

Cerritos College
ENROLLMENT MANAGEMENT COMMITTEE

Minutes of March 22, 2017

Members Present: Dr. Kristi Blackburn, Dean of Institutional Effectiveness, Research and Planning
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
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)
Debra Moore, Professor, Library
Stephanie Murguia, Dean of Admissions, Records and Services
Marcia Taylor, Disabled Student Programs and Services

Members Not Present: Craig Breit, Assistant Professor, Fine Arts and Communications
Dr. Amy Holzgang, Professor, Sociology
Tim Juntilla, Assistant Professor, English
Saul Lopez-Pulido, ASCC President
Silvia Varela, Financial Aid

Dr. Johnson called the meeting to order at 3:11 p.m.

I. Approval of Minutes

MSU (Lundeen, Marks) to approve the minutes of January 25, 2017 as presented. Dr. Johnson, Dr. DeLong, and Ms. Taylor abstained.

II. Enrollment Management Data

Dr. Blackburn reviewed the CS20 report generated in Cognos for quick FTES counts. As development of Cognos moves forward, the reports will be made available to college personnel. Deans will be able to run their own CS20 reports and look at data across many terms. The report is currently sent to the Vice Presidents and Academic Cabinet to share with their department chairs.

In addition, Dr. Blackburn shared a Cognos FTES projection tool which can calculate an estimated percent of growth or decline. She also previewed new tools for measuring basic skills progression and student persistence.

There was additional discussion regarding how combined-class headcounts are calculated and adjustments needed to the way combined classes are built in PeopleSoft.

III. Retention via Intervention Strategies

Ms. Lundeen noted that during development of the Enrollment Management Plan, one of our emphases was on how to bring new students to campus. She wanted to share with the committee the efforts being made in different areas to keep students enrolled. Some of the strategies being used and considered are:

- Work with students approaching dismissal status by offering success workshops.
- Offer a COUN 50 class for students who were dismissed that allows them to come back to college sooner. The class was offered once before and helped students with developing Ed Plans to keep them on track and moving forward.
- Revive the Early Alert system. While not used lately, this tool could be used by faculty and staff across campus.
- Continue the development of completion pathways.
- Provide faculty mentors to students. The English Department is planning to offer faculty mentors to their English majors to talk about what they want to do with their major and refer them to the services they need.
- Use class time for group advising. Instead of cancelling a class, offer counselors to go to classes when a teacher is going to be out for another commitment and use the time for things like Ed Plan workshops or Transfer 101.

Additional discussion followed regarding having counselors visit classrooms during the semester, updating our teaching practices for the visual/verbal learners, and empowering students by expressing the belief they can succeed.

IV. Enrollment Management Strategies

Discussion of enrollment management strategies was included in the previous agenda item.

V. Member Reports and Announcements

Ms. Lewellen asked if the committee will receive activity reports from the leads assigned in the Enrollment Management Plan. Mr. Miranda responded that he and Dr. Johnson would contact the parties listed and develop a reporting calendar.

VI. Future Agenda Items

None

The meeting was adjourned at 4:45 p.m.