

## **Post Pandemic Steering Committee on Strategic Enrollment Management**

**Friday, November 12, 2021**

**2:00 pm**

**Zoom**

Committee Membership: R. Beech (Chair), T. Bonner, A. Bracerros, T. Carollo, R. Chuang, D. Huizinga, T. Karmanova, S. McMahan, D. Minor, S. Sudhakar, R. Tenczar, E. Vogelsang, B. Willess, J. Zhu; Absent: I. Banuelos, P. Bungard, D. Chen, D. Chester, L. Davidson-Boyd, A. De La Loza, D. Freer, D. Graham, B. Haddock, P. Olivérez, D. Ramos,

Guests: Lewis Sanborne & Eric Groves, Ruffalo Noel Levitz, M. Springer, C. Vickers

### **1. Welcome**

R. Beech introduced Ruffalo Noel Levitz (RNL) representatives, Lewis Sanborne & Eric Groves. R. Beech gave a quick overview of the steering committee and its subcommittees to the RNL representatives, then each committee member introduced themselves.

Dr. Eric Groves, Vice President for RNL for the western area. Dr. Groves spent the majority of his career as the Director of Admissions at Point Loma Nazarene University in San Diego prior to joining RNL.

Dr. Lewis Sanborne, Senior Vice President for RNL and his primary areas of responsibility are consulting, research services, student success and oversees the Strategic Enrollment Planning services unit. Dr. Sanborne has been with RNL since 2008.

### **2. Overview of Strategic Enrollment Planning with Ruffalo Noel Levitz**

#### **a. RNL representatives: Lew Sanborne & Eric Groves**

Dr. Sanborne presented on Strategic Enrollment Planning (SEP) with RNL. Dr. Sanborne shared that SEP is a continuous and data-informed process that provides realistic, quantifiable goals; uses a return-on-investment (ROI) and action item approach; and aligns the institution's mission, current state, and changing environment to foster planned long-term enrollment and fiscal health.

The SEP developed by RNL will align with the CSUSB's Mission, Vision and Strategic Plan. In addition, the SEP from an institutional perspective need to work closely and align with multiple areas across the campus.

## Strategic Enrollment Planning Scope: The institutional perspective



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From a student perspective, it's everything we're doing from building awareness, relationships, connections from elementary students to community college students through enrollment, graduation, and alumni engagement.

## SEP Scope: The Student Perspective



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Dr. Sanborne recommended adding an Academic Program/Planning work group to the list of current subcommittee. There is a current Post-Pandemic Committee on Instruction & Academic Programs; T. Karmanova is on the committee and can serve as an interface between the two groups.

Dr. Sanborne provided an overview of the SEP process and the phases we'll work through to build our plan in six consulting sessions. The roles of the subcommittees is really heavy in phase 1 and phase 2 and the work of this group is much heavier in phase 3 and prep for phase 4.

## Strategic Enrollment Planning

### *The four-phase recursive process*



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Is there a timeline associated with each phase? Generally, the first phase is the longest. There is a report due to the President and Provost in March, however the report will be progress report for this committee. Based on an estimated timeline, the planning process could be in phase 3 in May/June 2022. R. Beech and Dr. Sanborne will get together and build a master calendar to share.

What should we look forward to? The bulk of the work is on the front end with the working groups to review data to create a data informed narrative that tells a story. These stories lead us to what we should be doing (situational analysis development, strategy ideation, strategy development and action plan development).

RNL will help us look at our data to look at it from another perspective and to help us look at our key performance indicators to help frame the SEP. They've worked with other CSU's Dominguez Hills and Sonoma in the past but now we're in uncharted territories since we're in a post pandemic era.

### 3. CSUSB's SEM Planning Process, Sub Committees

#### a. Update from first meetings

- i. Student Recruitment / Pipeline Building
- ii. Transition and Enrollment Supports

**iii. Systems, Structures and Supports for Retention**

**iv. Financial Aid and Scholarships / Affordability**

**b. Meetings will be scheduled monthly between these meetings**

All of the subcommittees have met once and are working to get the next one scheduled soon.

**4. Questions and other items**

**a. Regular meetings on the 2<sup>nd</sup> Friday of the month at 2 pm**

**b. Next meeting: December 10**

The next meeting is scheduled during the commencement ceremonies, so we'll look to reschedule this one.