

## **Enrollment Management Committee Meeting Minutes for November 24, 2015**

**Members Present:** Grace Commiso, Nancy Coyle, Phil Feldman, Patrick Fulks, Nan Gomez-Heitzeberg, Mark Staller, Steve Watkin

**Members Absent:** Anthony Culpepper, Zav Dadabhoy

**Agenda Item #1:** Call to Order

**Agenda Item #2:** Debrief Statewide Enrollment (CIO Conference)

Nan shared some of the insights she gained at the Statewide CIO Conference she attended in October:

--There is no "one way" to do enrollment management correctly. Enrollment management is affected by 1) the size of the college, 2) the needs of the community, and 3) the Educational Master Plan of the institution

--CIOs are concerned about "early start" strategies for enrollment and dual enrollment (dual enrollment is an important development for high school outreach goals)

--Across the state, some colleges are not meeting growth targets. (BC is exceeding growth target even in this current state environment.)

**Agenda Item #3:** Debrief Class Size Task Force

Classified and administrative membership for task force has to be solidified.

Two Spring semester dates set for the Class Size Task Force: March 17 and April 28.

**Agenda Item #4:** Debrief/Preview Upcoming Roundtables

EMC Finance Roundtable being scheduled for February 25 from 2:30 p.m. to 4:00 p.m. (Levan Center?)  
Anthony Culpepper to lead and speak at this EMC Roundtable

EMC Recruitment and Demographics Roundtable scheduled for April 7 from 2:30 p.m. to 4:00 p.m. (Levan Center?). Steve Watkins to lead and speak at this Roundtable.

**Agenda Item #5:** Work Session: EMC Plan Review

The committee reviewed the "key elements" for Bakersfield College's Written Strategic Enrollment Management Plan. Some of the key elements for this written strategic plan are

- 1) The written plan will be a 3-year plan that will synchronize with the college's Strategic Directions Plan.
- 2) The written plan should give advice/warnings, guiding principles/best practices for strategic enrollment management.

- 3) The written plan should consider and highlight enrollment management at different levels on campus (campus/division/department/program/course/class)
- 4) The written plan should encourage and strengthen collaboration/coordination/synchronization of college entities and agencies
- 5) The written plan should focus on Pathways that will encourage student success and completion
- 6) Per the AIQ recommendations and requirements, the written strategic enrollment plan should include target dates to make the EMC committee and other college groups and services accountable for their part in the enrollment management process.
- 7) The written plan should allow for flexibility, yet still require accountability for the implementation of effective enrollment management processes and procedures

Before the November 24 meeting, committee member Phil Feldman distributed to the committee a visual flow chart of enrollment management processes, and recommended that the committee consider adding such a visual flow chart to the EMC written plan. The committee members agreed that this would be a good idea, and agreed upon another key element to be included in the written plan:

- 8) A flow chart in the form of a visual graphic that will help to walk people through enrollment management processes and policies.

Patrick Fulks agreed to bring an updated flow chart graphic to share with the committee at the January 26 EMC meeting.

Mark Staller agreed to bring a written outline of the BC Strategic Enrollment Management Plan to the January 26 EMC meeting.