



## Enrollment Management Minutes

September 26, 2019 | 1:30p-3:00p | 5402/N3213

### 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:

- |   |   |  |  |
|---|---|--|--|
| x | <b>John Stokes, Engineering Technology Division Chair</b>                             |  |  |
| x | <b>Amy Kayser, Division Chair representing Humanities &amp; Social Sciences</b>       |  |  |
|   | <b>TBD, ASCC Appointment</b>  |  |  |
| x | <b>Dan Troy, Vice President of Administrative Services</b>                            |  |  |
|   | <b>Jason Curtis, Vice President of Academic Affairs</b>                               |  |  |
|   | <b>TBD, CCFT appointment</b>  |  |  |
|   | <b>Lynda Agens, CCCUE Appointment</b>   |  |  |
| x | <b>Jeffery Alexander, Director of Outreach, Orientation, &amp; Success Activities</b> |  |  |
| x | <b>John Cascamo, Dean of Academic Affairs</b>   |  |  |
|   |   |  | <b>Maria Escobedo, Dean of North County Campus &amp; South County Center</b>             |
| x |   |  | <b>Mark Sanchez, Co-chair – Vice President of Student Services &amp; College Centers</b> |
| x |   |  | <b>Matthew Green, Workforce Economic Development Community Programs Director</b>         |
|   |   |  | <b>Roland Finger, Academic Senate President</b>  |
| x |   |  | <b>Ron Ruppert, Division Chair</b>   |
|   |   |  | <b>Ryan Cartnal, Institutional Research Office Representative</b>                        |
|   |   |  | <b>Michelle Evans, Interim Financial Aid Director</b>                                    |
| x |   |  | <b>Thea Labrenz, Counselor (Articulation Officer)</b>                                    |
| x |   |  | <b>Guests: Glenda Moscoso, Veronica West, Keith Sterns</b>                               |

Committee Initiatives:

ACCJC Standard(s)	In Progress	Complete	Timeline	Initiatives
				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). Ensure access to enrollment reports and data for campus constituencies.
				2) Review and assess student enrollment patterns related to FTES targets and strategies. Review academic research on best practices that positively impact college enrollment management.
				3) 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.
				4) Bring awareness to the campus community on enrollment related issues by presenting to different campus constituent groups.
				5) Recommend changes to District policies and practices that impact student enrollment and educational goal completion.
				6) Continue communication with dual enrollment students to continue their studies at Cuesta after graduation.
				7) Begin exploring strategies and resources necessary to increase international student enrollment.

ACTION ITEMS	NOT ES	FUTURE ACTION
1. Approval of agenda	First motion: Thea Second Motion: John All approved	
2. Approval of minutes August 29, 2019	First motion: Ron Second Motion: Matthew All approved	
3. Nomination for Co-chair	John Stokes was nominated for the position. John accepted. Nomination approved by all.	
4. Review updated committee initiatives	Reviewed updated initiatives. First motion: Matthew Second motion: Thea All approved	
5. <a href="#">Promise Data and Process</a>	<ul style="list-style-type: none"> <li>• M. Sanchez - working on submitting a final proposal to executive regarding where to house the promise. Data from slides <ul style="list-style-type: none"> <li>○ Parents do not want to fill out FAFSA since they don't want to share their social and tax information.</li> <li>○ Do not think they need them</li> <li>○ Cal soap – increasing financial aid workshops in HS and college. This includes FAFSA and dream act</li> <li>○ Outside setting than high school and college for people who fill uncomfortable in those setting</li> <li>○ Issues with second year since no one houses the program,</li> <li>○ Program was built on access not how to serve them throughout college.</li> </ul> </li> </ul>	

<p>6. <a href="#">Zoom Online Counseling</a></p>	<ul style="list-style-type: none"> <li>• G. Moscoso - currently testing this program. 6 counselors are testing it. Kat, Blake, Danny, Janet, Carol and Veronica. Reason (handout) meet standard II.C.3 second, signed a contract that stated that cuesta will meet the contract by fall 2020.</li> <li>• Will be sending out an email to the students' confirmation and guidelines (see handout)</li> <li>• Ran this by Greg Baxley and Debra Stakes. Greg shared some information on how it handles at another college and cuesta incorporated that info into the email (security and conditionality info).</li> <li>• Currently working on how the students will have the access to it on the website.</li> <li>• M. Green – this opens opportunities to non-county students since they can reach out remotely</li> <li>• J Alexander - we already have students that are taking DE classes this is opening a door for them when they need to meet the counselors</li> <li>• T. Labrenz – we also see students that are down in SD and are planning on coming here for the next term, this helps since transcripts can now be evaluated before they come here</li> </ul>	
<p>7. Support for Disqualification Students- Fall 2019</p>	<ul style="list-style-type: none"> <li>• M. Sanchez – CUNY has intentional support for students that are struggling with their coursework.</li> <li>• Currently have 567 students on dismissal. Hired to PT Counselors to tackle that. They divided the list of students on dismissal/probation and are calling the students to see what's going on and support them with whatever they need to reach their goals.</li> <li>• V. West - Called a student saying he's not coming back. After talking to him he agreed to make an appointment and come in and discuss what's going on. Also spoke to a veteran this week. the vet said she was having a baby but I managed to convince her to come in and talk to us. Currently averaging 10-15 calls a day.</li> <li>• M. Sanchez – this program is in the early stages but this is really early but we are really working on getting those students connected and get the services they need.</li> <li>• CUNY ASAP Promise grant – is paying for the counselors. Carol Hurd and Veronica West are the counselors assigned to this.</li> </ul>	<p>D. Troy – will update the committee with further updates</p>

<p>8. Help Desk</p>	<ul style="list-style-type: none"> <li>• Dr. Sterns identified that we don't have one number for a help desk for students</li> <li>• K. Sterns - LMS specialist Shannon Sutherland – helped faculty and students</li> <li>• Help desk – similar to RT. Help desk, can create scripts for certain problems. Its more systematic than the RT. Help leverage existing talent.</li> <li>• J. Alexander – can be helpful since the first few weeks the ESSs are overloaded and cannot get the phones.</li> <li>• M. Green – student workers can help do this kind of work.</li> <li>• K. Stearns - would be nice to have a number to call if they are in class and have an issue and need to get a hold of someone asap.</li> <li>• M. Sanchez – possibly have parameters on the messaging saying what should be left on the voicemail. Students don't leave names and numbers.</li> <li>• J. Alexander – can provide call logs on what issues students are calling in with in NCC</li> <li>• D. Troy/M. Sanchez – co-set up a meeting to start the process</li> </ul>	
<p>9. <a href="#">Late Start Courses</a></p>	<ul style="list-style-type: none"> <li>• M. Sanchez – allot of the late start classes are already full – How are we helping the students if courses are closed?</li> <li>• Currently at 89.2% towards reaching enrollment target. 410 away from target.</li> <li>• J. Stokes – we need to open more sections if we already full</li> <li>• T. Labrenz – this is the time students are dropping classes and looking to pick up other classes to replace the dropped ones.</li> <li>• M. Green – some classes work better as short term. Ex. Wellness classes.</li> <li>• M. Sanchez – maybe add Saturday classes?</li> <li>• T. Labrenz - California promise – if students drop below 12 can be disqualified for the next semester for the grant. Would be helpful to know that they have other classes to pick up.</li> <li>• M Green – would be helpful to know when's the last day they can pick up classes to not lose the grant.</li> <li>• M. Sanchez – might want to institute a message explaining the consequences of dropping below 12 units.</li> </ul>	

<p>10. <a href="#">3-6-9 Courses- Spring 2020</a></p>	<ul style="list-style-type: none"> <li>• M. Sanchez – Academic Affairs is creating a cohort of 3 classes to complete in 18 weeks. Taking one class at a time. This info was brought to the Deans/VP’s meetings</li> <li>• J. Stokes – All DE classes, aligning classes and ideally students will complete all 3 classes together.</li> <li>• M. Sanchez – the idea is to get the students to go through all 3 classes and get the support they needed as they go through it.</li> <li>• Enrollment will most likely be first open only to the students that enrolled in the first class in the sequence.</li> </ul>	<p>Follow with Glenda about.</p>
<p>11. Recap Marketing plan for Fall</p>	<ul style="list-style-type: none"> <li>• Ritchie was out. M. Sanchez showed the Monarch Center video. The video was done in the summer, hence no students. Will redo the video when there are students around.</li> <li>• J. Stokes- ECE classes are in Spanish, courses have to have the same book, need to be in cohort or ESL. This is a small pilot and will bring more information about it.</li> </ul>	
<p>12. Report out</p>		
<p>13. Summary of Meeting and Action Taken</p>		