



Enrollment Management Meeting

Idania Padron (Reyes) ~ Chair
 Hal Huntsman ~ Co-Chair
 Nate Dillon ~ Member
 Dr. Kathy Bakhit ~ Member (Ex Officio) - Absent
 Shaminder Brar ~ Member (Ex Officio) - Absent
 Daniel Conner ~ Member - Absent
 Dr. Jedidiah Lobos ~ Member
 Jenell Paul ~ AVC Classified Union Representative
 Alberto Mendoza Conzalez Larreynaga ~ Member
 Rosalind Brown - Outreach ~ Member
 Dr. Aurora Burd ~ Member
 Mariko Shimizu ~ Member
 Walter Briggs ~ Member
 Alejandro Guzman ~ Member - Absent
 Anet Youkhana
 Dr. Rebecca Farley ~ Member - Absent

Wednesday, December 11, 2024

L-201

11:00 am – 12:00 pm

AGENDA

Items	Person(s) Responsible	Time	Action
INFORMATION/DISCUSSION ITEMS:			
I. Welcome	Idania Padron	5 minutes	
II. Review and Approval of Minutes, 11/13/24	Idania Padron	5 minutes	Minutes approved
III. Committee Goals	All	15 minutes	Bring back
IV. Review FTE Data	All	10 minutes	<ul style="list-style-type: none"> The committee reviewed FTES trends over recent years: 2018-19: Approximately 11,000 FTES 2020-21: Approximately 9,100 FTES 2021-22: Approximately 8,200 FTES 2022-23: Approximately 9,000 FTES 2023-24: Projected 9,900 FTES

			<p>(includes summer 2023 but not intersession; summer 2024 will be included with 2024-25 totals).</p> <ul style="list-style-type: none"> • The committee analyzed session-specific FTES data: • Past intersessions typically generated under 500 FTES, with 2018-19 notably low for reasons yet unclear. Intersession has not been offered for four years. • Hal noted that data for the current schedule is unavailable but anticipates at least 400 FTES for intersession. • Alberto suggested online course offerings might increase enrollment. • Idania highlighted that implementing two-factor authentication significantly reduced fraudulent enrollments. Over 1,000 fraudulent cases were initially identified, but current estimates are closer to 400. • Enrollment and Course Offerings: • The committee discussed strategies to optimize course offerings: • Nate suggested reviewing caps on intersession classes using Kyle's shared spreadsheet for chairs and deans. • Aurora emphasized prioritizing high-demand courses during intersession to address student needs. • Idania shared concerns about fraudulent enrollments affecting perceived demand, noting that these students' complete matriculation processes and apply for financial aid. • Aurora recommended continued promotion of open classes via events and campaigns into February and March for April starts. • Jedi proposed using the campus marquee to advertise open classes. • Enrollment Projections:
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			<p>ensure cost efficiency (Nate and IERP to report).</p> <ul style="list-style-type: none"> • Explore acceleration opportunities (e.g., offering ENGL 101 and 102 in the same semester).
V. Review Skinny Enrollment Management Plan	All	10 minutes	<ul style="list-style-type: none"> • The committee discussed strategies to reach and sustain the 10,000 FTES goal, considering both short-term and long-term approaches. • Jedi emphasized that the goal should not only be reaching 10,000 FTES but also sustaining it. Outreach and advertising efforts must address spring enrollment declines. • Hal noted that while some strategies focus on immediate gains, others require a long-term commitment. • Marketing and Outreach: • The committee explored ways to enhance outreach efforts to attract and retain students: • Jedi suggested shifting focus beyond traditional high school outreach to include middle schools and leveraging local events like the Poppy Festival and AV Fair. He proposed setting up a suite of laptops for on-site, instant enrollment instead of just promoting AVC passively. • Alberto proposed similar outreach at new local soccer team events, such as AVC-themed nights with instant enrollment options. • Walter supported Jedi's idea but raised concerns about environmental factors, such as dust and weather, potentially impacting laptop use at outdoor events. • Aurora recommended using rugged "tuffbooks" for such outreach activities. • Challenges and Opportunities:

		<ul style="list-style-type: none">• Rosalind highlighted logistical challenges with on-site enrollment, including the need for IDs, waiting for student ID numbers (900#), and orientation requirements. She suggested more campus-based events tailored to student interests. Examples included themed athletic events involving local high school teams, free admission for student athletes, and engagement with AVC players and coaches.• Rosalind also discussed opportunities to offer classes for local police officers to support career advancement and enrichment, as well as themed courses like criminology for dual enrollment partners.• Aurora suggested offering classes at elementary schools for parents, allowing them to attend while their children are in school, addressing childcare concerns.• Idania stressed the importance of workforce development's involvement in these discussions and recommended connecting with Van Rider. She advocated for a focused approach, identifying the top three priorities to increase enrollment through data-informed strategies.• Jedi emphasized the importance of guaranteed enrollment for classes, citing the need to ensure minimum enrollment thresholds (e.g., 18 students per class). He urged keeping all options on the table to maximize enrollment.• Aurora raised the possibility of creating flexible and targeted courses, such as 8-week or accelerated classes, to better meet community and student needs.
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VI. Review Purpose and Committee Composition	All	15 minutes	Bring back
FUTURE AGENDA ITEMS:			
Next Meeting Date:			
January 22, 2025			