

## ENROLLMENT MANAGEMENT COMMITTEE

### MINUTES

April 20, 2022 | 3:00 – 4:30 p.m.

Zoom Meeting 916 9355 8264

**ATTENDANCE** (**BOLD** indicates online presence)

Leonor Aguilera	<b>Jennifer Coto</b>	Ryan Foley	Guillermo Medina	<b>Andy Salcido</b>	<b>Martin Stringer</b>
Joanne Armstrong	<b>AJ Cully</b>	<b>Scott Howell</b>	Tuyen Nguyen	<b>Jorge Saucedo-Daniel</b>	<b>Aaron Voelcker</b>
Elizabeth Arteaga	<b>Darlene Diaz</b>	<b>Regina Lamourelle</b>	<b>Marcelo Pimentel</b>	<b>Roxzel Tellez Soto</b>	<b>Guest: Tammy Aagard</b>
Rudy Carrion	<b>Nahla El Said</b>	Christine Martinez	<b>Sergio Rodriguez</b>	<b>Barbara Sproat</b>	

NEW BUSINESS	DISCUSSIONS/COMMENTS	OUTCOME/FOLLOW UP
1) Welcome	Welcome to Ryan Foley, new student representative and Tammy Aagard, AACRO, SEM Facilitator	Meeting started at 3:00 pm
2) Approval of March 16, 2022 Minutes	Minutes approved as presented	Motion to Approve: Scott Howell Second: Nahla El Said Discussion: None Abstain: Andy Salcido, Ryan Foley, Marcelo Pimentel Motion carried without dissent
3) Goal Workshop with coach Tammy Aagard	<p>As institutions begin SEM planning, foundational pieces are very important. This project will focus on including goals for recruitment as well as student success goals while bridging equity gaps. The intent is to leverage what SCC is already doing and continue to link to that. Link - Integrate - Extend. We do not want to create goals that are outside of who SCC is as an institution. Discussion commenced on the following:</p> <ul style="list-style-type: none"> <li>– What student groups make up SCC Enrollment?</li> <li>– What metrics does SCC use to measure them?</li> <li>– Looked at KEI (Key Enrollment Indicators)</li> <li>– Issues analysis: What is affecting enrollment?</li> </ul> <p>We will be using data numbers over the past 3-5 years to support this effort:</p> <ul style="list-style-type: none"> <li>– REACH data from CCC</li> <li>– Enrollment data</li> <li>– Retention, Completion, Student Success, and Transfer data</li> <li>– Environmental scans and demographic data (in service area)</li> <li>– Workforce data, economics, market opportunities</li> <li>– Competition</li> </ul>	

	<p>Comments: SCC needs to move forward with AB927 offering a bachelor's degree that will cost students \$10k instead of \$40k at a 4-year institution. SCC needs to be more innovative in our programs such as stackable certificates vs. one certificate. Offering a bachelor's degree will show the community that it is more worthwhile to go to a community college.</p> <p><b>Recruitment/Enrollment Goal #1</b> – Increase number of conversions from applicants to enrollments from [XX] (XX%) in fall [202X] to [XX] (XX%) in fall [202X].</p> <ul style="list-style-type: none"> <li>– Survey non-matriculants</li> <li>– Focus on students from underserved/disproportionately impacted populations</li> </ul> <p><b>Recruitment/Enrollment Goal #2</b> – Develop courses and programs to meet current workforce demands.</p> <ul style="list-style-type: none"> <li>– Pull in non-credit programs and convert students to credit programs and credentials</li> <li>– Recruit innovative faculty who are willing to teach in various modalities</li> <li>– Build partnerships with business and industry for internships</li> <li>– Create courses and programs to meet current workforce demands in addition to current academic pathways</li> </ul> <p><b>Retention/Student Success Goal #1</b> – Increase student fall to spring persistence rate by XX% each year from spring 202X through spring 202X</p>	
<b>ANNOUNCEMENTS</b>	Please see the Teams folder or EMC website for the enrollment update from the RG542 report.	
Next Meeting	May 18, 2022	Meeting ended at 4:31 p.m. Motion to Adjourn: Barbara Sproat Second: Aaron Voelcker 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.*