



ENROLLMENT MANAGEMENT COMMITTEE MINUTES

Facilitator: Elizabeth Martinez and Juan Tavarez

Recorder: Brittney Starling

Date of Meeting Recorded: October 2, 2019

Time of Meeting Recorded: 12:30 p.m.

Vision:

Compton College will be the leading institution of student learning and success in higher education.

Mission Statement:

Compton College is a welcoming and inclusive community where diverse students are supported to pursue and attain student success. Compton College provides solutions to challenges, utilizes the latest techniques for preparing the workforce and provides clear pathways for completion of programs of study, transition to a university, and securing living-wage employment.

PRESENT:

S. Atkinson-Alston

L. Johnson

J. Meadors

A. Cortez Perez

T. Martin

L. Sosenko

T. Barragan-Echeverria

E. Martinez

B. Starling

J. Tavarez

1) Development of new 2019-2024 EM Plan

a) Status of EM Plan

i) Created this Enrollment Management Plan Outline to highlight the main points that will be in the Enrollment Management Plan.

ii) The Compton 2024 Plan is a comprehensive master plan for Compton College. It creates a structure for our Enrollment Management Plan.

(1) The Compton 2024 was used to create the Enrollment Management Plan Outline.

b) Outline Review – Elizabeth Martinez

i) Outline Review

ii) Connection: Initial Interest through Submission of Application

(1) This process happens before a student comes onto our campus.

(2) These items derive from the ten action items that came from the Three-Day Institute.

(3) Marketing and Communication

(a) One thing that needs to be addressed is how marketing will be addressed within the GPD's (Guided Pathway Division). Each of the GPD's expressed they wanted the option to brand themselves so they can recruit students to their specific GPD.

(i) Marketing will submit a plan of what monies are needed for this.

(4) Outreach and Recruitment

(a) The programs that are listed will be used as an Outreach tool.

(b) Program maps will assist with outreach because they will give students an idea of what classes they will need to take for specific majors and certificates.

(c) Theresa Barragan-Echeverria suggested the Marquees at the school's entrances be redone so they are more noticeable. She also suggested a Compton College open house.

(5) CRM Recruit

(a) This is a new tool that Outreach can use to communicate with prospective students.

(6) Faculty and Staff Diversity

(a) College Futures Grant will help assist us with recruitment by increasing diversity within our Staff and Faculty.

(7) Another goal is to include students' families in the college decision-making process.

(8) Hours of Operation

- (a) We want to have accessibility for all our students and we want to have extended and maybe 24/7 assistance for students via phone.

iii) Entry: Enrollment through Completion of Gatekeeper Courses

- (1) How will student orientations help recruit students to specific GPD's?

(2) Early Alert Technology – CRM Advise

- (a) CRM Advise is set to launch this month. Cesar and Dr. Blonshine are co-chairing this to create early alerts for students.

- (b) Alerts can be input by faculty and can be sent to counselors and advisors to help track students.

(3) Cranium Café will be used for students to chat online with Counselors.

(4) Mobile Application

- (a) This was also a request from the institute.

(5) Welcoming Environment

- (a) Improving campus signage on campus and creating a welcoming environment.

- (b) Dr. Flor said that all signs should be updated because some still say, El Camino.

(6) Welcome Activities

- (a) Week of welcome specifically came from the Institute.

- (b) We have been trying to build up professional development and faculty orientations.

iv) Progress: Entry into Courses of Study through Completion of 75% of Requirements.

- (1) DegreeWorks will be used by counselors, faculty, and the evaluator.

- (2) Dr. Flor suggested Program Learning Outcomes. Elizabeth asked for his help as to how we incorporate Program Learning Outcomes while focusing on meeting Student Learning Outcomes.

- (3) Block Scheduling and Opt-Out Scheduling will be expanded by Dr. A.

- (4) We want to create increased options for childcare for students as this was specifically brought up at the Three Day Institute.

v) Completion and Transition: Complete Course of Study through earning a Credential with Market Value

- (1) We need to develop a plan on how we communicate with Alumni.

- (a) Dr. Flor suggested an exit survey to collect Alumni data.

- (2) We need to evaluate ourselves and our programs to make sure our students are completing their program and earning living wages.

vi) Academic Senate Review

- (1) Elizabeth emailed the Enrollment Management Plan Outline to Academic Senate. Elizabeth will go over this with Academic Senate tomorrow, October 3, 2019.

2) Next Steps

- a)** Elizabeth will discuss marketing and communications with Heather.

- b)** Elizabeth will email the last Enrollment Management Plan and Enrollment Management Plan Outline to the committee to review.

- c)** Elizabeth asked that the committee members each take a section, so they can contact the necessary people to complete their section of the Enrollment Management Plan.

- d)** If a Committee member does not choose a section Juan and Elizabeth will assign a section to them.

- i)** Please let Elizabeth and Juan know by next week.

- (1) LaVetta Johnson will not be at the next Committee meeting but she will take Marketing and Communications and work with Heather to have this section completed.