

Enrollment Management Committee Meeting

October 15, 2020

1 - 3 pm via Zoom

MINUTES

Committee Members Present: Geisce Ly (Admin Co-Chair), Monika Liu, Gregoria Cahill, Wynd Kaufmyn (Faculty Co-Chair), Denise Selleck, and Edgar Torres

Committee Member Absent: Angelica Campos

Resource Members Present: Pam Mary, Elizabeth Coria, Cynthia Dewar, and Leslie Milloy

Alternates Present: Kit Dai, Simon Hanson, Joseph Reyes, and Steven Brown

Guests: Darryl Dieter, Fanny Law, Fred Teti, and Lancelot Kao

Future meetings this semester: 1 - 3 pm on November 19th, and December 17th

No.	Item	Discussion/Outcome	Follow up/Individual Responsible
1.	Welcome	<ul style="list-style-type: none"> Quick demo of EMC Teams Drive In Process of updating the EMC website 	NA
2.	Approve 10/1	MSP: Agenda approved	NA
3.	Approve Agenda	MSP: Minutes are approved	NA
4.	Review Committee's Objectives	<p>MSP: Five EMC Objectives as stated below</p> <ul style="list-style-type: none"> Review alignment of class schedule with College mission including using data to summarize types of offerings by category Identify data and information that indicate student demand for courses and programs Review marketing and targeted outreach and make recommendations on all aspects of college functions that affect enrollment and growth Develop strategic enrollment management principles and priorities Identify enrollment priorities and guiding principles to guide budget decisions 	NA
5.	Review Enrollment Data	<p>Members looked at the document, <i>Structure of the College's Schedule-Draft</i>, and shared the following comments:</p> <ul style="list-style-type: none"> Pam shared that the data that Simon requested includes cross-listed sections, which makes the pivot complex. She is adjusting the data so that the pivot is meaningful, in particular looking at fill rates. Tom Boegel will present to the Board a Multi-year Budget and Enrollment Outlook Plan at their November meeting. Members discussed the timeline. 	<ul style="list-style-type: none"> Pam and Joe will provide the data broken down by department, and enrollment trends, include Fall 2020 data. Consider location including Centers as well as mode such as online learning. Pam and Joe can provide the data to the EMC next week. EMC will meet on 10/29 to have more dialogues.
6.	Discuss Multi-year Enrollment Outlook	<p>Members received an updated draft of the <i>Multi-Year Enrollment Outlook</i> document dated 10-15-20. The data was updated.</p> <ul style="list-style-type: none"> Members discussed the plan and its usefulness in building an EM Plan. 	

		<ul style="list-style-type: none"> • Objective: Meeting the educational needs of San Franciscans. • Committee discussed additional data needed-see request above. • Questions: Why are students going to other colleges? Why is a department with high productivity forced to cut classes? For example, LALS with an enrollment of 40. • With this data, some members said that the data can lead to decisions about programs we can offer. For example, these are the priorities for adding and reducing the schedule because these are the consequences for meeting the educational needs of San Franciscans. • Pam reminded the committee that this document does have enrollment trends for the Bay 10 from 1992-1993 to 2019-2020. Office of Research & Planning looked at zip code trends. We are getting more students from outside of SF than other districts. Pam shared her screen to show the data. • Past recommendations from the EMC were to prioritize the budget in terms of the instructional schedule and what serves the needs of our students through programmatic needs. • Pam share the preliminary section-level data for Fall 2018, Fall 2019, Spring 2019, and Spring 2020. She showed the number of cross-listed sections for each of these semesters- she is cleaning up this data for the EMC so that it is meaningful. 	
7.	Discuss Enrollment Guiding Principles and Priorities	Briefly reviewed this item. Looked at the notes from a Department Chairs & Deans meeting that took place on 2-6-20.	
8.	Meeting adjourned	The meeting adjourned at 3:00 pm	