

# College of San Mateo

## Enrollment Sustainability and Growth Work Group

10-192 | <https://smccd.zoom.us/j/89390410291?pwd=Vnhna3FhcEJPTmVlVlFFZWZmd2U4QT09>

Friday, May 19, 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

Vice President of Instruction and co-Chair Cara Grandy called the May 19 Enrollment Sustainability and Growth (ESG) Work Group meeting to order at 11:09 a.m. She welcomed everyone both in-person and online to the meeting. The group welcomed Allie Fash, Director of Pathways and Promise.

### Small Group Ideation on Barriers to Retention and Completion

The Outreach/Marketing working group will flesh out their plans on “Expanding Multilingual Services and Advertising.” The Retention/Completion Group will map out ways to address retention/completion barriers discussed last meeting. Items were added to the group’s Google document.

### Large Group Presentation

As CSM is an HSI Institution, Outreach/Marketing will start translating key matriculation documents and a video into Spanish and have Spanish-speaking students and staff review the materials for clarity. This process will serve as a model to expand to other languages. Outreach/Marketing also discussed the pros and cons of Call-to-Action Buttons (e.g. Apply now!) and collecting RFI.

The Retention/Completion Group shared out that they focused on students completing math and English in their first year. They discussed how math and English courses should be resourced appropriately with the top picks of classrooms and non-competing schedules. Ideas on building scheduling-based learning communities was also shared. This summer, counselors will create SEPs with CRNs to build student schedules, which will then be shared with the Deans, who will then schedule courses accordingly. The goal is that these will become ready-made options/plans for students.

### Next Steps

Using the group’s documentation, Carla will draft a Strategic Enrollment Plan and will send it out to the group for feedback.

ESG meetings will officially reconvene in the Fall.

### Adjourn

Carla adjourned the meeting at 12:33 p.m. and thanked everyone who attended, in-person and virtual.