

SANTA ANA COLLEGE
Enrollment Management Committee
Tuesday, September 16, 2025, 3:30pm – 5:00pm

1. Welcome and Introductions

Matthew Morin welcomed members and facilitated introductions using the 'popcorn' format. Participants included faculty, staff, administrators, and student representatives.

2. Information: Student Equity and Achievement (SEA) Plan (Tanisha Burrus & Team)

- Tanisha Burrus along with her team presented the draft Student Equity and Achievement (SEA) Plan. Metrics addressed included Math/English completion, persistence, enrollment, completion, and transfer rates. Strategies emphasized targeted outreach, tutoring, streamlined onboarding, and transition support for continuing education students.
- The team is collecting feedback from all constituencies group across campus. The finalize plan for Board of Trustees by Nov. 10.

3. Discussion: Membership (William Nguyen)

- Reviewed current committee membership. Proposed additions included 2 department chairs (1 from credit and 1 from non-credit), Dean of Fine & Performing Arts. Also clarification about which constituency group would put forth appointments of Outreach, Marketing, and Budget positions were raised. Discussion focused on faculty/administrator balance, classified representation, and dual enrollment. William Nguyen and co-chairs to refine proposal; bring updated structure for approval at next meeting.
- Consensus to revisit after constituency feedback.

4. Action: Approval of Minutes (May 20, 2025)

- Minutes from May 20, 2025, meeting were presented. A motion to approve was made and seconded (V. Nguyen, Dr. V. Hubbard) once quorum was met. Minutes approved with one abstention (J. Beltran).

5. Discussion: Goals (William Nguyen)

- Proposed Committee goals were presented. Noted goals include developing a timeline for EMC through AY, studying and improving metrics for Supplemental & Success, and work on monitoring/achieving FTES target throughout the year. Discussion ensued and this will be brought back at the next EMC meeting for review & approval.

EMC Meetings will be held on the third Tuesday from 3:30-5:00pm each month unless otherwise noted

Fall 2025: September 16, 2025, | October 21, 2025, | November 18, 2025

Spring 2026: February 17, 2026, | March 17, 2026, | April 21, 2026, | May 19, 2026

6. Information: Enrollment Campaign (Mark DeAsis)

- Report on Zero Unit Enrollment project: 40,620 students with registration appointments for the Fall 2025 semester had not enrolled in courses four days before the term began.
- Low Unit Enrollment: 6,863 students were enrolled in only 3–9 units, placing them at risk of delayed completion, reduced financial aid eligibility, and impacting overall FTES (Full-Time Equivalent Students) targets.
- In-Reach Campaign initiated:
Email and text messages were sent to 47,483 students twice a week with customized content.
August 14–17: Messaging to students to *enroll in open classes*.
August 18–31: Messaging shifted to *add with faculty approval* reminders.
Prioritize targeted outreach to students with registration appointments but no enrollment activity.
Encourage part-time students to increase their unit load for faster completion and improved aid eligibility.
- Continue utilizing multichannel communication (email, text, counselor support).
- Highlighted the importance of strengthening collaboration across Admissions & Records, Counseling, and Financial Aid to improve student enrollment outcomes and streamline services. Noted that this aligns with the “Barrier Buster Initiative” led by Dr. Hubbard to address student needs effectively through the removal of processes that create unintentional obstacles.
- The plan to monitor outcomes through fall term and beyond.

7. Information: EM Retreat Recap (Lorena Chavez)

- Lorena Chavez provided a recap of the September 12 retreat with 46 attendees, including faculty, department chairs, administrators, and classified professionals. Dialogue focused on enrollment management, FTES generation, and cross-division collaboration.
- Retreat outcomes reinforced collaboration and shared strategies.
- Apply insights from retreat discussions to ongoing EMC initiatives

8. Discussion: FTES Target 25–26 (Matthew Morin & Lorena Chavez)

- FTES target for Continuing Education set at 7,512 (up from 7,262 actuals in 2024–25). Discussion emphasized developing data-informed processes to ensure realistic and sustainable growth.
- Target approved as a committee benchmark.
- Track FTES across summer, fall, and spring terms; revisit strategy mid-year.

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