



**Chabot-Las Positas Community College District  
Chancellor's Council**

Tuesday, December 6, 2022

3:00 – 4:30 p.m.

ConferZoom

Meeting Minutes

**Present:** Ron Gerhard, Miguel Colon, Dyrell Foster, Dave Fouquet, Heather Hernandez, Jean O'Neil-Opipari, Theresa Pedrosa, Susan Sperling, Sarah Thompson, Rachel Ugale, Chasity Whiteside, Lara Wiedemeier

**Guests:** Daniella Ballif, Joanne Bishop, Theresa Fleischer Rowland, Bruce Griffin, Kendra Grinnage, Maisha Jameson, William Kossow, Owen Letcher, Amy Maltagliati, Dionicia Ramos, Kirti Reddy, David Rodriguez, Rajinder Samra, Rifka Several, Nadiyah Taylor, Rachael Tupper-Eoff, Kristen Whittaker, Susan Xu

Chancellor Ron Gerhard called the meeting to order at 3:06 p.m.

**I. Review and Approval of Agenda**

The agenda was approved as presented. **(Pedrosa/Thompson) All in favor.**

**II. Review and Approval of the November 8, 2022 Meeting Minutes**

There was a motion to approve the November 8, 2022 meeting minutes.  
**(Pedrosa/Foster) Sperling abstained.**

**III. Enrollment Assessment Project**

Amy Maltagliati gave an update of the Enrollment Assessment Project. An overview of what has been already brought to council was shown, which included the main themes discussed: lack of resources, unclear prioritization, unclear ownership, and lack of access and awareness. When we think about how lack of human resource impacts the operational structure, staff would say things like, "I don't have enough time to do that," or, "I'm not sure if we have that project management or analyst role." There is also some resistance to wanting to change. Things heard included, "we are really great at serving students one on one, but we do not always know how to find all of the students that need us. There isn't a mechanism to outreach students from a mass email capacity without relying on the district for that." There was a lot of great feedback about members that

worked in technology focused roles, but there is often a disconnect that was heard from staff about a willingness and desire to be more involved in how technology is used. Sarah Thompson stated that it is so gratifying to see everything that we have known so long be validated through your work. One of the things that is going to be challenging is that when you have these systematic breakdowns for so long, you create workarounds. Part of resolving these issues is not just creating a solution but breaking the habit of the workaround. Sometimes those habits are going to interfere with the solution. AMaltagliati stated that those are some of the barriers that we see.

Kendra Grinnage showed the four central themes surfaced in student focus groups. What was emphasized is the coupling of the qualitative work and doing the focus groups was really to facilitate a guide for the types of questions that should be asked and areas that should be poked on a little bit more. The four major themes that came out from these focus groups included:

1. Students who have designated support to assist with the application and enrollment process feel fewer pain points than those navigating on their own.
2. CLASS-Web is outdated, confusing, and difficult to navigate, and a barrier to entry for students.
3. Counseling is often key to successfully completing the enrollment process, but gaining access to counselors can be difficult.
4. Technical and communication delays/limitations put undue responsibility and pressure on students to constantly follow-up with colleges.

A survey was deployed to almost 7,000 students who applied from fall 2019 to spring 2023. A few sample populations that were focused on included currently enrolled students at either college, students who were formerly enrolled, and students who applied but ultimately did not enroll at either college. The student response rate was 8%, which is similar to response rates that you get on internal surveys. There was a bit more response from Las Positas students versus Chabot students. 17% were low-income students and some were concurrent enrolled students. The population was predominantly female. A quarter of the respondents identified as first-generation students, which was self-identified. As the survey data was analyzed, there were four key insights that came out:

1. W# follow-up is an early student roadblock. Equity gaps may exist among students who proactively follow-up.
2. Student, particularly, first-generation students, struggle with the financial aid process.
3. CLASS-Web and ZoneMail are the largest technology pain points for students.
4. Reducing the difficulty of the enrollment process may be a significant difference maker for those who choose not to enroll.

Most students identified that they had some level of ease in completing the CCC Apply application, so that is good news. For the students that indicated that they did have some level of difficulty applying, most of them said they found that the application system was difficult to navigate, but the second point that is interesting is that those students did not know if their application was successfully submitted or not. The confirmation piece is

going to be really important and impactful for students for them to know that the application is received.

Most students received their W# within 2 days of an application being submitted, but 26% of the respondents indicated that they received them after 3 or more days. Students did not always proactively follow-up to get more information. If those students do not follow up, it becomes an opportunity for them to look elsewhere. Mexican and Asian Indian respondents were the least likely to proactively follow-up with the college.

Students, especially first-generation, had the most difficulty with Financial Aid. Online orientation and the placement process was a point of difficulty for students and completing those steps. Creating an education plan as well as registering for classes was a pain point and students found difficulty in getting an appointment both virtually and in person. Never enrolled students were the least likely to complete steps and there is a large percentage of students that said they didn't know that they needed to complete a step in the enrollment process. For CLASS-Web, its often difficult navigating the interface of a given tool and is a pain point.

Dr. Susan Sperling stated that in recent discussions, there is sometimes a sort of implicit assumption that our vaccination requirement presents a significant deterrent to some students of our population. KGrinnage stated that the COVID vaccination piece was not explicitly asked about in the survey or the focus groups. There were maybe 3 or 4 mentions about the vaccination policy but more about where to submit the vaccination status.

AMaltagliati discussed the 6 main pieces that were within the scope of this project that were really dug into. Getting a better understanding of any third-party tools that are being used was important. Two main areas were the CRM piece and enrollment technology. CRM Recruit and CRM Advise are not live at this point and it has been five years since those tools have been trying to go live. There needs to be more of an emphasis overall of understanding how to use the CRM from a strategic standpoint. Tools may be implemented but it is really that connection of what is the functional use of the tool and knowing how that supports enrollment. There is a gap in how that tool is used day to day from an end user perspective.

Bruce Griffin stated that looking at the organizational chart of San Mateo CCD, they have a staff of three that just supports the CRM system. We have a staff of three that supports the CRM and the rest of the student module as well. There are different approaches to how this has been staffed and, in some cases, even though San Mateo CCD is a basic aid district, it really does speak to the need to resource that properly to make it effective.

AMaltagliati discussed the tools that really needing to be keyed in on are CLASS-Web, pin resets and the lack of single sign-on, and the fraudulent applications and processing.

CRM Recruit's intended use is mainly focused on admissions and records and outreach. The main piece that is missing is end users or admissions and records leadership going in and thinking about department initiatives and how the tool will actually help.

CRM Advise is more of a retention focused tool. There are some basic scoring plans in there. The functionality needs to be looked at in terms of the at-risk perspective issues and how the tool can help with counselor follow-up and outreach for registration.

25<sup>th</sup> Hour CRM is what was used with Chabot to track interactions on a Google-like form. They have done a good job building a form mechanism as far as it can go, but it is not a CRM. A CRM can do a lot more.

When we look at this strategic documentation that exists at the district and the two educational master plans at both campuses, they do a really great job of supporting the vision of where we want to go with growing enrollment and doing that in an equitable way. The disconnect is that they seemed really high and not as integrated into the day to day conversations we are having with staff and the way we were looking to implement technology. The evaluation of them is great, but they need to be operationalized. Looking at these plans, there is a resourcing issue. The size of the IT team is a risk. We keep adding new pieces of technology, but we are not necessarily building in the infrastructure to support that growth.

The final recommendations and next steps will be given to the Senior Leadership Team on December 19<sup>th</sup>. The goal is to identify what the key findings are and include recommendations to support that and have an action plan to prioritize initiatives.

#### **IV. COVID-19 Update**

Owen Letcher stated there are no changes to policies or updates. An update from the County will be given on Thursday night at 5 p.m. Rates have trended higher in the Bay Area.

RGerhard recognized that there has been an increase in the reported numbers of cases. It is anticipated to see that trend continue as the holiday season comes. While we are seeing an increase in County rates, we are also seeing an impact on potential students wanting to come to our colleges. It is within our ability to revisit and revise administrative procedures 7330 and 5210 without going to the Board to relax our policies. There was discussion on relaxing the vaccination mandate for visitors, beginning in the spring term.

Jean O'Neil-Opipari mentioned this is important because LLNL has decided to move their Science on Saturday program, which brings in 500 students for this lecture series. They were formerly held at the Bankhead Theater and are now moving to the LPC Theater.

SThompson mentioned that we have a vaccine restriction but checking vaccination status is not being handled the same across the board.

RGerhard mentioned that it appears that most folks recognize the risk level is different for a visitor who may be on campus for an hour versus students in the classroom.

SSperling stated that they have quietly dropped the vaccine checking protocols on campus for visitors.

Miguel Colon stated that there was a concern about removing the mandate altogether. There is a bigger concern about masking. More information is needed. The Senate is advocating for having a town hall where experts can be invited to discuss what this means and what precautions are needed.

**V. Board Policies/Administrative Procedures (standing item)**

**a. First Reading**

**1. AP 2510 Participation in District and College Governance**

RGerhard stated that this is coming back with the following addition:

*“The district is committed to ensuring all classified professionals have the ability to engage in our participatory governance processes and structures. Except for matters relating to collective bargaining, our Classified Senates represent classified professionals and contribute towards the achievement of the mission, values, and culture of our campuses and district.*

*To effectively support our Classified Senates’ ability to represent and engage in participatory governance, each college classified senate is allocated up to 16 hours per week that may be distributed to classified leadership for activities related to:*

- *Classified Senate*
- *Governing/Governance/President/Chancellor Council*
- *Meetings with college and district leadership (president/chancellor)*
- *College Council/Chancellor’s Council*
- *Board of Trustee meetings*
- *Shared governance committee meetings (district and college)*
- *College/Town meetings*
- *4CS events and activities”*

Joanne Bishop brought up that it states college Classified Senates, but does it also apply to the district. RGerhard stated that there could be a discussion. The thought is that it should not be the same level as the colleges due to the lesser amount of governance committees at the district level.

Heather Hernandez asked why this would be in the administrative procedure and not the collective bargaining agreement. RGerhard stated that it gives more flexibility. The argument could also be made that this is not necessarily a working

condition. There is a fiscal commitment tied to this and connecting it to the CBA would have other impacts that would take dollars that perhaps would not be available for things such as the salary schedule.

**2. AP 6750 Parking**

OLetcher stated that the changes reflect a change to the digital parking permit system as well as the changes to the electric vehicle charging components. It now aligns with the systems that both colleges have implemented.

**b. Second Reading**

**1. BP 2015 Student Members**

**2. AP 3253 Total Cost of Ownership**

**3. BP 3500 Campus Safety**

**4. AP 3500 Campus Safety**

**5. BP 3501 Campus Safety and Access**

**6. AP 3501 Campus Safety and Access**

**7. BP 3505 Emergency Preparedness Plan**

**8. AP 3505 Emergency Preparedness Plan**

**9. AP 6625 Art, Exhibits and Displays in Public Places**

AP 6625 is being sent back to the college presidents for more discussion.

There was a motion to approve the second reading board policies and administrative procedures, but table AP 6625 for more discussion. **(Pedrosa/Thompson)**

**VI. College Resolutions/Report Outs**

MColon discussed a concern that a large percentage of students are attending online classes and are we are having a hard time getting tutors because they have to work at the campus solely. This needs to be a broader discussion.

**VII. Future Agenda Items**

- Enrollment Assessment Project Final Report
- AP 6625 Art, Exhibits and Displays in Public Places
- Student Tutors

**VIII. Next Meeting: February 14, 2023**

The meeting adjourned at 4:44 p.m.