

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

Present:	Rick Miranda	Absent:	Dr. Kristi Blackburn
	Dr. Daniel Gardner		Dr. April Griffin
	Dr. Amy Holzgang		Phil Herrera
	Dr. Frank Mixson (for Sandy Marks and Rachel Mason)		Dr. Michelle Lewellen
	Stephanie Murguia		Brittany Lundeen
	Dr. Gary Pritchard		Sandy Marks
	Armando Soto		Rachel Mason
	Yvette Tafoya		Dr. Dilcie Perez
	Traci Ukita (for Brittany Lundeen)	Guests:	Linda Ramos
			Robert Aguayo

I. Approval of Minutes – February 27, 2019

There was a motion by Dr. Pritchard to approve the minutes and Ms. Murguia seconded the motion. The vote to approve the minutes was 7-0-1; Ms. Ukita abstained.

II. CSSE, CCEAL, and EOPS Exit Survey Data
EMP Goal A: Strengthening the Culture of Completion

Following the discussion on February 27 to identify the student opinion in terms of barriers they are facing, the group received CSSE, CCEAL, and EOPS exit survey data to review to guide the discussion today. Ms. Tafoya and Mr. Aguayo noted the reason the survey was conducted was due to persistence issues.

The group discussed the survey feedback, specifically:

- Students appreciated the rapport created between them and their counselor, showing a potential opportunity to address retention issue through trust-based relationships
- Finances directly impact students' ability to persist
- Gender roles in certain cultures impact persistence
- Students will sacrifice performance to take advantage of full-time financial aid while working (12-15 units vs 6-9 units)

The discussion following the results of the survey touched on ways the campus could make changes from an enrollment management lens in order for students to overcome identified barriers. Suggestions included:

- An awareness campaign putting student options in perspective so students can better make financial, academic, and overall time management decisions
- PACE or Weekend College course packaging, and scheduling them on Friday night and Saturday morning allowing students to continue to work full-time while being enrolled
- Campaign for "one more" course

- Offering opportunities for campus employment serving as a component to keep student persisting, which leads to community building, better time management, etc.
- Incorporating more cohorts via Guided pathways model
- Faculty mentorship programs across divisions and/or other ways for faculty to engage and build community with students outside the classroom
- Incorporating alumni in whichever plan results in order to build connections and exemplify the outcome of completion

The group also noted some important key points and considerations for planning, such as:

- What is required to successfully pitch a true block design for class schedules and how it impacts faculty schedules
- Coordinating student service availability and hours to mirror night and weekend courses
- Each academic year does not present the same barriers; one year might be a trend of financial issues but recent years have shown a trend of mental health issues
- Existing students also need support, not just first-year students
- Whichever plan is agreed upon will need a metric in order to show the needle is moving and incorporating numbers

The identified goal following the discussion is to increase the number of students completing more than 9 units and to increase retention. At the next meeting, the committee will bring the rest of the members up to speed with this goal and provide an opportunity to provide input. Also, the group will need to identify activities to carry out the goal.

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

This item was not covered.

IV. Member Reports and Announcements

Mr. Miranda announced the campus' application was chosen for the IEPI Strategic Enrollment Management Academy to focus on integrating data and technology. This will include assessments, inventories, and identifying capacity.

V. Next meeting – Wednesday, April 24