

Enrollment Management Committee Meeting
February 13, 2020
2:00 pm to 4:00 pm
Ocean Campus - R518

Attendees: Edie Kaeuper (Chair), Wynd Kaufmyn (Co-Chair), Denise Selleck, Kit Dai, Pam Mery, Cynthia Dewar; Tim Harrington; Simon Hanson; Kevin Sherman

1. Agenda Approval

- There was a request to add a question to the agenda.
 - “Why ESL is under the primary mission area and then reduced support is non-credit ESL - how is that possible?” It was in reference to a page presentation Tom Boegel gave at the Board retreat. The presentation was called, “The Review of Academic Programming”, and it was for the 2019-20 academic year. Some clarification about “reduced support” is needed. Is it a reduction of support for the program or a reduction in needed support due to fewer sections?
- Added Agenda item: Discuss the overall process for the creation and review of the 2020-21 schedule. How to make it more collaborative and consultative.
- Tentative approval of the agenda.

2. Review of minutes from the January meeting

- Review and summarize the minutes for approval at the 2/27 meeting.

3. Tom Boegel’s response to the summer recommendations - General discussion, non-action item.

- Review of a hand out that shows Tom’s budget allocations based on the EMC recommendations for prioritizing classes for Summer 2020.
- Brief discussion about why SFUSD is included in the budget. It was suggested by a non-committee member that it doesn’t fall within the CCSF Mission Statement, but it was pointed out that Basic Skills and Transitional Studies are clearly listed in the mission statement, and SFUSD programs are in line with those areas.
- It was pointed out that there needs to be specific and clear methods to capture schedule obligations related to specific courses or programs.

4. Report out of Dean’s and Chair’s Activity

- At the last Dean’s and Chair’s meeting the group gave feedback into creating a set schedule. Edie handed out a document that captured the raw data captured with very little editing. The information was sorted into three buckets: Campus Processes that Impact Enrollment Management, Logistics of Schedules, and Broad Campus Issues Related to Enrollment Management (not necessarily related to putting together the schedule).
- The goal of the activity was to get more feedback as to what is important for schedule preparation. Can EMC use the information captured for guidance and action items when preparing a schedule?
- It was pointed out that non-credit discussion points were very sparse if at all present in the document.
- CCSF needs to bring in more FTES. How do we do that, and what are other schools doing to increase enrollment? What is the priority of the EMC? The EMC needs to look beyond what was captured in the activity and think about what wasn’t captured, e.g. non-credit.
- What can we do to increase student enrollment? It was pointed out that the role of the EMC is to make sure every one of our dollars goes to the best growth potential for our students, and whatever our conditions we should not be turning away any opportunities to get a student in the doors regardless if we are getting funding or not. We tend to be reactionary, and we keep going back over where we are at. We should be

prioritizing how to get a 100% of our dollars are going to get us more that we did last year. Are we focusing on individual area growth, like Biology, rather than the college as a whole? As an example, online Biology classes have grown, but overall enrollment is down because Biology has been converting resources to online, not pushing more instructor to the campus for more FTEF. Online can give us growth potential in the future, but keeping the discussion focused on now (the fall schedule) and the limited budget money should be our priority.