Enrollment Management Committee

Thursday, November 9, 2023 – (CC-232)

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, 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

Scheduled Meeting Dates/Times

- 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]

Pre-Meeting Agenda Item: Committee Photo

- Committee picture (wear Renegade Red)

Call to Order

Approval of Agenda

Approval of Meeting Minutes from Oct. 26, 2023

EMC Minutes - Oct 26, 2023.pdf

Agenda Item #1: EMC Charge

- Requested revisions to EMC Charge   (Manny and Erica)

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

- Discuss update on faculty appointments by Academic Senate   (Erica Menchaca)

Agenda Item #3: Enrollment Management Dashboard and Data

- Enrollment Update   (Sooyeon Kim)
- Update on Enrollment Dashboard (Tableau) Access for EMC
- Discuss ideas to improve data access, literacy, and utilization by EMC members and campus community in general.
- **Enrollment Management Dashboard Landing page**

Agenda Item #4: Managing Spring Enrollment/Registration Efforts

- Spring 2024 Enrollment Update   (Sooyeon Kim)
- Strategies and tactics to improve Spring registration   (Manny Mourtzanos)

Agenda Item #5: Mitigating Fraudulent Enrollments

- Discuss collegewide, departmental, and course-level strategies and tactics to mitigate fraudulent enrollments.
- Develop/operationalize an action plan to put strategies into effect.

Agenda Item #6: 2023-24 EMC Goals & Tactics

- 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)

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Meeting Adjournment