

# Enrollment Management Meeting

**Wednesday, October 26, 2022**

L-201

11:00 am – 12:00 pm

## Attendees

### Committee Members:

LaDonna Trimble ~ Chair  
 Tamira Palmetto Despain ~ Co-Chair  
 Dr. Jose Rivera ~ Member (Ex Officio)  
 Dr. Howard Davis ~ Member (Ex Officio)  
 Shaminder Brar ~ Member (Ex Officio) - **Absent**  
 Dr. Christos Valiotis ~ Member - **Remote**  
 Tom Gang ~ Member  
 Nichelle Williams ~ Member  
 Jenell Paul ~ AVC Classified Union Representative - **Absent**  
 Dr. Svetlana Deplazes ~ Member  
 Anet Youkhana ~ Member  
 Rashall Hightower ~ Member  
 Kenya Johnson ~ Member  
 Michelle Hernandez ~ Member  
 Keina Miranda ~ CMS Designee

Dr. Aurora Burd ~ Member  
 Karen Heinzman ~ Member  
 Mariko Shimizu ~ Member  
 Neil Quebbemann ~ Member - **Absent**  
 Vacant ~ Marketing/Public Relations Designee – **present by proxy**  
 Vacant ~ ITS Designee – **present by proxy**  
 John Cariaga ~ ASO Representative

### Other:

Dr. Jennifer Zellet – President  
 Daniel Conner – Designee for ITS (by proxy)  
 Liz Diachun - Interim Executive Director Marketing/Public Relations Designee (by proxy)  
 Dr. Meeta Goel – Dean of Institutional Effectiveness, Research, Planning & the Library  
 Christy Chereschkoff – Interim Admin Assist Enrollment Services

## MINUTES

Items	Person(s) Responsible	Time	Action
-------	-----------------------	------	--------

### STANDING ITEMS:

I. Minutes Approval	All	5 min	Minutes from 9/28/2022 - Approved
---------------------	-----	-------	-----------------------------------

### INFORMATION/DISCUSSION ITEMS:

II. Presentation – ITS	Daniel Conner	25 min	<p>Daniel provided a live demo of the texting capabilities through the Ocelot program. We are currently using the “chatbot” features of Ocelot, but are not currently utilizing the texting capabilities.</p> <p>Discuss details of how we collect SMS phone numbers, options for students to “opt-in” or auto enroll with “opt-out” feature. Target certain student populations for specific text messages. We are hoping to utilize for the upcoming registration cycle for Spring 2023. (Begins 11/7/2022)</p> <p>Ocelot provides an open text thread (2-way communication) – but not sure if we have adequate staffing to respond if students continue to text back – can we have an “auto reply” that says if you need more assistance please call the appropriate office?</p> <p>Liz D: We must be strategic with what is sent and how often. If we send too many messages, students will most likely reply STOP to opt out of all future messages, and then we lose that communication.</p> <p>Kenya J: EdSights can also provide communication support with students, she will provide a presentation at next meeting on 11/9/22.</p> <p>Keina M / Michelle H: We must be mindful of student population that may not have consistent cell services or SMS capability – They may only be able to access AVC services when they have access to WiFi. Can we enhance features in myAVC dashboard? MyAVC is a consistent point of contact,</p>
------------------------	---------------	--------	--

			regardless of whether they change their phone number, or lose cell service. We will need more than one method of communication to ensure that certain populations are not inadvertently excluded.
III. Address the committee	President Zellet	10 min	President Zellet: <b>“11,4 by ‘24”</b> Increase enrollment to 11,400 FTES by 2024. To ensure we retain our “medium college” funding status. When our students do well, the college does well. Focus on streamlining, efficiency - “work smarter not harder.” Ensure that enrollment processes are easy to complete. Academic Affairs – are we offering an adequate number or courses in the desired areas and modalities? Ensure we are able to accommodate students who want to be full-time but aren’t able to garner enough units due to scheduling issues We all need to collaborate across silos to remove roadblocks for efficient progress.
IV. Enrollment Management Committee Information Sheet - Updates	LaDonna Trimble	1 min	L. Trimble: Confirmed that updated Committee Information Sheet will be submitted to CCC with the agreed upon changes (a copy was provided to all members)
V. F2F / Online Data	Dr. Svetlana Deplazes	7 min	Dr. Deplazes provided a demo regarding the IERP dashboard. Highlights of what kind of data can be found, how to filter, how to navigate. <a href="https://www.avc.edu/administration/research">https://www.avc.edu/administration/research</a>
VI. Volunteers Confirmed – Budget Committee	LaDonna Trimble	1 min	L. Trimble: Confirmed that Dr. Svetlana Deplazes has agreed to be the EMC representative volunteer for the Budget Committee.
VII. Educational Service Plan	Dr. Meeta Goel	1 min	Dr. Goel acknowledged that the Educational Service Plan (FKA Educational Master Plan) has been provided to the committee, any questions, please reach out. Please review and provide any feedback The Draft of the Fall 2022 Education Service Plan was provided to the committee for review. (PDF) President Zellet: Clarify the importance of “Service” as part of the plan. Referred to AVC S.E.R.V.E.S. <b>Service</b> <b>Equity</b> <b>Resources</b> <b>Vision</b> <b>Education</b> <b>Success</b>
VIII. Confirm Next Meeting Date(s)	All	5 min	Meeting on 11/23/2022 (day before Thanksgiving) will be rescheduled to 11/9/2022 – Will take place on Zoom due to lack of room availability
IX. Goals	All		<ul style="list-style-type: none"> <li>Meet base funding level per the Chancellor’s Office plus two percent annually.</li> <li>Advancing students’ progress towards successfully achieving their educational goals with integration of guided pathways.</li> <li>Increase percentage of full-time enrollment through effective scheduling and program planning</li> </ul>
<b>OTHER:</b>			

Student Success Teams / Case Management	LaDonna Trimble	5 min	
<b>FUTURE AGENDA ITEMS:</b>			
EdSights Presentation	Kenya Johnson		11/9/2022: Software for student engagement – texts, reminders, alerts, surveys
Marketing Presentation	Liz Diachun		11/9/2022
Education Service Plan	Meeta Goel		11/9/2022
<b>Next Meeting Date:</b>			
November 9, 2022			This date is in lieu of 11/23/2022 due to the Thanksgiving Holiday – Location = ZOOM
December, 2022			Need to obtain consensus of the committee – due to end of semester on 12/3/2022 and Holiday schedule. The 4 <sup>th</sup> Wednesday is 12/28 (during campus closure); the 2 <sup>nd</sup> Wednesday is 12/14 (after close of semester) – Location TBD
January 25, 2023			
February 22, 2023			
March 22, 2023			