

SAN DIEGO MESA COLLEGE

Enrollment Management

PCAB Presentation

December 6, 2022

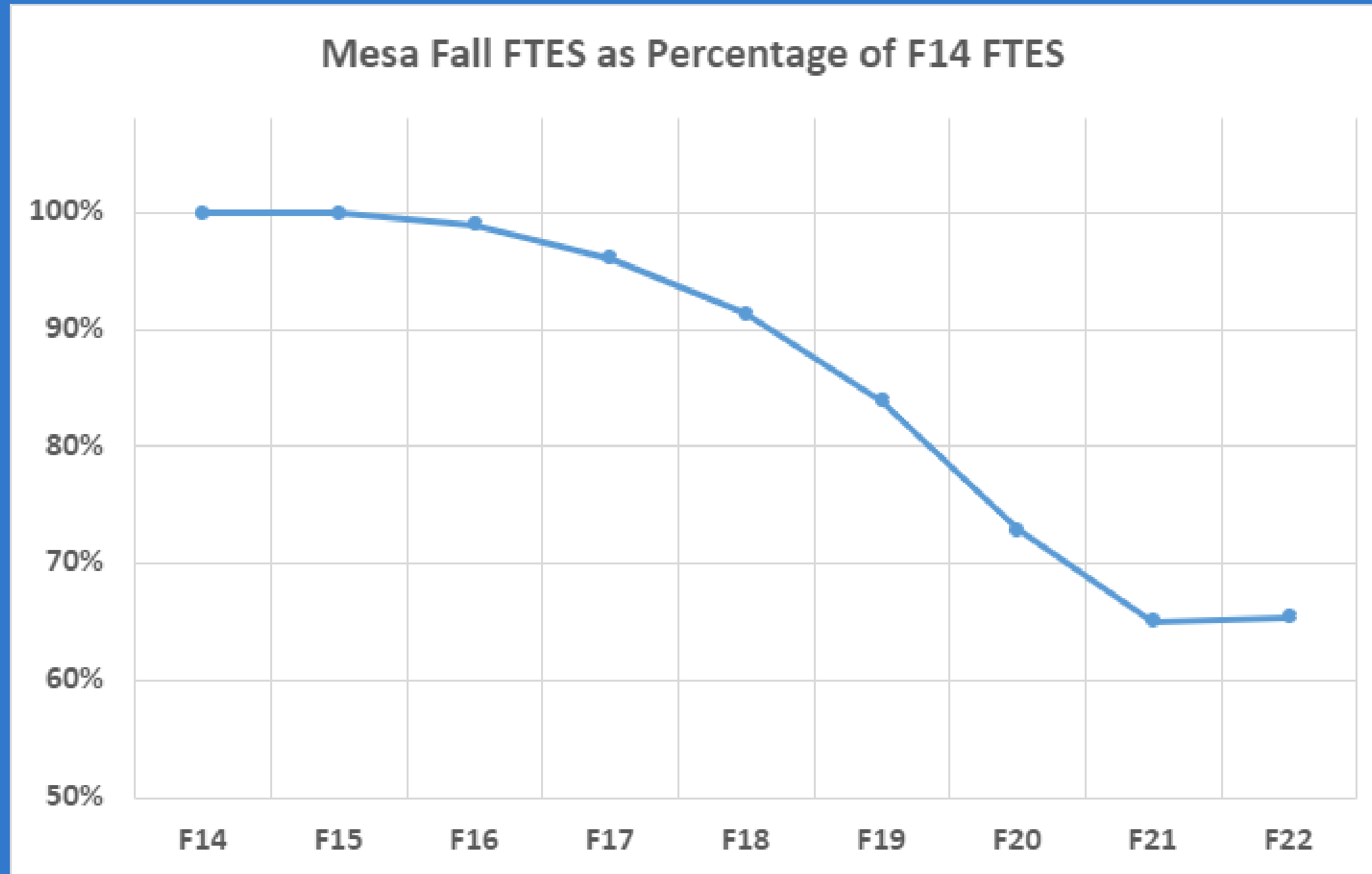
Outline

- The Why: Vice-President of Instruction: Dr. Isabel O'Connor
 - Work Group Overview: Dean Pearl Ly and Prof. Donna Budzynski
 - Fall 22 Report
 - Spring 23 Plans
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**Vice President of
Instruction:
Dr. Isabel O'Connor**



Background: FTES Data



UCSD Enrollment Management Academy (EMA)

Summer 2022



Objective

Create a student-centered schedule that is predictable, responsive, efficient, and supports student success, completion, and equity outcomes

Deliverable

By May 2023, the Enrollment Management Work Group will develop a collaborative, innovative, and student-centered Strategic Enrollment Plan for San Diego Mesa College

Mesa 2030 Connection

Stewardship

- Increased campus understanding, communication of, and transparency in budget and resource allocation (SO5)
 - Increase student access and schedule efficiency by coordinating schedules among departments/disciplines (SO3)
 - Assess impact of prerequisites and co-requisites on student success and revise curriculum, as needed (SO3)
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Workgroup Coordinators: Dean Pearl Ly and Prof. Donna Budzynski



EM SubGroups: ROY G BIV

01

Education

02

Schedule
Practice
Review

03

Equity &
Student
Success

04

Schedule
Tools

05

Partnerships &
Innovation

06

Environmental
Scan

07

Marketing,
Communication,
Outreach

Fall 22 Timeline

1. Recruitment
 2. EM Kickoff Event – 9/16
 3. Bi-weekly EM Task Force Meetings
 4. Sub-Groups Meeting
 5. EM Town Hall – 12/1
 6. EM Wrap-Up Event – 12/2
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EM Kickoff Event

September 16, 2022



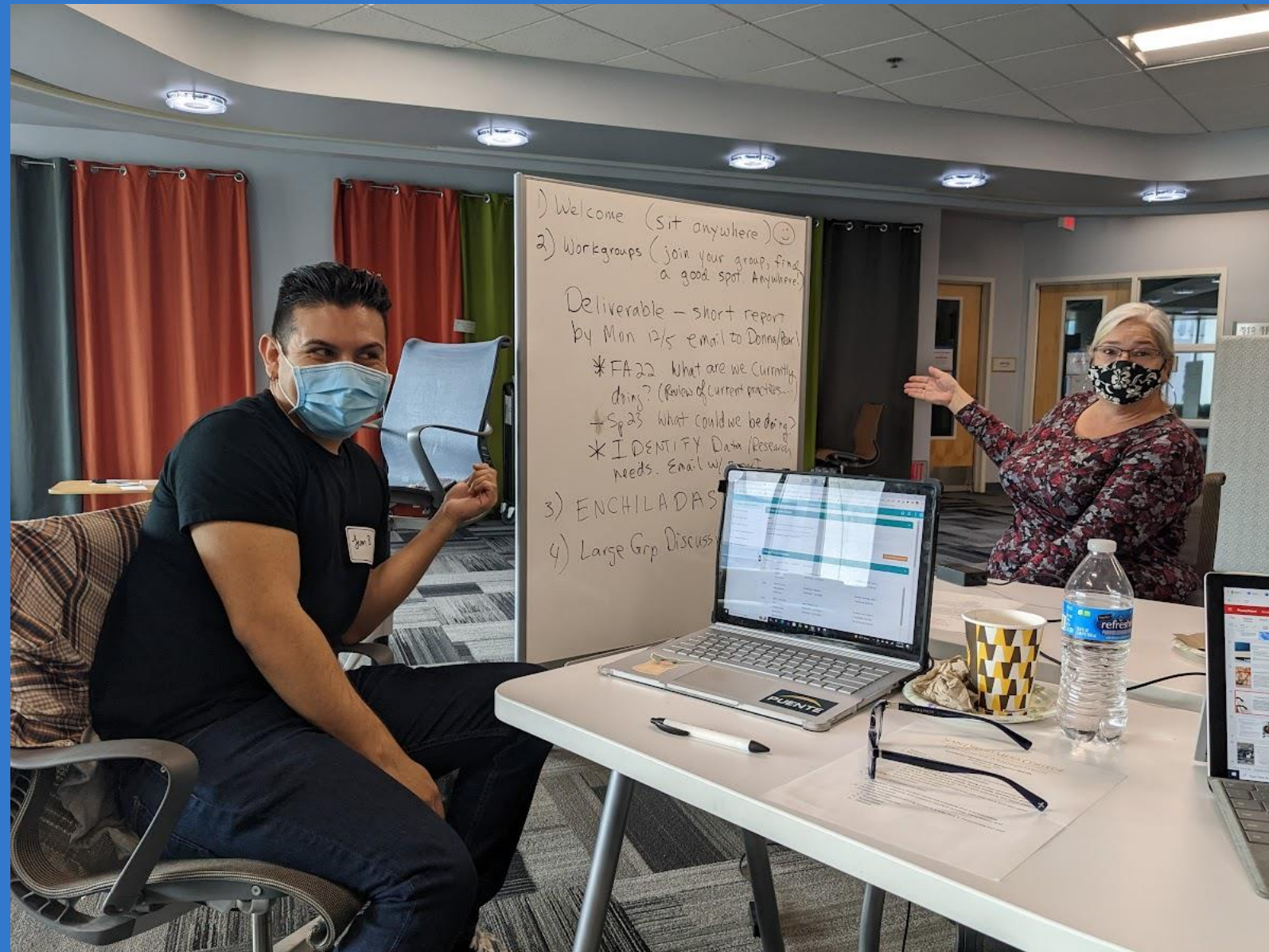
EM Town Hall

December 1, 2022



EM Work Group Fall 22 Wrap-Up

December 2, 2022



RED SubGroup: Education

Leads: Jill Moreno Ikari, Linda Hensley, Ailene Crakes

Charge: Provide a broader understanding of enrollment management concepts and shared language across the college to foster broad understanding of enrollment management need and objectives.

Fall 2022

- Enrollment Management Website Development and Maintenance
- Glossary
- Enrollment Management Town Hall
- WOW – Word of the Week
- Promotion

Spring 2023

- Spring Convocation
- School/department meetings
- Townhall Update
- PCab – February 2023 Kahoot

ORANGE SubGroup: Scheduling Practices Review

Leads: Tina Recalde, Donna Budzynski, Leslie Shimazaki

Charge: Complete a review of our scheduling practices for the purpose of creating a more student-centered schedule that maximizes FTES and productivity. This will include exploring accounting methods, block schedules, GE patterns, modalities and other aspects of scheduling.

Fall 2022

- Reviewed the block schedule with Arlis. The current block schedule was developed in 2004/2005.
- Developing a Current Practices survey for those involved in schedule development: VPI, deans, chairs/faculty leads, Admin Assistants.

Spring 2023

- Complete, administer, and compile results of the survey
- Document aspects of scheduling that impact FTES, such as accounting methods
- Educate people involved in the schedule process of these impacts to inform scheduling decisions

Green SubGroup: Equity and Student Success

Leads: Leticia Diaz, Cynthia Rico, Denise Rogers

Charge: Focus on curriculum, degree and certificate completion with a focus on disproportionately impacted groups, increasing OER and ZTC, and enhancing Student Support Services.

Fall 2022

- 3 subgroups: Curriculum Review (OER and Pre-req/Co-req), Degree Completion, Student Support Services
- Looking at current practices and taking some actions: Phone Call Wellness Check-Ins (~3,000 students)

Spring 2023

- Exploring many ideas posed: customized class notes, early alert system
- Improved communication and collaboration with Bookstore, District, Pathways, and more

Yellow SubGroup: Scheduling Tools

Leads: Bridget Herrin, Todd White, Pearl Ly

Charge: Develop predictive tools that allow departments to forecast enrollment trends, FTES, and assist with schedule builds.

Fall 2022

- Evaluated existing Mesa and District EM tools (data dashboards) and others in the region.
- Solicited feedback from chairs and deans, Institutional Effectiveness implemented changes for Summer/Fall 23 schedule planning

Spring 2023

- Exploring revival of FTES/FTEF generator tool
- Creation of videos of how to use tools effectively
- Working with District on predictive EM tool technology (i.e. AdAstra Analytics)

BLUE SubGroup: Partnerships and Innovation

Leads: Paula Gustin, Andy MacNeill, Gabriel Adona

Charge: Focus on in-demand curriculum and programs, Continuing Education non-credit to credit pathways, partnerships with transfer institutions, and ideas from sectors outside of higher education with pedagogical excellence.

Fall 2022

- Established group structure
 - Path to Mesa College: Currently depend on outreach – high schools, CE, industry, military, etc.
 - Path to Transfer: Currently relationships with 4 years and industry
- Identify high demand courses/challenges (in progress)

Spring 2023

- Determine process for micro certificate programs for industry/HS
- Begin CCAP partnerships in 9th grade
 - First annual *Collegefest* for students and families
- FAM tour for high school counselors to visit Mesa
- Discuss and increase WBL and student internships
- Explore space utilization (where can we hold more labs? High demand classes?)

INDIGO SubGroup: Environmental Scan

Leads: Nancy Cortez, John Crocitti, Ryan Schumacher

***Charge:* Review and analyze data on student demographics and our surrounding community, trends in the labor market and the local economy, policies and laws, and how these factors may impact programs and schedules.**

Fall 2022

- Compiled a list of relevant sources of information
 - Created a structure to organize the contents of the environmental scan.
 - Regional context
 - SDCCD & Mesa Data
 - Survey Data
 - Labor Market Trends
 - Legislation & Fiscal considerations
- Created a first draft.

Spring 2023

- Finalize report and share with subgroups

VIOLET SubGroup: Marketing, Communication, and Outreach

Leads: Alex Berry, Jennifer Kearns, Danica Moore

***Charge:* Review and revise marketing strategies related to enrollment management, in-reach and outreach communication strategies to different student populations.**

Fall 2022

- Identify what marketing and outreach is already occurring.
- Set up a presentation that can be shared out with the wider campus to help educate people about the outreach efforts currently in place. 1 for Marketing & Outreach, 1 school and department level.
- Identify any gaps we may have in marketing and outreach to support the recruitment of new and prospective student group

Spring 2023: Develop a good understanding of new and prospective student groups and much more



THANK YOU!