

Minutes for Enrollment Management Committee

Thursday, October 12, 2023 – CC-232

Attendance

Co-Chairs:

Faculty Co-Chair: Erica Menchaca (Interim for Krista Moreland)

Administrator Co-Chair: Manny Mourtzanos

Members Present:

Jennifer Achan, Paul Burzlaff, Azalea Calderon, Bill Chapman, Mike Ivey, Marisa Marquez, Dinorah Medina, Janaki Parikh, Alex Rockey, Beth Rodacker, Crystal Rodriguez, Sarah Valenzuela, Bao Vue, Ashlea Ward

Members Not Present:

Sooyeun Kim, Leo Ocampo, Brian Rodriguez, Tyler Thoms,

Guests:

None

Called to Order

- Called to order at 1:15 pm by Manny Mourtzanos

Approval of Agenda

- Agenda approved as posted.

Approval of Meeting Minutes

- No meeting minutes to approve

Agenda Item #1 – Committee Charge

- Unanimous support for recommending the committee charge as attached. The proposed committee charge will be sent to the Academic Senate Executive Board, followed by the Academic Senate and College Council for approval.

Agenda Item #2 – 2023-24 Committee Membership

- Reviewed current membership list. Full representation of student, classified, and management representatives. 17 faculty vacancies are still available for appointment.

- Members were asked to help identify potential committee members to ensure adequate faculty representation (one representative per academic department and one adjunct faculty)

Agenda Item #3 – Enrollment Management Committee Webpage

- Current EMC webpage was reviewed. Ideas for improvement include adding meeting dates/locations and updating the committee picture.
- Manny will work with MPR to update webpage content
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Agenda Item #4: Enrollment Management Dashboard and Data

- Reviewed Enrollment Dashboard
 - [Profile - bc.office.of.institutional.effectiveness | Tableau Public](#)
 - [Office of Institutional Effectiveness \(bakersfieldcollege.edu\)](#)
 - [Institutional Research \(kccd.edu\)](#)
 - [Enrollment Management Dashboard Landing page](#)
- Review of most recent Fall 2023 enrollment data. Committee discussed various types of ‘enrollment’ metrics (headcount, enrollments, FTES, etc...), and a discussion about variable funding allocations of FTES (regular, special admits, CDCP and non-residents)

Agenda Item #5: 2023-24 EMC Goals & Tactics

- Item was tabled due to time constraints. Item will be added to EMC agenda for Oct. 26 meeting:
- Review BC Master Work Plan for Enrollment Targets (attachment 5.1)
- Develop goals, tactics and outcomes for 2023-24. Potential items could include:
 - Establish and monitor the 6% enrollment growth targets set by our Board and integrated into college work plans
 - Increase frequency of communication to EAC, FCDC, and the Academic Senate
 - Include space utilization data reporting and priority scheduling metrics in goals
 - Increasing awareness of enrollment-related issues with the campus community and improve enrollment literacy:
 - How do we come up with our goals and why?
 - How do we get FTES?
 - How does apportionment work?
 - How does enrollment affect the SCFF?
 - How can I view my departmental enrollment reports?
 - Facilitating deep conversations with the campus community related to enrollment (monthly lunch-and-learn opportunities)
- Possible ideas and goals may include:
 - EMC Open House (Beth Rodacker)
 - Data training for EMC members (data access, literacy and utilization)
 - Portrait of a BC Graduate (Marisa Marquez)

- https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.bcsd.com%2fPage%2f2715&c=E,1,wac71W0xxxOMoLaQY8RmrSGdofhK_wdJgl9HNpQXHeKaNPkajGTTDJRnGlrTEaL72XCdiPnCtPTNKa5q2D24AXYi9PgSGBNDyXORmfebP4NMKh11DGpRBO24&typo=1

Meeting Adjourned

- 2:00 pm by Manny Mourtzanos

Upcoming Meeting Dates/Times

- 10/26/23 1:00pm - 2:00pm ([Zoom Meeting ID: 885 9456 7123](#))
- 11/9/23 1:00pm - 2:00pm (CC-232)
- 1/11/24 1:00pm - 2:00pm (CC-232)
- 1/25/24 1:00pm - 2:00pm (CC-232)
- 2/8/24 1:00pm - 2:00pm (CC-232)
- 2/22/24 1:00pm - 2:00pm (CC-232)
- 3/14/24 1:00pm - 2:00pm (CC-232)
- 4/11/24 1:00pm - 2:00pm (CC-232)
- 4/25/24 1:00pm - 2:00pm (CC-232)
- 5/9/24 1:00pm - 2:00pm (CC-232) – [tentative]