

Cerritos College
Enrollment Management Committee Minutes
Wednesday, February 19, 2020
3:00 – 4:30 p.m.
LC-51

Present:	Dr. Linda Clowers	Absent:	ASCC Representative
	Dr. April Bracamontes		Nayeli Duenas
	Anthony Gonzalez		Dr. Daniel Gardner
	Dr. Shelia Hill		Dr. Amy Holzgang
	Dr. Amber Hroch		Rachel Mason
	Sandy Marks		Dr. Rosa Prado
	Rick Miranda		Dr. Linda Ramos
	Stephanie Murguia		Anthony Rodriguez
	Dr. Dilcie Perez		
	Traci Ukita	Guest(s)	Dr. Lui Amador
	Dr. Lynn Wang		Dr. Frank Mixson
			Berto Solis

I. Approval of Minutes – January 22, 2020

There was a motion to approve the January 22 minutes by Ms. Murguia and Dr. Hill seconded the motion. The vote to approve the minutes was 7-0-3. Mr. Gonzalez, Dr. Hroch, and Ms. Marks abstained. Dr. Perez was not present for the vote.

Mr. Miranda welcomed and introduced Dr. Amber Hroch, Director of Institutional Effectiveness, Research and Planning.

II. Students with 100+ Units Task Force Update
EMP Goal A: Strengthening the Culture of Completion

Ms. Murguia stated that the February 18 task force meeting was postponed to Tuesday, February 25 at 9:00 am. The projected deliverables include:

1. Communication – Ms. Murguia is working with IERP to really delve into who these students are, either by disproportionate impact (DI) status or major, and develop an effective communication plan. Options include mass communications such as e-mail, PeopleSoft functions for alerts and reminders, and to ensure students are aware of the 100+ unit rule and understand why their records are on hold.
2. Technological Notification – Ms. Murguia is looking into the capability to provide automated reports for students who completed 60-90 units, and students who are at 45-90 units. It would be helpful for a pop-up to appear to provide these students with information and options.

Ms. Murguia stated that Early Alert is another unknown piece.

Mr. Solis stated that he is working with the deans on the soft pilot for a Learning Career Pathway for Liberal Arts, Humanities, and Communications, and that there is a good test group of ~1,200 students who are near 100+ units. This group will serve as an initial subset to test communications on a smaller scale.

The task force will continue to meet and will provide an update for the March 25 meeting.

III. Enrollment Management Plan Task Force Update
EMP Goal F: Enhancing Organizational Effectiveness

Mr. Miranda stated that the task force met on January 23, January 30, and February 6.

Dr. Mixson reviewed the following draft goals:

1. Increase the number of applicants who enroll in the college
 - a. Metric: Successful enrollment with 42% baseline
 - b. Other Data Sources: CCCApply application data
2. Increase the percentage of students who retain from fall to spring
 - a. Metric: Retained from fall to spring with 71% baseline
 - b. Other Data Sources: Enrollment management dashboard
3. Increase the percentage of students successfully completing math and English in their first academic year
 - a. Metric: Completed transfer-level math and English with 4% baseline
 - b. Other Data Sources: Enrollment management dashboard
4. Increase the percentage of students who successfully completed 24+ units in the academic year
 - a. Metric: Successfully completed unit thresholds in the academic year with 7% baseline
 - b. Other Data Sources: Enrollment management dashboard
5. Decrease the average number of units accumulated by associate degree earners
 - a. Metric: Average number of units accumulated by associate degree earners with 95% baseline
 - b. Other Data Sources: Enrollment management dashboard
6. Increase the number of transfers to CSUs and UCs
 - a. Metric: Transitioned to postsecondary or earned an award with 1,660 baseline
 - b. Other Data Sources: Enrollment management dashboard

Dr. Mixson also described draft activities for each goal. He stated that the task force chose to prioritize alignment of the goals with the Student Equity Plan and Educational Master Plan. Dr. Perez stated that it is important to view the activities from the perspective of enrollment management, and to look at it holistically. She also suggested linking the activities to specific Student Equity and EMP goals, and explain why we are mirroring those goals. The 2016-19 Enrollment Management Plan should also be reviewed to determine whether any goals or activities should be carried over to the new plan.

An update will be provided at the March 25 meeting.

IV. CCCApply Task Force Update

EMP Goal F: Enhancing Organizational Effectiveness

At the January 22 meeting, the committee agreed to appoint a task force to go through the CCCApply process for other colleges and to share their experience with the committee. Dr. Gardner, Dr. Hill, Ms. Duenas, Ms. Ramos, and Ms. Ukita volunteered.

Ms. Ukita stated that the task force met on February 10. She shared the list of intended major or program of study from the Cerritos College Application.

- Some colleges collapse them all with a list of majors without tying it to a certificate or associate degree. This results in a much cleaner and user-friendly list.
- Citrus College has informative supplemental questions such as asking students to identify a transfer goal, and based on a scale of 1-5, identify how certain they are of their declared major.

The task force identified the following recommendations:

- streamline the majors list
- remove the question to identify Plan A, Plan B, or Plan C for general education requirements
- ask questions to identify if the student's goal is to complete an associate degree, associate degree for transfer, or certificate of achievement
- determine use/function of additional supplemental questions to accommodate questions regarding educational goals

Dr. Perez stated that a Student Services team is in the process of reviewing and revising supplemental questions. Dr. Wang stated that with the right supplemental questions, counselors would be able to determine which general education plan to attach, ideally before the student applies for graduation.

Dr. Perez requested that Ms. Murguia connect with the CAR (Counseling and Admissions and Records) group and provide an update to the committee at its March 25 meeting.

V. Class Scheduling Task Force Update

EMP Goal F: Enhancing Organizational Effectiveness

At its January 22 meeting, the committee agreed to appoint a task force to review data and class scheduling patterns. Mr. Miranda stated that the task force met on February 4 and February 19 to review GE and Intersegmental General Education Transfer Curriculum (IGETC) patterns and scheduling practices. The next step is to review time blocks and how effectively classrooms are being used. The new 25Live scheduling and space management system can be utilized to pull reports and run queries to identify patterns and measure efficiency.

Dr. Mixson developed a small program that pulls IGETC data from Schedule Plus to get a better idea of what times classes are being offered, in 30-minute increments, and

identify patterns. Mr. Miranda stated that deadlines for class schedules are set by the Office of Academic Affairs, but divisions vary in their practices. A survey will be deployed to division offices and department chairs.

Dr. Clowers will take over leading this task force and will work with Admissions and Records, Information Technology, Academic Affairs, and IERP to get a better sense of the specific roles in each area, current business practices, and system functionality. This will hopefully lead to improvement in the integration of processes, identification of issues, and development of viable solutions.

Mr. Miranda stated that the task force will continue its work and provide an update to the committee at its March 25 meeting.

VI. Member Reports and Announcements

None.

VII. Next Meeting – Wednesday, March 25

- Ms. Murguia and the Students with 100+ Units Task Force will identify deliverables and present proposed solutions, ideas, or plans to move forward.
- Mr. Miranda and the Enrollment Management Plan Task Force will review the 2016-19 Enrollment Management Plan to determine whether any goals or activities should be carried over to the new plan, and continue reviewing the draft goals and activities.
- Ms. Murguia will connect with the Counseling, Admissions, and Records (CAR) group to share the committee's feedback with regard to CCCApply.
- Dr. Clowers and the Class Scheduling Task Force will review time blocks and how effectively classrooms are being utilized, and look into what types of reports and queries can be utilized to identify patterns and measure efficiency.