

Cerritos College
ENROLLMENT MANAGEMENT COMMITTEE

Minutes of September 27, 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. Amy Holzgang, Professor, Sociology
Debbie Jensen, Professor, HPEDA, CCFE Designee
Michelle Lewellen, Faculty Senate President
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

Members Not Present: Dr. Renée DeLong, Dean of Counseling Services
Dr. Stephen Johnson, Vice President of Student Services (Co-chair)
Brittany Lundeen, Counselor/Assistant Professor, Counseling
Sandy Marks, Instructional Dean of Health Occupations
Karen Patron, ASCC President
Armando Soto, Counselor/Associate Professor, Counseling
Marcia Taylor, Disabled Student Programs and Services
Silvia Varela, Financial Aid

I. Approval of Minutes

MSU (Lewellen, Moore) to approve the minutes of August 23, 2017, as presented.

II. Update on Inventory of Enrollment Management Plan Activities Requiring IT/IERP/Data Mart/other resources

Mr. Miranda reported that the Enrollment Management Plan activities were sent to each of the assigned leads. They were instructed to begin meeting with the involved parties to discuss the goals and activities. He and Dr. Johnson will also reach out to the leads to meet with them one-on-one. Mr. Miranda will meet with Academic Affairs leads and Dr. Johnson will meet with those in Student Services so they can dialogue and decide on an approach and direction. He added that the leads may contact Dr. Blackburn to speak directly about what assistance can be provided by IERP and Data Mart.

III. Enrollment Management Plan Activity Reporting Schedule

Mr. Miranda shared a draft of the activity reporting schedule. It is too early in the process to assign dates for the reports; however, as he meets with each activity lead, they will discuss the actions they and the other parties involved will undertake for their activities.

Ms. Lewellen indicated she will be ready to report on the 8th item on the list by February 2018. Her item is from Goal 1: Examine technology proficiency of students in Gen Ed courses which use a lot of online/tech skills.

Dr. Blackburn noted she has a large amount of data on “right-sizing of basic skills course offerings” (12th item on the activity reporting schedule) but she is waiting for a decision on the adoption of Multiple Measures before sharing. She asked that Mr. Miranda inform the assigned leads that the data is ready and there are multiple data points to consider before they can begin discussions about right-sizing. Mr. Miranda indicated that he will refer all of the leads to IERP for data.

Dr. Blackburn suggested we invite Dr. Omid Pourzanjani from Golden West to speak on fiscal modeling as referenced in the last activity for Goal #5 of the Enrollment Management Plan. She believes this would help people conceptualize what the fiscal management part of FTES means. She added that Dr. Terrie Manning, a consultant with the Achieving the Dream movement, is another speaker we could invite to speak about the high cost of retention.

IV. Educational Master Plan Priorities

Mr. Miranda stated that as we work through the Enrollment Management Plan with the leads and the involved areas, we will continue to focus on alignment with the Educational Master Plan. He believes the goals and themes of the Educational Master Plan are a large enough umbrella to allow for flexibility and the opportunity for growth within other college plans.

V. Member Reports and Announcements

Ms. Lewellen announced that the Open Education Resources (OER) event is still scheduled for November 3 and that the Psychology Department will be participating in the OER Zero Textbook Cost Grant. Ms. Lewellen also announced that the online initiative is progressing and they hope to have some movement by the end of the year.

Mr. Miranda announced that enrollment for the Spring semester opens next week on October 2. He will provide enrollment dates for the entire tier structure for Ms. Lewellen to share with faculty.

VI. Future Agenda Items

None

The meeting was adjourned at 3:33 p.m.