

# Enrollment Management Committee

Thursday, October 26, 2023 – ([Zoom Meeting ID: 885 9456 7123](#))

## List of Membership

### Co-Chairs:

Administrator Co-Chair: Manny Mourtzanos

Faculty Co-Chair: Krista Moreland

### Members:

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

## Scheduled Meeting Dates/Times

- 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]

## Call to Order Approval of Agenda

### Approval of Meeting Minutes from Oct. 12, 2023

- [Meeting Minutes \(pdf\)](#)

### Agenda Item #1: Update on EMC Committee Charge

- Update on stage of approval
- [Committee Charge Update \(pdf\)](#)

Manny and Erica

## Agenda Item #2: Update on 2023-24 EMC Membership

- Discuss update on faculty appointments by Academic Senate

Erica

## Agenda Item #3: Update on EMC Webpage

- Discuss update on revisions to [Enrollment Management Committee | KCCD Committees](#)
- Committee picture scheduled for Nov. 9 meeting (wear BC red)

## Agenda Item #4: Enrollment Management Dashboard and Data

- Review of Enrollment Dashboard (Sooyeon Kim)
  - [Profile - bc.office.of.institutional.effectiveness | Tableau Public](#)
  - [Office of Institutional Effectiveness \(bakersfieldcollege.edu\)](#)
  - [Institutional Research \(kccd.edu\)](#)
  - [Enrollment Management Dashboard Landing page](#)
- Enrollment Update (Sooyeon Kim)
- Discuss ideas to improve data access, literacy, and utilization by EMC members and campus community at large

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

- 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\\_wdJgI9HNpQXHeKaNPkajGTTDJRnGlrTEaL72XCdiPnCTPNKa5q2D24AXYi9PgSGBNDyXORmfebP4NMKh11DGpRBO24&typo=1](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.bcsd.com%2fPage%2f2715&c=E,1,wac71W0xxxOMoLaQY8RmrSGdofhK_wdJgI9HNpQXHeKaNPkajGTTDJRnGlrTEaL72XCdiPnCTPNKa5q2D24AXYi9PgSGBNDyXORmfebP4NMKh11DGpRBO24&typo=1)

## Meeting Adjournment