

## Enrollment Management Committee

Thursday, October 26, 2017

Levan Center Conference Room

1:30 – 3:30

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### Meeting Minutes

#### Members Present:

- David Koeth
- Michelle Pena
- Pamela Kelley
- Phil Feldman
- Sue Vaughan
- Steven Watkin
- Manny Mourtzanos

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#### 1. Confirm Recommendations for Revised Committee Charge

*The Enrollment Management Committee (EMC) will review, monitor, and evaluate all aspects of the enrollment life-cycle for Bakersfield College students. The EMC shall:*

- *Review and provide recommendations for student access, recruitment, persistence, completion, and lifelong learning through diverse programs and services.*
- *incorporate a systematic, comprehensive, research-driven and collaborative inquiry about on-going enrollment trends, activities and initiatives.*
- *share information, urge best-practice and optimize student success, the college's priorities and the community's needs.*

#### Item Notes:

- David Koeth facilitated a discussion to update various portions the Committee charge, including:
  - Membership: to include a classified staff member, student, and a sufficient number of faculty representatives to comply with standards for a governance committee. Titles on the previous revision (dated 11/5/2010) are either obsolete or have changed.
  - Charge: Minor grammatical changes were changed since the draft created at the last meeting. No significant changes were made to the content of the proposed charge.
  - Communicates with:
    - Academic Senate
    - College Council, and
    - The college community
  - Reports to:
    - College Council and
    - Academic Senate
- David revised the draft Charge accordingly
- Consensus among members present was reached.
- David will circulate to the committee for broader Committee review and approval. David will subsequently submit the Committee-approved charge to Academic Senate for review and action.

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#### 2. Review of current enrollment data, numbers and goals

(Michelle Pena)

- a. Fall 2017 Enrollment Update Report
- b. Current Enrollment Report

#### Item Notes:

- Michelle presented data on current enrollment for the Fall 2017 semester
  - Adjusted Sections: 2,071

- Census Enrollment: 61,466
- Fall FTEs: 7,442.7 (not including small pockets of contract education).
- The vast majority of Inmate Education and Dual Enrollment FTEs have been inputted.
- Sue noted that some late-start courses are still pending.
- 5,300 enrollments dropped since Census Day (as of today)

3. Review of 2017-18 FTES Goal (Manny Mourtzanos)  
 a. Bakersfield College: 15,923 FTES (reflecting needed growth of 1,848 FTES)

Item Notes:

- FTES Target for 2017-18: 17,191 (includes growth plus bank replenishment)
- Sue noted that the need to replenishing the FTES bank (1,269) seems to be calculated twice.
- Assuming 17,191 is the actual FTES target (please see note above questioning if replenishing FTES is calculated twice), the Fall 2017 FTES provides 43.3% of progress toward goal.

4. FTES Growth Strategies Through Summer Semester (Manny Mourtzanos)

Item Notes:

- Sue: Expanding Concurrent Enrollment at high school campuses. Cindy Collier is investigating.
- Sue: Recommends running newspaper ads in early Spring (March, April) at other regional colleges/universities about BC summer courses (to support students returning to Bakersfield for the summer), e.g.:
  - Fresno
  - CSUN
  - CSUB
- Sue: Completion Communities sending standardized messages (and faculty making scripted announcements in class or through Canvas) about Summer courses and registration.
- Sue: Run a report to see which students are close to completing a program who could benefit from a Summer course.
- David: Using targeting messaging about Summer courses using social media (Facebook, Instagram, Twitter)
  - Michelle: Using TV ads
  - David: Placing Movie ads (Maya, Edwards, AMC, Pacific, etc...)
  - Steve: Advertising a poster at the mall. \$350 per month.
  - David: Does BC have a YouTube channel?
- Mall Kiosks: Manny recommended renting kiosk space staffed by Outreach to help students enroll. We can promote Spring and Summer course offerings.
- Steve is attending a Media and Marketing Committee on Mondays to discuss his events, but he will also discuss how we can market and promote enrollment opportunities.

5. Open Discussion and Other Items

Item Notes:

- Michelle: Partnering with Pathway groups and Affinity groups to promote students registering for more units (closer to 15 units)
  - Steve: Proposing two (2) Pathway Registration events (Nov. 29 and Dec. 6) to target continuing students who haven't registered for the Spring semester.
    - One more event on December 9 to target new (incoming) students for the Spring semester.
- Michelle: Curriculum Committee recently approved many classes to offer courses via online and hybrid. Promoting these sections will support meeting enrollment goals

- Michelle: Explore the growth of Dual Enrollment section which have very high retention rates  
Sue: Noted that our general retention (based on FTES comparison from year to year) is improving.
  - Steve: Not all students in a Dual Enrollment section at high schools are registered with BC. How can we increase the return rate on students' D.E. application?
    - Sue: A part of the problem is tied to students not completing the BC Assessment process (or do not qualify).
  - Michelle: Recommended doing a Registration Event in the Spring (similar to Steve's events above) to promote Summer registration.
  - Michelle: Recommended the idea of partnering with faculty (especially those teaching online courses) to contact students about registration dates, process and opportunities.
  - Sue: We can run a report to identify which students haven't registered (or are under-enrolled) to encourage them to do so (or to register for additional courses).
  - David: Messages to students needs to succinct and consistent across the campus.
  - Steve: We can ask faculty to make an announcement in class or at final exams (give faculty a script to make the announcement).
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## 6. Adjournment