



# Enrollment Management Meeting

**Wednesday, January 25, 2023**  
L-201  
11:00 am – 12:00 pm

## Attendees

### 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 - **Absent**  
 Anet Youkhana ~ Member  
 Rashall Hightower ~ Member - **Absent**  
 Kenya Johnson ~ Member  
 Michelle Hernandez ~ Member  
 Keina Miranda ~ CMS Designee

Dr. Aurora Burd ~ Member - **Absent**  
 Karen Heinzman ~ Member  
 Mariko Shimizu ~ Member  
 Vacant ~ Marketing/Public Relations Designee - **Absent**  
 Vacant ~ ITS Designee – **present by proxy**  
 John Cariaga ~ ASO Representative

**Other:**  
 Daniel Conner – Designee for ITS (by proxy)  
 Christy Chereschkoff – Interim Admin Assist Enrollment Services

## MINUTES

Items	Person(s) Responsible	Time	Action
<b>STANDING ITEMS:</b>			
I. Minutes Approval	All	5 min	Minutes from 11/9/2022- Approved
<b>INFORMATION/DISCUSSION ITEMS:</b>			
II. Discussion – Strategic Enrollment Management Plan	LaDonna Trimble	10 min	An opportunity posted on the ListServ thread to be part of a cohort with the Chancellors Office A team will be attending a conference in July, Enrollment Management Academy (EMA) We have a working document regarding Strategic Enrollment Management – continue to refine and update as we move forward. Share the document with participants for feedback from different perspectives of each division / department.
III. Presentation – Enrollment Management Plan – Google Doc	Tamira Palmetto Despain	10 min	Review shared document – color coded for each Pillar 1. Marketing (M) 2. Student Success (SS) 3. Outreach/ Onboarding (OO) 4. Scheduling (SCH) Seeking participation and feedback from all groups so that we can keep pace with a rapidly changing environment. <a href="#">LaDonna Trimble – Examples of recent updates:</a> <ul style="list-style-type: none"> <li>• Edunav</li> <li>• LAEP</li> <li>• AB 1705</li> </ul> How can we reduce the number of students who fall into Academic Probation – which in turn limits the number or units they may enroll. Are there common denominators

			<p>that can be addressed to help drive student success?  <a href="#">Kenya Johnson</a> – would like to investigate instituting a similar board policy as East LA College – where any student enrolled in 6 units or less – we waive tuition fees. This would require extensive research for IT purposes, identifying student populations, analyzing fiscal impact from lost tuition revenue.</p> <p>AVC2CSU – is this still active? Kaitlyn Furlong used to manage that cohort.</p> <p>Note: Looking for co-chairs for Guided Pathways</p>
III. Update - EdSights	Kenya Johnson	5 min	<p>EdSights contract will go to board approval on February board meeting 2/13/2023.  EdSights is an SMS based Software for student engagement – texts, reminders, alerts, surveys</p>
IV. Confirm Next Meeting Date(s)	All	1 min	<p>Next meeting will be Wednesday 3/22/2023  4/26/2023 – LaDonna will be at CACCRAO conference  2<sup>nd</sup> Wednesday is 4/12/23 – (after Easter)</p>
V. Goals	All	1 min	<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>OTHER:</b>			
<b>FUTURE AGENDA ITEMS:</b>			
Education Service Plan	Dr. Meeta Goel		
<b>Next Meeting Date:</b>			
March 22, 2023			
April 26, 2023			4/26/2023 – LaDonna will be at CACCRAO conference 2 <sup>nd</sup> Wednesday is 4/12/23 – (after Easter)
May 24, 2023			Spring semester ends 5/6/2023 Summer semester begins 5/15/2023