

Post Pandemic Steering Committee on Strategic Enrollment Management
Friday, February 11, 2022
2:00 pm
Zoom

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

Guests: Lewis Sanborne, Ruffalo Noel Levitz,

1. Welcome

R. Beech welcomed the group and shared that both her and Lew will recap the first RNL visit and discuss the next steps in the Strategic Enrollment Planning process.

2. Recap of the SEM meetings

R. Beech thanked everyone for participating in the multiple meetings held on January 26 and 27; we're ahead of pacing schedule for the Strategic Enrollment Planning process. Lew shared how pleased he was with the first consultation and this will help CSUSB move quickly through the process for CSUSB. Both L. Sanborne and R. Beech are looking for feedback and/or questions from the last session.

- Can each committee get a copy of the goals and notes take from each session so they can ensure they are keeping on task? – Attached to the meeting notes email is the file: ***CSUSB SEP Launch 0122 Working Group.pdf***.
- Can you please review the focus areas for each of the working groups?
 - Attached to the meeting notes email is the file: ***CSUSB Working Group FocusAreas draft 020822.docx***.
 - L. Sanborne and R. Beech reviewed the focus areas from working group meetings
 - The yellow highlighted bullets are source from the SEMPPSC group
 - The bullets under are from each working group
 - R. Beech & L. Sanborne also moved a couple of the suggested focus areas out of the working groups due to statutory limits or delegating the item to other groups.
- L. Sanborne shared more insight to the working groups homework:
 - Review the ***CSUSB Working Group FocusAreas draft 020822.docx*** document with four columns with the input of focus areas of each group
 - It's recommended that each group should process and understand the list under each focus area.

- Create Situational Analysis for each bullet point
 - Create a data informed narrative to tell where we've been (past 5 years) and how we compare, including benchmarking amongst competitors (community colleges, privates, workforce, and military) and peers.
 - For example, "How do we historical manage the pipeline funnel? Do we buy prospective student lists? How do we manage prospective names to inquiry management and to applications?"
 - L. Sanborne recommends dividing and conquering the list.
 - 1-2 page narrative with data and information support.
 - Do we earmark the pivotal points that have changed/shifted too within the 5 year timeframe?
 - Q2S conversion – Yes, this is very important information and part of the narrative.
 - Examples of Situational Analysis were shared by L. Sanborne; they should be viewed as broad conceptual things not templates to be used.
 - Example 1
 - Claim and evidence with a chart
 - Potential strategies
 - Take-away and observation
 - Example 2
 - Brief discussion/description
 - Supporting data with a narrative to describe your data accurately
 - Highlights:
 - The data may not support your claim and it's ok if it doesn't.
 - Look for existing data.
 - Once you've looked at each of the focus areas, review them again to see if we have any holes or are there anything else we should be looking at?
 - Rachel and Tanner are working on a narrative/story to go along with the enrollment data set.
 - Consider using the CASE method...Copy And Steal Everything...to not reinvent the wheel.

3. Next Steps

- Chairs of committees to share the work to create Situation Analysis (narratives and data points) on each bullet points before March 15 – these are the initial drafts.
- Be prepared to review the Situational Analysis during the campus visit on March 15-16, 2022.

- For data requests, all requests should be emailed to T. Carollo and cc R. Beech. Requests for data should be funneled by the Committee Chair. should be
 - T. Carollo will work with each Chair to get the information they need and do their best to meet timelines.

4. Questions and other items

a. Regular meetings on the 2nd Friday of the month at 2 pm

Please make note, the meeting on March 11 is cancelled due to the on-campus visit with RNL on March 15-16, 2022.