ANTELOPE
VALLEY
COLLEGE

Enrollment Management Meeting	Wednesday, November 13, 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, 9/25/24	Idania Padron	5 minutes	
III. Review Purpose and Committee Composition	All	20 minutes	
IV. Skinny Enrollment Management Plan 23-24	All	15 minutes	
V. Committee Goals	All	15 minutes	
FUTURE AGENDA ITEMS:			
Next Meeting Date:			
December 11, 2024			

2024-2025 ENROLLMENT MANAGEMENT COMMITTEE

Committee Name - Enrollment Management

	Appointed by	Individual	Term	Expiration Date
Chair	Position – Interim Dean, Enrollment Services	Dr. Windy Franklin Martinez	Standing Appointment	Standing Appointment
Co-Chair	Academic Senate – Faculty	Hal Huntsman	3 Years	2027
Member	Ex Officio - VPSS	Idania Padron (Reyes)	Standing Appointment	Standing Appointment
Member	Ex Officio - VPAA	Dr. Kathy Bakhit	Standing Appointment	Standing Appointment
Member	Ex Officio - Position - VPAS	Shaminder Brar	Standing Appointment	Standing Appointment
Member	Position – ITS	Daniel Conner	3 Years	2025
Member	Position – AVC Federation of Teachers President or designee	Dr. Aurora Burd	3 Years	2025
Member	Position – AVC Classified Union President or designee	Jenell Paul	3 Years	2025
Member	Position – Executive Director Marketing and Public Relations or designee	Alejandro Guzman	Standing Appointment	Standing Appointment
Member	Position – Financial Aid Director or designee	Vacant	Standing Appointment	Standing Appointment
Member	Position – IERP & Library Services Dean or designee	Vacant	Standing Appointment	Standing Appointment
Member	Position – Director Dual Enrollment, Outreach Welcome Center	Rosalind Brown	Standing Appointment	Standing Appointment
Member	Position – Enrollment Services Technical Analyst	Anet Youkhana	Standing Appointment	Standing Appointment
Member	Association – Interim Director Student Equity	Alberto Mendoza Gonzalez Larreynaga	Standing Appointment	Standing Appointment
Member	Association – Academic Affairs Dean	Dr. Jedidiah Lobos	3 Years	Jan 2024
Member	Association – Academic Affairs Dean	Vacant	3 Years	Jan 2024
Member	Position – Confidential/Mgmt/Supervisory	Keina Miranda	3 Years	2025
Member	Position – Dean, Student Support Services	Vacant	Standing Appointment	Standing Appointment
Member	Association – ASO Representative	Vacant	1 year	Oct 2023
Member	Position – Faculty	Mariko Shimizu	3 years	May 2024
Member	Position – Faculty	Vacant	3 years	May 2024
Member	Position – Faculty	Vacant	3 years	May 2024

Type of Committee/
Authority: This is an advisory committee and authority for this committee is the California State Education Code and Title 5 Regulations and Board Policy 5300 and Administrative Procedure 5300.

Purpose: The mission of the Enrollment Management Committee is to develop, implement, and evaluate a comprehensive strategic plan involving the entire campus to achieve and maintain optimum student enrollment, promote access and student success, enhance retention and meet the educational needs of our community.

Committee submits
Recommendations: SPC, Board of Trustees

Product: Enrollment Management Plan

Composition: Dean of Enrollment Services; Academic Senate Faculty; Vice President Student Services; Vice President Academic Affairs; Vice President Business Services; Academic Senate President or designee; Faculty Union President or Designee; Director of Public and Governmental Relations or Designee; Director of Financial Aid or designee; Dean, IERP & Library Services or designee; Director, Outreach or designee; Enrollment Services Technical Analyst, Academic Deans (2); Student Success and Equity Representative; Basic Skills Representative; CMS Representative, ASO Representative, ITS representative.

Terms: As listed above

Quorum: Majority of attending members

Meetings: Once a month

Minutes/Records: Minutes are posted to the files section of the myAVC Enrollment Management Group page.

Operations: N/A

Prepared by: Idania Padron, Vice President Student Services   **Date:**

Enrollment Management Committee Plan / Skinny Plan for 23-24

Enrollment Management Mission: The mission of the Enrollment Management Committee is to develop, implement, and evaluate a comprehensive plan involving the entire campus to achieve and maintain optimum student enrollment, promote access and student success, enhance retention and meet the educational needs of our diverse community.

Enrollment Management Goals:
- Meet base funding level per the Chancellor's Office plus 2% annually
- Advance students' progress for successfully achieving their educational goals with the integration of guided pathways
- Increase percentage of full time enrollment through effective scheduling and program planning

Enrollment Management Pillars to Support Goals and Yield Measurable Results:
1. Marketing
2. Student Success
3. Outreach/ Onboarding
4. Scheduling

Marketing (Alejandro):

- Increase the number students that used a Marketing touch point by 12%

Outreach (Kenya/ Jill):

- Increase the number of hosted registration events by greater than 25%
- Increase wrap around (comprehensive) onboarding with coordinated registration events

Outreach (Onboarding):

- Increase access to Counseling and Advising Services
    - Counselors and Education Advisors dedicated to providing these services
    - FYE / SYE has one Ed Advisor to serve all their needs. Will need additional support
        - Need specific numbers for FYE/SYE

Student Success (Tamira/ Jessica):

- Full implementation of Guided Pathways Student Success Teams
    - Embedded Counseling Services across all divisions/ areas of study
- General Counseling has restructured the Counseling and Advising services available for our AVC students. We now have embedded teams of Counselors and Advisors that are assigned to Areas of Study/ Divisions:
    - Arts & Humanities (~1,296 students with a major declared in A & H)

- o Kinesiology & Athletics (~ 267 students with declared major and almost 800 athletes)
  - o Career & Technical Education (~1,372 students with declared major in CTE)
  - o Social & Behavior Sciences (~4,000 students with declared majors in SBS)
    - ▪ Business, Computers & Economics
    - &
    - ▪ Traditional SBS programs
  - o Health & Safety Sciences (~2,227 students with declared majors in HSS)
  - o Math, Science & Engineering (~1,800 students with declared major in MSE)
  - o Language & Communication Arts (~478 students with declared major in LACA)
  - o Undecided & Career Center Needed (~500 students)
- Each embedded team has a Lead who attends Division/ Area of Study meetings with discipline faculty. They bring important program details back to their team and students. Over time, these teams will become area experts who will work hand-in-hand with discipline faculty to graduate students in their areas more quickly and efficiently.
- Student Success Teams are the next step. These teams will consist of the Embedded Counseling Teams, discipline faculty, clerical support, financial aid, tutoring support and more.

What is our measurement?

- Targeted student populations
  - o English / Math completion (if applicable) in first year
  - o Meet with all students in their first term

- Increase the number of students who have plans:
  - o 45+ units – Plan clear path to Graduation / Transfer
  - o Comprehensive plans for all students who have completed 15+ units

Scheduling (Kathy / Others as Assigned):

- Schedule Development / Increased Effective Scheduling Across Disciplines
  - o Establish Enrollment related data systems and populated with actual data and establish a common language for campus use when scheduling classes
  - o Present Enrollment data systems to Chairs and demonstrate how to use the data systems for effective scheduling of classes.
  - Related:
    - ▪ Waitlists – How many students actually want a particular course? Current waitlists caps might prevent us from knowing this and then being able to add the desired sections.
    - ▪ Online Offerings
      - Need online support
      - Need personnel
      - Supplemental Instruction
      - Life skills
      - Project Based Learning

- Schedule Development
  - Show trends over time for the following:
    - # of sections for each course
    - Number of sections F2F
    - Short term vs full term classes
      - Develop more 8 week classes?
    - Success rates (short vs full term classes)
    - Number of sections added?
    - number of sections cancelled?
      - Which sections were cancelled?
    - Number of seats offered?
    - Number of seats enrolled?
    - Fill rate?
    - Waitlisted sections: low, med, or high?
    - Are Dual Enrollment sections scheduled at the same time as the rest of the sections?
- Dual Enrollment
  - Expand
  - Hire director