



Fullerton College

Strategic Enrollment and Retention Committee

Meeting Lead: Albert Abutin

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3/3/25

3:00-4:30

Zoom: <https://fullcoll-edu.zoom.us/j/82615416332?pwd=4Tws9BdPHQ9Qi1bblziagQQHCE0Jnc.1>

Strategic Enrollment and Retention Committee

Purpose:

Discuss Enrollment Updates and Plans for the Future

In order to facilitate our work together, we agree to the following commitments:

- Commit to open, honest and constructive dialogue.
- Listen to the perspectives of others and seek understanding.
- Create and maintain a culture of trust, honesty, support and confidentiality.
- Respect each other's lived experiences, perspectives and ideas.
- Prioritize projects that are in the best interest of the Fullerton College community through the lens of Access, Community and Learning.
- Collaborate on shared goals with a growth mindset for continuous improvement.
- Be present, engaged and prepared.
- Following the meeting, speak positively and support the work of the team.
- Have fun.

Outcomes:

- Provide updates and planning information for upcoming enrollment activities

WELCOME ACTIVITY

5-10 min

Welcome and introductions

MAIN AGENDA

TIME	TOPIC	PRESENTER	PURPOSE	ACTION
5 min	Current Enrollment Numbers – Spring 2025	Albert Abutin	Provide updates	
10 min	RNL Update	Albert Abutin	Provide updates	RNL – 4 workgroups goals/updates Academic <ul style="list-style-type: none"> Aligning revitalization process with demand Coordinator program pathways Outcome mentoring Prior Learning Student Success <ul style="list-style-type: none"> Scheduling Completion: Predictive analytics and proactive intervention Navigation of Financial Aid Admissions and Recruitment <ul style="list-style-type: none"> Recommendation purchasing a CRM <ul style="list-style-type: none"> April 16th demo at AI Expo event Online Infrastructure <ul style="list-style-type: none"> Framework for Online Growth
10 min	Enrollment Campaigns/Liaison	Albert Abutin/ Miranda Bates	Provide updates	<p>Developing calendar of mass communications being sent out to students. Avoid duplication of messaging being sent to students.</p> <p>Rena shared overview of what communication is being sent out by A&R (Complete your admissions application, add 1 more class, etc.)</p>

				<p>Liaison will provide a list of students who shared interest in Fullerton College – but what is the next step? CRM would help, but not there yet.</p> <ul style="list-style-type: none"> What list of students goes where for next steps? Who will contact?
10 min	Online/Evening/Weekend/Dual Enrollment College	Albert Abutin/ Miranda Bates	Provide updates	<p>When highlighting these “colleges”, it may be starting off as “packaging” them in one space</p> <p>Goal is to have students start and FINISH programs in their desired format</p> <p>Comment shared: discussion around changing from an outreach culture to a recruitment (close the deal) culture.</p>
10 min	Short-Term Courses	Albert Abutin	Increase course offerings	<p>Spring 2025 300 seats available, but 100 were next level of cosmetology (limited to certain students)</p> <p>Albert worked with Deans to open additional courses (especially GE areas) for late start options.</p> <p>Suggestion on being clear on timeline of courses “12-week, 8-week or 6-week courses, not short or late...” - how are we advertising/communicating it?</p>
20 min	Campus Enrollment Management Plan	Garrett Campbell/ Albert Abutin	Provide updates and timeline	<p>Goal is to develop SEM 2025-2027 by Fall 2025</p> <p>2023-2025 Strategic Enrollment Plan doc (OIE)</p> <p>CCCCO Recommended Goals/Categories:</p> <ol style="list-style-type: none"> 1. Scheduling and Program Pathways 2. Support and Services 3. Marketing and Communications 4. Outreach and Enrollment Processes

				<p>5. Success and Completion 6. Retention and Persistence</p> <p>CCCCO Vision 2030 Goals, Outcomes and Metrics https://www.cccco.edu/About-Us/Vision-2030/outcomes-and-metrics</p> <p>Garrett wants feedback from different constituents on what is being done in different areas (RNL, other committees, programs, etc.)</p>
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RESOURCES

Examples Other College of Strategic Enrollment Management Plans:

- [El Camino College](#)
- [Santa Barbara City College](#)
- [Santa Ana College](#)
- [San Diego Mesa College](#)
- [Santiago Canyon College](#)
- [Cerritos College](#)
- [Citrus College](#)