



# SANTA ANA COLLEGE

---

## ENROLLMENT MANAGEMENT COMMITTEE

Tuesday, September 19, 2023, 3:30-5:00 p.m., via Zoom

### MINUTES

#### **Voting Members Present:**

Dr. Jeffrey Lamb (Chair)  
Ashley Alcantar  
Huong Banh  
Dr. Kristi Blackburn  
Ashly Bootman  
Dr. Sara Butler  
Alan Casas

Lorena Chavez  
Dr. Javier Galvan  
Andy Gonis  
Madeline Grant  
Dr. Vaniethia Hubbard  
Crystal Jenkins  
Dr. James Kennedy

Chantal Lamouelle  
Robert Manson  
Dr. Daniel Martinez  
Leo Pastrana  
Maribel Pineda  
John Tashima

**Call to Order:** Dr. Jeffrey Lamb called the meeting to order at 9:02 a.m.

#### **Welcome**

Dr. Lamb began the meeting by reviewing the committee membership, scope and purpose for all returning and new committee members.

#### **Enrollment**

Dr. James Kennedy and Dr. Lamb shared enrollment updates for Fall 2023.

#### **Enrollment Management Plan**

Dr. Lamb shared that his goal is to update the current EM Plan by end of Spring 2024. The committee and guests were divided into five breakout rooms to review the current Enrollment Management Plan and return with feedback. Some of the returned feedback included: 1. Updated data needed with perhaps links to dashboards, 2. Addition of NCR/CR pathways work to date and work to be done, and 3. Incorporating targets and progress to goals. Dr. Lamb proposed the idea of utilizing Cambridge West to assist with this update, they will join a future meeting to pitch their design model and timeline.

#### **Goals/Workgroups**

Additional breakouts occurred with the proposed topics of: Are the goals still good/relevant? and What kinds of workgroup is needed to operationalize the goals? Some of the returned feedback included: 1. Structure to evaluate goals, 2. Tie EMC goals to Ed Master Plan, 3. Utilizing existing workgroups to operationalize EMC goals i.e. Dual Enrollment Workgroup, 4. Student support for success/persistence and 5. Building on college goals and dashboard access.

#### **Self Service/Student Confusion**

Dr. Saeid Eidgahy brought forward the discussion topic of student confusion in the Self Service portal. Dr. Javier Galvan also noted that students utilizing the Learning Center also struggle with Self Service. Dr. Kennedy also mentioned NCR centers also have difficulty, NCR has their own registration process

which they'd like to automate. Ashly Bootman shared that students are not paying attention to the course description and required co-requisites. Dr. Lamb shared that the next step will be to identify a Self Service expert who the committee can engage with on the functionality of Self Service, how and why it works the way it does and student issues. Chantal Lamourelle also inquired if the system can provide data around stop-out points for students, where they are and users' time tolerance.

### **Goal Setting**

Dr. Lamb quickly summarized his top goals as:

1. Complete Current Goals
2. Update Enrollment Management Plan
3. Solutions to Enrollment Obstacles

### **Next Meeting and Adjournment**

The next meeting is scheduled for October 17, 2023 3:30-5:00 p.m. via Zoom. Dr. Jeffrey Lamb adjourned the meeting at 5:02 p.m.