

Santiago Canyon College Academic Senate

8045 East Chapman
Orange, CA 92869

(714) 628-4831
FAX (714) 532-2055

SENATORS

Business and Career Education

Deeley, Steve 2014
Salcido, Andrew 2015

Continuing Education (OEC)

Shields, Jolene 2015

Counseling & Student Services

Aguilera, Leonor 2015
Carrion, Rudy 2014
Mettler, Mary 2014

Humanities and Social Sciences

Deaver, Doug 2014
Elchlepp, Elizabeth 2015
Cannon, Cari 2015
Dela-Cusack, Lisa 2015
Shekarabi, Nooshan 2014

Fine & Performing Arts and Communication

Freidenrich, Leah 2015

Library

Sproat, Barbara 2015

Mathematics and Sciences

Cummins, Shawn 2015
Hovanitz, Eric 2014
Taylor, Mike 2015
Nance, Craig 2014
Frost, Alicia 2015

Adjunct

Matthews, Evangeline
2014
Volz, Matt 2014

OFFICERS

President

Evelt, Corinna 2014

Vice President

DeCarbo, Michael 2014

Secretary/Treasurer

Wagner, Joyce 2014

Curriculum

Rutan, Craig Chair 2016

Resolution SP2014.3

Adoption of Strategic Enrollment Management Plan

Moved: Professor Nance

Seconded: Professor Shekarabi

Whereas, The Academic Senate of Santiago Canyon College identified the importance of establishing a new enrollment management structure with the creation of the Enrollment Management Committee and the adoption of Resolution S2013.8 that outlined the guiding principles on enrollment management endorsed by the faculty; and

Whereas, The Enrollment Management Committee (EMC) has created the EMC Strategic Enrollment Management Implementation Plan that outlines how SCC will develop a new enrollment management culture, that is focused on improving access and student success through the use of enrollment data, and will assist department chairs in making sound scheduling decisions;

Resolved, That the Academic Senate of Santiago Canyon College endorse the EMC Strategic Enrollment Management Implementation Plan; and

Resolved; That the Academic Senate of Santiago Canyon College urge the adoption of the EMC Strategic Enrollment Management Implementation Plan at College Council.

Attachment: EMC Strategic Enrollment Management Implementation Plan 2014

Date Presented: 18 February 2014

Date Approved: **4 March 2014**

Santiago Canyon College is an innovative learning community dedicated to intellectual and personal growth. Our purpose is to foster student success and to help students achieve these core outcomes: to learn, to act, to communicate and to think critically. We are committed to maintaining standards of excellence and providing accessible, transferable, and engaging education to a diverse community. (Approved 9/10/13)

Our College Mission:

Santiago Canyon College is an innovative learning community dedicated to intellectual and personal growth. Our purpose is to foster student success and to help students achieve these core outcomes: to learn, to act, to communicate and to think critically. We are committed to maintaining standards of excellence and providing accessible, transferable, and engaging education to a diverse community. (Approved by RSCCD Board of Trustees, 9-23-13)

IMPLEMENTATION PLAN

Excerpts from the "CCC Strategic Planning for Enrollment Management," (AACRAO: American Association of Collegiate Registrars and Admissions Officers)

Phase I - Awareness

Develop a shared awareness of strategic enrollment management and importance of this to SCC's future fiscal health, the carrying out of our mission and our ability to respond to changing environment/budget. This includes times of growth and times for a need to retract.

- Information presentations/sharing
 - Community College Funding Mechanism
 - Understand our data: FTEF, LHE, WSCH, DSCH, positive attendance, alternative accounting method and FTES
 - Overview of our historical enrollment data (Who we were, who are we now and who we want to be)
 - Look at historical data and future trends (% distribution among GE/Transfer, CTE, Basic Skills, Student Success & Counseling)
 - Enrollment Management Inputs
 - Impact of Student Success Act Initiative

Phase II - Engagement

Continue working with the EMC, which includes a broad representation to develop a recommended SCC Framework for strategic enrollment management. The Committee work will be framed around SCC's discussions and principles learned in the awareness phase.

- Engage the college community in planning, collecting and analyzing data to utilize for prioritization and committee recommendations through series of discussion topics.

<i>Topics of Working Discussion</i>	<i>Things to Consider</i>
<ul style="list-style-type: none"> • <i>Development of Scheduling Plans to ensure Completion and Course Sequencing (Two-Years or more)</i> • <i>FTEF Thresholds for Discipline/Programs</i> • <i>Overview of Access (traditional, evening, online, pre-requisites)</i> • <i>Development of Growth Plans (limitation of human, resource or physical capacity)</i> 	<ul style="list-style-type: none"> • <i>Alignment to the College Mission</i> • <i>Student Demand (Wait List & Fill Rates)</i> • <i>High Productivity Courses</i> • <i>Timely completion of Transfer, AA-T/AS-T, CTE, Degrees and Certificates, Basic Skills</i> • <i>Student Educational Goals</i> • <i>Previous Historical Course Cuts</i> • <i>Preservation of required low enrolled courses</i> • <i>Industry trends and workforce demand</i>

- Develop a Strategic Enrollment Management Framework.

Phase III - Communication and Prioritization

Present and share an SCC Framework and solicit feedback and input. Begin to have multiple conversations across constituencies regarding next steps, prioritizations and recommendations to the EMC.

- Hold meeting/workshops/conversations regarding next steps and prioritization of committee recommendations.
- Provide draft of Framework to PIE, Divisions, Academic Senate, etc.
- Finalize SCC Framework for implementation.
- Identify goals, targets, measurable outcomes for the following year.

Phase IV - Implementation

Based upon Phase III input and feedback, utilize final SCC Framework for enrollment management and scheduling.

- Create a mechanism for on-going planning, implementation, review and assessment of SCC Framework
- Review plan to assess goals, targets, and measurable outcomes for each year

Adopted by EMC
11.19.13