



ENROLLMENT MANAGEMENT COMMITTEE

Tuesday, November 21, 2023, 3:30-5:00 p.m., via Zoom

MINUTES

Voting Members Present:

Dr. Jeffrey Lamb (Chair)
Ashley Alcantar
Dr. Kristi Blackburn
Ashly Bootman
Tanisha Burrus
Dr. Sara Butler

Dr. Maria Dela Cruz
Dr. Javier Galvan
Madeline Grant
Dr. Bart Hoffman
Crystal Jenkins
Dr. James Kennedy

Robert Manson
Anthony Pagan
John Tashima
Dr. Gregory Toya

Call to Order: Dr. Jeffrey Lamb called the meeting to order at 3:31 p.m.

Enrollment

Dr. Lamb and Dr. James Kennedy shared enrollment updates for Fall 2023 and previews for Intersession and Spring 2024.

EM Plan- Guiding Questions

Dr. Lamb shared an SEM Planning Resource handout which included Guiding Questions (pg. 10) for establishing a Purpose Statement for an EM Plan. The committee and guests were divided into four breakout rooms to review these guiding questions and return with feedback. The questions and some of the returned feedback were as follows:

1. What is the most effective way to organize the SEM leadership, planning and participant involvement at my college, e.g., who should lead it, who should be involved, and should it be part of an existing group or a newly formed group?
 - Dr. Kennedy recommended aligning with Guided Pathways and Ed Master Plans.
 - Tina Newton advocated for Int'l Student representation on the committee.
2. How should the SEM planning effort be communicated to the college constituent groups and the college community at large, and what will be communicated?
 - Dr. Lamb mentioned the approval process through College Council
 - Dr. Javier Galvan and Crystal Jenkins both noted the need for faculty awareness, more trickle down communication needed.
 - Madeline Grant recommended highlighting success of the Enrollment Management Plan to faculty and students through social media.
 - Dr. Lamb emphasized the need for an action-oriented plan in order to celebrate those successes.
3. How can the college engage each constituent in the SEM planning process?
 - Dr. Sara Butler recommended having a standing item at shared governance meetings and division/department meetings.
 - Dr. Maria Dela Cruz recommended an Open Forum similar to those conducted for

- Guided Pathways
 - Dr. Walter Jones recommended a student climate survey.
4. What are the primary goals of the SEM planning group, e.g., to create a five-year SEM plan, to facilitate the planning process, or to track the implementation of SEM activities in the plan?
- Dr. Lamb answered the goals should be all mentioned: create a new plan, facilitate planning process and track implementation.
 - Dr. Galvan recommended the plan timeline match the 2024-28 Ed Master Plan.

EM Plan- Purpose Statement

Sample purpose statements (pg. 27) were reviewed in the handout and breakout rooms were reestablished. Feedback was as follows:

- Multiple attendees emphasized the purpose statement should be brief, such as the College of Alameda example.
- Dr. Dela Cruz highlighted a few bullets from the AB Tech example.
- Dr. Lamb noted that the EM Plan should work in both growth and decline, it needs to be data-informed.

The committee reviewed the current Purpose in the EM Plan and provided the following suggestions:

- Change “continued enrollment growth”
- Guided Pathways is a tool/strategy, not end result
- Replace student success with completion and transfer, those can be measured
- Could include equitable outcomes

Dr. Lamb concluded the discussion by stating these breakouts and discussions will prepare the committee for the work with Cambridge West and development of a new Enrollment Management Plan.

Approval of Minutes

Dr. Lamb called for a motion to approve the minutes for the September 19, 2023 meeting as presented.

Dr. Maria Dela Cruz motioned, Madeline Grant seconded, Dr. Hoffman abstained due to absence, all in favor, the motion carried.

Next Meeting and Adjournment

The next meeting is scheduled for February 20, 2024 3:30-5:00 p.m. via Zoom. Dr. Jeffrey Lamb adjourned the meeting at 4:53 p.m.