



ENROLLMENT MANAGEMENT COMMITTEE

Tuesday, February 20, 2024, 3:30-5:00 p.m., via Zoom

MINUTES

Voting Members Present:

Dr. Jeffrey Lamb (Chair)	Mark DeAsis	Chantal Lamourelle
Ashley Alcantar	Dr. Maria Dela Cruz	Robert Manson
Huong Banh	Dr. Marvin Gabut	Dr. Daniel Martinez
Dr. Kristi Blackburn	Dr. Javier Galvan	Tina Newton
Ashly Bootman	Andy Gonis	Hung Nguyen
Tanisha Burrus	Madeline Grant	Anthony Pagan
Dr. Sara Butler	Dr. Bart Hoffman	Leo Pastrana
Alan Casas	Dr Vaniethia Hubbard	John Tashima
Dalilah Davaloz	Crystal Jenkins	

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

Approval of Minutes

Dr. Lamb called for a motion to approve the minutes for the November 21, 2023 meeting as presented.

Dr. Maria Dela Cruz motioned, Dr. Javier Galvan seconded, all in favor with one spelling correction, the motion carried.

Enrollment

Dr. Lamb and shared credit enrollment updates for Intersession and Spring 2024. Convocation announcements were shared including the confirmation of SAC's return to large college status. Discussion followed; Dr. Lamb will bring more information to the committee regarding the borrowing FTES across fiscal years.

Outcomes from Last Meeting

Dr. Lamb shared some reminders on the outcomes of the last meeting.

Enrollment Management Plan

Purpose Statement

The committee and guests were divided into five breakout rooms to draft a purpose statement for the EM Plan. One group proposed: *The Enrollment Management Committee is charged to develop a holistic, comprehensive, and integrated enrollment management approach that is fiscally responsible by reviewing and integrating information from multiple sources to make recommendations on scheduling, instructional, and student support strategies to enhance access, success, persistence, and goal attainment.*

The following adjustments were recommended:

- Inclusion of equity in student access, success and completion.
- Addition of marketing importance
- Addition of data-informed integrated enrollment management...
- Change to "...recommendations on course scheduling, instructional programs..."

Crystal Jenkins proposed that before the purpose statement, the plan should start with the definition of Enrollment Management.

SEM Cycle

The Enrollment Management Plan is being revised at the same time as the 4-year Educational Master Plan (2024-2028). The other plans to consider are the Equity Plan and Guided Pathways Plan, which both have terms of 2022-2026. The committee reviewed the plan distinctions and elements in the SEM Manual (pg 6-8).

Data

Dr. Lamb shared a data presentation from the Educational Master Plan Taskforce. Demographic data shows that we will have an increase in our older adult population. Some committee feedback was as follows:

- Need to reemphasize life-long learning
- Upskilling and technology advances for those already in the workforce (Credit for Prior Learning/Competency-Based Education)
- Outreach/marketing efforts will need to change
- Current enrollment requirements will need to change
 - Ed Plans and Major Declarations are obstacles to this age group
- Lean in to Dual Enrollment
- Completion goals at the state level inhibit older adult community from taking classes for fun
- Continue to work with existing partners like SAUSD to identify those "SAC-bound" students

Madeline Grant noted that this data would be helpful to share in regards to the curriculum cycle, the current length of the process is also restrictive. Dr. Lamb shared that he will be presenting soon on Enrollment Management at the Senate and/or CIC. The work of this committee and the new Enrollment Plan will be a "Visioning Forward" for the college.

Next Meeting and Adjournment

The next meeting is scheduled for March 19, 2024 3:30-5:00 p.m. via Zoom. Dr. Jeffrey Lamb adjourned the meeting at 4:59 p.m.