

DISTRICTWIDE ENROLLMENT MANAGEMENT ADVISORY COMMITTEE
March 6, 2017

SUMMARY

MEMBERS PRESENT: Albert Abutin, Gigi Blanche, David Booze, Dana Clahane, Monica Clark, Jennifer Combs, Gilbert Contreras, Jolena Grande, Richard Hartmann, Cherry Li-Bugg, Deborah Ludford, Cheryl Marshall, Lisa McPheron, Anna Novisoff, Jose Ramon Nunez, Jennifer Oo, Kathleen Reiland, Bryan Seiling, JoAnn Stehly, Laurie Triefenbach, and Fred Williams.

ABSENT: Santanu Bandyopadhyay, Dale Craig, Jorge Gamboa, Martha Gutierrez, Vaniethia Hubbard, Katy Realista, Cheeraphan Schneider, and Kassandra Villareal.

VISITORS: Josh Ashenmiller, Carlos Ayon, Glen Bower, Terry Cox, Pam Deegan, Ivy Hwee, Victor Manchik, Jason McPheron, Cathryn Neiswender, and Fred Rocha.

Chancellor Marshall called the meeting to order at 3:05 p.m.

SUMMARY: The summary of the February 6, 2017 meeting was approved as submitted.

ENROLLMENT MANAGEMENT:

Enrollment Management Training: Chancellor Marshall introduced Pam Deegan, who conducted an enrollment management training presentation. Dr. Deegan's presentation focused on the fundamentals of enrollment management, terminology, reporting, and scheduling best practices. She used Cypress College and Fullerton College actual figures in her scenarios to highlight the District's current enrollment management practices, and suggested next steps that the District should pursue.

At the conclusion of the presentation, Dr. Marshall stated that Pam Deegan has a current contract with the District through June 30, 2017, and encouraged those present to think of additional training and topics that Dr. Deegan could assist with.

NEXT STEPS:

Schedule Planning and Management System Access: It was noted that members of DEMAC should be granted access to Schedule Planning and Management System (SPMS), the District's enrollment management system.

Future DEMAC Agenda Topics: Dr. Marshall asked the group for concepts and suggestions that they would like on future DEMAC agendas, and received the following feedback:

- Cross-listed/stacked classes.
- Non-resident student tuition, the post-election impact on certain students, and what can be done at the District.
- Discussion on why we lose students, what teachers see in the classrooms, and what we can do to attract them.

- Attendance tracking
- Possible districtwide implementation of the Fullerton College drop down menu in order to capture data on why are students dropping.
- Advertising to increase fill rates.
- Use data that correlates to increase in enrollment; especially in CTE areas.
- How to increase use of SPMS; include training and access plan.
- The value of enrollment management training; ideas and methods to disperse it and get it out on the campuses. (Ex. committees, groups, department coordinators.)
- Academic support services that foster student success and persistence.

DEMAC Subgroup Work: Albert Abutin volunteered to chair a Reporting subgroup that includes David Booze and Vaniethia Hubbard. Fred Williams requested that Kashu Vyas be included as a participant. Any others interested in participating should contact Albert Abutin.

ADJOURNMENT: The meeting adjourned at 5:34 p.m.