Minutes for
Enrollment Management Committee

Thursday, October 26, 2023 (Zoom)

Attendance

Co-Chairs:

Faculty Co-Chair: Krista Moreland
Administrator Co-Chair: Manny Mourtzanos

Members Present:

Jennifer Achan, Paul Burzlaff, Azalea Calderon, Bill Chapman, Mike Ivey, Sooyeon 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,

Members Not Present:

Paul Burzlaff, Krista Moreland, Marisa Marquez,

Guests:

None

Called to Order

- Called to order at 1:01 pm by Manny Mourtzanos

Approval of Agenda

- Agenda approved as posted.

  EMC Agenda - Oct
  26, 2023.pdf

Approval of Meeting Minutes

- Minutes from Oct. 12, 2023 meeting

  EMC Minutes - Oct
  12, 2023.pdf

Agenda Item #1 – Update on EMC Committee Charge

- Committee Charge was included on the Oct. 25 Academic Senate agenda. Bill Chapman indicated that the Academic Senate had approved the Committee's proposed revisions as posted:

  [PDF]
  Attachment 1.2 -
  EMC Committee Cha

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. Manny worked with MPR to update webpage content.
- Additional web content edits will occur. EMC will take a committee picture at the Nov. 9 meeting. Webpage will be updated with photo.

Agenda Item #4: Enrollment Management Dashboard and Data

- Sooyeon Kim demonstrated Kern CCD's Enrollment Dashboard with various functionalities and filters to help us view enrollment data.
- As of Oct. 26, the College is demonstrating 7.8% overall enrollment growth compared to this time last year, which currently exceeds the College's enrollment growth target of 6%.
- Sooyeon mentioned that access to the Dashboard is limited to a few users due to licensing restrictions with Tableau. Manny discussed the possibility of providing licenses / user access to the members of EMC.
- A significant conversation arose regarding fraudulent enrollment. It was discussed that Enrollment Dashboard data most likely reflects inflated enrollment due to 'bots' registering for online courses, though the Dashboard also reflects when the bots are dropped from roster.
  - The Committee discussed the nationwide trend of fraudulent enrollments.
  - The Committee discussed the need for mitigating responses at all levels (Statewide, Districtwide, Collegewide, Departmentwide, and Course/Roster-level) since one system cannot solve such a complex issue. The response will likely require a manual review of rosters by faculty, which includes engaging, informing, and equipping faculty to do so in conjunction with more systemic solutions that need to be developed.

- o Sooyeon Kim and Jennifer Achan mentioned that the District Office is currently looking into implementing measures using automated systems to flag/identify potentially fraudulent enrollments.
- o Manny Mourtzanos and Jennifer Achan also mentioned the beginning of collegewide responses to help minimize/prevent fraudulent enrollment and financial aid applications.

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

- President Watkin's BC Master Work Plan for Enrollment Targets was reviewed and discussed (attachment 5.1)

  Attachment 5.1 - 2023-2024 Master W

- Discussion items for future meetings include:
  - 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:
      - o How do we come up with our goals and why?
      - o How do we get FTES?
      - o How does apportionment work?
      - o How does enrollment affect the SCFF?
      - o 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:
    - o EMC Open House (Beth Rodacker)
    - o Data training for EMC members (data access, literacy and utilization)
    - o 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_wdJgI9HNpQXHeKaNPkajGTTDJRnGlrTEaL72XCdiPnCtPTNKa5q2D24AXYi9PgSGBNDyXORmfebP4NMKh11DGpRBO24&typo=1

Meeting Adjourned

- 2:00 pm by Manny Mourtzanos

Upcoming Meeting Dates/Times

- 11/9/23   1:00pm - 2:00pm   (CC-232) – wear BC red for Committee photo

- 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]