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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: JessicaApproval of Minutes: 12/2/21Motion to approve: Dan2nd: MarisaUnanimous approval | 5 minutes |
| Chairs Report: Krista Spring Enrollment Data:Krista showed us the dashboardWill discuss bots later in the agendaQuestions about SW: headcounts are increasingCharge Progress: Moving through the process, Friendly amendmentsWill have faculty representation at the department level once fully approved through college council: probly 2-3 weeksWill go to FCDC to encourage participationEffort to unite SS with instruction with regular updatesQuestion 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: KristaStudent Services Rep: KylieFaculty Rep: Tom Greenwood | 10 minutes |
| Fraudulent “Bot” Accounts and Response: Grace CommisoFA 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 sheetsStrategies 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 meetingSome students are getting fraud holds on their accounts asking for verification | 15 minutes |
| Student Services UpdatesMarisa: 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 processPriority Early Web Registration: March 30thOpen Web Registration: April 13thDan: New Calling Campaign, reaching out to students enrolled in fewer than 30 units, faculty help, will also be using OcelotCall Dan “the Man” if needing help with Ocelot!Starfish progress surveys: starting next week (Week 4, Week 8, Week 12) to complete the progress surveys1. 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 |  |