



Enrollment Management Meeting

Meeting Date: October 21, 2020

Meeting Time: 4pm

Location: ZOOM

Present: Clarke, D., Slabaugh, D., Slabbinck, R., Weston, R., Roberts, V., Dutcher, D., Witherall, M., Klever, M., Mericle, M., Gonazlez, J., Wroten, S., Green, M., Perlas, C. Guests: Weblinks

Topic	Information/Action
<p>Welcome! Approval of the Oct. 7th notes</p> <p>Old Business</p> <p>I. Review 19-21 SEM Plan – To be presented as information only</p> <p>New Business</p> <p>I. Outreach and Website Discussion</p>	<p>Welcome! Approval of the Oct. 7th notes Dave moves. Ron 2nd. All approved</p> <p>Old Business</p> <p>II. Review 19-21 SEM Plan – To be presented as information only ACTION: Send revisions to Char to update Preface. Char to send Preface in Word.</p> <p>New Business</p> <p>I. Outreach and Website Discussion <i>Option #1:</i> COS runs on a program called Bootstrap: Weblinks showed a new version of our current home page. Reduced the number of dropdowns so that it's easier to navigate. Moved Staff Resources to the top (instead of red bar). Incorporated important dates and brief descriptions. Also added bigger 'buttons' for Admissions and Records, Financial Aid, Distance Learning and Athletics. The bottom lists social media posts as well as includes student success stories. <i>Option #2:</i> Showed another version which had a revised the 'slide indicator' and modified buttons. <i>Option #3:</i> The third version shows a larger picture on the home page, includes a full menu and a search bar that appears in the middle when clicked. Discussion: Dawnie shared the feedback from students and mentioned that they liked option #3. It was asked how the new site will look on a cell phone. The mobile design piece hasn't been completed since Weblinks are still soliciting information. Before it goes live, it would be tested on mobile phone. People like how it's clean and organized. Some members liked options #1 and #2 (easier to navigate, has more student pictures and are more 'warm and friendly'). It was mentioned that whichever format we use, should be mobile friendly. Some</p>

members like the large menu associated with option #3. Recommended that Siskiyou Promise students, UB or SCOE be used as a focus group. It was also recommended that an 'Application' Button.

- II. Discussion on 19-23 SEM Target Outcomes
- Increase in enrollment by 5%
 - Increase in Retention by 20%
 - Increase in Outcomes as indicated in the College's ACCJC Midterm Report Stretch Goals:
 - Student Course Completion – 20% or 78
 - Degree Completion – 20% or 192
 - Certificate Completion – 20% or 120
 - Transfer – 20% or 168

- III. Workgroups to review/update:
- Enrollment Activities
 - Retention Activities
 - Outcome Activities

Standing Items

- I. Report to IPB (19-21 Presentation of SEM Plan as Information Only: Nov. 6th IPB meeting)

Future Items: Comparison of 18-19 to 19-20 Data

Adjourn

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It was recommended that we keep as-is. We should keep as a goal. It was mentioned that 16-17 data was used to create VFS goals and that, perhaps we use 16-17. It was then asked when we lost SFPD so, perhaps we should use 18-19 data.

ACTION: To keep target outcomes and use 18-19 as baseline data.

- III. Workgroups to review/update:
- Enrollment Activities – Char, Val, Dawnie, Ron, Mary
 - Retention Activities – Melissa, Stephanie, Regina, Janice
 - Outcome Activities – Nathan, Mark, Debbie, Meghan

ACTION: Workgroup leads will reach out to members. Workgroups to go through the plan and identify areas which have been achieved and then develop new activities for the 19-23 plan. Each group will report-out at the Nov. 4th EM meeting.

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Adjourn