



Enrollment Management Meeting

Wednesday, April 23, 2025
L-201
11:00 am – 12:00 pm

Committee Members:

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| <p>Idania Padron (Reyes) ~ Chair
 Mariko Shimizu ~ Co-Chair
 Nate Dillon ~ Member
 Dr. Kathy Bakhit ~ Member (Ex Officio)
 Shami Brar ~ Member (Ex Officio)
 Daniel Conner ~ Member
 Dr. Jedidiah Lobos ~ Member
 Jenell Paul ~ AVC Classified Union Representative
 Alberto Mendoza Conzalez Larreynaga ~
 Rosalind Brown - Outreach ~ Member
 Dr. Christina Tangalakis ~ Member
 Dr. Svetlana Deplazes ~ Member</p> | <p>Aurora Burd ~ AVC Federation of Teachers Representative
 Faculty ~ Vacant
 Walter Briggs ~ Member
 Alejandro Guzman ~ Member
 Anet Youkhana ~ Member
 Dr. Rebecca Farley ~ Member
 Dr. Windy Franklin-Martinez
 Leonardo Ayala ~ Member
 David Jordan ~ Member
 Dr. Sarah Harano ~ Member</p> |
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AGENDA

Items	Person(s) Responsible	Time	Action
INFORMATION/DISCUSSION ITEMS:			
I. Welcome	Idania Padron	5 minutes	
II. Review and Approval of Minutes, 3/26/25	Idania Padron	5 minutes	
III. Stopped-Out Student Outreach Planning: a. Brainstorm outreach strategies and potential interventions for stopped-out students while waiting on data. b. Discussion of next steps with the subgroup.	All	20 minutes	
IV. Palmdale Call Center Standardized System	All	15 minutes	
V. SEM (Strategic Enrollment Management) Program Update: a. April 8: SEM Co-Liaisons Kickoff/College Insights Webinar b. April 8: SEM Data Exercise Webinar	Dr. Rebecca Farley	10 minutes	
FUTURE AGENDA ITEMS:			
Next Meeting Date:			
May 28, 2025			



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<p>Idania Padron (Reyes) ~ Chair Mariko Shimizu ~ Co-Chair Nate Dillon ~ Member – absent Dr. Kathy Bakhit ~ Member (Ex Officio) - absent Shami Brar ~ Member (Ex Officio) - absent Daniel Conner ~ Member Dr. Jedidiah Lobos ~ Member Jenell Paul ~ AVC Classified Union Representative Alberto Mendoza Conzalez Larreynaga ~ Member Rosalind Brown - Outreach ~ Member Dr. Christina Tangalakis ~ Member – absent Dr. Svetlana Deplazes ~ Member</p>	<p>Maria Espinoza Spock ~ AVC Federation of Teachers Representative (Aurora Burd proxy) Faculty ~ Vacant Walter Briggs ~ Member – absent Alejandro Guzman ~ Member Anet Youkhana ~ Member - absent Dr. Rebecca Farley ~ Member Dr. Windy Franklin-Martinez Leonardo Ayala ~ Member David Jordan ~ Member Dr. Sarah Harano ~ Member</p>
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INFORMATION/DISCUSSION ITEMS:			
I. Welcome	Idania Padron	5 minutes	
II. Review and Approval of Minutes, 3/26/25	Idania Padron	5 minutes	A correction was suggested to update “160-180 students” to “160-180 classes” in the minutes. The minutes were approved with this correction.
III. Stopped-Out Student Outreach Planning: a. Brainstorm outreach strategies and potential interventions for stopped-out students while waiting on data. b. Discussion of next steps with the subgroup.	All	20 minutes	The committee discussed data needs related to outreach and planning for stopped-out students. While final data is still pending, there was initial dialogue about the different student populations of interest. The first group includes students who applied but never registered, and the second consists of those who enrolled in classes at some point but are no longer attending. The committee considered which terms to focus on. Some members suggested looking at summer and fall of last year, while others proposed focusing on the current semester and working backward. It was suggested that spring

term students who didn't re-enroll also be included. Poppy can provide information on current registrations and follow up with students to see if they plan to return, though this may reflect more emotional or aspirational data and may not always be reliable.

There was an agreement to include data from intersession, summer, fall, and spring terms. The committee acknowledged that long-term data trends aren't often reviewed in depth, and expanding this approach could be beneficial.

For students who applied but never registered, the plan is to review data from summer, fall, and spring terms. For those who stopped out, the committee discussed the importance of understanding where students disengaged—whether during the financial aid process or earlier stages like orientation or registration.

Motimatic defines a stopped-out student as someone who enrolled in classes previously but is no longer attending. Their messaging included themes like "Finish what you started," with retargeting through social media. This differs from strategies used for students who applied but never enrolled, and the committee discussed the need for tailored approaches for each group.

The committee also explored the idea of using completed units as a guide for targeted messaging. For instance, students who completed a higher number of units and may be close to completion but stopped within the last year might be a priority group. There was a comment that EduNav may offer an add-on feature that allows us to identify students who are just 3-6 units away from earning a second degree—often without realizing it themselves. This tool could help us re-engage those students and encourage them to return and complete those additional degrees.

The committee briefly shifted focus to the course plan of study. There is

ongoing work to develop a strategy in response to new policy mandates requiring that financial aid only cover classes included in a student's official course plan. The committee discussed identifying affected students and collaborating with financial aid to support them. Executive leadership will be kept informed, and efforts will focus on cohorts most in need.

There was also interest in revisiting past practices such as tracking “shoppers and droppers” reporting. The committee reviewed past data related to this and discussed whether reinstating this practice could support more refined strategies for identifying at-risk students. A broader goal was introduced: reducing the percentage of students who enroll but drop before the drop deadline from 60% to 55%.

In terms of outreach, the committee reflected on prior registration events where students received follow-up phone calls the next day. This may have influenced future enrollment patterns. Spikes in certain majors were noted, though it remains unclear whether this was due to targeted marketing or other factors.

The committee discussed the phenomenon of “spring melt” and whether it has been higher or lower compared to previous years. Some students may apply but do not follow through, often due to limited summer course offerings. In AMFT their practice includes reaching out to students to identify preferred class times was proposed as a way to ensure course availability and improve enrollment funnels.

Seasonal trends were also reviewed. Fall tends to have the highest demand, and summer now aligns better with high school schedules, which could affect enrollment patterns. Overall, spring enrollment is lower than fall, but success rates tend to be higher in fall. Intersession has the highest success rates overall. The committee noted that the Motimatic campaign launched in

Fall 2023, and its impact may be visible in 2024 enrollment data.

If there is interest, Svetlana offered to bring updated data back to the committee in the fall term. The committee reviewed the digital campaign timeline, noting that it began in March/April 2023, with outdoor advertising following in May/June. These efforts resulted in approximately 1,000 more students than the previous year.

Despite these initiatives, the committee agreed that more work is needed to identify exactly where students disengage and what prevents them from enrolling. There was a proposal to survey students directly, potentially with assistance from ITS. The committee discussed leveraging existing platforms, such as Ocelot, for mass texting. This platform allows for uploading contact lists and sending tailored messages—supporting re-engagement campaigns for stopped-out students, those who never enrolled, and those close to completing their programs. The last group could involve more personalized follow-up from Counseling.

Counseling has access to an Argos report showing units completed but not whether students are close to completion based on their major. While counselors can review ed plans manually, this is a labor-intensive process.

The committee noted that previous summer campaigns focused on helping students declare majors have already been completed. In high schools, counselors and career centers are currently guiding students through college decisions. If students don't gain acceptance to their preferred schools, they may be encouraged to apply to AVC—potentially explaining why some applications are left incomplete.

Interest was expressed in reviewing data on how many Student Success Center participants actually enroll in

			<p>classes. Sarah from FYE may have access to this information.</p> <p>The committee discussed potential campaigns using Poppy, including custom messaging for stopped-out and never-enrolled students. Poppy's daily data feeds and tagging features allow for tailored outreach. A pilot campaign for summer was proposed, with plans to explore how to move that forward.</p> <p>ITS remains involved in numerous projects, and the committee acknowledged the importance of managing expectations regarding their capacity as they would need to be involved in any campaigns through Poppy. Further discussion is needed as summer presents a manageable starting point for pilot efforts, given its smaller scale but we do not know if we have the staffing capabilities.</p>
IV. Palmdale Call Center Standardized System	All	15 minutes	
V. SEM (Strategic Enrollment Management) Program Update: <ul style="list-style-type: none"> a. April 8: SEM Co-Liaisons Kickoff/College Insights Webinar b. April 8: SEM Data Exercise Webinar 	Dr. Rebecca Farley	10 minutes	<p>Dr. Farley confirmed that the trip will be funded through equity funds, with Megan providing the FOAP to charge.</p> <p>In preparation for the trip, attendees have been asked to complete the College Insights activity. Svetlana and Rebecca participated in the kickoff webinars, and many of the members attending the June training for the SEM Program are returning participants who may have insights that newer members do not. The group has been asked to complete a list of five questions for this activity. The committee discussed working on this list offline.</p> <p>There was also a quick overview of the academy attendees for the June trip. The travel dates are set for June 5-7, with June 5 as the travel day and sessions taking place on June 6 and 7. All participants should have calendar holds. Anet will be the only classified staff member in the group, there was a recommendation of offering schedule adjustments or overtime for her participation.</p> <p>Dr. Farley provided a review of</p>

		<p>proposed questions, which were added to the agenda. She will also share a PowerPoint presentation via email with the committee so that members can review and provide feedback before finalizing the set of questions.</p> <p>The committee was updated on the two recent webinars, noting that the content overlapped. The webinars highlighted the plans of other colleges across the state, including strategies for addressing specific student groups and developing enrollment management plans. Fourteen colleges participated, many with ideas similar to those AVC is exploring. Examples shared included SEM data design for effectiveness, Columbia College's and San Diego's approaches to scheduling for student success, and initiatives aimed at enhancing marketing, outreach, and onboarding processes. Some institutions are focusing on targeted groups, others on holistic approaches, and several are adopting data-driven strategies.</p> <p>For the data component, AVC is required to submit information focused on persistence, following the research definitions provided during the webinars. This includes tracking special admit students and analyzing how many enroll in at least one class across spring and fall terms, as well as their persistence and outcomes. This data submission is due by May 2nd. While AVC reports persistence data, the committee noted that historical trends and persistence pathways are not typically analyzed in depth, particularly regarding where students are lost along the way. This will be an area of focus for future dashboard development and planning.</p>	
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