



Enrollment Management Meeting

Idania Padron (Reyes) ~ Chair
 Hal Huntsman ~ Co-Chair
 Nate Dillon ~ Member
 Dr. Kathy Bakhit ~ Member (Ex Officio) - Zoom
 Shaminder Brar ~ Member (Ex Officio) - Absent
 Daniel Conner ~ Member - Absent
 Dr. Jedidiah Lobos ~ Member
 Jenell Paul ~ AVC Classified Union Representative
 Alberto Mendoza Conzalez Larreynaga ~
 Rosalind Brown - Outreach ~ Member - Zoom
 Dr. Aurora Burd ~ Member - Absent
 Mariko Shimizu ~ Member
 Walter Briggs ~ Member – Absent
 Alejandro Guzman ~ Member - Absent
 Anet Youkhana - Absent
 Dr. Rebecca Farley ~ Member
 Dr. Windy Franklin-Martinez – Zoom
 Leonardo Ayala
 Renelyn Wilson Proxy for David Jordan
 Dr. Sarah Harano – Absent

Other:
 Angela Urbanoski - Sr Admin Assistant VPSS
 Dr. Svetlana Deplazes – Guest

Wednesday, January 22, 2025

L-201

11:00 am – 12:00 pm

AGENDA

Items	Person(s) Responsible	Time	Action
INFORMATION/DISCUSSION ITEMS:			
I. Welcome	Idania Padron	5 minutes	
II. Review and Approval of Minutes 12/11/24	Idania Padron	5 minutes	The minutes were then approved as presented.

<p>III. Confirm Next Meeting Date(s)</p>	<p>All</p>	<p>5 minutes</p>	<p>Hal is currently serving as co-chair. The Chair encourages any faculty member who is able and willing to step up to serve in this role. Previously, Tamira served as chair, followed by Dr. Eaton, but the position is now vacant, and the committee is seeking a faculty member to take on this responsibility.</p> <p>Hal is teaching a class and will no longer be able to co-host once the semester begins. The committee may need to consider changing the meeting time and date to accommodate Hal if no alternative is found. It was also suggested that an email be provided to the deans to send out to faculty, inviting volunteers to step forward.</p>
<p>IV. Course Optimization and Scheduling for Growth</p> <p>A. Review Intersession Enrollment Data to Maximize FTEs</p> <p>B. Explore Targeted Course Offerings</p>	<p>All</p>	<p>15 minutes</p>	<p>Academic Affairs has been using historical data to identify where student demand is highest and ensuring that course offerings align with enrollment needs. As sessions approach, the team reviews enrollment data, strategizes around waitlists, assesses faculty availability to add sections, and monitors enrollments in low-enrollment sections. Counseling was recently informed of low-enrollment courses, and Rosalind had dual enrollment strategies, particularly hiring adjunct faculty available to teach at high schools. Collaboration between deans and chairs will be key in this effort. Special thanks were given to the union for their collaboration in changing sectioning practices, which has allowed data-driven decisions to add over 100 sections in one semester.</p> <p>Concerns about offering more online classes were noted, with some expressing worry about lower persistence and success rates statewide for online courses. However, offering online options ensures access for students who may otherwise be unable to enroll. There is a need to explore student success strategies for online learning. IERP support is critical, as current enrollment data has become less accessible due to dashboard changes. Kathy will connect with IERP to address these issues and bring back graphical displays of progress. The</p>

			<p>committee also wants to review data trends, such as FTES from past semesters, and strategize using tools like Precision Campus, though issues with Precision's limited historical data (only going back three years) pose challenges.</p> <p>The committee discussed creating a Teams site for information gathering and strategizing. Members emphasized the importance of reviewing three-year trends, particularly post-COVID, to understand the "new normal." Precision Campus data for enrollment appears to go back as far as 2018, but this may be insufficient without robust analytics for forecasting trends. Additional meetings may be needed around critical enrollment periods to work strategically, with a focus on being more active and impactful as a committee.</p> <p>Kathy will coordinate with IERP and deans to establish a process for addressing low-enrollment courses, reviewing enrollment data before semesters begin, identifying target courses, and promoting these courses to students. For the current semester, the team is tracking FTES closely. Projections for winter and spring are being monitored, with current enrollment for spring at 3,811, which falls short of the target 4,000 FTES needed by census. Late-start classes and additional enrollment events are being considered to close the gap.</p> <p>Summer scheduling is also under review. Shami's team confirmed that sections offered before June 30 can count toward the current year's FTES. For summer 2025, which begins on June 3, efforts will focus on maximizing sections starting before June 30 to meet the 1,400 FTES target. The next scheduling meeting will refine this strategy. Despite concerns about fluctuating enrollment numbers, there is confidence that historical data can help stabilize projections and guide planning effectively.</p>
V. Strategic Outreach and Enrollment Initiatives A. Action Plan for	All	15 minutes	The discussion continued from the last meeting, with Rosalind assisting in the

<p>Community Outreach</p> <p>B. Targeted Outreach Campaigns - Underserved Populations</p> <p>C. Engagement Follow-Up</p>		<p>final push for enrollment and possibly collaborating with Marketing.</p> <p>Regarding the recent registration fest, ITS created an Argos report to identify enrolled students by units. The report identified over 800 students enrolled in 1-3 units and more than 4,000 students enrolled in 1-10 units. Despite receiving the highest number of RSVPs for a registration event (over 600), turnout was the lowest, with only 200 attendees. As part of follow-up efforts, the team plans to structure future registration events more like appointments, including creating signage near the Welcome Desk to encourage students to schedule registration appointments.</p> <p>Marketing will focus outreach efforts on students enrolled in 1-6 units. For the registration fest, the team heavily relied on marketing, with Rosalind emphasizing social media. However, it was noted that the flyer used for marketing did not match the approved version, and there is a need to ensure consistency in future campaigns. The team believes social media efforts should be more aggressive and engaging to better reach students. The low turnout despite high RSVPs prompted the need for a stronger focus on outreach strategies.</p> <p>Future plans include outreach to high schools, after-school registration events, and setting up registration labs at local libraries and in collaboration with the Hispanic Chamber of Commerce. By setting up computers on-site, students can complete applications and verify enrollment. Remote EduNav sessions could also be offered to help students select classes. However, given the current political climate, expanding online options and streamlining online registration are also important.</p> <p>Efforts are ongoing, such as Poppy follow-ups with non-responsive students,</p>
--	--	--

			and additional creative outreach ideas are being explored. One suggestion involves coordinating a car show as a Saturday registration event, combining community engagement with an opportunity for students to enroll. The team aims to focus on outreach events that not only increase visibility but also create meaningful connections with students and the community. Outreach is also evaluating its impact on enrollment to assess and refine strategies for greater effectiveness.
VI. Marketing and Retention Strategies A. Spring Enrollment Push B. Retention Strategies C. Long-Term Sustainability	All	15 minutes	Bring it back
FUTURE AGENDA ITEMS:			
Approval of Purpose and Committee Composition			
Next Meeting Date:			
February 26, 2025			