Districtwide Enrollment Management Subcommittee

Meeting Minutes – March 27, 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 Proxy Dyami Ruiz-Martinez	X	
Scott Thayer	X		Connie Leyva		X
Shalita Tillman		X	Joe Cabrales	X	
Rejoice Chavira	X		Corrina Baber	X	

Guest: Willie Blackmon, John Stanska, Lauren Aycock, Myung Koh, Stephanie Lewis, Denise Knight, Deborah Castro,

I.   CALL TO ORDER

N. Ornelas called the meeting to order at 2:03 p.m.

II.   WELCOME

N. Ornelas welcomed the subcommittee members.

III.   CONSENSUS APPROVAL OF MINUTES

A.   03-06-2023 Minutes were approved by consensus.

IV.   CHARGE, RESPONSIBILITIES, 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 DEIA.

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. Collaborate to streamline the matriculation process for colleges and provide student support to ensure its success.
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 lead to completion. Adopt a districtwide enrollment management dashboard.

V. **ENROLLMENT UPDATE**

C. Crew reviewed the enrollment dashboard. N. Ornelas commented if we exceed the summer goals, then collectively, it will be decided what to do at that point. Exceeding our goal will not negatively affect us. We will be funded by current FTES and the prior two years. C. Crew will include in the dashboard the granularity of FTES. This does not include positive attendance for spring 23, until the current semester ends (May 28).

DEMS members to review with appropriate campus enrollment committees and possibly area deans and bring the feedback to this subcommittee.

J. Stanska reminded the subcommittee each campus gets funded by how many people are in the seats and for how many hours.

Next meeting: common understanding districtwide of funding, understanding the current FTES state, wish, FTEF, etc. L. Strong and EVC presentation regarding how enrollment is connected to the budgeting process.

VI. **OVERVIEW OF NONCREDIT FTES FUNDING**

C. Crew reported noncredit courses offered in the four distinct categories (instructional domains) of English as a Second Language (ESL), Elementary and Secondary Basic Skills, Short-term Vocational, and Workforce Preparation are eligible for "enhanced funding" when sequenced to lead to a certificate of completion, or certificate of competency, in accordance with the provisions of the California Education Code governing Career Development and College Preparation (CDCP) programs.

https://www.cccco.edu/About-Us/Chancellors-Office/Divisions/Educational-Services-and-Support/What-we-do/Curriculum-and-Instruction-Unit/Curriculum/Noncredit-Curriculum-and-Instructional-Programs

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VII.   OVERVIEW OF ENROLLMENT FUNNEL

L. Bixler reported the funnel ultimately gives access to pull the students' email and contact them as to where they are in the enrollment process. TESS initially built this out for SBVC and will be meeting with CHC to discover if any additional steps are needed. L. Fontanilla commented this is an indicator as to who our potential students are and allows us to track the individual enrollment process and staff contact. She would like to see of those who enrolled how many are still in college. S. Thayer asked to prioritize the CRM. J. Cabrales to follow up with S. Thayer regarding the CRM.

L. Bixler to present at the Student Services Council meeting.

VIII.   CAMPUS UPDATES

A.   SBVC

S. Thayer reported SBVC is up over 8% (292 FTES – 1,00 more students and 24 more seats). SBVC are making sure the positive attendance count is accurate.

B.   CHC

D. Spencer reported CHC's enrollment is slightly above last year. TESS is removing registration hold.
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IX.   NEXT MEETING

Next Meeting: April 3, 2023 at 2:00 p.m. (every other Monday via Zoom)

ADJOURNMENT

Meeting adjourned at 3:05 p.m.

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