

# College of San Mateo

## Enrollment Sustainability and Growth Work Group

10-192 | <https://smccd.zoom.us/j/82824096961?pwd=NXNaMy9Pbk5IRDILc1VycHd0THNldz09>

Friday, March 10, 2023 | 11:00 AM-12:30 PM

- Members:** Deborah Baker, Manasi Devdhar-Mane, Krystal Duncan, Alicia Frangos, David Galvez, Deborah Laulusa, Alejandra Lombera, Joseph Martinez, David McLain, Claudia Menjivar, Liz Morales, Monique Nakagawa, Patrice Reed-Fort, Steven Trinh, Andrea Vizenor,  
**Ex officio:** Jennifer Taylor-Mendoza
- Guests:** Kibibi Bonner, Tammy Wong
- Co-Chairs:** Carla Grandy and Carol Ullrich

## MINUTES

### Welcome

Interim Vice President of Instruction and Co-Chair Carla Grandy called the March 10 Enrollment Sustainability and Growth (ESG) Work Group meeting to order at 11:05 a.m. She welcomed everyone both in-person and online to the meeting.

Carla outlined the agenda and introduced Kibibi Bonner from EAB, who will be introducing EAB's resources available to the group and to anyone with a District email address. After the presentation, working groups will continue their discussions of goals and timelines that they started in the previous meeting.

### EAB Introduction

EAB Senior Strategic Leader Kibibi Bonner introduced EAB, its research methodology and best practices rooted in research, latest events, services, and resources, and the accessibility of implementation templates and toolkits for colleges. EAB's Strategic Advisory Services include Student Success and Retention, Enrollment, and Workforce Development.

EAB is currently conducting CSM's Enrollment Pain Point Audit as a starting point for creating a tailored plan. After the audits and diagnostics, EAB can meet on consulting calls and provide workshops to address issues with enrollment teams to determine goals, needs, and templates to build out a Strategic Enrollment Management (SEM) Plan Framework. EAB will also review SEM plans.

EAB's Community College Resource Hub provides a trove of resources for groups to use. You just need to set up an account, and Carla encouraged group members to share this information with CSM staff in the different areas represented at this meeting. Our contract with EAB is for three years.

Carla mentioned that after the Enrollment Audit, working groups can set priorities around the strategic planning of the enrollment process. Dean of Counseling, Advising, and Matriculation Krystal Duncan and Executive Director of Strategic Initiatives and Economic Development Andrea Vizenor discussed which EAB's resources are useful for other efforts and groups on campus for collaboration. Andrea suggested an asset map of the different working groups on campus who can use EAB resources and all come together under ESG. Kibibi told the group about *Ask EAB*, which will collect research and data points for special projects that we can request. ESG will decide how we will reach out to EAB based on the strategic priorities with all the groups on campus. Carla thanked Kibibi for presenting.

Presentation has been posted on the ESG website.

### **CSM Retention Working Group**

Dean of Counseling, Advising, and Matriculation Krystal Duncan and Acting Director of Pathways & Promise Liz Morales are leading a retention group on campus. This group began as a conversation in Student Services among the administrators and managers to look at Retention Specialists as a resource in terms of who we have and what resources we have in ACC and Student Services to support students through guided pathways: do Retention Specialists have the adequate training to know what they're doing? Do they need training so that they are fully tied into campus? What is their expertise, and what can we learn from one another? What are the gaps in retention from each group, and what is working to remedy these?

In the Retention Group's first meeting, Student Success Program Services Coordinator Alicia Frangos mentioned the Leading From the Middle consulting group, and the Retention Group will be using them to help come up with a work plan to be implemented in the next year. They have had one meeting so far, and they are still solidifying who will be members of the group.

Acting Dean of PRIE Monique Nakagawa pointed out that if the Retention group needs data, that they need to submit a Data Plan with advanced notice. Ideally, PRIE would also be brought in to consult with the group so that PRIE knows what type of data is needed and to help identify what types of data there is available to the group.

The ESG group discussed that there seems to be a lot of siloed research happening in programs across campus, and it would be good to have ESG as a hub of research and data that feeds into other research so that there is a full picture of what working groups and associated activities CSM is engaged in, as well as focusing the data work. Krystal would like ESG to guide the work of the retention group. Andrea also would like for all of us to use the same data points instead of scattered ones so that work like CSM's SEA Equity Data can be thoughtfully and intentionally used for meetings like the Executive Team Meeting's discussions on equity.

Carla summed up that ESG would be an umbrella of everything we are doing for students. If we need to invite more consultants to the committee or members to join, we can do that, too. Let's also think about how we can use the ESG website to share what is happening in our working groups, keep people informed, and also to get feedback on our work.

**Working Groups: Goals + Timeline Setting**

Carla placed members into working groups to finish and document discussions from the last meeting:

*Group 1 – Matriculation:* Manasi, Steven, Krystal, Claudia, and Deb Laulusa

*Group 2 – Outreach:* Dave McClain, Deborah, Alejandra, and Andrea

*Group 3 – Completion:* Joey, Liz, Alicia, and Monique

**Next Steps**

Carla collected the documentation from the working groups and will compile the information. She will send an email to the group with EAB's presentation deck so members can open their EAB account and access resources.

Next meeting will take place on March 24, 2023.

**Adjourn**

Carla Grandy adjourned the meeting at 12:30 p.m. and thanked everyone who attended, in-person and virtual.