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## ENROLLMENT MANAGEMENT COMMITTEE

Tuesday, February 18, 2025, 3:30-5:00 p.m., via Zoom

### MINUTES

#### **Voting Members Present:**

Lorena Chavez (Co-chair)	Andy Gonis	Kelly Nguyen
Claire Coyne (Co-chair)	Dr. Geena Guerrido	William Nguyen
Mark DeAsis (Co-chair)	Dr. James Kennedy	Andrea Picchi
Dr. Matthew Morin (Co-chair)	Dr. Jeffrey Lamb	Bill Reardon
Alan Casas	Robert Manson	John Tashima
Dr. Marvin Gabut	Dr. Daniel Martinez	

#### **Guests:**

**Call to Order:** Claire Coyne called the meeting to order at 3:30 p.m.

#### **1. Additions and Corrections to November Meeting Agenda**

None

#### **2. Review and Approve Previous Meeting Minutes**

- ***November 19, 2024***

Claire Coyne called for a motion to approve the minutes for the November 19, 2024 meeting as presented. William Nguyen motioned, no opposition or abstentions, Motion approved.

#### **3. Spring Targets**

- Noncredit - Dr. Jim Kennedy

Dr. James Kennedy provided an enrollment update for the summer, fall, and spring terms, highlighting the strong performance of the Career Development College Preparation (CDCP) programs, which are funded at a higher rate. Spring enrollment has increased by 38% compared to last year, with projections indicating the college will exceed its target of 7,000 Full-Time Students (FTS) by the end of the year. However, non-credit programs, particularly the high school diploma program, are facing an increasing number of fraudulent enrollments, primarily from credit students. Additionally, he explained that fraudulent enrollments occur when credit students unknowingly register for non-credit courses, as these courses do not count toward college credit. To address this, the college has implemented manual application processing, IP tracking, and a roster verification process to prevent fraud. While the issue remains relatively small, it could grow, prompting the addition of phone calls for student verification. Dr. Lorena Chavez noted no significant fraudulent enrollments in her area, but faculty have appreciated the new census certification process, which adds an extra layer of verification. Both Drs. Kennedy and Chavez agreed that while the issue is manageable for now, continued vigilance is necessary as AI and bots become more adept at bypassing security measures.

- Credit- Dr. Jeffrey Lamb

Dr. Jeffrey Lamb updated the group on Santa Ana College's enrollment performance, noting a slight decline in meeting fall enrollment targets but an optimistic outlook for spring, particularly with the addition of 1,400 Full-Time Students (FTS) from academy programs. He emphasized the need to track different instructional modalities like online and short-term courses to monitor trends more accurately and highlighted the college's progress in using a refined enrollment dashboard for better decision-making. There was additional discussion regarding positive attendance in academy programs such as criminal justice and fire, with Dr. Lamb reinforcing the importance of analyzing both internal and external factors to boost enrollment. Suggestions were made regarding strategically expanding existing programs with proven potential to increase FTS, rather than creating new programs, as a more cost-effective approach.

#### **4. Fraud Enrollment Update: Mark DeAsis**

The conversation focuses on efforts to combat fraudulent enrollment at the college. Mark DeAsis reports that 1,306 potentially fraudulent students were removed from the system after final verification, clearing 4,073 courses of fraudulent enrollments. This will reduce fraud, especially in courses that haven't started, with wait-listed students filling the vacated seats. Faculty were notified, and they will manage students already in courses. Additionally, a "drop for non-payment" policy is being considered for the fall to further curb fraudulent enrollments.

Faculty and departments raised concerns about managing legitimate students who may have been displaced by fraud, particularly in late-start classes, and ensuring accurate rosters. Mark highlighted ongoing efforts to address remaining fraudulent cases, with follow-up verifications planned. The importance of formalizing policies and clear communication was emphasized to avoid confusion. The conversation concluded with a focus on identifying fraudulent students before they enroll, minimizing impact on faculty, and ensuring consistency in how faculty handle inactive students. There was also a call for better communication to align faculty efforts across the college.

#### **5. Enrollment Strategies – Dr. Lorena Chavez**

The conversation focused on strategies for improving enrollment, with an emphasis on testing current strategies and gathering data for further improvements. Dr. Lorena Chavez encouraged an open discussion, asking if anyone had additional strategies to share, while noting that many strategies are still in the early stages of implementation. She also suggested that the results of current efforts would be reviewed in the next meeting to refine the approach. Additionally, the group discussed the importance of sharing updates with respective departments to ensure broad awareness and continued attention to enrollment issues.

Mark DeAsis shared a specific strategy, noting that waitlisted students would be moved into vacated seats in courses with significant drops, which would be completed in the next 10 minutes. He inquired about the frequency of the daily enrollment report updates, confirming that it is updated once per day. Dr. Daniel Martinez provided clarification on how to track prior enrollment data and offered to provide the information in different formats if needed.

#### **6. Other (Dr. Matthew Morin)**

The conversation centered around the need for a more systematic approach to setting Full-Time Student (FTS) enrollment targets at the division and department level. The group discussed the current lack of forecasting at the department level and the absence of tools to track and measure progress towards targets. Dr. James Kennedy emphasized that the goal is to have targets set for each division and department that align with the top-level goals, with the enrollment management committee helping provide recommendations for these targets. They also discussed the importance of considering efficiency metrics and ensuring alignment between enrollment strategies and budgets, with future

goals of having deans meet targets within their allocated budgets.

The discussion also touched on the complexities of funding for enrollment growth. William Nguyen raised concerns about state limits on funding for enrollment growth, asking if there were thresholds beyond which FTS would not be funded. Dr. Kennedy explained that the state sets a growth target of half a percentage point for the 2024-2025 year, but districts can sometimes exceed this target if others do not meet their growth. The group also discussed historical lessons from 2009-2010, when the district faced unfunded FTS. Dr. Matthew Morin proposed that having a shared tool to track division-level targets and enrollment would help better coordinate efforts and improve precision in meeting goals.

#### **Next Meeting and Adjournment**

The next meeting is scheduled for March 18, 2025, 3:30-5:00 p.m. via Zoom. Dr. Matthew Morin adjourned the meeting at 5:04 p.m.