

Enrollment Management Committee Meeting Minutes for September 22, 2015

Members Present: Grace Commiso, Anthony Culpepper, Zav Dadabhoy, Phil Feldman, Patrick Fulks, Mark Staller

Members Absent: Nancy Coyle, Nan Gomez-Heitzeberg, Sue Vaughn, Steve Watkins

Agenda Item #1: Call to Order

The first EMC meeting of the Fall 2015 semester was called to order at 1:30 p.m. Mark Staller noted that the last recorded minutes of the EMC posted on the committee webpage were from November 25, 2014. Mark brought hard copies of these written minutes, and noted that the EMC goals for the 2014-2015 academic year were listed in these minutes. He recommended that these three goals be carried forward to the 2015-2016 academic year, with one adjustment in the first goal (changing the 5-year strategic enrollment management plan to a 3-year strategic enrollment management plan that synchs with the 2015-2018 BC Strategic Directions plan). The three proposed goals for EMC for the 2015-2016 academic year are:

- 1) Develop and publish a 3-year strategic enrollment management plan
- 2) Provide information and educate the campus community about enrollment management concerns
- 3) Evaluate and assess BC enrollment management and the processes we are using for enrollment management

An EMC binder was given to each committee member present. Anthony Culpepper gave Mark Staller the 2014-2015 EMC binder so that some of the materials distributed last year could be photocopied and placed in the binders for 2015-2016. Mark will redistribute at the October meeting 1) an 8-page paper by Janet Ward which sets forth key elements for building and implementing an enrollment plan, 2) the 2012-2016 Porterville College Enrollment Management Plan, 3) a draft of the 2011-2014 Orange Coast College enrollment management plan, and the 2009 ASCCC paper, "Enrollment Management Revisited."

Agenda Item #2: Official Committee Charge

Mark reported that the administrative co-chair of EMC, Nan Gomez-Heitzeberg, suggested that the committee consider removing the Curriculum co-chair from the official EMC membership because this co-chair was expected to serve on so many campus-wide committees. Mark recommended to the committee that this membership change be approved at the next EMC meeting.

Agenda Item #3: Posting Documents to Web Page

Several documents have been posted under the "Resources" button on the EMC committee webpage. People accessing the resources on the EMC webpage can now read two papers from the State Academic Senate, "Enrollment Management Revisited," and "Setting Course Enrollment Maximums," and an 85-page "Practical Guide To Strategic Enrollment Management Planning."

Agenda Item #4: Class Size Work Group/Task Force

Mark shared a one-page description of a class size task force to be set up as a work group within the Enrollment Management Committee. Because faculty service on all campus-wide committees (standing

or ad hoc) must be approved by the Academic Senate, this task force description was shared at the last Academic Senate meeting. After Academic Senate approval, a call for people to serve on this task force will go out campus wide.

Proposed membership for the task force includes the EMC co-chairs, a Facilities representative, a Safety representative, a CCA representative, a Student Success representative, a student representative, a classified representative, and faculty representatives. The proposed length for the task force is this academic year. This ad hoc campus-wide committee would have four goals:

- 1) The task force will methodically gather and answer questions about class size issues (minimum and maximum class sizes, maximum occupancy load limits, classroom population density, effects of class size on student retention and success, the process for determining class sizes, the reasons class sizes are increased or decreased, etc.), and we will post answers to these questions on the EMC webpage or other appropriate places.
- 2) As the task force gathers information and attempts to provide solid answers to class size questions, we anticipate that we may discover problems or issues that need to be addressed swiftly. Our second goal is to route any pressing class size issues or problems to the appropriate person or group.
- 3) The task force will gather and analyze data strands related to class size and maximum occupancy loads, student retention and success rates, disproportionate impacts on student populations, etc.
- 4) Finally, at the end of the year, after gathering evidence and information related to class size issues on the BC campus, the task force may want to provide some recommendations to the appropriate campus bodies.

Patrick Fulks expressed concern that the class size task force might detract attention away from the first goal of the EMC committee, to develop and publish an enrollment management plan. Mark Staller responded that task force membership is voluntary, and that the task force work would help EMC to accomplish its second goal, to provide information and educate the campus community about enrollment management concerns.

Agenda Item #5: EMC 2015-2016 Committee Work Timeline

The committee agreed that a reasonable goal would be to have a draft enrollment management plan completed by March 2016. This plan could have a very general shell or scaffolding, and it could then be sent out for campus-wide input and feedback.

Agenda Item #6: Summer Enrollment Management Conference

Anthony Culpepper and Zav Dadabhoy reported out to the committee their impressions of an Enrollment Management conference which they attended during the summer. The primary presenter was a dynamic speaker from Golden West College in Huntington Beach. The speaker presented the Golden West College enrollment management plan and the enrollment management data and principles this plan incorporated.

A KCCD enrollment management workshop featuring the Golden West College speaker will be held in the District Office Forums on Friday, October 23, from 8:00 a.m. to 2:30 p.m. More information about this district enrollment management workshop will come out next week.

Agenda Item #7: Strategic Directions Plan and Its Impact on EMC

It was noted that the EMC has been waiting for the BC Strategic Directions Plan to come out before moving forward with a written enrollment management plan for our campus. Now that the 2015-2018 Strategic Directions Plan has been published, the EMC must consider how this plan will impact the work of our committee. Discussion of this agenda item was moved to the October meeting.

Agenda Item #8: Enrollment Management Roundtable

Nan Gomez-Heitzeberg and Mark Staller are collaborating on a local BC Enrollment Management Roundtable that will explore how enrollment management is handled at different levels on the BC campus. Four roundtable participants will present how enrollment is managed at the college level, the Dean level, the Department Chair level, and the faculty level.

The BC Enrollment Management Roundtable is scheduled for Thursday, October 15, from 1:00 p.m. to 2:30 p.m. in the Levan Center. A flyer advertising the Roundtable will be distributed at the end of the month once roundtable panelists have been confirmed.

Agenda Item #9: Good of the Order

Agenda items for the October 27 meeting were proposed:

- Agenda Item #1: Discuss the Strategic Directions Plan and its impact on the work of the EMC (Nan)
- Agenda Item #2: Discuss and report out on the BC Enrollment Management Roundtable (Nan/Mark)
- Agenda Item #3: Discuss and report out on the District Enrollment Management workshop (All)
- Agenda Item #4: Discuss key elements for the BC draft enrollment management plan (All)
- Agenda Item #5: Report out on the work of the EMC class size task force (Mark)

For tentative agenda item #4, it would be helpful for committee members to reread the 8-page paper distributed last year titled "Key Elements for Building and Implementing an Enrollment Plan."

Members who missed the September 22 EMC meeting can pick up a 2015-2016 EMC binder from Tracy Hall, Nan's secretary.