EL CAMINO COLLEGE
Office of the Vice President – Academic Affairs

NOTES – ENROLLMENT MANAGEMENT
July 25, 2019

Present: J. Aramburo, L. Clowers, L. Justice, S. Kushigemachi, A. Leible, R. Miyashiro, D. Mussaw, A. O'Brien, G. Perez, I. Reyes, J. Shankweiler, J. Sims, J. Smotherman

I. INFORMATION
  A. <u>Notes of 6/13/19</u>:   Approved as written.

II. DISCUSSION/ACTION
  A. <u>Enrollment Management Plan</u>: The Enrollment Management Plan, action items from the last plan - strategy (appendices); and metrics for the new plan was reviewed. It was reported that Viviana Unda would like the new format for the metrics to be used for all campus plans as the College moves forward (i.e. name of initiative, goal, strategic initiative, vision for success goal, measure, target, resource allocation, start/end date and responsible area).

The Enrollment Management Plan will need to be ready for a 1st reading at the September Board meeting and a 2nd reading at the October Board meeting. The following will be added to make the plan complete: title page, FTES – reported, earned, actual and funded, index and glossary. J. Shankweiler will organize the document, A. O'Brien will do the title page, D. Mussaw and J. Smotherman will review data for consistency.

Suggestions on the plan:
1. 2019-22 indicators for new program – include a short paragraph for each table.
2. Page 7 – add short summary for 2016-19 plan that lead to conclusion (change about Chancellor Initiative and changing vector).
3. Page 8 – add paragraph to introduce 2019-22 indicators.
4. Ensure that each table has sufficient description for easier understanding.
5. Page 8-12 (data section). Do we need summary paragraph about the data before we move into goals and strategies? Or better introduction for goals & strategies – missing are vision success, student formula, Chancellor's goals, and Guided Pathways.
6. Table 6, page 9 – add an introductory paragraph about what the data represents. Do we need to define day, afternoon and evening? It can go into a glossary. An introductory paragraph should be included about what the data represents.
7. Goals: (all four goals should be included in the glossary)
   <u>Goal 1 Engagement</u> – Julieta Aramburo/Ann O'Brien. Art Leible can assist.
   <u>Goal 2 Access</u> – Robin Dreizler/Lillian Justice. Adriana Estrada can assist.
   <u>Goal 3 Persistence: Stay the Path</u> – I. Reyes/D. Patel. Goal 3, strategy 1: Explain what comprehensive ed plans means. What are we trying to accomplish? What does it mean in concept and why.
   <u>Goal 4 Completion: Ensure Learning</u> – J. Sims. Under goal 4, add 1-2 sentences to describe measure with strategy initiatives.

8. Strategies (need an explanation of each strategy)
   <u>Outreach Strategy</u> A1 and A2 – Robin Dreizler has updated.
   <u>Enrollment Strategy</u> B1: add Michele Arthur. B2: Michelle Arthur, Virginia Rapp, Jose Anaya, Adriana Estrada, Moses Wolfenstein, Crystle Martin, Matthew Kline, Tiffany Miller.
   <u>Enrollment Strategy</u> C1: Ross Miyashiro. C3: Idania Reyes.
9. J. Shankweiler will do a summary of each goal and include resource allocation (overall cost and where funds are obtained).

At a future meeting with academic deans, Lavonne Plum, David Mussaw, and Gema Perez, renumbering of all online sections will be discussed. Hybrid classes are required to meet once a week on campus. In order to remain consistent throughout the campus, discussion will be on what is considered hybrid, Chancellor's office requirements, etc.

Metrics – The following people will work on the initiatives:
A. Access
   1. SIS/ERP system – Art Leible
   2. Application/Enrollment – Guided Pathway team/Robin Dreizler
   3. Marketing & Outreach – Ann O'Brien
   4. Communication – Michelle Arthur
B. Engagement
   1. Process Improvement – Robin Dreizler
   2. Onboarding – Robin Dreizler/Dipte Patel
   3. Schedule for Success – Jean Shankweiler
   4. Adult Ed – Adriana Estrada/Tiffany Miller
   5. Enrollment Service Center – Robin Dreizler/Ross Miyashiro
C. Persistence
   1. Comprehensive Ed Plans – Dipte Patel
   2. Student Retention Program – Jean Shankweiler/Ross Miyashiro
   3. Professional Development – Idania Reyes/Nayeli Oliva/Lisa Mednick
   4. Tutoring – Jackie Sims/Linda Clowers
   5. Online Education – Crystle Martin/Moses Wolfenstein
D. Completion
   1. Program Review – Jeremy Smotherman
   2. Online ADTs – Moses Wolfenstein/Crystle Martin
   3. Short term/hybrid offerings – Jean Shankweiler/Adriana Estrada
   4. Degree Audit – Dipte Patel

J. Shankweiler requested information by 8/6/19. The information will be organized and discussed at the next meeting. It is posted on the team site under Student Success Metrics. All committee members have access to team site. A new document will be uploaded and titled Enrollment Management Plan August 2019. All updates should be posted on the August document.

III. **<u>NEXT MEETING</u>**: The next meeting will be 9/12/19.