

ENROLLMENT MANAGEMENT COMMITTEE
Minutes of August 24, 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)
Tim Juntilla, Assistant Professor, English
Michelle Lewellen, Faculty Senate President
Mike Miles, Counselor, as proxy for Armando Soto,
Counselor/Associate Professor, Counseling
Debra Moore, Professor, Library
Stephanie Murguia, Dean of Admissions, Records and Services
Dr. Nick Real, Instructional Dean of Technology
Rosario Rubio, Career Services

Members Not Present: Rich Cameron, Faculty Co-chair of the Chairs Council
Saul Lopez-Pulido, ASCC President
Sandy Marks, Instructional Dean of Health Occupations
Rick Miranda, Acting Vice President of Academic Affairs (Co-chair)
Ben Pendleton, Admissions, Records and Services

Dr. Johnson called the meeting to order at 3:05 p.m.

I. Approval of Minutes

MSU (Juntilla, Lewellen) to approve the minutes of April 27, 2016, as presented.

II. Enrollment Management Committee Shared Governance Survey Review

Dr. Johnson reported that all shared governance committees have been asked to review the results of the survey as a group. He added that robust discussions are encouraged and we should look for ways within the survey to improve.

Dr. Blackburn commented that as noted in the Executive Summary, this committee has struggled with scheduling and attendance at meetings. She suggested this would be a good time to confirm that we can all observe our meeting schedule of the fourth Wednesday of each month. Dr. Blackburn added that another trend identified in the survey was that goals are not brought forward at the beginning of the year. She asked that the committee goals be placed on today's agenda for discussion. She added that accreditation will evaluate how we address the comments of the survey and meet our goals. Ms. Lewellen suggested the college goals be brought to the committee in the fall to help with the development of the committee goals.

MSU (DeLong, Juntilla) to accept the Shared Governance Committee Evaluation Survey results.

III. Current Enrollment Status and Projection

Dr. Johnson noted that lagging enrollment has reached Cerritos College, although it came a little later than at other institutions. We would normally have projected enrollment FTES at 18,000, but it looks like we will be at 17,200. We will monitor fall and spring enrollment to see if we are on target with that number. This will have important implications for what we are able to do for students in the number of sections we can offer and other funding. The state stabilization policy used to allow three years to recover an enrollment decline but the current policy is now just one year. This provides a very short window to recover and protect the base funding for the college. We will need to be mindful of this in the short-term and long-term enrollment planning we do in the Enrollment Management Plan.

Current and new enrollment management efforts will continue to be rolled out, acted on, and supported. Some of those efforts include:

- The K-16 Bridge Program is excellent for student success and community success, but is also a powerful enrollment management tool because of its recruitment and retention effects.
- Admissions and Records has been very involved with the Finish First program, which identifies and reaches out to students from Fall 2015 and Spring 2016 that have only one class remaining to complete a degree or certificate. We are encouraging them to come back and get that last class.
- Financial Aid efforts include contacting individuals whose FAFSA Individual Student Institution Report (ISIR) listed Cerritos College as a college they might attend. They are sending these students comparative data about the cost of attendance here versus elsewhere while emphasizing the quality of the educational opportunities available at Cerritos.
- Students who apply to the college, but never attend, will receive letters from the President welcoming them to the college and encouraging them to enroll.

Dr. Blackburn inquired if there was a way to contact students who have a student number but have not applied. Ms. Murguia responded that there is a new tool in PeopleSoft that can identify those students and send them a message that they need to file an application before they can enroll. This would address the ISIR students and those who just need to reapply to reactivate their student numbers.

Ms. Rubio requested assistance contacting students who start their placement tests but don't complete them. She would like to use the new tool to follow up and encourage students to return and finish their tests so they can come back to college.

Dr. Johnson announced that the college will launch student email in mid-September. Ms. Murguia indicated that the student's college email will appear on Rosters+ and will be the only email faculty will have access to. We will notify students at both their personal email and their new student email that they must use their student email account to receive college information. General instructions will be provided to students on how to forward all their email to the new student email address. Dr. Johnson added that Miya Walker is developing a communication plan for student email that includes an announcement on the college home page, messaging to the students, and a Nixle text.

We will use Google email which requires an eight-digit password protocol instead of our usual six-digit format. Student email passwords will begin as their eight-digit date of birth but can be changed by the student after their initial login. Ms. Murguia noted that only the MyCerritos login password will remain the six-digit date of birth. Logins for Talon Net and Wi-Fi will change to an eight-digit date of birth.

IV. Enrollment Management Plan Update

A. Timeline to Completing Plan

Dr. Blackburn announced that we will sunshine the Enrollment Management Plan at the September 28 meeting and put it to a vote on October 26. She stated that everyone will get an advance copy so they can read it before the meeting. After approval, the Plan will go forward for approval by Planning and Budget on November 3 and Coordinating Committee on November 14.

B. Writing Task Force Composition Update

Dr. Blackburn indicated the writing task force will begin meeting as early as next week. She confirmed the task force members as Ms. Marks, Ms. Murguia, Mr. Breit, and Ms. Jensen.

V. Committee Goals for 2016-17

Dr. Johnson suggested this activity be completed at the next meeting so we can connect the committee goals to the Enrollment Management Plan goals. This item was held over to the next meeting.

VI. Member Reports and Announcements

Ms. Lewellen reported that Faculty Senate is working on the OER goal, and she will be meeting with David Betancourt to set up the Professional Development aspect. She asked that the committee members tell others about OER to raise awareness and help increase participation to 2%.

VII. Future Agenda Items

- Committee Goals for 2016-17
- Adoption of Enrollment Management Plan

The meeting adjourned at 4:16 p.m. The next meeting is scheduled for September 28, 2016.