

Chabot-Las Positas Community College District
Office of Educational Planning

Meeting Notes

District Enrollment Management Committee (DEMC)

Friday, March 6, 2015

10:30 A.M. - 12:00 P.M.

District Office - Board Room

DEMC Membership

VOTING

Present

Tom deWit (F)	<i>CC</i>	<input type="checkbox"/>
Dave Fouquet (F)	<i>CC</i>	<input checked="" type="checkbox"/>
LaVaughn Hart (F)	<i>LPC</i>	<input checked="" type="checkbox"/>
Tom Orf (F)	<i>LPC</i>	<input checked="" type="checkbox"/>
Susan Sperling (A)	<i>CC</i>	<input type="checkbox"/>
Barry Russell (A)	<i>LPC</i>	<input checked="" type="checkbox"/>
Celia Esposito-Noy (A)	<i>DIST</i>	<input checked="" type="checkbox"/>
Lorenzo Legaspi (A)	<i>DIST</i>	<input checked="" type="checkbox"/>

NON-VOTING

Present

Stacy Thompson (A)	<i>CC</i>	<input checked="" type="checkbox"/>
Open Until Filled (A)	<i>LPC</i>	<input type="checkbox"/>
Barbara Yesnosky (A)	<i>DIST</i>	<input checked="" type="checkbox"/>
Chasity Whiteside (C)	<i>CC</i>	<input checked="" type="checkbox"/>
Heidi Ulrech (C)	<i>LPC</i>	<input checked="" type="checkbox"/>
Rachel Ugale (C)	<i>DIST</i>	<input checked="" type="checkbox"/>

Additional Meeting Attendees: Laurie Docketer, Lisa Everett, Alex Ivanov, Diana Rodriguez, Sylvia Rodriguez, Estella Sanchez, Connie Willis

Agenda

1.0 Review and Approval of Meeting Notes – November 7, 2014 and February 6, 2015

2.0 CEMC Update

- a. Las Positas College – LaVaughn Hart
- b. Chabot College – Dave Fouquet/Stacy Thompson

3.0 2015 Summer & Fall Schedule

4.0 Marketing

5.0 Future Meetings – 10:30 A.M. – 12:00 P.M.

- April 3, 2015
- May 1, 2015

1.0 Review and Approval of Meeting Notes – November 7, 2014 and February 6, 2015

The November 7, 2014 and February 6, 2015, meeting minutes were approved thru general consensus.

2.0 CEMC Update

LaVaughn Hart provided the Las Positas College enrollment report for spring, which included data for the last three years. Celia Esposito-Noy questioned LaVaughn what the expected fill rate for Las Positas College is currently for spring semester. LaVaughn responded traditionally in the high 80's low 90's. Celia questioned what's affecting the fill rate. LaVaughn responded there are a number of factors, including marketing that are affecting the fill rate. Tom Orf responded that historically the numbers are down in a lot of courses, which may be due to the economy. Celia questioned what type of strategies is being used at Las Positas College. Diana Rodriguez mentioned promoting enrichment courses, late start classes and getting the word out are strategies being used. Celia questioned when late start classes begin for spring at Las Positas College. LaVaughn late start classes begin February and fast track begin March 23rd. She recommended with the website being un navigable, something should go out to students on what classes are open and available to fill. Celia suggested a few marketing strategies that could be done in small pieces, like making signs and putting them up in the Admission and Records area as reminders to the students, being on campus were students are present like the cafeteria and checking with students on how things are going with their classes, did they have to drop any classes, etc... The Committee then held a discussion on placing a list of late start classes on the website and where on the website it should be placed.

Stacy Thompson provided the enrollment update for Chabot College on behalf of Dave Fouquet. She indicated that she met with Carolyn Arnold regarding evening and weekend enrollments to see which areas were impacted. A majority of evening classes and a few classes on the weekend were at capacity. Celia questioned Stacy if Chabot is promoting late start classes. Stacy responded that late start classes are listed on the schedules, on the website and posted in building 700, the student services enter. Celia questioned if the Colleges run ads at San Jose State or Cal State East Bay. Stacy responded that running ads at those locations have been looked at and are a little pricey. Lorenzo Legaspi questioned Chabot College's FTES is not being reflected and that it needs to be projected in order to come up with the FTES for 14-15. The Committee then held a discussion around Lorenzo's question on what are the numbers for 14-15, how much are we below target and how much needs to be borrowed from summer. Lorenzo indicated that were going to have to roll back all of summer just to make up our numbers. LaVaughn mentioned thru other meeting discussions that summer is going to be rolled back and stability in 15-16. Celia ran numbers for 14-15 targets using fall numbers and current spring. Chabot was at 8751 and Las Positas was at 6230. Chabot with summer was at 9371.64 and Las Positas was at 6612.01. Celia questioned Lorenzo about the 2.5 % increase in the base. Lorenzo mentioned the FTES Target for 2014-15 increased from 16,861 to 17,020 and if we meet base were looking at a 2.5% increase in our base and off of that an increase of 1% off 15-16

to get us to 17,191. Diana Rodriguez mentioned to the Committee that SSSP funds will change based on enrollment.

3.0 **Summer & Fall Schedule**

Stacy indicated that the Chabot College schedule is in for summer and in progress is the fall schedule which is near completion. She asked to note that both colleges are trying to get more FTES and to expect a little decrease in productivity until the colleges get more students.

For Las Positas College, LaVaughn indicated that the summer schedule is ready to be printed and the fall schedule is 2 weeks out. She also mentioned they have gone thru what additional classes will be offered in the summer and are adding a little over 6 FTEF to the summer schedule. LaVaughn mentioned that there will be a wide variety of disciplines ranging from English basic skills classes, 3 additional math classes, which are high productivity classes and science classes which are not high in productivity, but difficult to get into as their high in demand.

LaVaughn mentioned that Las Positas College has identified all their ads and sent the list out to the Deans for their review. Las Positas College is also working with the local high schools as they have expressed interest to have classes offered on their campus, as open enrollment.

4.0 **Marketing**

Celia stated forms of marketing thru each office and program, signage posted out at the colleges and faculty encouraging students in their classes to be looking at summer. She then asked the Committee if they had any other marketing interests, concerns or thoughts. Dave Fouquet mentioned there's always a question for external advertising and having District support.

5.0 **Future Meetings – 10:30 A.M – 12:00 P.M.**

The March 6, 2015 District Enrollment Management Committee meeting was adjourned by Celia at 12:01 p.m.