

ENROLLMENT MANAGEMENT COMMITTEE

MINUTES

November 20, 2019

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

ATTENDANCE (BOLD indicates presence)

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

NEW BUSINESS	DISCUSSIONS/COMMENTS	OUTCOME/FOLLOW UP
1) Approval of Minutes from October 16, 2019	Minutes reviewed and approved as submitted.	Meeting start time: 3:00 pm Motion to approve the minutes: Ruth Babeshoff & Martin Stringer
2) Committee Reports/Updates	<p>Professional Development - Approved by Academic Senate Nothing conflicting/overlapping</p> <p>EEO Training – Wednesday, February 4, 2020</p> <ul style="list-style-type: none"> • An email will go out to sign up. • EEO training is mandatory for all employees who serve on hiring committees. • EEO trainings are valid for two (2) years. <p>Curriculum- District CIC met and reviewed all ARs, discussed the process of creating a new department, and inputting any past practice in the CIC handbook. Library is changing to department code INFO. Public Works is a new department that will be vetted through the according approval process. AR 4110 for Posthumous degrees and certificates is now approved and posted on the RSCCD website.</p> <p>Ana Garcia’s last day is Friday (November 22nd).</p> <ul style="list-style-type: none"> • In the interim, Reyes Vasquez will be here one day a week to assist. • eLumen support: existing student assistant has been hired to work a 25-30 hour per week classified position. • Starting Monday, if there are curriculum questions, Darlene can help. 	
3) Resource Request for Digital / Social Media Marketing and Advertising	<p>Chancellor gave SCC \$350,000 for marketing/advertising (funds also given to SAC).</p> <ul style="list-style-type: none"> • John Hernandez and Kari Irwin had co-chaired Marketing Task Force (branding started then). • \$50,000-60,000 left when John and Kari moved on. 	

	<ul style="list-style-type: none"> Ruth Babeshoff stepped in as co-chair with Judy Iannaccone and spent the remaining funds. Also given one-time funds for Digital Media. <p>Reason for Request</p> <ul style="list-style-type: none"> Intersession 2019 \$30,000 No money for spring, summer and fall marketing yet. <p>Marketing Task Force – Advertising</p> <ul style="list-style-type: none"> Request ongoing funds of \$90,000 with minimum of \$70,000 annual to cover known costs of these contracts. Other colleges have robust marketing campaigns, want to continue. Must come through a committee. Next goes through Vice President. Motion to support: Martin Stringer and Aaron Voelcker. Request is for ongoing funds <p>25th Hour Communications - approved by Cabinet/Board</p> <ul style="list-style-type: none"> All in favor of supporting; no oppositions; no abstentions 	
4) Update on PIE statement in Responsibilities	<p>Enrollment Management webpage</p> <ul style="list-style-type: none"> “report and make recommendations to PIE” (listed here). College Council wants a summary report from the Enrollment Management Committee due within 48 hours after each meeting. Barbara Sproat volunteered to submit this report. 	
5) Goal 6, Strategy 6b (cont.)	<ul style="list-style-type: none"> Darlene and Aaron met and took notes from the last meeting and put into table (EMC Goal 6, Strategy 6b handout). Need to elaborate each row. Change “Course” to “Section” on this handout (EMC Goal 6, Strategy 6b): Change “Considerations for Adding a Course” to “Considerations for Adding a Section”. Have this completed by the end of the academic year. <p>Committee commenced on making changes and spent the remainder of the meeting working on this task.</p> <ul style="list-style-type: none"> For additions to the EMC Goal 6, Strategy 6b – See Handout 	
		Meeting end time: 4:30 p.m. Motion to adjourn Aaron Voelcker & Darlene Diaz
ANNOUNCEMENTS	<ul style="list-style-type: none"> This is the last meeting of the semester. 	
Next Meeting	February 19, 2020	

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.