

Strategic Enrollment Management Plan
Committee Minutes
August 7, 2018
8:30-10:00am FMTZ 210

Present: Dr. Edward Martinez, Casey Applegate-Aguilar, Julia Geffory, Thomasinia Ortiz-Gallegos, Jeanie Flood, Keith Tucker, Benito Pacheco, Ben Villarreal, Michelle Bencomo, and Susan Chavez

Zoom: Gloria Gadsden, Rebekah Peoble, and Tamlyn Crain

- I. Updates
 - a. Dr. Martinez reported that he has been working to format the plan and has added an executive summary, introduction, updates to graduate recruitment section, and included the university's mission and vision.
 - b. Dr. Martinez stated he would like to add an appendix and still working on the academic section.

- II. Questions/Comments
 - a. Thomasinia asked if the plan would be shared at faculty development week or other committees for review before final submission. Dr. Martinez stated he plans to share with others before submission of finalized plan.
 - b. Dr. Gadsden recommended taking it to Faculty Senate to decide who receives the plan for review and who doesn't. Dr. Martinez stated he will have a draft review of complete plan for committee to review and after input from committee is received and corrections made, he will then share with faculty and staff via Senates. Dr. Martinez will reach out to Senates to request they review the plan in early September.

- III. Situational Analysis Review

Discussion:

 - a. Keith Tucker Recommended to place goals and recommendations first.
 - b. Dr. Martinez presented the idea of turning all data into tables.
 - c. Gloria Gadsden recommended enrollment and retention data be placed up front.
 - d. Dr. Martinez suggested enrollment data by campus, retention data – fall to fall, graduation – 4-6 year, and recruitment data up front. Julia and Gloria suggested line graphs be incorporated; members agreed.
 - e. Dr. Martinez stated intent for this particular section was to only provide data on our situation.
 - f. Keith Tucker recommended sections 10, 11 and 14 be moved forward, then remaining data.
 - g. Dr. Martinez stated he will create enrollment, retention, and graduation graphs to be placed at the front of the situational analysis section. Sections 10, 11, and 14 will follow. Members agreed this layout.
 - h. Dr. Martinez asked the group for input on how we will disseminate the plan to the public. Gloria recommended transparency is the best option with a note that indicates this data will not be collected annually. All members agreed this was the best course of action.

- i. Benito recommended that, in Enrollment Trends - last bullet, add statement about statewide enrolment trends as well. Dr. Martinez agreed this can be better conveyed in paragraph form. Thomasinia recommended including comparative data based on state and national trends for current data presented (undergraduate, graduate, etc.).

IV. Timeline:

- a. Dr. Martinez will attempt to complete formatting of entire plan by two weeks from today (8/21). Then allow committee two weeks for review (due back by 9/4).
- b. Disseminate to Senate committees instead of campus community stakeholders. Will be provided to Senate committees two weeks after SEM committee review (9/18), due back by 10/19.
- c. SEM plan committee review of feedback on 10/23 and allow one week to do revisions...10/30 - send to Senate Committees for endorsement.
Note: Thomasinia recommended one member of each Senate committee to sit on SEM Plan Committee.
- d. Present Plan to EMT once endorsed by Senate Committees, approximately early November.
- e. Present plan at BOR meeting in November or December.
- f. Next SEM Plan Committee meeting will take place on 8/28; however, Dr. Martinez will send Plan out to members for review on 8/21.

Action:	Person(s) Responisble:	Deadline:
Complete update and formatting of SEM Plan	Dr. Martinez	8/21/18
Review of SEM Plan; submission of changes/modifications	SEM Plan Committee	9/4/18
Update SEM Plan with SEM Plan Committee's feedback	Dr. Martinez	9/18/18
Review of SEM Plan; submission of changes/modifications	Senate Committees	10/19/18
SEM Plan Committee to review Senate feedback	SEM Plan Committee	10/23/18
Update SEM Plan with Senate Committee's feedback	Dr. Edward Martinez	10/30/18
Send to Senate Committee's for endorsement	Dr. Edward Martinez	10/30/18
Present SEM Plan to EMT	Dr. Edward Martinez	Early November
Present SEM Plan to Board of Regents	Dr. Edward Martinez	November/ December

V. Action to be taken:

- a. Line graphs will be created to portray enrollment, retention, and graduation data and will be placed at the front of the situational analysis section. Sections 10, 11, and 14 will follow.
- b. A statement will be added to the Enrollment Trends section (last bullet) discussing statewide enrolment trends. Dr. Martinez agreed this can be better conveyed in paragraph form.
- c. Comparative data based on state and national trends for current data presented (undergraduate, graduate, etc.) will be added in the Enrollment Trends section.