

Enrollment Management Committee Meeting Minutes for January 26, 2016

Members Present: Grace Commiso, Anthony Culpepper, Zav Dadabhoy, Phil Feldman, Patrick Fulks, Nan Gomez-Heitzeberg, Mark Staller, Steve Watkin

Members Absent: Sue Vaughn

Agenda Item #1: Call to Order

Nan and Mark announced that Nancy Coyle, the A&R classified representative on EMC, submitted her resignation from the EMC at the beginning of the semester. The committee members agreed with Nan and Mark that we will miss Nancy's participation and her perspective as a classified representative working in Admissions and Records.

Agenda Item #2: Calendar Preview for Spring 2016 (Nan)

Nan announced the dates for two Spring 2016 EMC Roundtables:

- On February 25, Anthony Culpepper will lead a Finance and Enrollment Management Roundtable in the Levan Center from 2:30 p.m. to 4:00 p.m.
- On April 7, Steve Watkin will lead a Demographics and Recruitment EMC Roundtable from 2:30 p.m. to 4:00 p.m., location still to be determined.

Nan and Mark shared that they have adjusted the goals and outcomes for the Spring 2016 EMC Class Size Task Force: The Task Force will compile a list of class size issues, concerns, and questions, (to be discussed at a task force meeting on March 17 in A-5 from 1 p.m. to 2:30 p.m.), and then the task force members will prioritize this list at a second task force meeting (to be held on April 28 in the Levan Center from 1 p.m. to 2:30 p.m.). The task force will also attempt to gather data to help inform BC personnel dealing with class size issues and concerns.

The Enrollment Management Committee AIQ report is due April 21. The EMC co-chairs need to add a discussion of AIQ strategic initiatives (and how the EMC is/is not meeting these initiatives) to the next EMC meeting agenda.

Nan noted that a fourth EMC meeting for the semester has been scheduled for April 26. This fourth meeting is necessary to debrief from the April 7 EMC Roundtable, the April 21 AIQ EMC Report, and to plan the roll-out of the written BC Strategic Enrollment Management Plan which the EMC hopes to have completed by the end of this Spring semester.

Agenda Item #3: Enrollment Management Graphic (Patrick)

Patrick Fulks distributed hard copies of the EMC Graphic he is developing that will help BC personnel understand enrollment management processes and procedures. (Phil Feldman shared a graphic from the district Enrollment Management workshop, and the EMC committee has decided to modify this graphic and make it appropriate for Bakersfield College.

The EMC is hoping to have an electronic version of the Enrollment Management graphic which shows the "flow" of enrollment management with simple boxes and arrows. Each step or stage of the

enrollment management process (from an institutional perspective) is being mapped out and included in this graphic. Committee members discussed the appropriate names or titles to go in each box. Some of the points made during this discussion included the following:

- Terminology used on graphic should “synch” with SSSP and other plans providing funding to BC
- Outreach may include a “funnel” graphic that shows how outreach/recruitment ends up with a certain “yield” of students.
- Titles of boxes should be primarily verb forms or imply action, since the graphic is explaining what must be done in each stage of the enrollment management process
- Boxes should be “buttons” that, when pushed, take users to another web page which more fully describes that stage of the enrollment management process

Mark agreed to draft an email that would ask “point people” to fill out a one-page (or more) Word document that explains a particular step in the enrollment management process. Nan and Mark will send this email out to the selected point people, and this email will ask them to submit their work to Patrick Fulks so he can incorporate it into the Enrollment Management Graphic.

Agenda Item #4: Draft Enrollment Management Plan (Mark)

Mark distributed an outline of Part One of an Eight-Part written Strategic Employment Management Plan (or SEMP). This outline contained a preview of the parts or sections of the written strategic enrollment management plan. The committee discussed this draft outline. Some of the points made during the discussion included the following:

- The SEMP is designed to synchronize with the college’s 3-year Strategic Directions Plan
- Some sections of the plan are static (and remain stable, while other sections are more dynamic (and will need yearly updating).
- One function of the SEMP is to give college personnel an understanding of BC enrollment management processes and procedures. The Enrollment Management Graphic, and a General Calendar of Enrollment Management due dates, will help achieve this informational/educational goal.

Mark asked committee members to read over the draft outline of Part One of the SEMP, and to send him feedback.

The January 26 EMC meeting started and ended on time. It was held in A-5 from 1:30 p.m. to 3:00 p.m.