



**STUDENT SERVICES PLANNING COUNCIL  
MEETING MINUTES OF**

Wednesday, February 26, 2014  
2:00 pm – 4:00 pm  
Building 9 – Room 154

- Members Present:** Lorraine Barrales-Ramirez, Trish Guevarra, Supinda Sirihekaphong, Sandra Mendez, Debbie Joy, Soraya Sohrabi, Ruth Miller, Margie Carrington, Jeanne Stalker, Jeffrey Rhoades, Misha Maggi, Bob Haick, Chialin Hsieh, Robin Richards
- Members Absent:** Melissa Alforja, Carlos Luna, Regina Blok, Kim Lopez, Noel Chavez, Lizette Bricker
- Guests:** Loretta Davis Rascon

**1. Approval of Minutes** – Minutes from February 12 and February 26 were postponed to be approved at April 9 meeting

**2. Business**

**I. Draft Strategic Enrollment Plan**

Chialin Hsieh presented the Strategic Enrollment Plan and highlighted specific areas of the plan.

The purpose of this Strategic Enrollment Plan 2014-2017 for Cañada College is to:

- **Establish Comprehensive Enrollment Goals** – number and types of students needed to accomplish mission
- **Promote Institutional Success** – access, transition, persistence, and graduation (completion) through effective data driven strategic and financial planning
- **Strengthen Internal and External Communications** – strategic marketing
- **Increase Campus Collaboration** – among programs to accomplish mission

By incorporating all of the various initiatives into one document, the College is provided with clear direction on what we need to accomplish over the next three years. This plan is by design focused on goals that will increase student access and success.

The development of the Strategic Enrollment Plan (SEP) was initiated when The Office of Instruction charged a small task force to collect data and organize a campus-wide forum. The purpose of the forum was to obtain input from the campus community to inform the development of the SEP goals. The Strategic Enrollment Forum was held on November 5, 2013. All forum participants selected one of the following four groups:

- (a) Community,
- (b) Student Success,
- (c) Student Demographics
- (d) Instructional Program Offerings and Labor Markets

The forum participants were asked to review data packets in the four areas and provide an analysis of the data. The results of such analyses were used to establish the Cañada College’s Strategic Enrollment Plan 2014-2017. See the following link <http://www.canadacollege.edu/prie/enrollmentstrategy.php> to view the Strategic Enrollment Forum data packets and results. In addition to the analyses provided by the forum participants, the task force reviewed and analyzed 14 year enrollment trends and summer/fall 2013 new student application to registration data.

The various plans referenced above were reviewed with the forum results included:

- Educational Master Plan 2012-2017
- Cañada College Strategic Plan 2012-2017
- Cañada College Distance Education Plan 2012-2015
- Cañada College Student Equity Plan 2012-2017
- Cañada College Basic Skills Plan 2012-2017
- Cañada College Strategic Enrollment Plan
- SMCCD Strategic Plan 2008-2013
- Board of Trustees Goals 2013-2014

The Vice President of Instruction worked with the President, Vice President of Student Services, Deans, Academic Senate, Classified Senate, Instructional Planning Council, Student Services Planning Council and the College Planning and Budget Council to get their feedback and finalize this Strategic Enrollment Plan.

#### Enrollment Trends

- FTES, Unique Census Headcount, Load, FTEF, and Sections
- High School Concurrent Enrollment
  - We’re working with all five feeder High Schools to participate in AB86 – Career Pathways
- International Students
  - We continue to increase international students population
- Distance Education—Online Courses

Pipeline Goals are on page 22 of the Strategic Enrollment Plan – see link below

[http://www.canadacollege.edu/prie/enrollmentreports/Final%20Strategic%20Enrollment%20Management%20Plan%202014-2017\\_March%202014\\_PBC.pdf](http://www.canadacollege.edu/prie/enrollmentreports/Final%20Strategic%20Enrollment%20Management%20Plan%202014-2017_March%202014_PBC.pdf)

#### Timeline for Approval Process

|                                     |  |
|-------------------------------------|--|
| Wednesday, February 19, 2014        | President’s Council                      |
| Wednesday, February 19, 2014        | Planning and Budgeting Council           |
| Thursday, February 20, 2014         | All Campus email & Committee Chairs      |
| Monday, February 24, 2014           | Classified Senate                        |
| Wednesday, February 26, 2014        | Administrative Planning Council          |
| <b>Wednesday, February 26, 2014</b> | <b>Student Services Planning Council</b> |
| Thursday, February 27, 2014         | Academic Senate                          |
| Friday, March 7, 2014               | Instructional Planning Council           |
| Wednesday, March 12, 2014           | Last day for receiving feedback          |
| Wednesday, March 26, 2014           | Planning and Budgeting Approval          |

## **II. Hiring Timeline**

New Student Services positions going forward for this semester's hiring process are:

Admissions and Records Assistant  
Financial Aid Technician  
Transfer Center Program Services Coordinator

Presentations are March 18 and presentation discussions are March 25

## **III. Review and Evaluate the Appropriateness of the Institutional-set Standards**

Chialin Hsieh asked two questions of SSPC:

1. Are the standards we set to achieve as a college appropriate?
2. How well does the College implement its goals?
  - a. Suggestions?

How accurate is our transfer numbers? Are they realistic goals? Should we adjust the benchmarks for transfer?

SSPC suggests changing Benchmark/Standard for ACCJC and Inspirational Goals:

#3. Degree completion (total #) *Inspirational Goal* from 330 to 350

#4. Transfer (total #) *Benchmark/Standard* from 275 to 240

#4. Transfer (total#) *Inspirational Goal* from 300 to 250

#4.a. UC/CSU Transfer # *Benchmark/Standard* from 165 to 160

#4.a. UC/CSU Transfer # *Inspirational Goal* from 170 to 165

#5. Certificate completion (total #) *Inspirational Goal* from 300 to 350

<http://www.canadacollege.edu/prie/benchmarks/Current.pdf>

## **IV. Other**

Flex Day – March 5

Upcoming Meetings: Feb. 26, March 12 & 26, April 9 & 23, and May 14 & 28