

ENROLLMENT MANAGEMENT COMMITTEE
Minutes of September 28, 2016

Members Present: Dr. Kristi Blackburn, Dean of Institutional Effectiveness, Research and Planning
Craig Breit, Assistant Professor, Fine Arts and Communications
Debbie Jensen, Professor, HPEDA, CCFE Designee
Tim Juntilla, Assistant Professor, English
Michelle Lewellen, Faculty Senate President
Sandy Marks, Instructional Dean of Health Occupations
Brittany Lundeen, Counselor/Assistant Professor, Counseling
Debra Moore, Professor, Library

Members Not Present: Dr. Renée DeLong, Dean of Counseling Services
Dr. Stephen Johnson, Vice President of Student Services (Co-chair)
Saul Lopez-Pulido, ASCC President
Stephanie Murguia, Dean of Admissions, Records and Services
Rick Miranda, Acting Vice President of Academic Affairs (Co-chair)
Silvia Varela, Financial Aid

Dr. Blackburn called the meeting to order at 3:09 p.m.

I. Enrollment Management Plan - Sunshine

Dr. Blackburn presented the draft Enrollment Management Plan. The purpose of this meeting is to introduce the document to the committee. It is expected that additional discussion will take place at the next meeting, but today the group is invited to begin its review and suggest revisions to the document.

Dr. Blackburn thanked her team of analysts for preparing the data and also the writing task force for their many comments and revisions. The writers were Ms. Jensen, Ms. Marks, Mr. Breit, and Mr. Soto. She noted that she also met with others who would be affected by the goals in the Plan and will invite them to attend the next meeting so they can speak to their participation.

Discussion of the Plan focused on the following points:

- Utilization of 9-week classes/9-week course patterns to help with completion, meeting course prerequisites, and classroom utilization.
- Reinstatement of Weekend College classes that include the opportunity to complete a full program of study. Possible incentives could be offered for full-time faculty to work Friday-Sunday instead of Monday-Thursday.
- Meeting the high demand for science classes beyond those needed for medical fields. This would require additional facilities that could be obtained by leasing or partnering with other programs.
- Strategies to address lower success rate courses such as reinstating funding for faculty to attend teaching conferences and sharing what they learn with other faculty in CTX workshops.

- Progress at the state level regarding the use of multiple measures for student placement. Multiple measures have been used with K-16 students moving them up levels based on their high school transcripts.
- Faculty who do not have full-time teaching schedules because there aren't enough sections offered in their area.
- Concern that the 71% college Standard Success Rate used for growing FTES is too high and can be unrealistic in some disciplines. There is continuing discussion on campus regarding how FTES are allocated and whether they should go to basic skills courses or be shared throughout the campus.
- Connecting with AVID programs at local high schools to educate students on what is required of them when attending Cerritos College.
- Implementing a business practice in Financial Aid that holds a student's classes until they receive their disbursement.

As a result of the discussion, the following revisions were made to the Plan:

Goal #1

Teaching Practices:

- Activity #5 was revised to read "Explore strategies to address lower success rate courses with high enrollment."
- Metric #2 was revised to read "Determine actual FTES needed to reach with 9 wk offerings"

Academic Infrastructure:

- Activity #1 was revised to read "Ensure all full-time faculty have requested full-time teaching schedules."
- Resources Needed #4 was separated from #3 and now reads "Time and effort; and fiscal data."

Support Services:

- Activity #1a "Visit AVID classrooms" was added.
- Activity #7 was revised to read "Examine Financial Aid disbursement process which does not drop students for non-payment when they have not received their disbursement yet."
- Resources Needed #7 "Fiscal impact data" was added.

Goal #2

Teaching Practices:

- Activities 1-3 were replaced with "Explore strategies to address lower success rate courses with high enrollment."
- The term "Academic Senate" was revised to "Faculty Senate" under the Involved/Lead column.

Goal #3 - Immediate

Academic Infrastructure:

- The Lead roles were revised to "relevant Deans, relevant Department Chairs, relevant faculty". The Involved roles were revised to "VP/AA; Dean IERP".

Dr. Blackburn indicated she will incorporate the suggested revisions into Goals 1 through 3. The group will continue review of Goals 4 and 5 at next meeting.

It is anticipated that the Enrollment Management Plan will be presented for approval at the next meeting. The Plan will then be forwarded for approval by Planning and Budget on November 3, Faculty Senate on November 1 or 8, and Coordinating Committee on November 14.

The meeting adjourned at 4:40 p.m. The next meeting is scheduled for October 26, 2016.