

ENROLLMENT MANAGEMENT COMMITTEE MEETING REPORT

(EMC Meeting held November 25, 2014)

Marl Staller

The Enrollment Management Committee met from 2:30 p.m. to 4:00 p.m. on Tuesday, November 25th.

Note: Due to a committee time schedule conflict, several members were not able to attend. The Enrollment Management Committee will be adjusting its meeting time in the Spring 2015 semester. It will meet from 1:30 p.m. to 3:00 p.m. on the fourth Tuesday of the month, except for February. **The EMC will meet in the Spring 2015 semester on January 27, March 3, March 24, and April 28.**

Members Present at the 11/25/14 Meeting: Jeff Chudy, Anthony Culpepper, Zav Dadabhoy, Phil Feldman, Nan Gomez-Heitzeberg, Mark Staller, Steve Watkins

Members Absent: Nancy Coyle, John Carpenter, Billie Jo Rice, Sue Vaughn, Phil Whitney

Agenda Items:

--Michael Carley presented and explained a formula we have been using at BC for the past several years to help predict FTES numbers. Michael also shared with the committee his experience producing a formal Enrollment Management Plan while working at Porterville College. He recommends making a simple, practical plan if you want an Enrollment Management Plan that is actually used.

--Nan Gomez-Heitzeberg stated that in addition to meeting an FTES target (for funding purposes), the BC administration is also committed to serving as many students in our district as we can.

--Mark Staller reviewed the three goals of the EMC for the 2014-2015 academic year:

- 1) Develop and publish a 5-year Strategic Enrollment Management Plan
- 2) Provide information and educate campus community about enrollment management concerns
- 3) Evaluate and assess BC Enrollment management and the processes we are using for Enrollment management

--The Enrollment Management Committee has agreed that a 3-year strategic plan may "synch" better with BC planning, and that our goal for the end of this academic year is to have a rough draft of a written plan.

--To help meet goal #2, Mark passed out binders with a winter break reading assignment for committee members. Materials to be read and reviewed for discussion in January include

1. An enrollment management article by Janet Ward (8 pages)
2. The Porterville College 2012-2016 Enrollment Management Plan (10 pages)
3. The Orange Coast College 2011-2014 Draft Enrollment Management Plan (15 pages)
4. The ASCCC "Enrollment Management Revisited" white paper (50 pages)
5. A Practical Guide to Strategic Enrollment Management Planning (85 pages)

Electronic copies of these documents will be posted to the Enrollment Management Committee webpage.

--The EMC, at Jeff Chudy's prompting, discussed the timing of student enrollment at BC. A survey of enrollment management issues and concerns will be sent out during the Spring semester.

