

**Strategic Enrollment Management Plan
Committee Minutes
June 5, 2018
8:30-10:00am FMTZ 210**

Present: Jeanie Flood, Michelle Bencomo, Sean Weaver, Edward Martinez, Ben Villarreal, Susan Chavez, Craig Snow, Kimberly Blea, Benito Pacheco, Joe Gieri, and Lee Allard

Zoom: Rebekah Peoble, Kevin Ensor, Thomasinia Ortiz-Gallegos, Buddy Rivera, and Gloria Gadsden

I. Review

- a. Dr. Martinez reported that more information was added to SEM Plan since the last meeting.
- b. Undergraduate Retention Section (pgs. 19 and 20):
 - Goals column
 - Dr. Martinez reported that a lot of the information in this section was pulled directly from the Retention Plan.
 - Benito suggested that resources, such as the Enrollment Success Contract (ESC), also be available to students other than first-time freshman. He suggested that a review of population/cohort size take place first, then address needs accordingly. Dr. Martinez discussed the current process of ESC to attending committee members.
 - Benito suggested that the online orientation bullet (page 19, Goal column, bullet 2) be revised to include services we have available to all students, not just Freshman (ex. how to setup email, how to pay bill, etc.) Kimberly reported that this is something the Student Well-Being and Service Committee is already discussing. Dr. Martinez stated it's okay to report initiatives in more than one area. Some committee members stated they wouldn't recommend overlap in information. Benito and Kimberly discussed Gateway/Jumpstart program and what is required to get program up and going (faculty engagement, resources, etc.). Committee discussed ideas about student well-being webpage. Dr. Martinez stated that some Onboarding goals may belong in another subcommittee groups (recruitment, student well-being committees, etc.) For example, should "Goal" bullet 4 be a Recruitment subcommittee initiative? Should "Goal" bullet 1 fall under Recruitment an another subcommittee initiative? Committee agreed that it's okay to list goals in more than one place throughout the plan; however, it's important to be strategic consistent about it, possibly listing departments involved and clearly stating who's in charge of initiative throughout narrative.
 - Craig recommended improving the early alert process. His thoughts are that it's not popular among faculty. Benito addressed some information and statistics and technological information about the early alert process. He reported that it's being made more simple and should be

easier to use come Fall 2018. Benito also reported that faculty will be allowed and encouraged to provide recommendations.

- Kim recommended that committee review goals listed and discuss as group where to place. Then, team leads should meet and discuss/hash out who's responsibility it is to fulfill those goals.
- FAFSA bullet (5) – Susan stated communication plan is in place with students. Those that have applied to HU but have not submitted a FAFSA and those that have not applied to HU but have submitted a FAFSA are being contacted by the FA Office.
- Bullet 6 - Benito stated this goal has been tightened up and there are rarely cases in which students slip through the cracks. Most students are involved in learning community.
- Dr. Martinez reported that all other goals came straight out of the Retention Plan and targets are already in place. He also stated that subpopulation goals (strategies for those goals) are already in place as well; however, the 2020 goals still need to be finalized by the Retention Advisory Council. He reported that this is ongoing work.
- Strategies column
 - Bullet 1 – Dr. Martinez reported that HU will be purchasing names based on student profiles for past 5 years of data (who are our students? Type of students - ACT scores, etc.). He also stated that a communication plan will be in place to follow up with students and in which information about HU has been sent out. This is currently being done for seniors, juniors, and sophomores in high school. The committee discussed where this strategy should be and what other things can be done. Benito recommended revamping or restructuring how call-outs are done, possibly to include faculty. He also suggested that more be done to grow programs struggling for enrollment, possibly more visibility/information from respective departments. Benito also reported that student-to-student contact is important as students seem to appreciate it. Dr. Martinez discussed the current communication plan and schedule of communication messages. Sean stated he would like to work more closely with Dr. Martinez to develop a social media campaign to target specific students.
 - Bullet 2 – Committee discussed activities within bullet and recommended individuals/departments be identified as to who is responsible for the activities. Joe recommended developing a student portal for “one-stop-shop” information.
 - Bullet 3 – Dr. Martinez reported that the Donnelly Library recently purchased software for students to prepare for certain types of exams. He stated that Dr. Gonzales is recommending that students be encouraged to use straighter line when appropriate.
 - Bullet 4 – Dr. Martinez recommended that scheduling of plans be done a year in advance. He stated that one issue with advanced scheduling,

currently, as class schedules are not always known that far in the future. Dr. Martinez hopes that the new scheduling software may help with this as well as the 4-year roadmap. Committee discussed details about how scheduling could work with scheduling software. Ben asked about available data to confirm that early course planning works. Benito stated that data does exist to show that clear paths to goals helps with retention. Committee discussed possible pros and cons of long-term planning. Ben stated that student's perception of schedule being made for them removes their option to modify their own schedule. Committee discussed revising language used while advising "you can graduate in 4 years if you follow this plan", or something similar.

- **Bullets 4, 5, and 6 – It was discussed that these strategies are appropriate for any new student (any campus). Committee discussed how students want to start talking to faculty early on even if undecided. Be more intentional about reaching out to our continuing students.**
- **Bullet 7 – Susan stated that the FA office is already doing carrying out this strategy.**
- **Bullet 8 – Kimberly stated this strategy is already being done. Career assessments are being done in the learning communities also. Kim reported that she is recommending that the Careers Services Office have a counselor position available to work with and guide students.**
- **Bullet 9 – Dr. Martinez stated that to carry out this strategy, a lot of coordination and communication is required. He stated that low test scores may be due to test anxiety and other factors. Dr. Martinez posed the question to the committee, "is there a better way to access placement?" Benito stated that English assessments align with what others are doing. He also reported that HU has the highest Math placement requirements than any other school when it comes to placement into College Algebra. Benito recommended we reevaluate those requirements and allow more flexibility. Joe stated that maybe training be done so students are getting the same advisement. Dr. Martinez recommended that the Math department be part of the discussion regarding any changes being made to score requirements. The committee further discussed how this may be affecting students overall as well as recruitment initiatives.**
- **Bullet 10 – it was reported that this strategy is already being done**
- **Bullet 11 – Dr. Martinez and Susan reported that HU's current Scholarship Program is being revamped.**
- **Bullet 12 – this strategy has already been discussed.**
- **Bullet 13 – Dr. Martinez asked who's responsibility this is. Benito stated monitoring would be fairly easy to track.**
- **Bullet 14 – this strategy has already been discussed.**
- **Bullet 15 – Dr. Martinez clarified that this is related to how and why we place them.**

- **Bullet 16 – it was reported that this strategy is already being done**
- **Bullet 17 – this strategy has already been discussed.**
- **Bullet – Benito discussed this strategy and reported that it will be done.**
- **Bullet 19 – Casey reported that she is working on this strategy.**
- **Bullet 20 – Dr. Martinez reported that the returning student cohort is almost as large as new student cohort. He stated he needs to look into this further.**
- **Bullet 21 – Benito reported that he is attempting to identify those who didn't show up to administratively drop. Kim recommended that coordination take place with housing to identify who has not checked in, paid a deposit, or have a contract on file.**
- **Bullet 22 – left off here.**
- **The committee agreed it would be best to go over the SEM Plan section by section and organize accordingly.**