

## Advisory Council Strategic Enrollment Management (ACSEM)

October 2, 2025

Zoom meeting

Attending: M. Albawaneh, D. Graham, K. Janousek, K. Johnson, K. Kelly, A. Kim, J. Klaus, H. Macias, S. Moreno, K. Perkins, S. Salcido, D. Sathianathan, M. Warden, B. Zhang

1. Order was called at 10:02 a.m by K. Janousek and H. Macias filling in for Academic Faculty Senate Hultgren.
2. Agenda as approved.
3. Council member introduced themselves.
4. The charge of ACSEM PS 25-18 was reviewed.
5. Election of Officer
  - a. Chair: Sabella Moreno
  - b. V-Chair: Heather Macias
  - c. Secretary: Kelly Janousek
  - d. Discussed the missing members and who we need to approach to get representatives from ASI, CHHS, COTA, COE. President appointees: local tier 1 school district representative & local community college representative.
6. Brainstorming
  - a. Reviewed previous 2023-2024 Annual report discussed where it stands:
    - i. CRM is starting.
    - ii. User-friendly designs in academic advising.  
Communications Strategies concerning number of email students get per semester from campus.
    - iii. Under enrolled area has Academic Affairs, College Associate Deans and career and discovery events to address this recommendation. CLA has been working in this area to help students fit the programs.
  - b. Meeting structures:
    - i. Develop agenda early, have presenters provide data or preparation materials allow council member to be ready to understand and have thoughts bout agenda topic. Things like glossary, data, etc. Then the council members will be polled for priorities of top two with one backup to address this academic year.

- ii. Executive Group will create topics, find presenters including hearing the vision for enrollment from Provost and/or VP Division of Student Affairs
  - iii. General Thoughts:
    - 1. Discuss these topics from multiple viewpoints include equity lens do not forget underrepresented.
    - 2. Consider CRM capabilities for grad placements, fundraising while protecting privacy.
- c. This led to areas of potential topics:
  - i. Landscape of Higher Education
    - 1. Enrollment cliff to potential number of SoCal students.
    - 2. Merit based admissions, does it meet community values and strategies on campus, "headwinds".
    - 3. State legislation with emerging bill/laws and policies, understand the impact LB enrollment.
  - ii. Local Education areas
    - 1. Breakdown data on local EOP/ Beach promise and preference to local enrollment numbers.
    - 2. Undeclared enrolled because want impacted major then leaving because cannot get that major. How to fix this false promise to an expected major.
    - 3. Major declaration but need for more flexibility to change the major.
  - iii. State Budget
    - 1. How does this affect enrollment, budget cut without having to enroll more students, not a good strategy.
    - 2. Enrollment drives revenue, reducing enrollment will shrink budget, how to deal with this.
    - 3. Find creative ways to deal with funding. Does this mean more asynchronous courses? Alternating online class with F2F does this create scheduling issues?
  - iv. Enrollment
    - 1. Strategic in quarter compliance for enrollment to other CCS in mix. [not sure of this concept, needing more clarification]
    - 2. Growing enrollment at LB because others cannot, what is the campus full capacity consider housing, parking, available of physical classrooms or spaces for students to engage.