

ENROLLMENT MANAGEMENT COMMITTEE MEETING REPORT by Mark Staller

(EMC Meeting held January 27, 2015)

The Enrollment Management Committee met from 1:30 to 3:00 p.m. on Tuesday, January 27th.

Note: The EMC meeting time has been moved from 2:30 p.m. - 4:00 p.m. to 1:30 p.m. - 3:00 p.m. in order to avoid scheduling conflicts with other committee meetings. The remaining EMC meetings for Spring 2015 Semester are March 3, March 24th, and April 28th.

Discussion Items:

EMC members received a binder of reading material over winter break that included an 8-page enrollment management article by Janet Ward, a 10-page 2012-1016 Porterville College Enrollment Management Plan, a 15-page 2011-2014 Draft Enrollment Management Plan for Orange Coast College, a 50-page white paper from the State Academic Senate (ASCCC) titled "Enrollment Management Revisited", and an 85-page document titled "A Practical Guide to Strategic Enrollment Planning." The January 27th EMC meeting was the first formal discussion of these assorted documents.

--Nan Gomez-Heitzeberg reported that her secretary Tracy Hall had run into some difficulties getting electronic versions of these documents uploaded to the EMC webpage. (In order to meet EMC goal #2, providing information and educating the campus community about enrollment management concerns, the EMC committee would like to post electronic versions of Enrollment Management documents on the EMC webpage for easy access to campus personnel.)

--The EMC committee primarily discussed the 8-page enrollment management document by Janet Ward. The committee has not yet discussed in any detail the Porterville College and Orange Coast College enrollment management plans, nor the longer documents titled "Enrollment Management Revisited" and "A Practical Guide to Strategic Enrollment Planning."

--It was suggested that "A Practical Guide to Strategic Enrollment Planning" be forwarded to the Strategic Directions Committee. The EMC is hoping to incorporate the Strategic Directions Committee work into BC's next formal long-term Enrollment Management Plan. The "Practical Guide" has several useful worksheets that should aid the Strategic Directions Committee members in the completion of their work.

--The Faculty Co-Chair for the EMC Committee, Mark Staller, announced that he was on load-bank release for the Spring 2015 Semester.

Note From Mark Staller: After speaking to several faculty members and administrators, I have decided to take the traditional, true load-bank release time for the Spring Semester. I had originally intended to continue co-chairing the EMC for the Spring semester, but will step aside for the remainder of the Spring Semester. The immediate past faculty co-chair of the EMC, Michael Korcok, is willing to fill in as my replacement for the remaining three Spring EMC meetings. I have indicated Michael's willingness to step in for these three meetings to the Academic Senate, and we will follow the Senate's directions on how to proceed with a temporary faculty co-chair replacement.