# Q1 What would be the function of a District Enrollment Management Committee?

Answered: 8     Skipped: 1

| # | RESPONSES | DATE |
|---|-----------|------|
| 1 | SCC consistently does well in achieving enrollment targets. Enrollment management at the district level might highlight how different each college's strategy is and could help either college where enrollment seems to be struggling. This committee could also keep the district more abreast of what each college is achieving , where the deficiencies may be, and where opportunities may arise. | 10/18/2019 11:06 AM |
| 2 | The function(s) of a District Enrollment Management Committee can include: -discuss district-wide enrollment trends -discuss district-wide qualitative and quantitative data -discuss each college's enrollment management plan and evaluate how it aligns to the District mission and goals. -discuss district-wide enrollment recommendation made by each college's EMC. | 10/16/2019 4:32 PM |
| 3 | To share best practices of enrollment management. This is a difficult question as the campuses have different programs and serve different communities and therefore have different needs. | 10/15/2019 9:44 AM |
| 4 | The Enrollment Management Committee ensures that each College has in place an effective plan for recruiting, expanding, and maintaining its student enrollment, as well as advising the two Colleges on issues of class scheduling. The EMC will work with each College and other committees to develop and to implement each College's Enrollment Management Plan. This committee will assure the broad dissemination of information to constituent groups. | 10/14/2019 12:55 PM |
| 5 | To assist the colleges in reaching their individual enrollment goals. To share what is happening at each college. To look for opportunities to share resources/ideas. To communicate the college's targets and efforts towards reaching them. To possibly examine programs at each college to perhaps identify areas that should not be in competition (i.e. only one college should offer underwater basket weaving unless the demand is so huge both should offer) | 10/14/2019 7:59 AM |
| 6 | To assess that both colleges are meeting student need while at the same time working together to attain the college's FTES target. In addition, a District Enrollment Management Committee could assist with forecasting future trends. Both colleges should be working together to ensure there are no duplicative efforts occurring i.e., curriculum. | 10/11/2019 5:11 PM |
| 7 | At a district level, the function would be to identify joint initiatives. | 10/11/2019 11:53 AM |
| 8 | DEMC could discuss strategies to better enrollment and share data between colleges. Also, the campuses could be better informed in EM and bounce ideas off each other. | 10/9/2019 6:00 PM |

# Q2 What are the goals and functions of the enrollment management plans at each college?

Answered: 9    Skipped: 0

| # | RESPONSES | DATE |
|---|-----------|------|
| 1 | The Enrollment Management Plan 2019-2022 is a three-year evolving plan that includes goals and strategies in support and aligned to the College's mission, Educational Master Plan, and integrated planning. It is an evolving plan and a living document intended to provide strategies for efficiency, quality, access and inclusiveness for the college and the students it serves. Goal 1: Collaborate with Outreach, Academic Affairs, Student Services, and high school leadership to increase and maintain the presence and visibility of SCC at high schools. 1a. Identify a task force that includes members from outreach, student services and counseling 1b. Document / communicate the efforts made by each of the groups toward this goal and identify/collect relevant data 1c. Analyze the impact through data analysis and results of surveys Goal 2: Collaborate with Outreach, the Marketing Task Force, Academic Affairs, Student Services, the SCC Foundation, and local community-based organizations to increase the presence and visibility of SCC in the community. 2a. Identify/create a group to explore, document, and disseminate possible community events in which members of SCC can be involved 2b. Collect a list of the community events that are currently held at SCC 2c. Collect information regarding the possibility and cost of advertisements (freeway signage, billboards, bus sides, online media, relocation of college electronic marquee, etc.) 2d. Incorporate SCC's identified branding messages & visuals when creating a presence in the community (SCC branding is currently being researched by Marketing Task Force) 2e. Periodically determine satisfaction and needs of the service area community Goal 3: Utilize data to inform and make recommendations to provide course offerings that are more reflective of student demand and enrollment goals. 3a. Determine the measurement(s) that would reflect how well the schedule meets student and industry demand 3b. Determine what data are required to fully identify student and industry demand 3c. Examine data to provide recommendations to optimize course offerings based on demand 3d. Analyze the impact of recommendations on measures of success, retention, persistence, and goal completion 3e. Analyze historical and current enrollment trends to provide recommendations for attaining enrollment goals Goal 4: Collaborate with campus community to support student learning by increasing retention, success, and completion. 4a. Obtain a research tool to collect information about characteristics that may predict student success and retention 4b. Analyze our current student and learning support services to determine approaches that promote and enhance a successful and sustainable learning environment 4c. Identify critical courses that fulfill requirements in order to maximize the number of students who are able to complete programs within two years and ensure that these courses are offered on a regular basis 4d. Institutionalize the systematic and ongoing collection and analysis of data relating to scheduling patterns and impacts Goal 5: Identify the equity gaps amongst disproportionally impacted students and utilize the College's data from the Student Equity Plan, program reviews and other resources to implement strategies that will decrease those gaps. 5a. Examine data of the Student Equity & Achievement Plan on disproportionally impacted students and identify equity gaps 5b. Determine if research can be conducted to determine which strategies are most successful 5c. Review the effectiveness of strategies (instruction & student services) and provide college-wide recommendations Goal 6: Provide recommendations that ensure a balance between comprehensive, high-quality course offerings and fiscally responsible practices. 6a. When needed, provide analysis of and recommendations for fiscally responsible practices at times of growth and times of contraction that will maintain the integrity of educational pathways and will not diminish the quality of course offerings. 6b. Create a document of best practices to ensure a balance between comprehensive, high-quality course offerings and fiscally responsible practices | 10/18/2019 11:06 AM |
| 2 | The goals and functions of the enrollment management plans at each college is to develop and evaluate enrollment strategies and recommendations and determine that each college is meeting their intended goals, strategies, and benchmarks published in their respective enrollment management plan. It provides the tools to ensure the college's are contributing to their students' access, recruitment, persistence, completion, and lifelong learning. | 10/16/2019 4:32 PM |
| 3 | To ensure a robust offerings of GE, transfer and career prep courses while being fiscally responsible. | 10/15/2019 9:44 AM |

| 4 | 1. Support collaborative activities that ensure student success in the spirit of "Moving In, to Moving Through, and Moving On 2. Review existing marketing, outreach plans, and projects from both Colleges and recommend changes, as needed 3. Develop short-term and long-term enrollment management goals 4. Conduct research and continuously evaluate data related to effective enrollment management 5. Clarify delineation of functions and roles and responsibilities pertaining to enrollment between the District Office and both Colleges | 10/14/2019 12:55 PM |
|---|---|---|
| 5 | See the enrollment management plan | 10/14/2019 7:59 AM |
| 6 | To develop and support an integrated system that maximizes student access and success. | 10/11/2019 5:11 PM |
| 7 | To plan, recommend initiatives, and assess. | 10/11/2019 11:53 AM |
| 8 | To provide statistics, information and transparency in the provision of the most efficient and cost effective class offerings. | 10/10/2019 4:12 PM |
| 9 | Collaborate with Outreach, Academic Affairs, Student Services, and high school leadership to increase and maintain the presence and visibility of SCC at high schools. Collaborate with Outreach, the Marketing Task Force, Academic Affairs, Student Services, the SCC Foundation, and local community-based organizations to increase the presence and visibility of SCC in the community. Utilize data to inform and make recommendations to provide course offerings that are more reflective of student demand and enrollment goals. Collaborate with campus community to support student learning by increasing retention, success, and completion. Identify the equity gaps amongst disproportionally impacted students and utilize the College's data from the Student Equity Plan, program reviews and other resources to implement strategies that will decrease those gaps. Provide recommendations that ensure a balance between comprehensive, high-quality course offerings and fiscally responsible practices. EM plan is to assist in making recommendations to the campus to improve enrollment strategies that is in the best interest of the community and students. | 10/9/2019 6:00 PM |

## Q3 What would the District role be in supporting these plans (i.e. coordinated communication, target setting)?

Answered: 8     Skipped: 1

| # | RESPONSES | DATE |
|---|-----------|------|
| 1 | Target setting for credit and noncredit, attendance method type, and modality. Help standardize across the district the scheduling of courses so that students attending both colleges have a seamless transition, if that is a goal of our GP efforts. I see the District GP Committee serving in this role already and maybe this could be an added responsibility of that group rather than creating yet another committee. | 10/18/2019 11:06 AM |
| 2 | District's role is to ensure that each college has all the necessary support, financial, personnel, marketing/communication strategies to meet any district-wide goals and recommendations that can benefit both colleges. | 10/16/2019 4:32 PM |
| 3 | General efficiency targets. Yet need to be flexible to allow for anomalies. | 10/15/2019 9:44 AM |
| 4 | The main role for the District in supporting these plan would be to help both colleges achieve and maintain the optimum recruitment, retention, and graduation rates of students, where optimum is defined within the academic context of the institution. Enrollment management should be student-centered and courses are selected and scheduled to meet students' needs with an emphasis on the current students and ensuring their success and goal attainment | 10/14/2019 12:55 PM |
| 5 | Providing software, tech support, global communication and perspective. The District should NOT direct scheduling, program growth/reduction | 10/14/2019 7:59 AM |
| 6 | Providing budgets for effective marketing efforts and necessary technology for internal processes. | 10/11/2019 5:11 PM |
| 7 | Facilitate joint initiatives between the colleges. | 10/11/2019 11:53 AM |
| 8 | Assisting the committee with tools and resources to achieve the goals. | 10/9/2019 6:00 PM |

# Q4 What elements of enrollment management are not included in the respective colleges' enrollment management plans?

Answered: 5    Skipped: 4

| # | RESPONSES | DATE |
|---|-----------|------|
| 1 | Once SCC develops and implements their Guide Pathways, the enrollment management plan may need to include Guide Pathways goals and strategies. | 10/16/2019 4:32 PM |
| 2 | Enrollment management is not maximizing college college enrollment. It is also not making the hyper-efficient in the enrollment process. | 10/14/2019 12:55 PM |
| 3 | Enrollment Management should be a campus wide initiative; therefore, there is a need to broaden the understanding of enrollment management college wide. | 10/11/2019 5:11 PM |
| 4 | Operational implementation. That is the responsibility of the respective department and Deans. | 10/11/2019 11:53 AM |
| 5 | N/A | 10/9/2019 6:00 PM |

## Q5 What coordinated efforts from the District would be valuable for the colleges' enrollment plans (i.e. analytics software, scheduling)?

Answered: 7    Skipped: 2

| # | RESPONSES | DATE |
|---|-----------|------|
| 1 | Analytic software Funding for dedicated research support for enrollment management, such as a dedicated research analyst. There is a desperate need for enterprise -level data warehouse and a central repository for enrollment management related data. | 10/18/2019 11:06 AM |
| 2 | District invite to the table members of EMC when conversations related to analytics software, scheduling, and enrollment trends are being discussed. | 10/16/2019 4:32 PM |
| 3 | Software to analyze enrollment trends and coordination of Ed plans. Coordination of rosters and waitlists across the district (can compare to see if the waitlisted students are actually enrolled in the course at the other campus). | 10/15/2019 9:44 AM |
| 4 | A customer relationship management (CRM) software (from Salesforce as an example) would greatly enhance the district and colleges ability to reach out our student population and increase goal completion. For example, there might many students who are only a few classes of completing their degree and/or certificate. Do we have the capability to first of all identify these student, contacting them, and helping them enroll in the classes to complete their academic goals. | 10/14/2019 12:55 PM |
| 5 | Any type of technology which would aid with Enrollment Management should be absorbed by the District. | 10/11/2019 5:11 PM |
| 6 | An enterprise Data Warehouse with a common data dictionary. | 10/11/2019 11:53 AM |
| 7 | A dedicated person for EM to run data, reports and faculty requests. Also, a one stop shop for all enrollment data. | 10/9/2019 6:00 PM |