



## ENROLLMENT MANAGEMENT COMMITTEE MINUTES

**Facilitator:** Elizabeth Martinez and Juan Tavaréz

**Recorder:** Brittney Starling

**Date of Meeting Recorded:** February 5, 2020

**Time of Meeting Recorded:** 3:00 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:**

T. Barragan-Echeverria

T. Martin

H. Parnock

L. Johnson

E. Martinez

L. Sosenko

J. Tavaréz

**1) Review Enrollment Management Timeline**

- a) The committee reviewed the Enrollment Management timeline. The deadline for feedback is February 7, 2020.
- b) The goal is for Academic Senate to review the timeline on March 5, 2020.
  - i) The goal is for the second and final Board of Trustees reading to be April 21, 2020.

**2) Review Draft 1 of 2024 Enrollment Management Plan**

- a) We have 2015 and 2016 data regarding Student Ed Plans, Orientation, and Assessments.
  - i) This data is from the MIS report.
- b) The Enrollment Management Plan has to fulfill Chancellors Office Vision for Success, Tartar Completion by Design, and must incorporate Guided Pathways.
- c) Goal 1.2 of the Enrollment Management Plan was a question for Dr. Alvarado and whether these were descriptive items or objectives.
  - i) Dr. Alvarado will send Vice President Martinez an email with the answers to these questions.
- d) Diane White asked questions as to metrics for Marketing and Communication. These questions will be forwarded to Heather Parnock.
- e) How are we measuring our current activities?
  - i) Outreach uses CRM Recruit to create a yield rate.
- f) We need to identify reports needed from Lauren Sosenko to assist with measuring the metrics to increase enrollment.
- g) Each section needs a goal.
  - i) We need to explain the reasoning behind why certain metrics were chosen. What is our baseline and what is our goal? – Vice President Martinez
  - ii) How are we measuring diversity?
    - (1) This may be in the new EEO plan from the EEO Committee.
  - iii) How do we know what if what we are doing is working?
- h) The Human Resources and Technology Plans have been integrated as well.
- i) There is no student on the committee and Gensler recommended adding a student representative. Vice President Martinez will reach out to ASB for student involvement.
- j) The Enrollment Management plan was segmented based on Strategic Initiatives.
  - i) Gensler changed this to Tartar Completion by Design. – Heather Parnock
  - ii) The ultimate goal of everyone is to reach the FTS goal. – Heather Parnock

(1) The issue is how much does each department need to grow by to reach the ultimate goal? – Dr. Alvarado

**k)** What are the types of metrics that we will be looking at? – Vice President Martinez

**i)** Does Enrollment Management include retention or just new students? – Heather Parnock

(1) How do we incorporate marketing, communications, faculty, staff, etc. into Enrollment Management to ensure that we address retention? – Heather Parnock

**l)** Goal 6 is not in the appendix. – LaVetta Johnson

**i)** Vice President Martinez will let Gensler know.

**3) Feedback Deadline, February 7, 2020**