Enrollment Management Committee

Meeting Notes

11/18/21

Present: Krista Moreland, Daniel Hall, Jessica Woytysiak, Michelle (Pena) Hines, Helen Acosta, Catherine Robles (Faculty Diversification – Joining EMC for today’s meeting), William Chapman, Emily Wilson, Pamela Rivers, Raquel Lopez, Marisa Marquez, Tom Greenwood, Sharon Bush, Leo Ocampo, Chelsi Womack

* Approval of Minutes 11/4/21
	+ Motion to Approve: Kylie Campbell
	+ Second: Michelle (Pena) Hines
	+ “No” votes: None
	+ Minutes passed
* Chairs Report
	+ Jessica W. shared the Spring enrollment dashboard
		- We are significantly down compared to last year
		- [New dashboard: Spring Enrollment Management Dashboard>Spring Trends Course Level](https://us-west-2b.online.tableau.com/#/site/kerncommunitycollegedistrictinstitiutionalresearchreporting/views/SpringEnrollmentManagementDashboard/SpringTrendsCourseLevel?:iid=5)
			* Username: Research@bakersfieldcollege.edu
			* PW: 1801panoram
		- Filters can break down course length, modality, dual enrollment, etc.
	+ Krista M. - An individual has requested to come and discuss the financial impacts of fake accounts/applications. This has not been scheduled.
		- Tom G.- How has AB 705 impacted enrollments? Has the removal of remediation courses lead to a drop in enrollment?
* [Early College presentation](https://kccd-my.sharepoint.com/%3Ab%3A/g/personal/kylie_campbell_bakersfieldcollege_edu/EVX5edMleiJGiMYm5apzvx8BbLVidW9bv3koqLZ0GmYuqA?e=E37qt3)- Kylie C.
* Review of “Committe Charter” - Krista Moreland
	+ Are we changing our committee or charge? Do we want to add more faculty (from each pathway), or stay the same?
		- Some have mentioned that they would like to have faculty/pathway representation
		- We are not getting a lot of feedback
* Student Affairs Updates
	+ Marisa M.- Right now we are focused on registration. We are contacting students through our pathways and special programs.
		- Scheduling appointments
		- Contacting probation students
		- Students don’t know what is next for Spring
		- All staff should include SID in their auto replies
		- Counseling is pulling reports of VAX vs. Non-VAX students for a targeted approach
	+ Michelle H.- We have an Express Enrollment event going on now (today).
		- 4,000 dual enrollments are on their way to A&R
	+ Dan H.- SID has been very busy
	+ Krista M.- Do we sent postcards and do “old school” marketing anymore.
		- Jessica W- We did these not too long ago. From marketing, Norma’s shop.
* Next Agenda
	+ Tom Greenwood- Intersession and impact on enrollments