



# Enrollment Management Meeting

**Wednesday, September 14, 2022**

L-201

11:00 am – 12:00 pm

**Committee Members:**

LaDonna Trimble ~ Chair  
 Tamira Palmetto Despain ~ Co-Chair  
 Dr. Jose Rivera ~ Member (Ex Officio)  
 Dr. Howard Davis ~ Member (Ex Officio)  
 Shaminder Brar ~ Member (Ex Officio)- **Absent**  
 Dr. Christos Valiotis ~ Member - **Absent**  
 Tom Gang ~ Member  
 Nichelle Williams ~ Member  
 Jenell Paul ~ AVC Classified Union Representative - **Absent**  
 Dr. Svetlana Deplazes ~ Member  
 Anet Youkhana ~ Member

Rashall Hightower ~ Member - **Absent**  
 Kenya Johnson ~ Member - **Absent**  
 Michelle Hernandez ~ Member  
 Dr. Aurora Burd ~ Member  
 Karen Heinzman – Member  
 Mariko Shimizu – Member  
 Neil Quebbemann - Member  
 Vacant ~ Marketing/Public Relations Designee- **Absent**  
 Vacant ~ AVC Federation of Teachers President/Designee- **Absent**  
 Vacant ~ ASO Representative- **Absent**  
 Vacant ~ Confidential/Management/Supervisory Designee- **Absent**

**Other:**

Christy Chereskoff – Interim Admin Assist Enrollment Services

## MINUTES

Items	Person(s) Responsible	Time	Action
<b>STANDING ITEMS:</b>			
I. Minutes Approval	All		Minutes from 4/27/2022 - Approved
<b>INFORMATION/DISCUSSION ITEMS:</b>			
II. Enrollment Management Committee Information Sheet – Updates	All		<ul style="list-style-type: none"> <li>Review list of members and vacancies. Required corrections noted. (update titles / update designees / terms as needed)</li> </ul>
III. Presentation	Tamira Palmetto Despain		<ul style="list-style-type: none"> <li>PPT Presentation: <i>“Enrollment Management – Success &amp; Completion”</i></li> </ul>
IV. Group Activity	All		<p><b>Group Discussion and Suggestions for Student Retention and Success:</b></p> <ul style="list-style-type: none"> <li>Dr. Davis: Focus on a broader implementation of Guided Pathways. Create cohorts of students within Student Success teams, include Fin. Aid, Counseling, etc. Make students aware of support services. Increase retention. Ensure we are “proactive” rather than “reactive”</li> <li>Michelle H: Kenya’s office will focus on early outreach for HS students throughout Sr. Year – Include parent outreach. Constant contact leading up to SSK. Provide information on guided pathways, provide parent support.</li> </ul> <p>(* Can we develop t-shirts for parents? “Proud Mom/Dad of AVC student”) (1<sup>st</sup> Gen Day)</p> <ul style="list-style-type: none"> <li>o Case Management within Student Success Teams First</li> </ul>

			<p>and 2nd year experience –Full time program specialist onboarding students into FYE, hand off to peer mentors who work with them weekly, or biweekly</p> <ul style="list-style-type: none"> <li>○ Ensure students are aware of all services provided by AVC. So they can find support when needed.</li> <li>○ L. Trimble / Michelle H: Emphasized using the Online Orientation as an ongoing dynamic reference tool – not just “one and done”</li> <li>● Dr. Burd: Can we develop a “Drop In” daycare for school age children so that students with children do not have to miss class when a last minute childcare issue arises. (Separate from the CDC daily program) <ul style="list-style-type: none"> <li>○ Michelle H: We do have a Family Resource Center on campus to support students who are parents. Supplemental Child Care is an allowable use of California Promise Funds</li> </ul> </li> <li>● Dr. Deplazes: Discuss use of “Discord” to create groups for student populations.</li> <li>● Nichelle: Importance of Guided Pathways and constant interaction with students’ Ed Plans to ensure efficient use of Financial Aid funds (no “wasted” classes) They need to be aware of Lifetime Eligibility limits / Aggregated Loan Limits. When students change their course of study multiple times, sometimes they have no aid left when it is time to transfer to university <ul style="list-style-type: none"> <li>○ Can the Financial Aid TV be embedded on home page as well? (not just FA page)</li> </ul> </li> <li>● Dr. Davis: Review capabilities/limitations of EduNav – reminders, nudges, etc. (Example: Students enrolled in late-start courses would get a reminder a few days before the class begins)</li> <li>● Dr. Rivera: Identify all software programs in use at AVC – Review for effectiveness, capabilities, functions – Any missed opportunities for streamlining or increasing effective student engagement? (Example: Ocelot Chat – Marty Marauder – is not fully programmed, does not provide detailed answers to common questions) <ul style="list-style-type: none"> <li>○ L Trimble: Tech solutions and resources all require support from ITS. Upgrades, implementation, etc all require intervention and programming from ITS.</li> </ul> </li> <li>● Dr. Burd: Create the capability for dedicated discipline faculty to identify and reach out to students in particular majors to provide pertinent information</li> <li>● Tom G: Important to communicate/ connect with students on their level (text, etc) Tailor methods to their needs. We need adequate staffing to be able to quickly and efficiently address needs of students – (Ex: 3 week wait for Ed Plans for athletes?)</li> </ul>
V. Enrollment Management Plan	LaDonna Trimble		<ul style="list-style-type: none"> <li>● Basis for our Enrollment Management Plan this year is: <ul style="list-style-type: none"> <li>○ Marketing – make sure students are aware of what we offer</li> <li>○ Scheduling – 2 year schedules, guided pathways</li> <li>○ Student Success – First Year and 2<sup>nd</sup> Year experience. Engagement and retention.</li> <li>○ Outreach</li> </ul> </li> </ul>

<b>OTHER:</b>			
Goals			<ul style="list-style-type: none"> <li>• Meet base funding level per the Chancellor's Office plus two percent annually.</li> <li>• Advancing students' progress towards successfully achieving their educational goals with integration of guided pathways.</li> <li>• Increase percentage of full-time enrollment through effective scheduling and program planning</li> </ul>
<b>FUTURE AGENDA ITEMS:</b>			
Review Online Schedule of Classes	Dr. Davis		Format can be confusing / Can improvements be made?
Discuss various methods of student contact	ITS – Rick Shaw		Text alerts / software “nudges” / ability to select student populations
Presentation of Approved Budget	Shaminder Brar		
EdSights Presentation	Kenya		Software for student engagement – texts, reminders, alerts, surveys
Review 2022 RISC Surveys			
<b>Next Meeting Date:</b>			
September 28, 2022			