

## Enrollment Management Committee

Thursday, September 28, 2017

Levan Center Conference Room

1:30 – 3:30

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In attendance: Don Chrusciel, Pam Kelly, Phil Feldman, Bernadette Martinez, David Koeth, Steve Watkin, Manny Mourtzanos, Zav Dadabhoy, Michelle Pena, Craig Hayward

### Agenda:

1. Review committee charge
  - a. Handout from 2010 and 2013 proposed charge
  - b. Discussion of committee's charge, leading to the following revised statement:

*The Enrollment Management Committee (EMC) will review, monitor, and evaluate all aspects of the enrollment life-cycle for Bakersfield College students. The EMC shall:*

- *Review and provide recommendations for student access, recruitment, persistence, completion, and lifelong learning through diverse programs and services.*
- *incorporate a systematic, comprehensive, research-driven and collaborative inquiry about on-going enrollment trends, activities and initiatives.*
- *share information, urge best-practice and optimize student success, the college's priorities and the community's needs.*

2. Review of future dates/calendar
  - a. 1:30 to 2:30 PM on 4<sup>th</sup> Thursday of each month
3. Review of current enrollment data, numbers and goals (Steve Watkin, Michell Pena)
  - a. Fall 2017 Enrollment Update Report
  - b. Current Enrollment Report
  - c. Breakdown of FTES by continuing students, new students and special admit students

Zav expressed a concern that the continuing college student number dropped this semester, and our increase was primarily the "special admits."

Craig mentioned that fall is still in progress, and the late start courses have not been counted yet. The 400 student number could be made up.

Zav and Don discussed the Chancellor's wish to maximize enrollments, and an increase of 600 students to meet the state target. Summer numbers were added to past year's numbers for the state report. We need to increase numbers for spring and next summer.

### Discussion:

Registration issues, many students don't know that they can apply for fall semester in summer.

Several members wondered if BanWeb can automatically ask them to apply for fall.

Michelle mentioned that BanWeb is not easy to modify and it would be difficult to do this.

Pam mentioned that CCC apply is difficult to use and it discourages people to sign up.

Steve mentioned that the campus is working to streamline the process of application.

Zav mentioned that the committee can continue to discuss the application process, and mentioned the update form. Maybe we need to move to an annual update, rather than every semester. He wondered why students have to enter their information multiple times to apply.

Zav suggested that the committee needs to keep “persistence” on the agenda as a discussion item.

Steve mentioned that we need to work on some persistence strategies for spring semester. Better to start now, than to wait until spring.

Pam asked about whether the “It’s Possible” students are persisting in their studies? She supports the events, but is wondering about the success and persistence rates.

4. Review of district’s 2017-18 FTES Goal
  - a. Bakersfield College: 15,923 FTES (reflecting needed growth of 1,847 FTES)
5. Establish future issue topics:
  - a. Marketing
  - b. Best practice interventions highlights that help student completion (Example of lost student and incorrect majors)
  - c. Implications in a pathways model
  - d. Review possible Enrollment Management Plan
  - e. Persistence (prioritized as urgent)
  - f. Obstacles to student enrollment
    - i. CCCApply process
    - ii. Update Form
    - iii. Add/drop form
    - iv. Transcript
6. To do:
  - a. Establish a committee homepage
  - b. Develop document management through a SharePoint page
7. Adjournment