

College of San Mateo

Enrollment Sustainability and Growth Work Group

10-192 | <https://smccd.zoom.us/j/87880467631?pwd=M1hHQ0lSemJCVFJLaUMzSWszZzBkZz09>

Friday, April 28, 2023 | 11:00 AM-12:30 PM

Members: Deborah Baker, Guillermo Cockrum, 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, and Tammy Wong
Ex officio: Jennifer Taylor-Mendoza

Co-Chairs: Carla Grandy and Carol Ullrich

MINUTES

Welcome

Co-Chair Carol Ullrich called the April 28 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.

Data Plan Update

Presentation by Acting Dean of PRIE Monique Nakagawa with discussion around enrollment/admissions and retention numbers.

Outreach/Matriculation Action Plan Development

Members discussed (1) Action Steps; (2) Timeline; (3) Responsible person(s); (4) Data/Resources needed on the group's Google working document as an outline.

Next Steps

The group will meet in working groups to complete the Outreach/Marketing development plan and begin to develop the Retention/Completion Action Plan.

Next meeting will take place on May 12, 2023.

Adjourn

Carol adjourned the meeting at 12:29 p.m. and thanked everyone who attended, in-person and virtual.