ENROLLMENT STRATEGIES COMMITTEE (ESC)
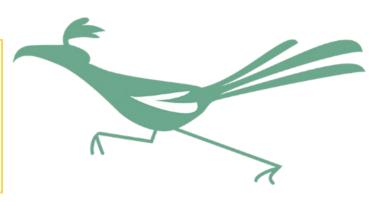
AGENDA 05/02/2022

🔗 [ESC WEBSITE](#)
🔗 MISSION, VISION, VALUES
🔗 AGENDAS AND MINUTES

STRATEGIC DIRECTIONS

1. Promote Student Success
2. Build Campus Community
3. Develop Teaching + Learning Practices
4. Expand Access
5. Enhance Value to the Surrounding Community
6. Promote Effecting Decision Making
7. Develop Programs + Services
8. Support Employee Growth
9. Optimize Resources

MEMBERSHIP

Present in Bold

Title	Name
VPI, Chair	Keith Wurtz
VPSS	Delmy Spencer
VPAA	Mike Strong
Dean IERP	Giovanni Sosa
Student Serv. Dean	Joe Cabrales
Instructional Dean	Dan Word
Manager (Marketing)	Michelle Riggs
CS Rep	Brandice Mello
CSEA Rep	Veronica Lehman
Classified Staff	Kristina Heilgeist
Student Serv. Faculty	Jimmy Grabow
Student Serv. Faculty	Ernesto Rivera
Student Serv. Faculty	Mariana Macamay
LAM Faculty	Brandi Bailes
CEHD Faculty	Laurie Green
CEHD Faculty	TL Brink
Faculty	Open
Student Senate Rep	Open

STUDENT EQUITY GOALS

1. Create a research agenda to analyze and understand disproportionate impact.
2. Promote high engagement teaching, service, and support throughout the college
3. Create clear pathways to promote completion and success.
4. Create cohorts and student communities to promote learning and success.

1

DISCUSSION – 15 MINUTES

Future Agenda Items or Requests for Updates – 5 minutes

[discussion notes including strategic directions associated with any new items]

Campus Kudus and Feedback – 10 minutes

Kudus/Icebreaker	*Feedback*
If you could write a book, what would it be about?	

ACTION ITEMS [UP-TO 40] MINUTES

Item, Presenter, Time	Link to Prep Materials	Description	SD#	SEG #	Proposed Action
April 18, 2022, Minutes, Keith Wurtz, 5 min		Review the minutes for April 18, 2022	6		Approve the minutes
Review the new agenda, Keith Wurtz, 5 min		Introduce the new agenda and ask for feedback	6		Revise the agenda as needed
Update on the Drop Reasons Survey, Keith Wurtz, 5 min		The drop reasons survey still needs to be taken to the Student Senate to get their feedback	1,2, 6,7	2,3	Keith will take the survey to the Student Senate
Committee Self-Evaluation, Keith Wurtz, 10 min	https://rebrand.ly/SP22_CMT_EVAL		6		Complete Self-Evaluation

Reports – 5 minutes for each report

Topic	Presenter	Report	SD#	SEG#
QFE (Enrollment Dashboard)	Keith Wurtz	Review the current enrollment	1,4, 5,7	3

Career and Academic Pathways Update	Jimmy Grabow / Keith Wurtz / Giovanni Sosa	1,2,3, 4,5,7	2,3,4
QFE: Marketing Update	Michelle Riggs	1,4	3

Enrollment Strategies Committee Accomplishments

Topic	SD#	SEG#
Developed, created, and implemented CNA program	1,4,5,7	3,4
Based on research showing students more likely to successfully complete compressed courses, increased the offering of compressed classes	1,3,4,6	1,2
Developed, researched and implemented new taglines: Let's go, and your tomorrow starts today.	4	3
Developed and implemented branding guide	4	3
Developed and implemented Career and Academic Pathways website	1,3,4, 5,7	2,3,4
Drafted, completed, and submitted the Guided Pathways report	1,3,4, 5,7	2,3,4
The committee drafted the Scale of Adoption Guided Pathways report due in March 2022	1,3,4, 5,7	2,3,4

ENROLLMENT STRATEGIES COMMITTE CHARGE

The Enrollment Strategies Committee primary focus is to sustain long-term student success and access by:
- Using qualitative and quantitative data to inform recommendations
- Evaluating on-going enrollment trends, activities, and initiatives
- Initiating research on scheduling at the department and division levels
- Developing, reviewing, and monitoring progress toward strategic enrollment planning goals
- Assessing, evaluating, and making recommendations for student support strategies to enhance student access, success, persistence, and goal attainment
- Supporting equity and inclusion in our decision-making

ENROLLMENT STRATEGIES COMMITTEE NORMS

- We will start and end meetings on time;
- We will follow agenda;
- We will read materials, minutes, etc. and be prepared to discuss at meetings;
- We will listen to our colleagues without interruption and will show mutual respect;
- We will operate on consensus and seek agreements all can "live with;"
- We will make decisions based on clear information;
- We will bring closure to decisions;
- We will support committee recommendations;
- We will accept the fact that there will be differing opinions;
- We will use the best interest of our stakeholders (especially students) as the basis for our decision making;
- We will honor brainstorming without being attached to our viewpoint;
- We will give the opportunity for all members to contribute;
- We will be free to speak our minds without fear of reprisal;
- We will be transparent with our colleagues and our positions on issues;
- We will identify pending issues, agreements, and action steps at the end of the meetings;
- We will stay focused on topics under the charge of the committee
- We will report back to and seek input from constituents
- We will work to support equity and inclusion in our decision-making