

PBC Strategic Enrollment Management Committee

MEETING MINUTES

Wednesday, August 7, 2019

Building 8 - Room 110

NEW TIME: 9:00 – 10:00 a.m.

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| **Agenda Item** | **Minutes** |
| **Welcome & Introductions** |  |
| Agenda Overview  Re-cap progress made, spring 2019 | Dr. Engel reviewed the progress made last year (see slide deck).  While updating the group on research findings since the last meeting, including discrepancies in the findings related to explaining the decline in FTES, Dr. Engel presented data showing that, the sudden drop in average units taken in 2013-14 that had been presented was revised. And that the decline has been more gradual.  The group discussed the need to really understand the decline in FTES better and to dig deeper into average units taken: by term (the role of summer), by student type (FT – 15 units/year – PT), student ed goal, etc.  MH: we really need to understand what’s going on with FTES to understand what we should do about it. It needs to guide and inform our strategic planning and implementation on SEM. The group agreed on this point and asked the PRIE office to return with a more nuanced understanding of the decline in FTES and average units taken.  LC: Additional Request: PRIE to bring gender balance of the Cañada service area v. the County as a whole….as well as gender by age information  The Committee confirmed that it’s purview continues to be the two main areas of:   * Understand and address the reasons for our decline in FTES * Dramatically increase our persistence rates |
| Setting a course for fall 2019 SEM work   * Possible areas of focus * Research projects * Organizing our planning efforts | The Committee discussed its roles in the 8 strategic priority projects the College is taking on this year. All agreed that SEM plays a role in all 8 and that the Committee’s role should be to ensure that enrollment management is considered, understood and addressed in the context of each project. The projects include:  **Re-Design College Processes:  Constituent Relationship Management system (CRM)**   * Streamline the matriculation process * Organize student “Success Teams” aligned with Interest Areas * Build data dashboards and train data coaches to support these efforts * Scale the number of Peer Mentors aligned with Interest Areas and programs   **Establish Interest Areas and Program Maps (implement Program Mapper)**   * Use the program mapping exercise to optimize the course schedule for student completion   **Develop Career Exploration opportunities for students that are aligned and integrated with Interest Areas**  **Re-design Academic Support**   * Launch Writing Center * Scale peer mentoring and EPIC supplemental instruction programs * Integrate retention programs into larger academic support structure   **Build First Year Experience (FYE) programs (starting on October Flex Day) aligned with Interest Areas**  **Expand opportunities for Early College experiences (dual enrollment; Middle College)**  **Expand College capacity to assist students with Job Placement**  **Create an equitable experience for Online Students to support student success**  The SEM Committee will request regular reports from these project leads to help ensure the work is aligned with SEM.  In addition, the SEM Committee will focus on the strategic enrollment plans related to:   * Menlo Park * College for Working Adults * KAD * Growing new career education programs * ESL/Adult Ed. transitions   How will we do this? Ask the leads on these efforts to attend SEM and report/share plans, data, etc.  JC: In creating the new SEM Plan (and all other plans) – we need a planning template and clear guidelines of how plans next in each other. PRIE to bring a proposed framework for this back to SEM and PBC. |
| **ADJOURN** |  |

In attendance:

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| Tammy Robinson | VPI | In attendance August 7, 2019 |
| Karen Engel | Dean, PRIE | Yes |
| Diana Tedone-Goldstone | Librarian, Academic Senate President | No |
| Jeanne Stalker | Classified Senate President | Yes |
| Hyla Lacefield | Academic Senate Member | No |
| Paul Naas | CE Faculty | Yes |
| Marisol Quevedo | Promise Program Coordinator | Yes |
| Mayra Arellano | College Recruiter | No |
| Ruth Miller | Registrar and Admissions | Yes |
| Max Harman | Dean of Counseling | Yes |
| James Carranza | Dean, H&SS; Acting Dean of STEM | Yes |
| Leonor Cabrera | Dean, BDW | Yes |
| David Reed | Dean, ASLT | No |
| Megan Rodriguez-Antone | Director of Marketing and Community Relations | Yes |
| Manuel Perez | VPSS | Yes |
| Graciano Mendoza | VPA | Yes |
| Jamillah Moore | President | Yes |