

**Cerritos College**  
**Enrollment Management Committee Minutes**  
**Wednesday, February 27, 2019**  
**3:00 – 4:30 p.m.**  
**LC-51**

Present:	Rick Miranda	Armando Soto
	Dr. Kristi Blackburn	Yvette Tafoya
	Dr. Daniel Gardner	Kim Westby (for Sandy Marks)
	Dr. April Griffin	
	Phil Herrera	
	Michelle Lewellen	Absent: Dr. Amy Holzgang
	Brittany Lundeen	Dr. Dilcie Perez
	Rachel Mason	
	Dr. Gary Pritchard	Guest(s): Dr. Frank Mixson
	Linda Ramos	

I. Approval of Minutes – January 23, 2019

There was a motion to approve the minutes with corrections by Ms. Lewellen and it was seconded by Mr. Soto. The vote to approve the minutes was 5-0-5; Dr. Griffin, Dr. Gardner, Ms. Tafoya, Ms. Westby, and Mr. Mixson abstained. Mr. Herrera was not present for the vote. Corrections noted were that Ms. Westby is not a committee member any longer and remove the typo after Ms. Ramos' name.

Action Item:

Review committee membership for accuracy prior to next meeting.

II. Activity Report Form

*EMP Goals A, B, C, D, E, F*

Mr. Miranda stated the form will be discussed with item III. He also thanked Ms. Mason, Ms. Marks, and Dr. Blackburn for their work on the form.

III. Enrollment Management Committee Purposes,  
Goals, & Future Direction

*EMP Goal F: Enhancing Organizational Effectiveness*

Mr. Miranda confirmed the consensus of the committee is not to disband the committee and to move forward by readdressing the committee purpose. He also noted the new Student-Centered Funding Formula will likely drive the direction of this committee. A deep discussion took place covering enrollment management plans at comparable colleges such as Mt. Sac and East LA College, new legislation and its impacts on enrollment management, lower enrollment and how it impacts enrollment management strategies, and potential data needs. Mr. Miranda asked the group to think about how

they will be able to measure effectiveness of the committee as the new direction planning takes place.

When discussing the impact of lower enrollment, the opportunities for marketing, communication to students, online education support for both students and faculty, early alert systems, expanding Falcon Kids, identifying barriers, and multiple measures came up as important concepts to consider for an enrollment management plan. The committee agreed that creating broad committee goals but identifying a specific focus at a time (potentially on an annual or semester basis) seems to be an effective approach to enrollment management strategies. The committee agreed that the student perspective of barriers is imperative to planning for enrollment management, and they expressed interest in conducting student surveys to pull that information.

Moving forward, the committee agreed they would like to work on identifying a tool to capture feedback. Possibly organizing a survey to identify the barriers students are facing both on and off campus.

Action Item:

Ms. Tafoya will provide the discussed EOPS exit survey, CSSE data, and CCEAL data for the committee to review prior to the next meeting.

IV. Enrollment Data Trends (CS200 & CS250)  
*EMP Goal F: Enhancing Organizational Effectiveness*

This item will be placed on the March 27 agenda.

V. Member Reports and Announcements

Mr. Herrera is working with ASCC to find another student representative for this committee.

Ms. Lundeen noted the transfer fair next week on March 7<sup>th</sup> from 10am-1pm. If it's raining, it will take place in student center. Guided pathways tabling on March 7<sup>th</sup> and March 8<sup>th</sup> to get student, faculty, and staff perspective on guided pathways.

Ms. Westby announced AB 2248 went into effect January 1<sup>st</sup> 2019, which requires the campus to notify and encourage students to take 15 units. This message is currently being developed. The message will be integrated into orientation, and the catalog and class schedule will also include this language. Student acknowledgement via portal check box is being looked into as well.

VI. Next meeting – Wednesday, March 27