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**Enrollment Management Committee**

**1:00 pm - 3:00 pm on December 15, 2022**

Zoom link: <https://ccsf-edu.zoom.us/j/82426355436>

**DRAFT MINUTES**

**Members Present**: Geisce Ly (Admin Co-Chair), Wynd Kaufmyn (Faculty Co-Chair), Edie Kaeuper, Monika Liu, Edgar Torres, Mitra Sapienza, Colin Hall, Enrique Velez, Heather Brandt, and Angelica Nevarez

**Alternates Present**: Mandy Liang, Steven Brown, and Nicole Fang

**Resource Support Present:** Lisa Cooper-Wilkins

**Guests Present**: Simon Hanson, Fanny Law, and Jessica Buchsbaum

**Upcoming Meetings:** 1/19/23, 2/16/23, 3/16/23, 4/20/23, and 5/18/23

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| **No.** | **Items** | **Discussion/Outcome** |
| 1. | Welcome | We welcomed Nicole Fang (new alternate) and Enrique Velez (new member) to EMC. |
| 2. | Approved November 17th Minutes | Motioned by Wynd, seconded by Edgar |
| 3. | Approved today’s agenda | Motioned by Edie, seconded by Wynd |
| 4.  | Student Support Strategies Ad Hoc Committee | VC of Student Affairs Lisa Cooper Wilkins shared updates from the SSS Ad Hoc Committee meeting on 12/8. Following up on the Institutional Effectiveness Partnership Initiative (IEPI) Partnership Resource Team visit, we are developing an Institutional Innovation and Effectiveness Plan for Spring 2023. One of the three areas of focus is enrollment management, and the two related objectives would be to participate in an Enrollment Management Academy (EMA) at UCSD in July and to have a follow-up consultation with an EMA coach post-academy. Continuing to discuss how to make the start of Spring semester more welcoming to students, such as the Welcome Day on 1/11 and information stations. Working on create better signage and wayfaring signs. Will provide Ask Me buttons for employees who’d like to help students when they have questions. Will work with a marketing strategist to improve our communication and outreach efforts about spring campaign registration. Leveraging our communication/social media channels and will monitor the impact of our spring campaign. Need a dedicated marketing budget, strategic plan and adequate staffing to grow the college this year and every year. Also need to think about communicating more wholistically and improving BIPOC student enrollment such as intrusive student support services. There will be a hybrid professional development opportunity on 3/16 from 2 – 4 pm for department chairs and deans to learn more about culturally responsive strategic enrollment management so that we can be more proactive with our collective enrollment growth efforts. EMC members and alternates are welcome to attend.  |
| 5. | EMC Objectives for 2022-23 | After more conversations, the following objectives were approved unanimously:1. Prioritize closing the opportunity gaps for Black or African American students and for other disproportionately impacted populations using the college Student Equity Plan and student equity data to ground this committee’s recommendations. (See below\*)
2. Recommend actions to align course and program offerings with student needs using waitlist, student equity and other available and appropriate data.
3. Recommend actions on all aspects of college functions that affect enrollment and growth, including scheduling, budgeting, program development, marketing, targeted outreach, and registration processes, while not conflicting with contractual agreements.

\* CCSF’s Focus Populations per [www.ccsf.edu/equity](http://www.ccsf.edu/equity) are as follows: Black or African American, Latino/a/o/x/e, Native Hawaiian/Pacific Islander, American Indian/Alaskan Native, Filipino/a/x, Students with disabilities (DSPS), LGBTQ+, Students facing homelessness or housing insecurity, Foster Youth, and Justice Impacted (students formerly incarcerated). |
| 6.  | Instructional Budgeting & Schedule Development Process | Geisce reviewed the Instructional Budgeting and Schedule Development Process document that was discussed and endorsed last year. He highlighted that we are following this process this year as noted in the document to determine instructional budgets for departments and in developing schedule of classes for 2023-24. Geisce plans to share the initial Summer 2023 instructional allocation with chairs on 1/23 to assist with their planning. For consultative purposes, chairs that would like to meet with him to discuss their summer instructional needs are encouraged to do so before 1/20. He will also meet and consult with department chairs in late January/early February to listen to their requests and seek input about their department’s needs for 2023-24 prior to determining their initial instructional allocations for stabilization and measured growth. The instructional allocation memo will be shared with EMC as well.  |
| 7. | Multi-year enrollment management plan | We recognized the need to minimize potential negative impact to departments and programs. Will reference the previous multi-year budget and enrollment plan and decide how we’d like to proceed. Due to limited time, we will continue this conversation on 1/19. |
| 8.  | Future Agenda Items | Multi-year enrollment management plan |