to solicit input from the community and advise the Board on an upcoming RSCCD Bond Measure. Concerns discussed included how each department would be impacted, effects on parking, timeline, etc. More information can be found on the Facilities Master Plan published on the SCC website. The Board will make a decision regarding the bond on November 18th.</p> <p>Sergio Rodriguez, Distance Ed: FTES increased by 114 in short-term, online classes, while face to face, full-term classes decreased by 88 FTES. Redistribution of enrollment seems to be going online with students choosing compact, late start classes more frequently. WebAdvisor is going away in 2021. Implementation of Self Service begins next month and tentatively goes live in Summer 2020. Training modules (Amanda Carpenter and CANVAS) will be used to train faculty. Counseling department and students are already doing Student Ed Plans via Self Service. Mary Law is going to re-brand and come up with a new name.</p> <p>Darlene Diaz, Curriculum: No longer need a separate eLumen password, just use WebAdvisor credentials. eLumen will now manage and facilitate connections between DPP, Annual Plans, Program Review, Resource Allocation, Advisory Groups, Collegial Governance Committee, etc. as it has the capability to tie local goals to committee responses, surveys, or activities to see how and what we're doing at a local level translates to higher levels.</p>	EMC should investigate how space availability will impact enrollment.

	<p>Aaron Voelcker, Academic Senate: SLO reporting moved away from Taskstream due to not being able to disaggregate student learning outcome assessment results by student groups. eLumen already has Curriculum implemented. Currently working on strategic initiatives and the next piece will be outcomes assessment. Senate agreed to have a pilot of SLA in 19/20 with full implementation in 20/21. Laura Espinosa will copy the most recent content from the DPP portal over to the profile page in eLumen on October 1st.</p>	
3) Review mission, responsibilities and membership (D. Diaz)	<p>Darlene Diaz: Reviewed mission, responsibilities, and membership. Darlene suggests we add that EMC makes recommendations to the resource request funding prioritization.</p> <p>“Make recommendations to the Planning & Institutional Effectiveness Committee on the prioritization process of campus-wide allocation of resources (e.g. equipment, technology, personnel, facilities, funding)”.</p>	
4) RSCCD 2019-2022 Strategic Plan Goal Alignment (A. Voelcker)	<p>Aaron Voelcker: Planning and Organizational Effectiveness (POE) Committee discussed the 2019-2022 RSCCD Strategic Plan. POE tasked us to map the Enrollment Management Plan goals and strategies with the RSCCD Strategic Plan objectives. Aaron created a matrix to illustrate alignment with RSCCD Strategic Plan.</p> <p>Darlene Diaz: Will distribute a list of the same groups used previously to complete the EMC Plan and the groups should work collaboratively mapping the RSCCD Strategic Plan Objectives to the SCC Enrollment Management Strategies.</p> <p>Aaron Voelcker: Stated that there is no hard deadline.</p>	Darlene will send out a breakdown of group members to the committee.
a) Resources for EMC – tools, technology, personnel, etc. (A. Voelcker)	<p>Aaron Voelcker: Posed another question from POE: What resources does EMC need at the college level that the District can provide to support for enrollment management? This is an opportunity to provide a wish list in anticipation of the need to execute the EMC plan, i.e. dedicated marketing dollars, dedicated data support, comprehensive enterprise level data product, Astra, etc. Bring ideas and suggestions to the next meeting.</p>	
5) Update of Predictive Analytics Model (A. Voelcker)	<p>EMC wanted a Predictive Analytics Model with over 100 variables. Sent to Student Success and Equity for recommendations.</p> <p>Aaron Voelcker: Reviewed how Antelope Valley College built a predictive model for non-success and SCC is trying to do something similar.</p>	Aaron will send out link to the local research data dictionary and EMC spreadsheet

	<p>Received feedback from Student Success and Equity on additional variables. Could not add all of them because they did not follow the guidelines IE&R provided.</p> <p>Janice Perry: Single Parent/Displaced Homemaker needs to be separated.</p>	
6. Fill Rate Reports (D. Diaz/A. Voelcker)	<p>Darlene Diaz: During a faculty forum over flex week, concerns were raised regarding how classes are added, cancelled or dropped. When students need a certain course that fulfills a certain part of the plan, why only add one type of course? Why not add different courses to build a program that would fulfill that same requirement on the plan. Fill Rate reports are accessible to all the Deans and can be used by all.</p> <p>Aaron Voelcker: Demonstrated Power BI. There are several tabs. Overall fill rates shown by Term / Division / Department / Subject / Course. Capable of doing a broad or more granular search.</p> <p>The reports will be demonstrated at joint-chairs as an informational item.</p>	Will add this item to the agenda of Joint Chairs Committee
		Meeting end time: 4:35 p.m. Motion to adjourn: Barbara Sproat & Martin Stringer
ANNOUNCEMENTS		
Next Meeting	October 16, 2019	

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.