

# Enrollment Management Committee Minutes

October 24, 2018

3:00 – 4:30 p.m.

LC-51

Present:	Dr. Gary Pritchard	Absent:	CCFF Representative
	Dr. Kristi Blackburn		CSEA Representative
	Dr. Daniel Gardner		ASCC Representative
	Dr. April Griffin		Dr. Amy Holzgang
	Phil Herrera		Brittany Lundeen
	Michelle Lewellen		Rick Miranda
	Sandy Marks		Kim Westby
	Rachel Mason		
	Stephanie Murguia	Guest(s)	None
	Linda Ramos		
	Armando Soto		
	Yvette Tafoya		

## I. Approval of Minutes – September 26, 2018

It was moved by Dr. Griffin and seconded by Dr. Gardner to approve the September 26 minutes. The vote for approval was 6-0-3; Dr. Blackburn, Ms. Marks, and Mr. Soto abstained. Ms. Tafoya, Mr. Herrera, and Ms. Murguia were not present for the vote.

## II. Facilities Master Plan

*EMP Goal E: Upgrading Educational Infrastructure*

Dr. Pritchard stated that the Facilities Master Plan consultants would like to meet with the Enrollment Management Committee on Wednesday, October 31, at 4:00 p.m. in LC-51. There will be discussion about alignment with the Enrollment Management Plan, and corresponding facilities needs.

Dr. Blackburn reminded the committee to complete the online Campus Experience Survey.

## III. Enrollment Management Committee Goals for 2018-19

*EMP Goal F: Enhancing Organizational Effectiveness*

Dr. Pritchard stated that the committee developed the following 2018-19 draft committee goals at its September 26 meeting:

1. Continue to align the Enrollment Management Plan and Educational Master Plan.
2. Aid the development of the Facilities Master Plan.
3. Adopt a reporting protocol in order to discuss impacts on the Enrollment Management Plan.
4. Analyze the impact of the new funding formula on the Enrollment Management Plan.
5. Review and update Enrollment Management Plan activities.

The committee discussed the draft goals and noted that the Enrollment Management Plan and the Educational Master Plan are fluid, living documents. Dr. Blackburn clarified that the first three years of the Educational Master Plan serve as the Strategic Plan, and that evaluation of Year 1 was completed

and presented to the Planning and Budget Committee on October 18. Continued review is scheduled for the November 1 Planning and Budget meeting.

After discussion it was moved by Ms. Marks and seconded by Dr. Blackburn to approve the following 2018-19 committee goals:

1. Aid the development and monitor the Facilities Master Plan planning process.
2. Adopt a reporting protocol in order to discuss impacts on the Enrollment Management Plan.
3. Analyze the impact of the new funding formula as it relates to enrollment management.
4. Review and update Enrollment Management Plan activities to remain in alignment with the Educational Master Plan.

The vote for approval was unanimous.

**IV. Enrollment Management Plan Activities**  
*EMP Goals A, B, C, D, E, F*

Dr. Pritchard stated that Dr. Griffin, Ms. Lewellen, and Ms. Murguia were appointed to review and update the Enrollment Management Plan activities. Dr. Griffin distributed a list of activities to update.

The committee discussed the status of the following activities and updated the “Progress Made” column as listed below.

ACTIVITY	WHO NEEDS TO BE INVOLVED/LEAD?	METRIC	RESOURCES NEEDED	WHEN?	PROGRESS MADE
1A1. Advertise CTE courses to gain “Skills Builders” students and employers (CTE advisory board partners)	1. L: Deans of CTE programs I: Public Affairs	<del>18,000 FTES:</del> 16,500	Cost of materials Time and effort	Immediate	Revisit for 2019-2022 Enrollment Management Plan
1A3. Completion dashboard implementation—measure its impact (2016 Strategic Goal #5)	3. L: Deb Moore/Frank Mixson & IT	8,000 FTES by end of Spring	Cost of materials Time and effort	Immediate	Completed
1B4. Examine technology proficiency of students in Gen Ed courses which use a lot of online/tech skills. Example provided was Pol Sci. Offer instructional support to students to meet these teaching practices.	4. L: Faculty; I: Deans AA/ VP/AA	4. Increased success/completion rates in courses identified for measurement.		Immediate and ongoing	To be addressed by the Online Initiative; revisit for 2019-22 Enrollment Management Plan and TBD Distance Education Plan

ACTIVITY	WHO NEEDS TO BE INVOLVED/LEAD?	METRIC	RESOURCES NEEDED	WHEN?	PROGRESS MADE
1C1. Ensure all full-time faculty have full-time teaching schedules	1. VP/AA; Deans AA	1. Faculty Teaching Assignments	1. Course offerings	Immediately and ongoing	Concluded; may be revisited by CCFF and Human Resources
1C2. Examine how the course schedule aligns with public transportation schedule	2. L: Dean of Student Services/Student activities	2. Growth in FTES	2. Course offerings and prioritization based on data	Immediately and ongoing	Completed
1C3. "Right size" Basic Skills course offerings	3. L: VP/AA, Dean SEM, Dean LA, Assoc Dean AED; Dean Counseling I: Dean IERP; 3SP Research Analyst; Dept Chairs: Math, English, AED	3. Identify courses which might be impacted by public transportation schedule	3. Time and Effort	Immediately and ongoing	Completed through MMAP
1D1. Increase course progression in Basic Skills courses (2016 Strategic Goal #2)	Faculty	Goal: 2% increase at each level of course progression	Unknown at this time Time and effort	Immediately and ongoing	Underway with AB 705
2D1. Vision and support for identifying courses/programs which may need to increase completion/success	Executive Council				N/A; remove
2I1. Using existing past 2 years of External Scan data, determine which programs are feasible to offer based on available funding for growth, or reallocation of budgets to stay within college's fiscal constraints.	L: 1. VP/AA and VP/BS I: Deans, relevant Dept Chairs, relevant faculty	Fiscal requirements of programs may include allocation of resources to establish program: Equipment/supplies		asap	Has been reviewed but no action has been taken to create new programs; revisit for 2019-2022 Enrollment Management Plan
3E1. Allocation of fiscal resources to offer sections	L: VP/AA, Deans I: VP/BS	Dollar amount targets TBA once programs determined	Dollars	TBA—dependent upon when approved CCCC	TBD – update to be provided by Rick Miranda

The committee also agreed that there are many activities that have not been completed, and will not be completed by the end of 2018-19. There are many changes such as AB 705, the funding formula, forthcoming student success metrics, etc., that will have to be addressed in the 2019-2022 plan. The current plan was approved in February 2017, when AOC was the main focus.

**V.** Activity Report Form  
*EMP Goals A, B, C, D, E, F*

This item was postponed to the next meeting.

**VI.** Member Reports and Announcements

No reports.

**VII.** Next Meeting – Wednesday, November 28