



Enrollment Management Task Force - Notes
Tuesday, October 30, 2018, 1:30 P.M. – 2:30 P.M.
Board Room

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

Membership:

Academic Services	Student Services
<input checked="" type="checkbox"/> Christina Tafoya - Chief Instructional Officer, EMTF Co-Chair <input checked="" type="checkbox"/> Robert Price - Dean of Health and Public Safety <input checked="" type="checkbox"/> David Drury - Dean of Math and Science <input checked="" type="checkbox"/> Efrain Silva - Dean of Economic & Workforce Development <input checked="" type="checkbox"/> David Zielinski - Dean of Arts, Letters & Learning Services <input checked="" type="checkbox"/> Betsy Lane - Associate Dean of Workforce Prep & Community Special Projects <input checked="" type="checkbox"/> Roberta Webster - Interim Associate Dean of Nursing & Allied Health <input checked="" type="checkbox"/> Xochitl Tirado - Distance Education Coordinator <input type="checkbox"/> Kevin Howell – SLO Coordinator <input checked="" type="checkbox"/> Becky Green - Director of Child, Family, and Consumer Science <input type="checkbox"/> Daniel Gilison - Science Chair <input checked="" type="checkbox"/> Michael Heumann - English Chair <input type="checkbox"/> Carol Hegarty - Humanities Chair <input checked="" type="checkbox"/> Jill Nelipovich - Math & Engineering Chair <input checked="" type="checkbox"/> Andres Martinez Business Department Chair <input type="checkbox"/> Sydney Rice - English as a Second Language Chair <input type="checkbox"/> Andrew Robinson - Exercise, Wellness, & Sports Chair <input type="checkbox"/> Jose Ruiz - World Languages and Speech Communications Chair <input type="checkbox"/> Jose Velasquez - Industrial Technology Chair <input type="checkbox"/> Ed Wells - Public Safety Chair <input type="checkbox"/> Suzanne Gretz - Behavioral & Social Science Chair <input checked="" type="checkbox"/> Gabriel Gonzalez – Academic Systems Specialist	<input checked="" type="checkbox"/> Lennor Johnson - Interim Chief Student Services Officer, EMTF Co-Chair <input type="checkbox"/> Bianca Bisi - Student Equity Director <input type="checkbox"/> Sergio Pesqueira - Interim Dean of Counseling <input checked="" type="checkbox"/> Victor Torres - Dean of Student Affairs and Enrollment Services <input type="checkbox"/> Norma Nunez - Director of Student Success & Support <input checked="" type="checkbox"/> Ralph Marquez - Counseling Representative <input checked="" type="checkbox"/> Vikki Carr - Director of Admissions and Records Other Areas <input type="checkbox"/> Bill Gay - Public Relations Consultant <input type="checkbox"/> Omar Ramos - Online Services Architect <input checked="" type="checkbox"/> Jose Carrillo - Institutional Researcher <input type="checkbox"/> Clint Dougherty - Chief Human Resources Officer <input type="checkbox"/> Cecilia Duron -- Director of Fiscal Services <input checked="" type="checkbox"/> Daniela Torres – Student Recorder: Linda Amidon

Vice President for Academic Services Dr. Christina Tafoya called the meeting of the Enrollment Management Task Force to order at 1:33 p.m. Formal introductions of attendees were made.

1. September 25, 2018, EMTF Meeting Notes

- The notes from the September 25, 2018, EMTF Meeting were approved as presented.

2. Assessment of Strategic Educational Master Plan Goals

a. C1. Enrollment Management Plan

b. C2. Student-Centered Enrollment Process

- VP Tafoya presented a draft document reflecting what was originally proposed to the EMTF as suggested wording for the new enrollment management plan in Section C1 of the Strategic Educational Master Plan (SEMP). As the SEMP is in place until 2021, she proposed that the draft document instead be considered EMTF's assessment of SEMP Goals C1 and C2 for this year. VP Tafoya explained that if EMTF approves of the draft document, as presented or with any modifications, it would be submitted to the SEMP Committee as EMTF's assessment. EMTF members agreed with this recommendation.
- VP Tafoya briefed the committee on the process to develop the assessment and explained some of the added components (i.e., enrollment and FTES data; crosswalk).

- The crosswalk of the SEMP Goals with the Enrollment Management Plan (EMP) represents alignment of the EMP Goals to the SEMP Goals. VP Tafoya recommended the crosswalk as a practice that should be continued. She noted that if the assessment is approved, it's possible the crosswalk could be revised to align with the Chancellor's Office Vision for Success goals.
- The Enrollment Management Process Cycle diagram from Administrative Procedure AP 3260-Enrollment Management Plan is incorporated in the EMP. Recommendation was made to add "Academic Services" to the second step of the cycle (second bubble of the diagram). This step of the cycle now reads, "Business Services **and Academic Services**: Sets FTES Target and Budget Guidelines."
- VP Tafoya explained that the EMP focuses on the four major phases of the student-centered enrollment process. She acknowledged that the EMP does not encompass all four guided pathways pillars, but EMP work will overlap with guided pathways.
- VP Tafoya asked EMTF members to consider whether to include the information from the assessment as an enrollment management plan in a future update of the SEMP, and whether the information in the assessment is sufficient as the start of an EMP. She stated that the enrollment management plans of other colleges include factors for class scheduling/cancellation, minimum class size, graduation requirements, necessity for program cohorts. She thinks such criteria should not be included as doing so limits flexibility.
 - ✓ Math Department Chair Jill Nelipovich stated she would like to include criteria such as class size, for example, as a way to eliminate the need to justify maintaining a low-enrolled class that is required for graduation.
 - ✓ VP Tafoya suggested that a separate document with criteria by which the need for a class is justified could be developed. Chair Nelipovich will work on a draft of criteria.
- EMTF members were asked to approve the assessment/EMP with the understanding that it might change slightly. VP Tafoya asked EMTF members to review the assessment, and she would follow up with them in two weeks for feedback.
- Members acknowledged the assessment/EMP is a working document. Recommendation was made to begin using it and make any changes as we go along.
- Dr. Tafoya recognized Associate Dean Betsy Lane and Dean Bob Price for their work on the assessment/EMP.

Adjournment

- The meeting was adjourned at 1:58 p.m.
 - Next Meeting: Friday, March 19, 2019, 1:30-2:30 p.m. to evaluate winter and spring enrollment.