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**Enrollment Management Committee (EMC) Committee**

February 3, 2022

1:00 pm Zoom

Agenda

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| Attendees: Jessica, Krista, Tom, Steve, Michael, Dan, Marisa, Michelle, Chelsi, William, Chelsi, Leo, Sharon, Emily |  |
| Set note-taker: Jessica  Approval of Minutes: 12/2/21  Motion to approve: Dan  2nd: Marisa  Unanimous approval | 5 minutes |
| Chairs Report: Krista  Spring Enrollment Data:  Krista showed us the dashboard  Will discuss bots later in the agenda  Questions about SW: headcounts are increasing  Charge Progress: Moving through the process,  Friendly amendments  Will have faculty representation at the department level once fully approved through college council: probly 2-3 weeks  Will go to FCDC to encourage participation  Effort to unite SS with instruction with regular updates  Question about are we tracking students to see if they are doing a mix of modalities, or specifically 1 or the other (face to face versus online) – that data available? | 10 minutes |
| Winter Intercession Update: Krista  Student Services Rep: Kylie  Faculty Rep: Tom Greenwood | 10 minutes |
| Fraudulent “Bot” Accounts and Response: Grace Commiso  FA and A&R identified at least 500 instances (accounts) (about 1600 enrollments) that were fraudulent. Grace worked within Starfish to develop a way for faculty to raise a flag if they suspect a fraudulent bot. There was a need to communicate to other faculty if they had a fraudulent account in their course. Faculty may have received an email asking faculty to drop the accounts prior to census. These are confirmed as absolutely fraudulent. If you still receive that message after census, should still drop those accounts. They will have a hold placed on their account and will not receive any aid.  Video from Kimberly Bligh on how to address the bots and email from VP Rice – just follow the process.  Michelle: Census rosters change in Banner coming, faculty will need to certify their roll sheets  Strategies for faculty to employ to identify bots: video assignments, offers to meet via zoom,  Ask for Michelle to talk about Banner update at a future EMC meeting  Some students are getting fraud holds on their accounts asking for verification | 15 minutes |
| Student Services Updates  Marisa: CSUB has completed all admission decisions already; we have an influx of students coming in for personal appointments, there is an appeal process and SID can help them with the appeal process  Priority Early Web Registration: March 30th  Open Web Registration: April 13th  Dan: New Calling Campaign, reaching out to students enrolled in fewer than 30 units, faculty help, will also be using Ocelot  Call Dan “the Man” if needing help with Ocelot!  Starfish progress surveys: starting next week (Week 4, Week 8, Week 12) to complete the progress surveys   1. Only sent for students in special populations 2. Rising Scholars program will be included   Steve Watkin: Developing an organized campaign, looking for ways to improve what we are already doing, targeting adjuncts and full-time faculty, how can we get students to update? That is a hurdle and then set a registration appointment.  The district has purchased new software to target and recruit new students to help us to attract and enroll new prospective students.  Kylie: Enrollment update – all registrations being communicated from Dualenroll.com, will enhance accuracy of enrollment #’s | 10 minutes |
| For next meeting: Late start class updates |  |