



# Districtwide Enrollment Management Subcommittee

Meeting Minutes – March 6, 2023, 2:00 p.m.

Via Zoom: <https://sbccd-edu.zoom.us/j/84294078019?from=addon>

	Present	Absent		Present	Absent
Nohemy Ornelas	X		Delmy Spencer	X	
Christopher Crew	X		Davena Burns Peters	X	
Luke Bixler	X		Amber Martin	X	
Angel Rodriguez	X		Kevin Palkki		X
Larry Strong	X		Joshua Milligan		X
Steve Sutorus	X		Leslie Swindell	X	
Linda Fontanilla (Interim)	X		Joanna Oxendine	X	
Kevin Horan	X		Gio Sosa		X
Tenille Norris (Interim)		X	Paul Bratulin	X	
Mike Strong		X	Michelle Riggs	X	
Dina Humble		X	Heather Ford	X	
Keith Wurtz	X		Nelva Ruiz-Martinez Proxymy Dyami Ruiz-Martinez	X	
Scott Thayer	X		Connie Leyva		X
Shalita Tillman	X		Joe Cabrales	X	

Guest: Romana Pires, Willie Blackmon, Vanessa Thomas, Rejoice Chavira, Ariel Davis

## I. CALL TO ORDER

N. Ornelas called the meeting to order at 2:00 p.m.

## II. WELCOME

N. Ornelas welcomed the subcommittee members.

## III. CONSENSUS APPROVAL OF MINUTES

A. 02-06-2023 Minutes were approved by consensus.

## IV. DRAFT CHARGE /FUNCTIONS and GOALS

N. Ornelas presented the draft charge:

**Charge:** Take a holistic, comprehensive, and integrated approach to enrollment management that identifies best practices, explores our vulnerability to changes in economic, enrollment and demographic trends **technology**, using disaggregated data, and recommends strategies to enhance recruitment, access, success, persistence, and goal attainment for our students through the lens of DEI.

### Committee Responsibilities

- Continuous review and evaluation of enrollment trends.
- Use qualitative and quantitative data to inform recommendations.

- Collaborate with colleges' enrollment management/strategies committees to develop, implement, and evaluate enrollment management goals and strategies that align with SBCCDs Integrated Planning process.
- Monitor and evaluate progress toward the districtwide enrollment management subcommittee goals.
- Develop, recommend, and promote enrollment management strategies.

#### Spring 2023 Goals:

1. Implement a districtwide enrollment strategy to **support the colleges' enrollment goals.**
2. Identify and utilize data for a districtwide enrollment management strategy.
3. Review **disaggregated** data for enrollment, efficiency, service area trends, student outcomes, student demographics.
4. Study SBCCD's high school capture rate.
5. **Streamline the application process.**
6. **Support and review enrollment strategies at the campus level regarding community-wide engagement.**
7. **Support colleges engagement strategies to capture students who have had an interruption in enrollment (enhanced Early Alert).**
8. **Support colleges with retention strategies that leads to completion. Adopt a districtwide enrollment management dashboard.**

Discuss at next meeting prioritizing the goals.

#### V. CAMPUS UPDATES

##### A. SBVC

S. Thayer reported SBVC's focus is on retention, targeted outreach efforts towards summer and fall. SBVC has 10 items they follow through their enrollment management plan, continuous reminds, resources, etc.

##### B. CHC

K. Wurtz reported CHC has reviewed strategies to increase enrollment, objectives, and action items. N. Ornelas requested this subcommittee review and support CHC's objectives and action items.

A. Rodriguez reported the he asked our marketing consultant to build a marketing strategy for our Books+ program for summer and possibly fall.

R. Pires requested presentation for non-credit funding from the state.

R. Pires requested partnering with business in the community to give awards to students. N. Ornelas commented there is an app that allows students to earn rewards and interfaces with Canvas.

#### VI. NEXT MEETING

Next Meeting: March 20, 2023 at 2:00 p.m. (every other Monday via Zoom)

#### ADJOURNMENT

Meeting adjourned at 3:02 p.m.

Final meeting minutes approved by DEMS \_\_\_\_\_, 2023

Heather Ford, Senior Executive Administrative Assistant  
SBCCD, Office of the Chancellor  
Committee Support

NOT YET APPROVED