

**ENROLLMENT MANAGEMENT COMMITTEE  
MINUTES**

**November 18, 2020 | 3:00 – 4:30 p.m.  
Zoom Meeting 916 9355 8264**

**ATTENDANCE** (BOLD indicates online presence)

<b>Leonor Aguilera</b>	<b>Rudy Carrion</b>	<b>Regina Lamourelle</b>	<b>Janis Perry</b>	Craig Rutan	<b>Aaron Voelcker</b>
<b>Joanne Armstrong</b>	<b>Jennifer Coto</b>	Miguel Luna	<b>Elaine Pham</b>	<b>Andy Salcido</b>	Guests: None
<b>Elizabeth Arteaga</b>	<b>Nahla El Said</b>	<b>Guillermo Medina</b>	<b>Marcelo Pimentel</b>	<b>Jorge Saucedo-Daniel</b>	
<b>Denise Bailey</b>	<b>Corinna Evett</b>	Umaimah Memon	<b>Frank Rivera</b>	<b>Barbara Sproat</b>	
<b>Jacob Bereskin</b>	<b>Scott Howell</b>	Tuyen Nguyen	<b>Sergio Rodriguez</b>	Mike Taylor	

NEW BUSINESS	DISCUSSIONS/COMMENTS	OUTCOME/FOLLOW UP
1) Welcome	Corinna Evett welcomed committee members.	Meeting start time: 3:01 p.m.
2) Approval of Minutes from October 21, 2020	Minutes reviewed and approved as submitted.	Motion to approve: Sergio Rodriguez Second: Leonor Aguilera Discussion: None Motion carried without dissent
3) Committee Reports/Updates	<p>Janis Perry reported on a Student Centered Enrollment webinar hosted by the Chancellor’s office that showcased De Anza and Rio Hondo College. In spite of Covid-19, they experienced huge increases in summer and fall enrollment compared to the rest of CA and the nation. Bottom line, these two colleges had a high touch, very intuitive approach to serving students. They regularly survey the student body. Frank Rivera added their websites and marketing capabilities are next level. These things are critical and definitely lacking at SCC, specifically video production. It is incumbent upon the EMC to create a task force that is focused on strategies for increasing enrollment and enhancing marketing efforts.</p> <p>Aaron Voelcker shared that as part of the California Virtual Campus Online Education Initiative (CVCOEI), NetTutor hours are being subsidized. Due to Covid, there has been increased demand for tutoring and the allocated funds have been exhausted. All CVCOEI member institutions will still be given a specific number of hours (SCC=500 hours per academic year), but anything over that amount must be paid for by the college. CARES Act funds will cover the difference for now, but if the demand remains high, SCC will have to find additional funding.</p> <p>Proctorio and Cranium Café are no longer being subsidized by CVCOEI, but conversations are currently underway to determine if SCC should pursue subscriptions or extended agreements for these programs.</p>	

	<p>Enrollment: Sergio Rodriguez reported SCC is down 324 FTS on the credit side and we are up 200+ FTS on the non-credit side compared to last fall. The annual total is up almost 200 FTS from last year. SCC built up a surplus over the summer, but it is declining now. Non-credit transition to online is helping tremendously.</p>	
<p>4) RSCCD Report Repository - Department Chair Access (5 minutes)</p>	<p>Aaron Voelcker shared a success story from the RSCCD Enrollment Management Work Group regarding the availability of relevant data provided to all department chairs. Currently there are 21 reports available through the Report Repository. Training sessions will follow.</p>	
<p>5) 2021 F2F Course Preference Student Survey &amp; SCC Student Services Phone Survey Results (20 minutes)</p> <p>a) What stands out most to you from the district and college survey?</p> <p>b) In what ways do the survey results relate to enrollment management?</p> <p>c) Should the Enrollment Management Committee take any actions based off the survey results? If so, what actions should we take.</p>	<p>Aaron Voelcker reported the SCC survey results for Face-to-Face Course Offerings:</p> <p>9,008 surveys went out to students 1,043 surveys returned = 12% participation rate</p> <p><b>Intersession:</b></p> <ul style="list-style-type: none"> <li>• 72% said they intend to take a class during intersession</li> <li>• Of those, 35% indicated they would take a F2F course</li> <li>• Remaining 65% stated they would not take a F2F course. Only those students were routed to a final question: If not, why?</li> </ul> <p>Top reasons <i>not</i> to continue with Intersession:</p> <ol style="list-style-type: none"> <li>1) Do not feel safe at this time</li> <li>2) Concerned people won't practice social distancing</li> <li>3) They don't want to expose family members at home to COVID</li> <li>4) Other: They are more comfortable with online learning now</li> </ol> <p><b>Spring:</b></p> <ul style="list-style-type: none"> <li>• 57% said they intend to take classes in Spring 2021</li> <li>• 84% who plan to enroll in Spring would <i>not</i> take a F2F class</li> </ul> <p><b>Student Services Phone Survey:</b> 993 students called. Contact was made with 137 students and 856 calls were unanswered or went to voicemail.</p> <ul style="list-style-type: none"> <li>• Those who enrolled and dropped out completely – majority did not answer the phone.</li> <li>• Those who are currently enrolled, but dropped units – 124 answered the call. <ul style="list-style-type: none"> <li>– 34 Do not like online classes, prefer in person instruction</li> <li>– 3 Indicated financial aid issues or funding issues</li> <li>– #? Technology issues</li> </ul> </li> </ul>	<p>Feedback from EMC:</p> <ul style="list-style-type: none"> <li>– Create shorter surveys</li> <li>– Less than one minute to respond</li> <li>– Survey more frequently</li> <li>– Directly ask students which modality they feel most comfortable with</li> <li>– Try other ways to survey students, not just via email</li> <li>– Instructors correctly stated, and the survey confirmed, students are not interested in taking F2F classes</li> <li>– Classified staff should also be surveyed</li> </ul>

	<ul style="list-style-type: none"> <li>– 85 Heavy semester load, home commitments or personal reasons</li> <li>– 15 Not interested in adding another course</li> <li>– 86.2% could not make contact, 13.8% reachable</li> </ul> <p>A texting campaign is currently underway for Financial Aid students to encourage them to enroll, add another class, or register for late start courses.</p> <p>A suggestion was made to establish an Enrollment Enhancing Task Force to specifically focus on:</p> <ol style="list-style-type: none"> <li>1. Revamping the website</li> <li>2. Make website more user friendly</li> <li>3. How to help students feel more comfortable staying at SCC instead of going elsewhere</li> <li>4. How do we attract new HS students to our campus</li> </ol> <p>Task Force Committee Members: Frank Rivera, Jacob Baker, Janis Perry, Regina Lamourelle, Jorge Saucedo-Daniel, Leonor Aguilera, and Elaine Pham.</p> <p>The Committee will provide an update to EMC at the March 17<sup>nd</sup> meeting.</p> <p>Frank Rivera will coordinate with Jennifer Coto and assist with training Help Desk student workers.</p>	<p>Motion to extend the EMC meeting by 15 minutes: Marcelo Pimentel  Second: Janis Perry  Discussion: None  Motion carried without dissent</p> <p>Motion to Create a Task Force: Janis Perry  Second: Regina Lamourelle  Discussion: Jennifer Coto, Frank Rivera, and Janis Perry  Motion carried without dissent</p>
<p>6) Average Class Size—Cost per Credit FTES Discussion (20 minutes)</p>	<p>Aaron Voelcker reviewed a preliminary analysis to identify a college wide goal for Average Class Size or FTES Needed per Semester per FT Faculty Member. The intent of this discussion is to solicit feedback to improve the analysis and ensure everything is considered before developing a target to strive for.</p> <p>Corinna Evett suggested it might be useful to add this as a bullet point to the EMC Guiding Principles in consideration of the estimated average class size number. Aaron Voelcker recommended that members who feel strongly speak with their Senate representative if they want this item to be included in the EMC Guiding Principles.</p> <p>To obtain greater clarity, EMC members confirmed their desire to have Aaron Voelcker review and obtain additional information from President Vargas regarding this matter.</p>	<p>Motion to extend the EMC meeting by 10 minutes: Janis Perry  Second: Aaron Voelcker  Discussion: None  Motion carried without dissent</p>

	<p style="text-align: center;"><b>Feedback and Questions</b></p> <ol style="list-style-type: none"> <li>1. How are adjunct factored in?</li> <li>2. Do non-instructional salaries and benefits include instructional faculty load for noninstructional assignments?</li> <li>3. The faculty salary information provided is for new contract faculty. Should this be based off of average base salary instead?</li> <li>4. How are intersession and summer assignments factored in? They are paid at a higher rate for contract faculty (2X).</li> <li>5. Will something similar be produced for noncredit?</li> <li>6. Definitions are needed for terms used in the spreadsheet. Deficit Factor Institutional Cost District Services College Allocation/Budget Non-Instructional Salaries &amp; Benefits Operational Non-Personnel Cost</li> </ol>	
<p>7) Enrollment Enhancing Marketing at SCC (20 minutes)</p> <ol style="list-style-type: none"> <li>a) What marketing services do we have at SCC?</li> <li>b) What is the process people should follow to market classes, programs, and services?</li> <li>c) Is the college community aware of marketing services and support? The process of obtaining marketing services and support?</li> <li>d) Does EMC need to make any marketing-related recommendations to the Academic Senate and College Council?</li> </ol>	Due to lack of time, this agenda item was postponed to the February 17 <sup>th</sup> meeting.	
8) Questions/Other		
<b>ANNOUNCEMENTS</b>		
<b>Next Meeting</b>	February 17, 2021	Meeting ended at 5:26 p.m. Adjourned by Corinna Evett

**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.*