



# Enrollment Management Meeting

Wednesday, March 26, 2025  
L-201  
11:00 am – 12:00 pm

## Committee Members:

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

## AGENDA

Items	Person(s) Responsible	Time	Action
<b>INFORMATION/DISCUSSION ITEMS:</b>			
I. Welcome	Idania Padron	5 minutes	<p>Quorum was met.</p> <p>A correction was made to Dr. Farley’s title to include “Student Achievement.”</p> <p>The minutes were approved with this change.</p>
II. Review and Approval of Minutes 2/26/25	Idania Padron	5 minutes	
III. SEM Program	Dr. Rebecca Farley	10 minutes	<p>A brief overview was given regarding the recent opportunity to apply for participation in the SEM (Strategic Enrollment Management) year-long initiative from the Chancellor’s Office. This program involves support from experienced professionals and is designed to help colleges strengthen enrollment strategies. AVC applied, was selected as one of ten finalists, completed an interview, and has now been awarded a spot in the cohort. This means AVC will participate in a two-day</p>

		<p>training and gain tools to support progress toward strategic enrollment goals.</p> <p>The team that applied to SEM used the existing “skinny plan” from previous years as a foundation but identified gaps in infrastructure that have limited the ability to implement the plan effectively. This new opportunity will help build that infrastructure and support forward movement. The overarching goal is to set clear priorities and serve students more effectively. Eight key areas of work have been identified.</p> <p>A major focus will be the student journey from registration to census. The team aims to set baseline goals and identify where student drop-off occurs. A cross-functional group will be formed to build a digital dashboard that shows student movement and outcomes. This tool will allow the college to assess the impact of specific interventions, prioritize efforts, and make timely scheduling decisions to ensure students can get into classes efficiently.</p> <p>Additionally, the program will help AVC comply with new reporting requirements, including tracking every outreach and support activity, reporting the associated costs, and evaluating outcomes. This level of detailed reporting is new and will require tools and infrastructure that the SEM project can help develop.</p> <p>There will be coordinated campaigns each semester, with targeted outreach based on student needs. The team discussed the potential for scripted communications and follow-up efforts tailored to specific student situations.</p> <p>The college will also be building out timelines to track progress. The AVC Call Center will play a key role in supporting enrollment management, helping to identify where additional sections or late-start courses may need to be added. A more robust presence is being considered for the Palmdale center to better support these efforts.</p>
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			<p>Professional development will be an important part of the project, particularly in learning how to interpret and act on the data collected.</p> <p>To support these campaigns, tools like Poppy will be used to push out key communications along a timeline, with marketing sending reminders in advance of Poppy messages.</p> <p>Overall, this initiative will help AVC shift from reactive to proactive outreach, allowing the college to better anticipate student needs and respond strategically.</p>
IV. Budget Committee Representative Selection	All	5 minutes	<p>As a committee, we can vote in support or express our support for what is being requested through our chosen representative.</p> <p>Dr. Haro has expressed interest in serving but has already submitted her name to Academic Senate for consideration.</p> <p>If Academic Senate does not appoint Dr. Haro, she would be able to serve as our representative. Leo has also expressed willingness to serve on the committee.</p>
V. <b>Recruitment Strategies</b> <ul style="list-style-type: none"> <li>• Applied but Did Not Enroll</li> <li>• Stopped Out</li> <li>• Tutoring: Impact on Retention and Success Rates, Accessibility, and Utilization of Services</li> </ul>	All	25 minutes	<p>The committee discussed the importance of receiving regular reports on students who applied but did not enroll. Anet may be able to pull this data. Additionally, there was a request for a list of students who enrolled but later dropped (stopped out), which Anet will also look into.</p> <p>Motimatic was previously used during a period of staffing shortages. It cost approximately \$20,000 and contributed to a 20% improvement in enrollment. However, it is no longer in use due to limited resources. The college pays based on FTES generated, but since staff are already doing outreach to students who applied but did not enroll, it was noted that we are essentially doing the work we would be paying Motimatic for. Their outreach</p>

		<p>strategy relies heavily on social media.</p> <p>If Anet is able to pull the data, a subgroup consisting of Rosalind, Windy, and Alejandro will determine next steps. The goal is to understand not just who applied but didn't enroll, but how far they made it in the process. Anet can pull data based on orientation completion status. Financial aid status cannot be pulled by Anet, but she may be able to work with Financial Aid and ITS to generate a single list.</p> <p>Rosalind is currently working with Kim to locate an Argos report showing students who had priority registration but let it lapse. Kim is developing a report Rosalind can access directly, which would help identify and support these students before general registration begins.</p> <p>ITS will have its team collaborate with Anet and Financial Aid to support this data work.</p> <p>A suggestion was made to create a survey asking students if they want to be contacted or share why they did not enroll. This could help identify trends and reduce the need to call thousands of students individually. SurveyMonkey could be used for this outreach, though there was concern about response rates.</p> <p>Leo shared that the new Student Services Center (SSC) will support Marauder Promise outreach. He will begin marketing the program and onboarding students. He may also bring related updates to this committee.</p> <p>There was a discussion about the importance of tutoring in student success, especially after students enter their classes. While upper-level students tend to know about tutoring resources, many students in entry-level STEM courses are unaware. Although the tutoring center sends emails each semester offering class visits and tours, not all faculty accept the offer. It was emphasized that all students should be made aware of these resources.</p>
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<b>FUTURE AGENDA ITEMS:</b>			
Palmdale Call Center Standardized System			
<b>Next Meeting Date:</b>			
April 23, 2025			