

**ENROLLMENT MANAGEMENT COMMITTEE
MINUTES**

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

ATTENDANCE (**BOLD** indicates online presence)

Leonor Aguilera	Rudy Carrion	Nahla El Said	Guillermo Medina	Sergio Rodriguez	Barbara Sproat
Joanne Armstrong	Jennifer Coto	Scott Howell	Tuyen Nguyen	Andy Salcido	Aaron Voelcker
Elizabeth Arteaga	AJ Cully	Regina Lamouelle	Elaine Pham	Jorge Saucedo-Daniel	Guest: Martin Stringer
Denise Bailey	Darlene Diaz	Christine Martinez	Marcelo Pimentel	Roxzel Tellez Soto	

NEW BUSINESS	DISCUSSIONS/COMMENTS	OUTCOME/FOLLOW UP
1) Welcome		Meeting start time: 3:03 p.m.
2) Approval of October 20, 2021 Minutes	Minutes approved as presented	Motion to Approve: Scott Howell Second: Jennifer Coto Discussion: None Abstain: Andy Salcido, Tuyen Nguyen Motion carried without dissent
3) Information Items from Vice President of Academic Affairs	<p>VP Stringer reviewed Fall and Intersession enrollment numbers. Texting, advertising, and call center campaigns are currently underway to reach students who dropped fall classes that are being offered again during intersession. The majority of intersession classes will be online. There is a menu of statistical reports available to Chairs on enrollment, enrollment patterns, enrollment by divisions and departments, etc. The information is presented in disaggregated form to provide comparative data.</p> <p>Committee discussion regarding marketing and outreach efforts:</p> <ul style="list-style-type: none"> • The goal should be to highlight all the free things available to SCC students. • Must connect more with the community and set up outreach tables at farmers markets, community centers, local farms, etc. • SCC has reduced the number of printed flyers and/or catalogs going out. Some populations may not have the technology to access alternative marketing strategies. For example, CSUF inserts a flyer in the OC Register each week. Can SCC do something like this? • What is the status of the SCC marquis on Chapman? Is it being repaired or replaced? 	

4) Committee Reports / Updates (as related to Enrollment Management)	<p>Technology: Tech request rankings are taking place this month. Almost \$400K was funded last year. There is now a budget line item for PC refresh.</p> <p>Curriculum: CIC had a 1st read/presentation for Plan D and welcomed everyone to join the discussion in two weeks. The goal is to be more inclusive, offer more certificates, be more progressive and bring in new members of the community. Darlene Diaz incorporated curriculum exploration for STEM certificates and degrees into the new HSI STEM grant awarded to SCC in October.</p>	
5) Fall 2021 Enrollment Update	Due to VP Stringer’s comprehensive enrollment update on Item 3, this agenda item was skipped. The RG0542 report for fall and intersession are located in the meeting materials folder in TEAMS.	
6) SCC Governance Committee Goal Proposals for 2022-2030 Educational Master Plan	<p>As part of the Educational Master Plan (EMP) process, the EMP committee reaches out to each of the governance committees for proposed goals from their unique perspective on the institution.</p> <p>Discussion ensued regarding proposed goals and objectives from the EMC. Prior to final submission, Aaron will set a deadline to provide feedback. Due to the EMP timeline, communication will take place outside of the monthly meeting.</p>	
7) Enrollment Management Plan- the current plan expires at the end of the academic year A. SEM Institutional Self-Assessment	Discussed and/or revised answers to questions #21-39 on the SEM Institutional Self-Assessment. EMC will use this assessment as a reference for developing future goals and strategies in the Enrollment Management Plan.	
8) Update for Enrollment Management Data Dictionary	Research teams at SCC, SAC, and the District office have expended 60-80 hours reviewing different metrics to assemble a District-wide Data Dictionary. ITS is currently working with the vendor to build out a new enterprise data warehouse solution with a primary focus on enrollment management. From there, the scope will be expanded.	
9) Update on District Enrollment Management Workgroup (DEMW)	The DEMW will be meeting in December. Aaron will provide an update at the next meeting.	
ANNOUNCEMENTS		
Next Meeting	February 16, 2022	Meeting ended at 4:37 p.m. Motion to Adjourn: Scott Howell Second: Barbara Sproat 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.

Rancho Santiago Community College District
2021FA District Enrollment Comparison

	TERM	START DATE	END DATE	CENSUS DATE	SNAPSHOT DATE	DAYS
CURRENT:	2021FA	Monday, August 23, 2021	Sunday, December 12, 2021	Tuesday, September 07, 2021	Wednesday, November 17, 2021	86
	2021FAN	Monday, August 23, 2021	Saturday, December 18, 2021	Saturday, December 18, 2021	Wednesday, November 17, 2021	86
PREVIOUS:	2020FA	Monday, August 24, 2020	Sunday, December 13, 2020	Tuesday, September 08, 2020	Wednesday, November 18, 2020	86
	2020FAN	Monday, August 24, 2020	Saturday, December 19, 2020	Saturday, December 19, 2020	Wednesday, November 18, 2020	86

	All Students				
Headcount	SAC	SCC	CEC	OEC	RSCCD TOTAL
2021FA	21,540	8,206	11,543	5,267	46,556
2020FA	17,758	9,013	11,154	3,899	41,824
Percent Change (2021FA / 2020FA)	121.30%	91.05%	103.49%	135.09%	111.31%
FTES (Resident Student Only)					
2021FA	4,590.30	2,337.30	1,299.42	742.65	8,969.67
2020FA	4,717.45	2,700.25	903.23	613.88	8,934.81
Percent Change (2021FA / 2020FA)	97.31%	86.56%	143.86%	120.98%	100.39%
FTES / FTEF (All Students)					
2021FA	13.09	14.35	34.57	19.76	81.76
2020FA	13.18	15.52	31.39	21.34	81.44
Percent Change (2021FA / 2020FA)	99.30%	92.42%	110.11%	92.59%	100.40%
Enrollment (Seat Count)					
2021FA	46,570	18,366	16,720	10,770	92,426
2020FA	42,859	21,314	24,106	8,499	96,778
Percent Change (2021FA / 2020FA)	108.66%	86.17%	69.36%	126.72%	95.50%
Section Count (Active Sections)					
2021FA	2,127	683	501	463	3,774
2020FA	2,077	727	501	317	3,622

RG0542 - Term Based Enrollment Comparison

Percent Change (2021FA / 2020FA)	102.41%	93.95%	100.00%	146.06%	104.20%
Enrollment divided by Section					
2021FA	21.89	26.89	33.37	23.26	105.42
2020FA	20.64	29.32	48.12	26.81	124.88
Percent Change (2021FA / 2020FA)	106.10%	91.72%	69.36%	86.76%	84.42%

- Notes:**
- * **Term:** The reporting term where the section ends.
 - * **Days:** The number of days into the term from the term start date. A negative number shows the number of days before the term start date.
 - * **Headcount:** The unduplicated resident student count enrolled in the term with a status of 'A'dd, 'N'ew, 'D'rop (on or after the census date)
 - * **Enrollment / Seat Count:** The duplicated resident student count enrolled in the term with a status of 'A'dd, 'N'ew, 'D'rop (on or after the census date)
 - * **Section Count:** All active sections in the term including Crosslisted Sections
 - * **Academies:** Census resident student enrollment and sections with a subject of CJA, FAC, FOT, FTC, or FSA at Santa Ana College
 - * **Dual Enrollment:** Census resident enrollment of students with student type of CAPU, CAPL, DUALU, DUALL, or MCHS. Handled by Student Type not section based
 - * **Positive Attendance:** Current enrollment and sections with 'PAC' Funding Accounting Method and not in Academies or Apprenticeship programs
 - * **Report Data Sources:** RG0540, RG0940, DASHBOARD
- RG0542: Printed: 11/17/2021 2:51:51 PM**