

Enrollment Management Committee Minutes

February 28, 2019 | 1:30 – 3:00pm | 5402/ N313

Committee Description: This committee will make recommendations to the Planning and Budget Committee and/or College Council as appropriate. The primary task for the committee is to provide leadership and to assure enrollment management is integrated with college Institutional Planning.

- Regularly review and analyze enrollment reports and data
- Review and assess student enrollment patterns related to FTES targets and strategies
- Make enrollment reports and data available to campus constituencies
- Bring awareness to the campus community of enrollment related issues
- Provide a forum for dialogue and debate related to enrollment
- Recommend changes to District policies and practices that impact enrollment
- Review the research and recommendations to address issues relating to Enrollment Management

Committee Members:

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| <ul style="list-style-type: none"> X John Stokes, Engineering Technology Division Chair X Amy Kayser, Division Chair representing Humanities & Social Sciences | <ul style="list-style-type: none"> X Ritchie Bermudez, Marketing and Communications Representative Maria Escobedo, Dean of North County Campus & South County Center |
| <p>TBD, ASCC Appointment</p> | <ul style="list-style-type: none"> X Mark Sanchez, Co-chair – Vice President of Student Services & College Centers |
| <p>Dan Troy, Vice President of Administrative Services</p> | <ul style="list-style-type: none"> X Matthew Green, Director, Workforce Economic Development Community Programs |
| <p>Deb Wulff, Vice President of Academic Affairs</p> | <p>Ron Ruppert, Division Chair</p> |
| <ul style="list-style-type: none"> X Debra Stakes, CCFT appointment | <p>Ryan Carnal, Institutional Research Office Representative</p> |
| <p>Estella Vasquez, CCCUE Appointment</p> | <p>Michelle Evans, Interim Financial Aid Director</p> |
| <ul style="list-style-type: none"> X Jeffery Alexander, Director of Outreach, Orientation, & Success Activities | <p>XThea Labrenz, Counselor (Articulation Officer)</p> |
| <p>Aimee La Rue, Institutional Research</p> | |
| <ul style="list-style-type: none"> X John Cascamo, Dean of Academic Affairs | <p>X Guests: A. Smith</p> |

2019-2020 Committee Initiatives:

ACCJC Standard (s)	In Progress	Complete	Initiatives
	X		1) Regularly review and analyze enrollment reports and data to identify areas of opportunity to enhance student course enrollment and success strategies. This analysis will be through a guided pathways framework. (Ex: Dual Enrollment)
	X		2) Review and assess student enrollment patterns related to FTES targets and strategies.
	X		3) Make enrollment reports and data available to campus constituencies.

	X		4) Bring awareness to the campus community on enrollment related issues by presenting to different campus constituent groups.
	X		5) Discuss the implementation of programs and strategies related to increasing student enrollment and success; these programs and services will be designed to support students through to completion of their educational goals. Furthermore, in marketing programs and services, the college will be intentional in its marketing in Spanish for Latinx

			students Recommend changes to District policies and practices that impact student enrollment and educational goal completion.
	X		6) Recommend changes to District policies and practices that impact student enrollment and educational goal completion
	X		7) Review academic research on best practices that positively impact college enrollment management.
		X	8) Engage in committee re-organization discussion and recommendation with input by December.
	X		9) Implement communication with dual enrollment students to continue their studies at Cuesta after graduation.
	X		10) Begin exploring strategies and resources necessary to increase international student enrollment.

AGENDA ITEMS	WHO	TIME	INTENT	ACCJC Standard or Institutional Goal / Objective
1. Approval of Agenda	All	5 Min	Action	I.B, IV.A
<ul style="list-style-type: none"> • J. Cascamo: Motion to approve • J. Stokes: Second • Group: Approve 				
2. Approval of Minutes from February 14, 2019	All	5 Min	Action	I.B, IV.A
<ul style="list-style-type: none"> • R. Bermudez: Motion to approve • J. Stokes: Second • Group: Approve 				
3. International Students Update	Workgroup	10 Min	Information	II.C
<p>M. Sanchez: the International student taskforce had a meeting this afternoon. Historically we identified 35K to formalize an international student program here at Cuesta. The consultant is from San Jose Evergreen. The consultant has overseen the international program since 2006, their program has grown to 189 students and they are generating significant funds. We will bring the consultant in at several different points to work with staff and faculty. San Jose Evergreen is a designated language school – we have submitted an application to also get this designation. E. Parsons will be the point person and we are hoping for April Board approval.</p> <p>M. Sanchez: We are also talking about creating housing options for students. Cal Poly is growing their housing so we are working with a few of the local apartment complexes to get designated wings. There is a huge designated international program conference that we hope to send our rep to.</p> <p>J. Cascamo: We have an engineering faculty who has many connections with Egypt. This might be another area to explore.</p> <p>R. Bermudez: Which countries will we market to?</p>				

M. Sanchez: We are thinking about this through a curriculum lens. Once we have that part finalized we can move forward with more specific messaging.

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<p>4. Automatic Certification Conferral Process</p> <ul style="list-style-type: none"> • 1279 were awarded to students who had already received an ADT but did not apply for the GE certification of achievement 	A. Smith	10 Min	Information	I.B,II. C,
<ul style="list-style-type: none"> • A. Smith: We identified 1279 students who had been awarded an ADT within the last academic year to see if they had also applied for a degree. Out of these 1200 had not applied. Last week we awarded the certificates of achievement. We used this as a pilot group to work out kinks in the back-end process. We are working towards a more efficient process. As of today we are looking at 80 – 100% of students who have completed degrees but not applied. The langue and programming will be the tricky part of this process. We were running the test against the 2018 – 2019 school year. • M. Sanchez: On the test model were you using only current students? • A. Smith: Yes, in test we are only looking at 18/19. We set priorities according to how many courses have already been completed. We are still looking at the priority process. This is still early stages for how we find and message to these students. We will also see if there are courses on the student’s SEP to see if the required class is already on their plan. • T. Labrenz: A lot of the STEM students don’t want to take the additional class. • A. Smith: We may have to reevaluate what courses we require (i.e. health/diversity) • T. Labrenz: In counseling, we are telling students they do not have to apply separately, one application covers them all. So we need to make sure the messaging is consistent. • A. Smith: We are sending an email to students that have 100% of the requirement, we are not currently putting it on their record. • M. Green: Vets and WEOA might be negatively impacted by automatic degree conferral as it impacts their funds, so this is something that we should be aware of. • M. Sanchez: I would also like to explore how close students are that are not currently enrolled. Please bring this info to a future meeting. • A. Smith” I think for most students they are just not aware they have a degree here. 				

5. Cougar Welcome Days	J.Alexander	10 Min	Information	II.C
<ul style="list-style-type: none"> • J. Alexander: The committee is hard at work on Cougar Welcome Days. Last year we had 789 attendees. From this number, 772 completed their registration that day. The year before had 546 students. 87% of the 772 students that attended enrolled here in fall. 30% of the attendees were from out of the area. This is something that we need to consider - marketing outside of the area. Because of the number of students from last year we are adding an additional day. May 10-11 SLO May 18 NCC. Registration should be opening soon – we have had some changes with online orientation. • T. Labrenz: Do we have a plan to separate students from parents for enrollment? • J. Alexander: We have a few different ideas about how to enforce this. We are also trying to focus on clarifying the registration steps. • M. Sanchez: I think the signing process needs to be reviewed. • J. Alexander: there is the issue of staff and computers. As much as we want to grow we need to make sure that the experience is quality. We also need to provide this same level of service to the students that are not in our area. • T. Labrenz: Many of those students need individual help. We might have registered the first course, but not their entire schedule. • J. Alexander: We also need to be clear on what we provide so that students have a better idea of what to expect. 				

<p>6. Meta Majors – San Diego Continuing Education Model</p>	<p>M. Sanchez</p>	<p>15 Min</p>	<p>Information</p>	<p>I.B</p>
<ul style="list-style-type: none"> M. Sanchez: I wanted to share a model with our faculty GP co-coordinators. San Diego has a designated center for community programs. This is an example of how community programs are being provided successfully. 				
<p>7. Expanded Partnership with America’s Job Center (tentative)</p>	<p>J. Cascamo & M. Sanchez</p>	<p>10 Min</p>	<p>Information</p>	<p>II.C</p>
<ul style="list-style-type: none"> J. Cascamo: M. Green has put in a lot of work with Eckard. We met with the workforce development board and discovered that certain people that meet minimum income can apply for WEOA funds. We would like to put a screening question in the financial aid application that also meets the WEOA application question so that we can possibly help get more students eligible for these funds. M. Green: We have offered classes there in the past, the customer services academy was one. This week, Mia Ruiz scheduled the job search skill workshops at America’s Job center so that these students will now take this class. The difficulty is that we are competing for the same services in the same areas. M. Sanchez: I understand this concern, but there is not a finite number of people who need this service. As a college we could identify these students to see how we can better help them. I think that is where the opportunity lies. J. Cascamo: We are in a conversation about if you are an employee and you are required to get training that course of training could be underwritten by WEOA funds. M. Sanchez: we received a chart of federal income guidelines, are we expected to run a report of which students fit this criteria? 				

<ul style="list-style-type: none"> M. Green: I think we should give this information to counselors and financial aid folks who, if they are aware they can tell students that this is an option for additional funds that are available to them. 				
<p>SUMMARY of Meeting Actions, Decisions, and Future Steps</p>				
<p>1. EMC co-chairs provide a summary of the meeting actions, decisions, and future steps.</p>	<p>Co-chairs</p>		<p>Info</p>	

Next Meeting: March 14, 2018: 1:30pm – 3:00pm