

Cerritos College
ENROLLMENT MANAGEMENT COMMITTEE

Minutes of October 26, 2016

Members Present: Dr. Kristi Blackburn, Dean of Institutional Effectiveness, Research and Planning
Craig Breit, Assistant Professor, Fine Arts and Communications
Dr. Renée DeLong, Dean of Counseling Services
Debbie Jensen, Professor, HPEDA, CCFE Designee
Dr. Stephen Johnson, Vice President of Student Services (Co-chair)
Michelle Lewellen, Faculty Senate President
Brittany Lundeen, Counselor/Assistant Professor, Counseling
Debra Moore, Professor, Library
Stephanie Murguia, Dean of Admissions, Records and Services

Members Not Present: Dr. Amy Holzgang, Professor, Sociology
Tim Juntilla, Assistant Professor, English
Saul Lopez-Pulido, ASCC President
Sandy Marks, Instructional Dean of Health Occupations
Rachel Mason, Instructional Dean of Business Education & Humanities/Social Sciences
Rick Miranda, Acting Vice President of Academic Affairs (Co-chair)
Silvia Varela, Financial Aid

Guest: Dr. Patricia Robbins Smith

Dr. Johnson called the meeting to order at 3:08 p.m.

I. Approval of Minutes

A. August 24, 2016

MSU (DeLong, Lewellen) that the minutes of August 24, 2016, be approved as presented.

B. September 28, 2016

MSU (Moore, Lewellen) that the minutes of September 28, 2016, be approved as presented.

II. Adoption of Enrollment Management Plan

Following the Committee's complete review of Goals 1-3 at its previous meeting, the Committee reviewed Goals 4 and 5 of the proposed Enrollment Management Plan draft (attached). Discussion on Goal 4 addressed the following key points: Coordination of front door functions including Educational Partnerships and School Relations; coordination of BSI, 3SP, and Student Equity resource management; priorities for Student Equity funds for faculty projects; and resourcing IT and Admissions and Records for front door services. Discussion on Goal 5 addressed the need to include the Chairs

Council, Division meetings, and Faculty Senate in the listed Campus Leadership activities.

MSU (Lewellen, Lundeen) to approve the draft Enrollment Management Plan.

III. Committee Goals for 2016-17

MSU (DeLong, Blackburn) that the following three goals be adopted as the Enrollment Management Committee Goals for 2016-17:

1. Adopt the new Enrollment Management Plan
2. Align Enrollment Management Plan and Educational Master Plan
3. Support the carrying out of the Enrollment Management Plan

IV. Enrollment Management Efforts

Dr. Blackburn reported achievement of a critical data analysis and strategic planning milestone in launching the Phytorion Cognos enrollment tool that includes FTES scenarios.

V. Meeting of November 23, 2016

The committee agreed to move the November 2016 meeting to Wednesday, November 30, at 3 p.m. in LC 62.

VI. Member Reports and Announcements

None

VII. Future Agenda Items

Ms. Lundeen requested that retention via intervention practices be agendaized for the January 2017 meeting.

The meeting was adjourned at 4:14 p.m.