

**Cerritos College**  
**ENROLLMENT MANAGEMENT COMMITTEE**

Minutes of April 26, 2017

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  
Dr. Stephen Johnson, Vice President of Student Services (Co-chair)  
Brittany Lundeen, Counselor/Assistant Professor, Counseling  
Rachel Mason, Instructional Dean of Business Education & Humanities/Social Sciences  
Rick Miranda, Acting Vice President of Academic Affairs (Co-chair)  
Debra Moore, Professor, Library

Members Not Present: Dr. Amy Holzgang, Professor, Sociology  
Debbie Jensen, Professor, HPEDA, CCFD Designee  
Tim Juntilla, Assistant Professor, English  
Michelle Lewellen, Faculty Senate President  
Saul Lopez-Pulido, ASCC President  
Sandy Marks, Instructional Dean of Health Occupations  
Stephanie Murguia, Dean of Admissions, Records and Services  
Marcia Taylor, Disabled Student Programs and Services  
Silvia Varela, Financial Aid

Dr. Johnson called the meeting to order at 3:22 p.m.

I. Approval of Minutes

Dr. Blackburn requested the wording of the first sentence on page 2, Section III, be clarified to read: Ms. Lundeen noted that during development of the Enrollment Plan, ~~our focus~~ **one of our emphases** was on how to bring new students to campus.

MSU (Blackburn, Lundeen) to approve the minutes of March 22, 2017 as corrected.

II. Enrollment Status

Mr. Miranda reported that the enrollment headcount for summer is slightly over 6,200, which is about the same number as this time last year. For the year as a whole, we are projecting enrollment will be about 1,000 FTES below the 17,741 mark. On the P2 320 report, we reported 16,740 FTES. That loss of 1,000 FTES, at \$5,000 per FTES, translates to about a \$5 million loss of revenue. Because we are in stabilization this year, we will receive full funding for 2017-18, but will face a loss in revenue next year if the downward trend continues.

III. Enrollment Management Plan Implementation Timeline

Mr. Miranda noted that the Enrollment Management Plan speaks to our enrollment strategy. We need to identify what strategies are immediate and which individuals are

the responsible leads so we can begin working in earnest on the activities. The co-chairs will reach out to the leads to advise them of their roles. Mr. Miranda indicated he would create a separate document for each area (i.e., Public Affairs, Student Success) that lists the activities specific to that area. It was also suggested that the vice presidents bring the Enrollment Management Plan to their respective managers' meetings to review and discuss their activities.

Dr. Johnson stated that the co-chairs would develop a reporting schedule for the leads of each activity to address the committee to track progress and receive feedback.

Dr. Blackburn referred the committee to the development of a cancellation policy listed in Goal #1, Academic Infrastructure, Item 4. It was noted that Faculty Senate and the Office of Academic Affairs would work on developing a policy.

IV. Educational Master Plan Alignment to Enrollment Management Plan

Dr. Johnson stated there is a need to align the goals from the Educational Master Plan with the Enrollment Management Plan. The goals of the Educational Master Plan are our driver and as such the new Strategic Goals (previously the "7 Circles") should be placed in the first column of the Enrollment Management Plan to align and crosswalk it with the Educational Master Plan. The committee will receive a draft document to review and finalize at the next meeting.

V. Enrollment Management Shared Governance Committee Self Evaluation 2016-17

The committee completed and approved the Enrollment Management Committee Self Evaluation for 2016-17 and developed the following goals for 2017-18.

1. Continue to align the Enrollment Management Plan and Educational Master Plan
2. Continue to support the carrying out of the Enrollment Management Plan
3. Support attendance at Committee meetings
4. Hear reports on activities from assigned leads in the Enrollment Management Plan.

MSU (DeLong, Miranda) to accept the Enrollment Management Committee Self Evaluation for 2016-17 and the 2017-18 committee goals.

VI. Member Reports and Announcements

There were no member reports or announcements.

VII. Future Agenda Items

None

The meeting was adjourned at 4:31 p.m.