

Enrollment Management Task Force Unadopted Notes

Thursday, October 23rd, 2014, 4:00pm

Board Room

Membership

Trinidad Arguelles	Gaylla Finnell	Jose Ruiz
Dr. Nicholas Akinkuoye	Todd Finnell	Silva
	Daniel Gilison	Ed Wells
	Rick Goldsberry	Kevin White
Susan Carreon	Becky Green	Cathy Zazueta
Allyn Leon	Carol Hegarty	
Gloria Carmona	Jose Lopez	
	Terry Norris	
David Drury		

Recorder: Melody Chronister

A. Call to Order

Vice President Akinkuoye called the meeting called to order at 4:04pm.

B. Review of Previous Minutes

Minutes reviewed, no edits requested.

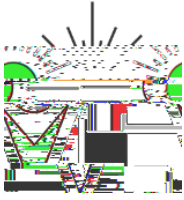
M/S/C Patterson/Leon to approve the EMTF April 17, 2014 Minutes as presented.

Carried Unanimously

C. Reports

a. Enrollment Management Rubric Results

Results reviewed under discussion



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D. Update on Previous Discussion Items

a. Review/Discussion on Rubric Results

Benchmark One - Membership

Reviewed rubric results. It was noted that CBO and CSSO have not been in attendance, which are two crucial positions that makeup the task force. It was noted that the rubric results were very positive, because as far as membership is concern, the positions listed are on the committee roster. Attendance is another issue that needs to be addressed. It was mentioned that even a representative from each area would be beneficial if the people in question are unable to attend. It was also noted that meetings should be biannual to quarterly (one to two times per semester).

Benchmark Two Academic Services FTES/Scheduling

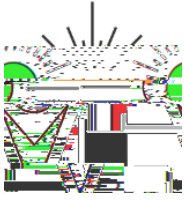
Reviewed rubric results. As far as FTES/Scheduling Goals, the task force as a whole acknowledged that the College did not hit fully meets target of 595, but significant improvement was made that qualifies for the meets category. Will continue to strive for improvement in this area. In regards to FTES/Scheduling Strategy, Member Gilison inquired on what the tracking tool was. Dean Aguirre confirmed it was the schedule development timeline developed and released at the start of each schedule development cycle. The task force agreed that the College is fully meeting this category. There was no additional comments on the positive results for the FTES/Scheduling Timeline nor the overall evaluation results for benchmark two, only that the results accurately represented where the College is at as of 2014-15.

Benchmark Three Student Services - Recruitment

Reviewed rubric results. It was confirmed that EMP stands for the Educational Master Plan. Dean Ceasar shared that recruitment efforts have been largely and positively impacted by the new SSSP regulations, which should be reflected in the 2014-15 rubric evaluation.

Benchmark Four Student Services Admissions

Reviewed rubric results. It was suggested that someone from Admissions and Records be present at these meetings to provide feedback on present practices.



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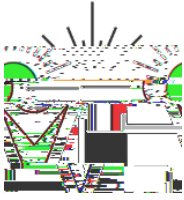
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Benchmark Five - Marketing

Reviewed rubric results. It was suggested that the chair of the Marketing Committee be added to the membership of the task force. The committee agreed. Recorder Chronister shared how marketing is indirectly tied to this committee via Omar Ramos, Online Architect and Reprographics Director, as he supervises the College s Publications Designer (who is also presently the chair of the marketing committee). However, she agreed that a more direct link to the marketing committee would be beneficial.

Vice President Dr. Akinkuoye shared that progress needs to be made in how we reach



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F.