



Enrollment Management Meeting

Meeting Date: Sept. 12, 2019

Meeting Time: 9AM- 10AM

Location: Boardroom

Present: Varty, A., Slabbinck, R., Carpentier-Atling, N., Gonzalez, J., Klever, M., Rexford, N., Green, M., Perlas, C.

Topic	Information/Action
<p>Welcome and Introductions!</p> <p>New Business</p> <p>I. Review of 18-19 Goals and update to 19-20 Goals</p> <p>A. Include Schedule Design and Offerings: Target date to finalize goals: Sept. 26th meeting</p>	<p>Welcome and Introductions!</p> <p>New Business</p> <p>I. Review of 18-19 Goals and update to 19-20 Goals</p> <p>A. Include Schedule Design and Offerings: Target date to finalize goals: Sept. 26th meeting</p> <p><i>Discussion:</i> Reviewed of goals and discussed alignment with Vision for Success/SCFF goals. Question arose regarding mission of committee. Rexford’s vision is that this committee looks at practical steps to enrollment management. We’re a recommending body who examines, for example, retention rates and would forward ideas to the appropriate council. The committee also looks at how to attract more students and strategies for student completion. Green mentioned that this committee is a result of an Accreditation recommendation. Varty, mentioned that we should be focused on enrollment growth, retention and timely completion which could be demonstrated in our updated enrollment management plan. It was mentioned that other colleges have attempted to ‘play the SCFF game’ (implementing strategies for the purpose of funding and not student needs/success). Current draft of the enrollment management plan states ‘Strategic Enrollment Management (SEM) is a college wide responsibility that reflects the Institution’s Master Plan. SEM focuses on what is best for students and how to ensure their success while addressing all aspects of the institution’s mission. The College mission serves as the beginning and end focus for the strategic enrollment management plan’s guide.’. Varty, recommends we have a study session on distance education. DE needs to be a big part of the conversation. Question, is there a ceiling to how much can we grow? Green mentioned that the committee would be looking at how we can maximize our offerings. Rexford also mentioned the limited number of local students which would yield room for increased growth with a focus on retention. Green mentioned we have 1500 applicants for Fall and yielded 68%. Most were California residents and, first time college students. We had 300 out- of-state applicants and yielded 82%. When talking about a ‘ceiling’ housing alone is a factor. Slabbinck had asked about recruiting outside of our area. As long as we are invited, we can participate in out-of-area college fairs. Carpentier-Atling asked if we want to focus on certain programs? Is there a program that we have established and, that we have a market for? Varty proposes we create broad goals: Enrollment, Retention, Outcomes, including</p>

Mission Statement

College of the Siskiyous promotes learning and provides academic excellence for the students of Siskiyou County, the State of California, the nation and the world. COS provides accessible, flexible, affordable, and innovative education leading to associate degrees, certificates, college transfer, career and technical education, workforce training, and basic skills preparation.

<p>II. Enrollment Management Plan</p> <p>A. Discussion on alignment with Strategic Master Plan</p> <p>B. Target date to complete update/revision of 2019-2021 Plan: Nov. 14th, 2019</p> <p>C. Next plan (to be completed prior to ACCJC Site Visit) 2021 – 2024 Plan.</p>	<p>timely completion and identify the best strategies. Question posed regarding ‘timely completion’. Rexford mentioned we could look at the # of units completed and # of certificates/degrees awarded.</p> <p>ACTION: Enrollment Management Chairs to craft new goals. Gonzalez, to revise current EM Plan template.</p> <p>II. Enrollment Management Plan</p> <p>A. Discussion on alignment with Strategic Master Plan</p> <p>Rexford stated that the time has come that we develop a comprehensive Strategic Plan. This will be a dynamic process. Varty asked for clarification: Wouldn’t the Enrollment Management Plan be part of the Strategic Plan? Rexford doesn’t see too much separation among all other area unit plans. A unit plan is a ‘program’ plan such as Technology and Facilities Plan. Rexford referred back to Tischler’s comments on our need to analyze growth opportunities. Klever asked how we talk to other areas on our potential for growth? Such as the need for additional facilities if we were to increase course offerings. True enrollment management is a campus-wide responsibility.</p> <p>B. Target date to complete update/revision of 2019-2021 Plan: Nov. 14th, 2019</p> <p>Green asked where we should start if we are to meet our Nov. 14th goal. Rexford recommended we look at Cañada’s SEM plan. Rexford has been tasked to develop a data team who, hopefully, can assist with gathering available data but not necessarily will be able to gather all of the data listed in the Cañada SEM Plan. Varty asked for clarification about the plan’s purpose. Rexford stated that the plan can be used as a roadmap of strategies which can be assessed. Gonzalez recommends that we include tiered, Guided Pathways sections in the plan. Klever mentioned that he is having a similar conversation in his CTE meeting and hopes to implement enrollment strategies based on that conversation. Slabbinck, ‘Get them here, keep them here, get them out’. EM can address issues, implement, assess and revise (if needed).</p> <p>ACTION: Char to send the link to Cañada Plan.</p> <p>C. Next plan (to be completed prior to ACCJC Site Visit) 2021 – 2024 Plan.</p>
<p>III. Future Items?</p>	<p>III. Future Items?</p> <p>ACTION: Review Cañada plan to determine what would work best for the college.</p>
<p>IV. Adjourn</p>	<p>IV. Adjourn - 10:05am</p>

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