EL CAMINO COLLEGE
Office of the Vice President – Academic Affairs

NOTES – ENROLLMENT MANAGEMENT
September 12, 2019

Present: J. Anaya, J. Aramburo, M. Arthur, J. Baranski, S. DiFiori, R. Dreizler, C. Jeffries, L. Justice, S. Kushigemachi, A. Leible, R. Miyashiro, A. O'Brien, D. Patel, G. Perez, J. Shankweiler, J. Sims, J. Smotherman, M. Wolfenstein

I. INFORMATION
  A. Notes of 8/8/19: Approved as written.

II. DISCUSSION/ACTION
  A. Enrollment Management Plan: The plan will be reviewed by PBC and College Council and placed on the October Board agenda. J. Shankweiler requested committee members to review the plan for any grammar and language edits. The Enrollment Management Plan includes:

1. Introduction
    - Purpose Statement
    - Basic Principles

2. 2016-19 Updates (D. Mussaw & J. Smotherman reviewed and ensured data matched up with any data and goals from prior plan.)
    - Objectives – Goals were to increase (1) FTES and (2) retention and persistence.
    - Strategies: Outreach , Access, and Retention
      Outreach Strategies – consisted of two activities.
      Access Strategies – dual enrollment, online offerings, partnerships with Business Division, Adult Education Pathways, South Bay Promise, Concurrent Enrollment, Evening Weekend Program, and Winter Session.
      Retention Strategies – hiring consultant and utilized starfish early alert and degree planner. Appendix A has more details.

3. 2019-2022 Indicators – made a judgment to use 2015-16 as baseline for this plan which provided 3-4 years of data to compare. Data used term actual FTES and earned FTES. Day, afternoon, evening enrollment data – hasn't changed except baseline to 2015-16. A lot of data was provided based on student success by age groups. Student retention by different instructional methods was provided – face-to-face, online, and hybrid.

4. Goals and Strategies
    Goal 1: Access: Used information received from the Chancellor's Office Vision for Success. Chancellor's Office estimated our growth at .53%. The College is staying level. To match some data in the FTES table, 0.6% growth rate was used.

    Goal 2: Engagement: Onboarding part. Used applicant yield rates pulled from high school report card from principal's breakfast. Overall yield rate was 38% in fall 2018 to 41% in fall 2021. Annual growth of 1%.

Goal 3: Retention: Change on page 14: "Retention efforts should result in a ~~1.5%~~ **3%** growth in one semester retention rates from 69% for fall 2017 to ~~fall~~ **spring** 2018 to a rate of ~~73.5~~ **72%** for fall 2020 to **spring** 2021."

Goal 4: Completion: The number of students earning a degree or certificate (not the number of degrees or certificates). Didn't separate degree and certificates.

Chart:
A. Access
A.1 – Target: 100% of external applications are fully integrated and operational with SIS/ERP. Resource Allocation: $1.5 million over a two-year period. Fund 11 and Guided Pathway carryover.
A.2 – Target: 80% of students complete their program within 130% of units.
A.3 – Indicator: # of students applied and contacted with pathway. Target: 100% of student applied and contacted with program/information.
A.4 – Indicator: 4 key activities are communicated to all high schools annually. Target: 100% of schools are given program mapper demonstration. Resource Allocation: AB19

B. Engagement
B.1. – Target: 41% of applications that turn into enrolled students (yield); 80% of FTES enrollment goals is obtained one month prior to the start of a semester.
B.2 – Indicator: % of new students who enroll in one course of transfer-level math and English within their first year. Target: 60% of new students who enroll in one course of transfer-level math and English within their first year.
B.3 – Indicator: Units attempted per semester. Target: 50% students attempting 12 units per semester.
B.4 – Indicator: % of adult students (26+ age); Resource Allocation: add Strong Workforce and Guided Pathway.
B.5 – Goal: Create an Enrollment Services Center (Warrior Welcome Center) in the Student Service Building that is open in the evening.

C. Retention
C. Name of Initiative: change to Retention.
C.1 – Indicator: % of students whose ed plan has been input into ECC Connect.
C.2 – Student Retention & Course Completion (Initiative). Target: 70% of students identified through online system of being at risk complete their course. 10% increase annually in the number of flags and referrals.
C.3 – Indicator: 5th indicator: % of faculty members attending Green Zone, Safe one, and First-Gen training activities and culturally responsive.
C.4 – Target: 90% of students who receive tutoring complete a course successfully.
C.5 – Indicator: % of faculty members who teach online attend advanced online. instruction. Target: 75% of online faculty members attend online instruction training activities.

D. Completion
D.1 – Indicator: % of program review reports that incorporate vision of success. Target: 100% to academic program review to incorporate the goals.
D.4 – (Robin approved wording.)

III. **<u>NEXT MEETING</u>**: The next meeting will be 9/26/19.