Strategic Enrollment Management (2019-2020)

Meeting Notes

NAME OF COUNCIL/TEAM: Strategic Enrollment Management (2019-2020)	
OBJECTIVE OF MEETING: Kickoff Meeting, Scope of the project	
DATE: 09/09/2019 **TIME:** 1:30pm	**LOCATION/ROOM #:** CTL **CALL-IN NUMBER:**+1 669 900 6833 **CALL-IN CODE:** 935 082 857
FACILITATOR(S): Kale Braden, Dyne Eifertsen	
TIMEKEEPER:	
ASSISTANT: Kevin Porter	
MEMBERS PRESENT: Charles Braden, Michelle Brock, Roger Davidson, Dyne Eifertsen, Douglas Herndon, Dianne Meador, Jason Ralphs, Kevyn Montano, Kevin Porter, Marsha Reske, Tyler Rollins	
SUPPORTING RESOURCES (ITEMS READ IN PREPARATION FOR AND/OR BROUGHT TO MEETING):	

UPDATES AND BRIEF REPORTS:

Topic	Person(s) Responsible	Notes
Introductions and Check-in	Kale Braden/Dyne Eifertsen	- Team members introduced themselves. - Braden stated the main goal of Strategic Enrollment Management (SEM) is to get students the classes they need when they need them. - Origins of SEM: a few years ago President Greene began the push to bring an enrollment management system to ARC, which ultimately choose Ad Astra's two-part system of Astra Schedule (facility/room management software) and Platinum Analytics (historical and predictive schedule analysis software).
State of the Project: Enterprise Level Strategic Scheduling System (ELSS) & Ad Astra: Where we've Been. ~ Overview of ELSS Process at ARC and the District ~ State of Ad Astra Implementation ~ Structure of SEM meetings and Platinum Analytic calls.	Kale Braden/Dyne Eifertsen	Overview of ELSS Process at ARC and the District: - Last semester, the Enterprise Level Scheduling Solution (ELSS) project team began learning and utilizing the two Ad Astra tools, with a particular focus on Astra Schedule. ELSS is now transitioning into the Strategic Enrollment Management (SEM) project team to assess, develop, and recommend scheduling processes and procedures including, but not limited to, how best to incorporate data tools to inform smarter scheduling at the institution. State of Ad Astra Implementation: - Astra Schedule is being utilized by multiple departments currently and will be expanded throughout the fall. - Braden has been working with Platinum Analytics to tweak workflow and access privileges for different user groups before rolling out broadly. - Braden currently meeting with individual divisions and departments to demonstrate the systems. Structure of SEM meetings and Platinum Analytic calls: - Team will meet most Mondays from 1:30pm-3:30pm; every other meeting will include a 1-hour conference call with our Ad Astra consultant Patrick Cain.

ACTION ITEMS:

Question	Person(s) Responsible	Notes and Decision(s)	Next Steps
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DISCUSSION ITEMS:

Question	Person(s) Responsible	Notes and Next Steps
		Evaluating what we have been charged to accomplish:

Strategic Enrollment Management Charter (attached): Where We Are Going. ~ Evaluating what we have been charged to accomplish. ~ Establishing timelines and progress metrics	Kale Braden/Dyne Eifertsen	- SEM will create broad recommendations on business practices and how ARC might best strategically manage enrollment for student success and persistence. Establishing timelines and progress metrics: - Team should complete most of its work this semester.
SEM Deliverables (contained in Charter) and Punch List (attached): ~ Subdividing deliverables into specific tasks and items that need to be take care of. ~ Identifying additional work that needs to be a part of this project ~ Identifying work that relates to this project, but may be out of the scope of the SEM.	Kale Braden/Dyne Eifertsen	Subdividing deliverables into specific tasks and items that need to be take care of: - Team reviewed project charter, including objectives and deliverables, and looked at "punch list" of major tasks. - Team to deliver SEM Plan for 2020-2025 to be shared with Student Success Council and President's Executive Staff (PES) early next semester. Identifying additional work that needs to be a part of this project: - Team needs to develop a plan for continuity of SEM processes after this semester, including what a standing SEM group could look like, where it might live in the governance structure, and any additional staffing that may be required.
Scoping out this project, what are our next steps?	Kale Braden/Dyne Eifertsen	- Braden will create a template for the final SEM Plan and begin populating sections with information already collected and decisions already made, which the team to will review and add to going forward. - Team will identify sub-groups to work on specific sections of the plan, and identify additional resources needed to accomplish its charter.

ITEMS FOR FUTURE CONSIDERATION:

Topic	**Contact Person**
- Team requests simplified explainer of new funding formula	Kale Braden

OTHER INFORMATION: - Project team will utilize a Shared Google Drive to share documents and other resources. - Ad Astra consultant Patrick Cain will be holding a meeting in the CTL this Wednesday from 9-11:30am; all team members and deans are invited, and it will be recorded.