



Enrollment Management Committee
 1:00pm - 3:00pm on January 21, 2021
 Zoom:

No.	Item	Discussion Outcomes	Follow up/Individual Responsible
1.	Welcome	The meeting will be recorded. Welcomed new members.	Geisce/Wynd
2.	Approve of Minutes	The 12/17 meetings were approved without corrections The Joint EMC and Budget Meeting minutes were approved without corrections.	Geisce/Wynd
3.	Approve Agenda	Approved without modifications	Geisce/Wynd
		<p>Government Relations provided the following updates:</p> <ul style="list-style-type: none"> x CityNotes has been revised. Please use the new link to submit an item. In the latest issue, the Library received the most clicks. x Social media numbers have gone up. From December to January, our reach went up with increased views and engagements. x COVID Newsletter Another newsletter will be out later this afternoon. Please share this info widely! x Rosie is updating forms to include a press release request form. x The College is moving to Board Docs for Participatory Governance. 	<p>Action: Geisce will email members about interest in Ad Hoc Marketing Sub Committee (Need a point person)</p>
5.	Discuss Student Support Strategies Ad Hoc Committee	Dr. Lisa Copper Wilkins, Vice Chancellor of Student Affairs provided information about the following the Chancellor's Task Force Student Support Strategies Ad Hoc Committee to the	Action: Geisce will send a call for participants to the

EMC. The purpose of this Task Force is to engage in collaboration to support students re-enrolling at the College by advancing recommendations regarding pertinent strategies, tools and promising practices.

- x Members had questions about the membership. It was recommended that it should be an open committee instead of the standard appointment limits. Include participants based on roles at the College. Suggestion to put out a call for membership.
- x Discussion about enrollment growth opportunities and program discontinuance.
- x Suggestion for a Marketing Work Group. CTE courses are hands on and student-oriented. (sLisa)sJTJ 0 Tc 0 T
- x The projected timeline is aggressive. The first meeting will take place the first week of February. The members will outline a timeline.

EMC membership (sLisa)sJTJ 0 Tc 0 T enrollment goals for internal and external For example, we have an idea that enrollment committee could conduct a survey such as where enrollment is highest in the Bay Area, etc-where is enrollment? This info was discussed.

- x Request for additional information.
- x If you tell us how many students we need to support, we can determine the budget. If we set an enrollment goal, we can determine the budget. If we have knowledge, it is a challenge.
- x What enrollment goals do we want to set for a community that we can support with the budget to support the needs in the community. enrollment goals should be realistic, what we can afford.
- x What is our theoretical framework? Are we looking at partially enrolled students? Based on the enrollment data, what are the needs to students, what work

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