Districtwide Enrollment Management Subcommittee

	Present	Absent		Present	Absent
Nohemy Ornelas	X		Delmy Spencer Proxy Ivan Peña	X	
Christopher Crew	X		Davena Burns Peters		X
Luke Bixler	X		Amber Martin		X
Angel Rodriguez		X	Kevin Palkki Proxy Karen Peterson	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 Proxy Daniella Esparza	X	
Keith Wurtz	X		Nelva Ruiz-Martinez Proxy Dyami Ruiz-Martinez		X
Olivia Rosas (Interim)	X		Connie Leyva		X
Shalita Tillman	X		Joe Cabrales	X	
Rejoice Chavira		X	Corrina Baber Proxy Ernest Guillen	X	

Guest: Kristina Heilgeist, Ola Sabawi, Ernesto Rivera, Diana Vaichis, and Myung Koh.

I. CALL TO ORDER

N. Ornelas called the meeting to order at 3:05 p.m.

II. CONSENSUS APPROVAL OF MINUTES

Minutes from the 02/01/2024 meeting were approved by consensus.

III. STARFISH PRESENTATIONS

SBVC:
Starfish has been adopted in several programs, in the processes of expanding its usage on existing programs and working toward onboarding in many other programs.

A. Enrollment
Virtual Kiosks are being used at events to collect student information for outreach. So far, 517 potential students have been reached through this initiative and may have turned into registered students. Starfish is able to create personalized messaging for these students and keep track of outreach frequency.

B. Registration
Starfish aids priority registration optimization through email notifications, text message notifications, calendar reminders, and automated past-due reminder campaigns. This campaign has yielded significant results in increased registrations from students who were contacted in Starfish.

Additionally, a new feature also includes system announcements that will provide students with links to their ED Plans and have the ability to register simultaneously.

C. Retention

Automated Performance Flags are being revamped, which will include embedded support services and personalized touches. Data revealed that students who receive early intervention alerts have improved GPAs, which has resulted in improved retention overall. Automated messaging also extends to targeted inreach, to connect students to resources, opportunities, and event details.

D. Completion

Graduation eligibility campaigns include notices to students when they have met certain requirements to be on track for graduation. Starfish does the precheck and follows up with the student. This campaign has yielded 100 additional grad check requests compared to last semester.

Next Steps:

Starfish will continue to expand into other programs, which currently include the areas of Dual Enrollment, Financial Aid Filters, Success Plans, Graduation Eligibility, and Meal Voucher Distribution.

CHC:

The presentation focused on the new counseling model and how Starfish is utilized in this approach.

Model	Starfish Outreach Campaign	Communications
0-14 Units	Educational Plan	• Student outreach via automated messages, emails, and calls.
12-29 Units	Undecided Majors	
30-44 Units	Close Completion	• Follow up with students on Flags and referrals.
45-59 Units	Grad Checks	
60+ Units	Invite to Transfer Center	

Data points:

Students with a counselor-approved Student Education Plan (SEP) showed persistent enrollment in six or more units per semester and higher retention rates. This was based on data from the past three academic years and is trending to continue improvement in these areas.

Persistence Rates by Race:

Students who utilized Starfish persisted compared to those who did not. The sections that utilized Starfish reflected a 9.9 percent increase in their persistence rate across all Races. The improved persistence rate is also reflected in the increased success rates across all subjects of those students who participated in courses using Starfish.

Next Steps:

Continue working with the Starfish team, connect with faculty, explore additional analysis, and continue to explore Starfish impact.

IV. **Basic Needs Presentation**

It will be presented in the next regularly scheduled meeting.

V. **ENROLLMENT UPDATE**

An update will be provided at the next regularly scheduled meeting.

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VI. CAMPUS UPDATES

A. SBVC

An update will be provided at the next regularly scheduled meeting.

B. CHC

An update will be provided at the next regularly scheduled meeting.

VII. FUTURE AGENDA ITEMS

- **A.** Review enrollment data and identify trends.
- **B.** Enrollment Management 101 Presentation. (Keith Wurtz and Dina Humble)
- **C.** CA-Reconnect Presentation. (April 2024)
- **D.** Fact Book (April 2024)

VIII. NEXT MEETING

April 04, 2024, at 3:00 p.m. via Zoom.

IX. ADJOURNMENT

The meeting adjourned at 4:00 p.m.

Daniella Esparza, Senior Executive Administrative Assistant
SBCCD, Educational & Student Support Services
Committee Support

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