

ENROLLMENT SERVICES NEWSLETTER



FALL 2025



THE STUDENT SERVICES BARRIER-BUSTER INITIATIVE

In 2023, Dr. Vaniethia Hubbard, Vice President of Student Services, launched a division-wide initiative to dismantle barriers within Student Services. Her vision was simple yet transformative: create a streamlined, student-first experience where students spend less time navigating red tape and more time reaching their educational goals.

TRANSFORMING ADMISSIONS & RECORDS

Under Dr. Hubbard's leadership, Enrollment Services has advanced bold, student-centered innovations. Admissions & Records introduced Dynamic Forms to simplify student requests, Degree Auto Awards to automatically recognize completed degrees, and First-Term Education Plans for AST/AAT transfer students.

The department modernized residency requirements, course repetition rules, and dual enrollment processes while implementing Upfront Evaluations to accelerate credit review. In addition, new tools were launched to enhance communication and support: the Video Academy, automated Welcome Emails, operational dashboards, faculty notifications, census rosters, CORM flags, and fraud-prevention measures—all strengthening enrollment monitoring and student success.

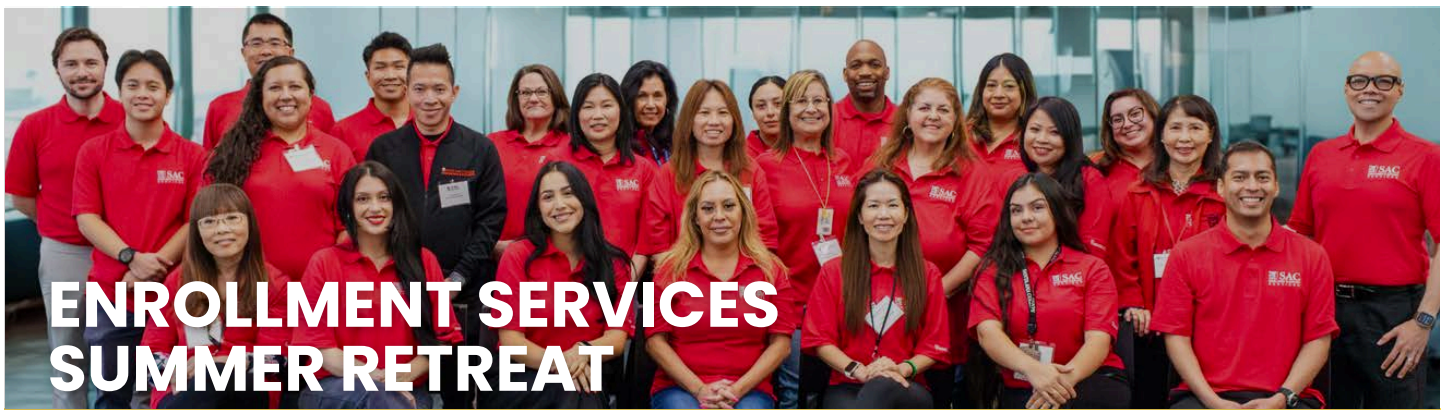
REVOLUTIONIZING FINANCIAL AID

Financial Aid has also undergone a transformation. A new real-time communication system through Teams enables staff to resolve issues quickly, sparing students from being passed between offices. Updated policies now align with State and Federal legislation, removing outdated restrictions, ensuring timely aid disbursements, and expanding CADAA eligibility for fee waivers.

The integration of Student Forms with Colleague and Self Service has reduced confusion, while expanded Work-Study opportunities have created access for more students. Dedicated Financial Aid Liaisons now provide warm handoffs and personalized support for high-touch programs, ensuring every student feels guided and supported.

LOOKING FORWARD

Thanks to Dr. Hubbard's leadership, Enrollment Services has turned barriers into opportunities. While the progress has been significant, the work continues—refining processes and strengthening collaboration among faculty, staff, and students. Santa Ana College remains committed to student-centered operations and ensuring every student has the support they need to succeed.



In July, Santa Ana College's Enrollment Services teams came together for a collaborative retreat centered on **"Breaking Barriers Together,"** with a focus on strengthening partnerships between Admissions & Records, Financial Aid, Graduation Office, and Student Job Placement to better support students. Through group activities, staff mapped student touchpoints and developed solutions to common challenges, while guest speakers from MiraCosta College shared successful collaborative strategies and Dr. Cecil from the Student Health Center provided stress management techniques for staff working in high-demand areas. Feedback was overwhelmingly positive, with 95% of participants satisfied or very satisfied and nearly all expressing interest in attending future retreats. The retreat underscored a shared commitment to creating a seamless student experience by streamlining processes, improving communication, and removing barriers. Enrollment Services looks forward to building on this momentum to continue serving students more effectively.



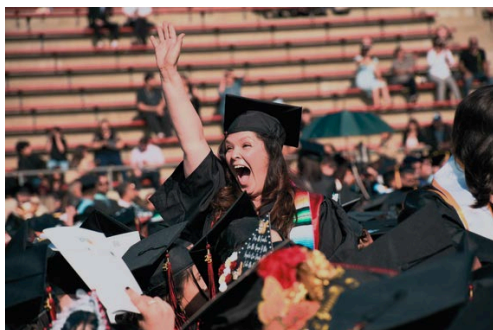
Enrollment Services extends sincere appreciation to our faculty for your contributions in strengthening key services, with special recognition to Claire Coyne for her invaluable support in launching Faculty Census Certification in Summer 2025 and helping roll out new Faculty Notifications for the start of the term, census, grades, and positive attendance—enhancements that have already improved accuracy, accountability, and communication for both faculty and departments.

The improved Excused Withdrawal (post-grade) process gives instructors the ability to respond to student requests more quickly, while ensuring that if the instructor of record is unavailable, the counselors who are members of the A&G Committee can still review so students receive timely response to their request. This updated process provides a clearer and faster path for students in need, and special thanks go to Claire Coyne, Dr. Maria Aguilar Beltran, and Dr. Steve Bautista for their efforts in shaping this important change. These initiatives were made possible because of your thoughtful input and dedication to student success, and your partnership has helped us achieve outcomes that not only strengthen our processes but also place students at the center of everything we do.

CACCRAO 2025

In April, the Admissions and Records team attended the California Association of Community College Registrars and Admissions Officers (CACCRAO) Conference to learn about upcoming legislative changes, explore best practices, and connect with fellow A&R professionals from across the state. During a general session, CCCC Acting Vice Chancellor, Michelle Smith, spontaneously called on Santa Ana College to share its fraud mitigation techniques—highlighting the college's proactive efforts and leadership in the field.





Add a Class to Finish Sooner Campaign

A Fall 2025 Success Story

On August 13, Enrollment Services launched the “Add a Class to Finish Sooner” campaign to encourage students to maximize their Fall 2025 course load. Using enrollment data, the team identified two key groups: **40,620 students with zero units** and **6,863 students enrolled in three to nine units**.

To support these students, Admissions & Records and Financial Aid partnered to provide timely information on open classes, the add period, and financial aid opportunities such as the Pell Grant and California College Promise Grant, while also encouraging students to connect with counselors for additional guidance. This collaboration between departments was a direct outcome of the Enrollment Services Retreat, *Breaking Barriers Together*, and reflects the larger *Barrier-Buster Initiative* led by Dr. Vaniethia Hubbard to eliminate student barriers and strengthen cross-campus support.

Outreach efforts included targeted emails and text reminders at the start of the semester and throughout the add period. The impact was significant: 2,917 students who began the term with zero units enrolled added 17,877 units, while students originally enrolled in three to nine units prior to the campaign added another 11,007 units. **Altogether, the campaign generated 28,884 additional units for the Fall 2025 semester** – a remarkable boost in enrollment and a powerful reminder that even small nudges, when used strategically, can drive big results.

This success demonstrates the value of combining timely reminders and follow-up with clear information, while also highlighting that targeted in-reach, strategic communication, cross-departmental collaboration, and student-centered approaches can move students closer to their goals and strengthen the SAC community.

FRAUD MITIGATION UPDATE

Santa Ana College is proud to report zero fraudulent enrollments for the Fall 2025 semester –a direct result of our strengthened fraud prevention strategies. Powered by an AI-driven monitoring system that flags suspicious activity and prompts secure identity verification, this success reflects the behind-the-scenes work of the Admissions & Records team, who in July analyzed over 15,000 enrollment records to uncover fraud patterns and develop decision factors used to train and refine the AI model. This data-driven approach has strengthened the integrity of our enrollment process, protected financial aid resources, and ensured that class seats are reserved for legitimate students. As fraud tactics evolve, our efforts will continue to adapt and safeguard access to education.



GRADCON 2025

On May 7, 2025, Santa Ana College proudly hosted GradCON 2025, welcoming more than 800 participants to a lively celebration of our graduates. The campus quad was filled with music, food, and spirited shout-outs from the DJ to student clubs and academic programs, creating an atmosphere of pride and excitement. Beach balls, confetti, and photo ops added to the fun as students, families, faculty, and staff came together to honor the Class of 2025. With vibrant energy and community spirit, GradCON set the perfect tone as we geared up for commencement.



SANTA ANA
COLLEGE

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