



Enrollment Management Committee
1:00 pm - 3:00 pm on January 27, 2022
 Zoom: <https://ccsf-edu.zoom.us/j/99283130798>

DRAFT MINUTES

Members Present: Geisce Ly, Wynd Kaufmyn, Monika Liu, Dawn Mokuau, Edgar Torres

Alternates Present: Joseph Reyes, Steven Brown, Arlette Marcial

Resource Support: Cynthia Dewar, Pamela Mery, Lisa Cooper-Wilkins, Rosie Zepeda

Guests Present: Tom Boegel, John al-Amin, Darryl Dieter, Juan Fernandez, Fanny Law, Carole Meagher, Colin Hall, Dave Vigo, and Orren Wang

No.	Item	Discussion/Outcomes	Follow up/Individual Responsible
1.	Welcome	The committee welcomed back Wynd Kaufmyn as co-chair.	
2.	Approve December 16 th Minutes	Approved. Steven motioned, Edgar seconded. Wynd abstained.	
3.	Approve Agenda	Approved. Wynd motioned, Steven seconded.	
4.	Student Support Strategies Ad Hoc Committee	Lisa Cooper-Wilkins recapped their meeting on 12/9; next meeting is scheduled for 2/3; highlighted how registration went the first three weeks of this month; in-person registration at the centers are taking place and students are coming onsite. Monika Liu noted improvement with credit registration, particularly students can now enter the CRN to register; the add/drop period was smooth; served about 1,000 students on virtual counter; will continue to communicate with students about registration-related reminders.	
5.	Data Analysis Ad Hoc Committee	Pam Mery noted that while it was not feasible to convene the group in January, this committee will reconvene in the coming weeks to consider possible “demand” data available from College Scheduler. This new data source might provide additional insights beyond what we’re seeing in wait lists (i.e., only 4% of sections at capacity with full wait lists).	

6.	Marketing Strategies Ad Hoc Committee	<p>Rosie Zepeda shared a Spring Marketing Efforts PowerPoint. There is now funding for marketing with Senate Bill 85. Several strategics employed are: in-person noncredit registration in multiple language, alumni campaign (showcasing links back to key programs offered at CCSF), rebranding messages (including mailing a second postcard to all household), testimonial videos (choosing from alumni campaign by doing short videos on their experience), and spotlight services because students seek more than just academics, they often come here for services as well. Local radio promotion in various languages took place and will continue. There are king and super-king size ads (three graphics) on busses now; was able to negotiate a good price because these ads are very expensive. Colin Hall and the Emerge Studio students have been very helpful during this campaign. Focus next two months will shift to summer session advertising. Want to do postcards again—this time with real CCSF students. Rosie will provide two marketing trainings for anyone interested in learning about effective digital promotions, marketing branding and graphic standards in the next 2-3 weeks.</p>	
7.	Enrollment Update	<p>Tom Boegel shared a Spring 2022 Enrollment PowerPoint. Spring 2022 is currently lagging Spring 2021 by 6,500 – 7,000 seats filled. Average class size is also lagging by approximately one student. Overall, lower class sizes account for about 2,000 of the enrollment drop. Regarding class size comparison for the ten major subjects, most departments show a decrease. Only Child Development shows a significant increase (+4.9). Noncredit registration in Spring 2022 was 4,448 students compared to 5,155 in Spring 2021—this includes both student and instructor-initiated registrations. Waitlist usage data over a 10-day period was shared as well. About 67% of classes have zero waitlisted students; 28% of classes have 1-9 waitlisted students; and 4% of classes have 10 waitlisted students.</p>	
8.	Schedule Development	<p>The summer and fall schedule development will be shared with department chairs and deans next week. We anticipate more in-person classes in the summer and next academic year. Strive for at least 50% in-person this fall semester. Vaccine mandate language will change, which should allow us to remove physical distancing. Will look at Fall 2019 enrollment data as guide for Fall 2022. Will continue to have conversation with chairs about instructional budget. Want to discuss and plan for multi-year projection.</p>	
9.	Instructional Budgeting and Schedule Development Process	<p>Since Wynd Kaufmyn was not present for the last three EMC meetings, she expressed concerns about the document that was endorsed by the EMC last month. She will confer with the three department chairs on this committee to perhaps revisit this matter.</p>	

10.	Future Agenda Items	Census enrollment report – credit classes	
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