



ENROLLMENT MANAGEMENT COMMITTEE MINUTES

Facilitator: Elizabeth Martinez

Recorder: Brittney Starling

Date of Meeting Recorded: September 16, 2020

Time of Meeting Recorded: 11:30 a.m.

Vision:

Compton College will be the leading institution of student learning and success in higher education.

Mission Statement:

Compton College is a welcoming and inclusive community where diverse students are supported to pursue and attain student success. Compton College provides solutions to challenges, utilizes the latest techniques for preparing the workforce and provides clear pathways for completion of programs of study, transition to a university, and securing living-wage employment.

PRESENT:

- N. Alvarado
- S. Berger
- E. Elizondo
- L. Johnson

- T. Martin
- E. Martinez
- H. Parnock
- E. Preston

- K. Radcliffe
- L. Sosenko
- P. Stoddard
- J. Tavarez

1) Check-In

2) Review Budget Request for Enrollment Management Plan Key Action Items

- a) All action items that came out of the Enrollment Management Plan were sent to the corresponding manager a request for funding requests.
- b) \$100,000 has been allocated.

3) 2020-2021 Enrollment Management Committee Budget Prioritization

- a) Voting committee members were sent a survey to prioritize the budget requests. Participants in the meeting included: **Sheri Berger, Dr. Kendahl Radcliffe, Juan Tavarez, LaVetta Johnson, Elizabeth Elizondo, Elizabeth Martinez**, Dr. Nelly Alvarado, Heather Parnock, and Lauren Sosenko (names bolded are voting members). Based on the survey results the committee's recommendations are:

Item Number	Description	Original Request	Funding Amount Recommended
	2020-2021 Allocation	\$100,000.00	
	Total	\$100,000.00	\$100,000.00
1.	Increase efforts to attract students from the community and beyond through better advertisement of course offerings and programs and enhance College branding opportunities, public relations. Develop strategic marketing plan, which aligns with diversity and inclusion plans and focuses on disproportionately impacted student groups and targets messaging around programs of study, including recently unemployed students. DI groups include American Indian, Black or African American, Pacific Islander, White, Disabled, Foster Youth, LGBT, and Veterans. Develop	\$6,000	\$6,000

	culture-specific information strategies, which include multilingual translations of key college information, including Oliver W. Conner Compton College Promise Program Increase the number of inquiries for each targeted audience. Amount Requested: \$6,000 for Translation Services		
	Improve campus signage at Compton College as identified at the Tartar Success Institution.	\$15,000	\$15,000
2.	Increase efforts to attract students from the community and beyond through better advertisement of course offerings and programs and enhance College branding opportunities, public relations. Develop strategic marketing plan, which aligns with diversity and inclusion plans and focuses on disproportionately impacted student groups and targets messaging around programs of study, including recently unemployed students. DI groups include American Indian, Black or African American, Pacific Islander, White, Disabled, Foster Youth, LGBT, and Veterans. Develop culture-specific information strategies, which include multilingual translations of key college information, including Oliver W. Conner Compton College Promise Program Increase the number of inquiries for each targeted audience. Amount Requested: for advertising	\$40,000	\$30,000
3.	Develop and implement a plan for social media campaigns to inform and direct interested candidates to apply by targeting high traffic online social media resources (e.g. Facebook, Instagram, Twitter, LinkedIn) Increase targeted marketing efforts and improve communication with prospective students, including advertising, website features, social media, digital and print publication, email, and text notifications, and direct mail. Amount Requested: \$15,000 - (for the creation of a social media/branding campaign)	\$15,000	\$15,000
4.	Update memorandums of agreement and maintain partnerships with Compton College Promise Program partnership districts. Amount Requested: \$8,000 to mail Promise Postcards to CUSD, LUSD and PUSD students twice a year.	\$8,000	\$8,000
5.	Provide professional development workshops for faculty on Common Core, basic skills and under prepared students. Amount Requested: \$10,000	\$10,000	\$10,000
6.	Establish a partnership with the USC Race and Equity Center to develop the Compton College Faculty Preparation Academy. Through the Compton College Faculty Preparation Academy, Compton College will provide professional development opportunities to former Compton College students who are interested in teaching at a California Community College. Amount Requested: \$2,500	\$2,500	\$2,500

7.	Implement recruitment for English as a second language (ESL) students for credit and non-credit classes as called for in the Compton College 2024 comprehensive master plan. Amount Requested: 1,500 to translate the Steps to Enrollment to Spanish	\$1,500	\$1,500
8.	Offer professional learning opportunities to enhance faculty abilities to teach "learners" in the high school dual enrollment setting, including effective practices for delivering college courses in a high school setting, while also becoming familiar with dual enrollment requirements and guidelines. Amount Requested: \$10,000	\$10,000	\$5,000
9.	Expand access to distance education courses, programs, and services through a Consortium Partnership Agreement with the California Community Colleges Chancellor's Office California Virtual College (CVC) Online Education Initiative (OEI). Fully implement faculty training and student support for distance education courses. Amount Requested: \$20,000 for Proctorio, Blackboard, etc.)	\$20,000	\$7,000
	Recommendations Total	\$100,000	\$100,000
	<i>Remaining Balance for 2020-2021</i>	<i>\$0</i>	<i>\$0</i>

Notes:

- In an effort to fund more projects, for item 3, a range of \$15,000-\$20,000 was requested. The committee recommended funding of \$15,000.
- For item 8, the faculty that participated in the voting process explained that the majority of the Dual Enrollment instructors are part-time. They explained that these instructors are already knowledgeable in the Dual Enrollment Process. Therefore, the funding amount was lowered.
- For item 8, the Committee was unsure as to whether this request was already funded by the College Futures Grant. If so, the Committee suggested that the \$5,000 recommended for this item be moved to item 9.
- For item 9, the Committee recommended using the remaining funds of \$7,000 to help fund item 9.

4) Next steps

- a) The Committee's recommendations will be forwarded to the President/CEO for review and approval.
- b) The next meeting is Wednesday, October 7, 2020.