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**Enrollment Management Committee**

**1:00 pm - 3:00 pm on October 20, 2022**

Zoom link:  <https://ccsf-edu.zoom.us/j/89394730193>

**DRAFT MINUTES**

**Members Present**: Geisce Ly (Admin Co-Chair), J Carlin, Edie Kaeuper, Edgar Torres, Colin Hall, Heather Brandt, and Lydia Jian

**Alternates Present**: Steven Brown and Mitra Sapienza

**Resource Support Present:** Lisa Cooper-Wilkins and Pam Mery

**Guests Present:** Guillermo Villanueva, Micheline Pontious, Carol Liu, Simon Hanson, and Velma Quan

**Upcoming Meetings this Semester:** 11/17 and 12/15

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| **No.** | **Items** | **Discussion/Outcomes** |
| 1. | Welcome | Our co-chair Wynd was not able to join us today. Thanks to JC O’Donnell, the EMC meeting information (i.e., Zoom recordings, Chat comments, minutes, agendas, other documents, and current membership) has been updated on the EMC website. |
| 2. | Approve September 15th Minutes | Motioned by Edie, seconded by Steven. |
| 3. | Approve October 20th agenda | Motioned by Steven, seconded by Edgar. |
| 4. | Student Support Strategies Ad Hoc Committee | Lisa Cooper Wilkins, VC of Student Affairs, provided an update from last week’s SSS Ad Hoc Committee meeting. Discussed strategies to employ at the start of the spring semester to help students feel more supported and welcomed. Identified challenges that students may encounter related to registration and improving the student experience for the Spring 2023 like signage, parking, sharing information about virtual and in-person services. Discussed how our bookstore can help support students to access books at Ocean and at the centers. Working with Ellen Rayz, Chief Technology Officer, about improving communication channels so that our messages are more helpful and timely. Discussed the ISER draft and how to better use our catalog. Deploying Language Line tablet at the centers to help students speaking languages other than English. There will be a smaller group of the Health & Safety Committee to provide recommendation about AP 2.33 Communicable Diseases, particularly as it relates to COVID vaccination policy. Next meeting is scheduled for 11/10. |
| 5. | Data Analysis Ad Hoc Committee | Pam noted that data is at the forefront of peoples’ minds. Have continued to look at data to provide guidance. One area for further discussion is to look at course modality and time of day. Department chairs are spending more time with data using program review dashboard. There are plenty of data/rich information for folks. Commend Pam and the Office of Research & Planning team for providing available data to assist with decision making. Schedule development is the purview of our department chairs. Let’s look at waitlist data to assess what it’s saying about our course offerings. The vast majority of our waitlist is not at capacity. There are not students who are unable to get on waitlists. Can look more at this info at next month’s meeting. We are looking at priority registration for student parents. Looking ahead to Summer 2023, the College will begin offering priority registration for student parents. More information about that process will be shared as it becomes available; conversations have just started. |
| 6. | Enrollment Decisions Survey Preliminary Findings | Micheline Pontious and Carol Liu, Research Analysts, gave a presentation about the reasons that students shared in a recent statewide survey administered by the Research & Planning Group (from 8/15 – 10/7) for not attending CCSF. The survey went out to about 30K students (via email and on Canvas) and we received 1930 responses. An early insight is that a majority of students feel CCSF is supportive, and education is important. The top factors for not attending CCSF this fall semester are: (a) Already received an award or transferred, (b) I have to prioritize work, (c) I cannot afford to pay for college at this time, (d) There are not enough online classes, (d) I am considering another college/university, (f) I have dependents who I need to care for, and (g) I have to prioritize my mental health/psychological well-being. Although we do not have an access problem/opportunity gap, we need to collectively address the persistent gaps in completion when it comes to equity. We will more specific percentages and data points soon after analyzing the responses. |
| 7. | EMC Objectives for 2022-23 | Following up on last month’s meeting, Geisce shared the three draft objectives from last year for discussion and revision. We had a robust conversation about the order of the draft objectives and how best to be inclusive of our diverse student populations. Will continue this conversation at our next meeting on 11/17 to finetune the objectives as they relate to equity and data. Edgar, Heather, Steven, Edie, and Pam will provide additional guidance. Will seek input from Tessa Brown who is leading the effort drafting our Student Equity Plan. We need to come up with three statements that we can live with to ground our work and participation this year until we need to revisit again next year. There are helpful tools that the Office of Research & Planning are collecting and sharing. |
| 8. | Spring 2023 Schedule Development | Department chairs, faculty and deans are working diligently to create a robust Spring 2023 schedule with their instructional budgets. The schedule will be live on 11/14 and first day of priority registration is 11/28. The Office of Instruction will do quality assurance behind the scenes to ensure that course-related information is as accurate as possible. We will have a better sense of our offerings at our meeting next month. |
| 9. | Fraudulent Registrations | Guillermo Villanueva, Dean of Financial Aid & Special Programs, gave a presentation about this matter. We have been engaging in a collective effort (with Admissions & Records (A & R), Financial Aid (FA), Information Technology, and faculty) to identify fraudulent registrations (thus far a total of 663 cases), investigate accordingly, notify faculty, and drop those ghost students. There is a Fraud Prevention Work Group that is working diligently to address these activities. Current processes and protocols to identify fraud include: (a) A & R/FA placing holds to prevent further activity, (b) reviewing frequency of IP addresses, phone numbers, emails, direct deposit inconsistencies, (c) faculty readily identifying and notifying A & R/FA of potential cases, and (d) reporting validated cases to the Office of Inspector General, as mandated by the US Department of Education. We are using tech support as well, specifically IP Quality Scores to review IP addresses to determine validity to identify potential fraudulent cases before the first day of class. |
| 10. | Class Cancellation Improvement Plan | J Carlin and Mandy Liang provided an update about this collaborative effort and project. The core issue is that our current system (which is email dependent) is not student friendly for it prevents timely notification which delays and sometimes prevents students from getting into other sections or students are in distress the first day not realizing their class has been cancelled. After identifying and analyzing numerous challenges, some recommendations will be implemented for next semester such as: (a) Share more data with counselors (daily under-20 reports and daily cumulative list of classes cancelled), (b) Provide a radio button choice for students whether to forward their CCSF email to a personal email or not, (c) Change the automated email subject line from A & R when classes are cancelled to “Your Fall Schedule Has Changed” to alert students to not ignore this email, (d) Assist department chairs by pulling class lists before cancellation and after on Argos, (e) Send timely texts using SignalVine, and (f) Create a document that provides resources for students so that they know what to do should one of their classes get cancelled. |
| 11. | Future Agenda Items | Waitlist data and Student Equity Plan |