

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

Minutes of August 23, 2017

Members Present: Raul Avalos, Student Trustee, ASCC Student Representative  
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, CCFD Designee  
Dr. Stephen Johnson, Vice President of Student Services (Co-chair)  
Michelle Lewellen, Faculty Senate President  
Brittany Lundeen, Counselor/Assistant Professor, Counseling  
Rachel Mason, Instructional Dean of Business Education & Humanities/Social Sciences  
Rick Miranda, Vice President of Academic Affairs (Co-chair)  
Debra Moore, Professor, Library  
Stephanie Murguia, Dean of Admissions, Records and Services  
Karen Patron, ASCC President  
Armando Soto, Counselor/Associate Professor, Counseling  
Marcia Taylor, Disabled Student Programs and Services  
Silvia Varela, Financial Aid

Members Not Present: Dr. Amy Holzgang, Professor, Sociology  
Sandy Marks, Instructional Dean of Health Occupations

I. Approval of Minutes

MSU (Lundeen, Patron) to approve the minutes of April 26, 2017, as presented.

II. 2017-18 Meeting Dates

MSU (Patron, Lewellen) to approve the 2017-18 meeting schedule.

III. Enrollment Management Plan Alignment to Educational Master Plan

Dr. Johnson referred the group to a revised copy of the Enrollment Management Plan. References to the 7 Circles in the far left column of the document have been replaced with the appropriate goals from the Educational Master Plan. Dr. Blackburn shared that the college is gearing all planning documents to align to the Educational Master Plan so as to anchor them to the overarching goals for college. Mr. Miranda emphasized the importance of aligning college plans as we begin writing the institutional self-evaluation for accreditation. He added that alignments take place to show connectivity and a planning process beginning with unit planning through the entire strategic planning cycle.

Mr. Soto asked if new activities will be added to the Enrollment Management Plan as the existing activities are developed, such as the course cancellation policy in Goal 1. Dr. Johnson responded that the Plan is a dynamic, living document, and we can reference

progress within the document as it evolves. Dr. DeLong suggested adding a column to the Plan to indicate action and/or completion of the activities as they occur.

Ms. Murguia expressed concern regarding IT resources not being available to assist in carrying out activities. Dr. Johnson responded that we will document items that are completed but on hold pending data gathering or analysis. Further discussion revealed that the IERP Office and Data Mart can provide much of the data that will be needed.

Mr. Miranda stated the Plan will be sent to the leads indicated to discuss with the other parties involved. Together they will determine what resources will be needed to complete their activities. He will ask the leads to inventory their needs and bring a report back to the next meeting.

#### IV. Enrollment Management Plan Activity Reporting Schedule

The committee reviewed and discussed the draft Enrollment Management Plan Activity Reporting Schedule. The following comments were noted:

- It was requested and agreed to place Item 2 regarding a Pre-requisite Push on hold. The committee discussed commitment to examine the pre-requisite student success data as referenced by Dr. Blackburn. Ms. Murguia cautioned the group that some pre-requisites are assigned for transferability and not for student success.
- Members offered and made recommendations for promoting student and campus awareness and readiness for spring enrollment moving from November to October. Suggestions included using posters, flyers, Talon Marks, campus video screens, all-student emails, MyCerritos, and the college home page banner.
- There was discussion of the activity of developing strong 9-week/9-week course patterns leading to completion. It will be dependent on the disciplines and the faculty who are willing and able to teach them. There are currently some math, English, and business administration classes being offered with this pattern.
- Regarding the activity to explore strategies to address courses with lower success rates with high enrollments, CTX and the other listed offices will do background work and Faculty Senate will review and consider options.

#### V. Member Reports and Announcements

Mr. Miranda reported that enrollment is down 4-6% in unduplicated headcount. This number does not equate to the drop in FTES caused by students taking fewer courses. He provided additional information on our current FTES count and the ways we are attempting to increase our number and bring the college out of stabilization mode.

Ms. Lewellen shared that on Friday, November 3, CTX is hosting an all-day conference on Open Educational Resources (OER). The keynote speaker will be Dr. David Wiley, the Chief Academic Officer of Lumen Learning. OER resources will be on site for faculty to review. Also, work is underway on paired 9-week/9-week online course offering options and an entirely online AA degree.

Mr. Miranda commented that the Chancellor's Office has announced the opening of a completely online community college. It will be the 113<sup>th</sup> California Community College.

VI. Future Agenda Items  
Inventory of Enrollment Management Plan Activities Requiring IT/IERP/Data  
Mart/Other Resources

The meeting was adjourned at 4:21 p.m.