



Enrollment Management Task Force – Minutes

Friday, June 3rd, 2016, 12:50am

Board Room

The purpose of Enrollment Management is to create a holistic approach to enrollment management, including recruitment, access, retention, educational plans, enrollment pattern data, and constraints of financial, physical and human resources.

Membership:

<input checked="" type="checkbox"/>	Nick Akinkuoye	Chief Instructional Officer, EMTF Co-Chair
<input type="checkbox"/>	Sergio Lopez	Chief Student Services Officer, EMTF Co-Chair
<input checked="" type="checkbox"/>	Tina Aguirre	Dean of Health and Public Safety
<input type="checkbox"/>	Trinidad Arguelles	Counseling Chair
<input checked="" type="checkbox"/>	Craig Blek	Business Department Chair
<input type="checkbox"/>	Jeff Cantwell	Director of Application Services / Information Technology
<input checked="" type="checkbox"/>	Gloria Carmona	Director, Admissions & Records – David Poor
<input checked="" type="checkbox"/>	Jose Carrillo	Director of Institutional Research
<input checked="" type="checkbox"/>	Ted Ceasar	Dean of Counseling
<input type="checkbox"/>	Dolores Diaz	Director of Student Support Services
<input checked="" type="checkbox"/>	Kathleen Dorantes	English Chair
<input checked="" type="checkbox"/>	Dave Drury	Exercise, Wellness, & Sports Chair
<input type="checkbox"/>	Gaylla Finnell	Distance Education Coordinator
<input type="checkbox"/>	Carlos Fletes	Director of Fiscal Services / Business Office
<input checked="" type="checkbox"/>	Bill Gay	Public Relations – Peggy Dale
<input checked="" type="checkbox"/>	Daniel Gilison	Science Chair
<input type="checkbox"/>	Becky Green	Director of Child, Family, and Consumer Science
<input checked="" type="checkbox"/>	Carol Hegarty	Humanities Chair
<input type="checkbox"/>	Allyn Leon	Math & Engineering Chair
<input type="checkbox"/>	Jose Lopez	Industrial Technology Chair
<input type="checkbox"/>	Mike Nicholas	Publication Designer
<input type="checkbox"/>	Norma Nunez	Director of Student Success & Support
<input checked="" type="checkbox"/>	Sydney Rice	English as a Second Language Chair
<input type="checkbox"/>	Jose Ruiz	World Languages and Speech Communications Chair
<input type="checkbox"/>	Lilia Sandoval	CalWORKs Counseling Coordinator
<input type="checkbox"/>	Lisa Seals	Director of Financial Aid
<input type="checkbox"/>	Efrain Silva	Dean of Economic & Workforce Development
<input checked="" type="checkbox"/>	Veronica Soto	Director of Transfer & Articulation
<input type="checkbox"/>	Kevin White	Behavioral & Social Science Chair
<input checked="" type="checkbox"/>	David Zielinski	Dean of Arts, Letters & Learning Services

Recorder: Melody Chronister

Guests: Terry Norris



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A. Call to Order

VP Akinkuoye called the meeting called to order at 1:00pm

B. Discussion Items

1. Follow-Up on IEPI Recommendations

Reviewed the objectives identified as of the result of the IEPI visit. Need the “left-hand to know what the right-hand is doing”. Action steps were identified as a result of the recommendations. We need to estimate the cost of completing these actions not to exceed \$150,000 (for all five areas, enrollment management is 1 of 5 areas being evaluated).

First Action: Have an Enrollment Management Academy

It was mentioned we had someone down here before, but it has been awhile. It was a few hours only – academy implies a longer session...maybe during convocation? It was indicated that we need more of an intense model, not something that is just an hour. It could be a 1-2 day workshop. Dr. Nick said the CIO training was a 2-hour session. It was pointed out that there is an issue if it is offered while faculty are teaching. An all-day workshop may not be well attended. Someone mentioned a Saturday training was held on another topic and had great attendance. Concern was expressed about the cost of doing this on a weekend. It would need to be a targeted audience to keep expenses realistic with representatives from Student Services, Academic Services, and Business Services.

Another recommended was made to send approx. 5 to the intense training so that they could become the experts and then share that information with the rest of the campus. Someone looked up options – there was an online class 68 hours/4 weeks that was \$500 per person. Maybe people participate individually? If we have it on campus it was suggested to record or capture it for future review and sharing. It was estimated this could represent \$15k of the budget requested. Dr. Nick has volunteered to champion this action.

Second Action: Comprehensive Environmental Scan

It was mentioned the scan needs to be completed to understand where the gaps are in access. We need to also understand our competition. It was suggested to ask the Institutional Researcher Jose Carrillo. This lead to the recommendation to split up into



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groups to address these actions. English Department Chair Kathleen Dorantes volunteered to be on this subgroup. Public Relations Officer Bill Gay, although not present, indicated he will serve on the group that is most appropriate. It was agreed this action step best fit him. Jose Carrillo shared that he was given data from the IEPI team to assist us in developing our own document to fits our “local lens”. He indicated that Efrain Silva is also involved in this, so he can be on the group. It was mentioned there is a counselor round table that includes counselors from the local high schools and IVC that may be used to get counselor input. It was asked about the cost associated to conduct this scan. Jose Carrillo said he would have to check and get back to Dr. Nick, the rough estimation would be \$8,000.

Third Action: Adult Re-Entry

Can be addressed following the environmental scan

Fourth Action: Target Populations

Can be address following the environmental scan

Fifth Action: Look to New Regulations

Address primarily by the deans with assistance from the Director from Admissions and Records and the Director of Financial Aid.

2. Spring 2016 Debriefing

President’s Cabinet is still working on the prioritization. There are a number of committees that also still need to complete prioritization. It was acknowledged that we are behind in the process. Interviews are taking place for faculty replacements.

Campus Hour – The five unit courses are struggling with campus hour at 12:50pm. A proposal will be sent out for departments to pilot over the summer.

Transfer Director Veronica Soto shared that students and counselors are using DegreeWorks to forecast a student’s schedule (develop an education plan) for multiple the terms since we build the schedule in advance.

It was requested to have to schedule published as early as possible. Sticking to the pathways when scheduling is crucial.



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A comment that came out about the late start classes is schedule them in the beginning so they are adequately published. This will be brought up at Instructional Council. Careful coordination of course scheduling is needed so courses do not overlap. There are good combinations of courses that complement each other as short-term classes. The financial aid director also needs to be involved. It was mentioned that online courses could also do well as short-term courses, as they would more-likely retain students over a shorter period of time.

C. Next Meeting Date(s):

Tuesday, August 30, 2016, 12:50pm-1:50pm, Board Room

D. Adjournment

VP Akinkuoye adjourned the meeting at 1:48pm