

Chabot-Las Positas Community College District
Office of Educational Services & Student Success

Meeting Notes

District Enrollment Management Committee (DEMC)

Friday, September 6, 2019

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"/>
Jeff Drouin (F)	<i>CC</i>	<input checked="" type="checkbox"/>
Tom Orf (F)	<i>LPC</i>	<input checked="" type="checkbox"/>
Sarah Thompson (F)	<i>LPC</i>	<input checked="" type="checkbox"/>
Susan Sperling (A)	<i>CC</i>	<input checked="" type="checkbox"/>
Roanna Bennie(A)	<i>LPC</i>	<input checked="" type="checkbox"/>
Theresa Fleischer Rowland (A)	<i>DIST</i>	<input checked="" type="checkbox"/>
Doug Roberts (A)	<i>DIST</i>	<input type="checkbox"/>

NON-VOTING

		Present
Stacy Thompson (A)	<i>CC</i>	<input checked="" type="checkbox"/>
Miguel Colon (A)	<i>CC</i>	<input checked="" type="checkbox"/>
Kristina Whalen (A)	<i>LPC</i>	<input checked="" type="checkbox"/>
Barbara Yesnosky (A)	<i>DO</i>	<input type="checkbox"/>
Chasity Whiteside (C)	<i>CC</i>	<input checked="" type="checkbox"/>
Heidi Ulrech (C)	<i>LPC</i>	<input checked="" type="checkbox"/>
Eric Stricklen (C)	<i>DO</i>	<input checked="" type="checkbox"/>

Additional Meeting Attendees: Noell Adams, Diane Brady, Mujeeb Dadgar, Dave Fouquet, Ron Gerhard, Paulette Lino, Guisselle Nunez, Rajinder Samra, Estella Sanchez, Patricia Shannon, Dale Wagoner, Tamica Ward,

Agenda

1. Welcome
2. Approval of Notes
3. Enrollment Updates
4. Marketing Update
5. Part-time Faculty Analysis
6. 2020-2021 Growth Discussion
7. Discussion on Next Steps: Standardized Enrollment Report

The Friday, September 6, 2019 District Enrollment Management Committee (DEMC) meeting was opened by Theresa Fleischer Rowland.

1. **Welcome**

Theresa Fleischer Rowland open the DEMC meeting welcome everyone.

2. **Approval of Notes**

Theresa asked the Committee to review meeting notes from the August 15, 2019 DEMC meeting. Motion to approve the August 15, 2019 meeting notes was moved by Sarah Thompson, seconded by Tom Orf.

3. **Enrollment Updates**

Theresa mentioned the August 15, 2019 notes captured remarks made on the standardized enrollment report, which has been a topic for DEMC for quite a while. She pointed out the standardized report was on the agenda for this meeting. Ron Gerhard loosely referenced it as a DEMC dashboard.

Chabot College Report Jeff Drouin reported that Chabot College is at 4410.48 FTES, which includes non-credit and down 26.10 FTES (.59 percent) for fall. He indicated that WSCH is up due to strategic additions, cancellations and moving some classes to late start.

Stacy Thompson mentioned that Chabot College placed less classes on schedule for a total of 300 less sections in order to hold to their allocated FTEF. She expressed they are mindful of their allocation and are looking at things differently, especially with hold harmless and the funding situation.

Las Positas College Report Tom Orf reported that Las Positas College was down 4.36 percent FTES for fall and added some classes into the schedule after cancellations. The added classes included late start classes that are highly productive and meet high student demand.

Kristina Whalen pointed out that Las Positas College currently has 26 classes that still have seats available and the wait lists show the classes are popular with students. She mentioned that Las Positas strategically looked at placing the classes with times that had the highest wait list, including room availability. The College is utilizing the Public Relations, Marketing & Government (PRMG) Relations nudge campaign to reach out to students.

4. **Marketing Update**

Guisselle Nunez began her presentation on marketing strategy and upcoming market efforts. She shared a reminder with the Committee about the role that PRMG plays in helping to bring inquiries and applications into the District/Colleges.

- Recruitment and increasing collaboration with the College Vice Presidents to help get the message out on classes that are available, under enrolled and wait listed;
- Direct email campaigns during the conversion process to get students registered and enrolled;
- Target identified students if they have applied, but not registered and those who are waitlisted and current students.

Guisselle moved onto presenting about marketing strategy and indicated that the district marketing plan is informed by market research conducted annually to gain quantitative information and help find out what the students are watching, reading, where they go shopping, what movie theaters they visit, etc... She shared with the Committee a list of marketing tactics that are part of the marketing plan and highlighted that PRMG does traditional advertising.

- They advertise in the malls, at the outlets, movie theaters and through streaming devices such as Hulu;
- They use metrics, such as application tracking to track how many applications are being received on a daily basis to increase the number of inquires and applications;
- Trends such as Facebook live Q and A Sessions at the colleges and landing page advertising, help increase the number of applications that are being received at each college.

The Committee held a discussion on the number of students who apply then register and the communication that takes place to remind students who have already applied to register and fill out their financial aid package. The Committee requested a future discussion on marketing to look at the trends on enrollment numbers.

5. **Part-time Faculty Analysis**

Interim Chancellor Ron Gerhard, provided a follow-up to the discussion that began last fall around “theoretical budget” for part-time faculty in terms of the related goals for FTES and FTEF targets. He indicated the data indicators DEMC follows are important as we begin to review the Student Centered Funding Formula (SCFF) impact. Across the district we need to understand the correlation of what we’re doing and how we are planning for the years ahead.

The Committee discussed the target number for the district and implications in light of SCFF and Hold Harmless.

Tom Orf questioned asked about the Faculty Obligation Number (FON) as he was hearing conflicting information that the FON was going up and that it’s not going to change at all. Ron responded that based on P2 for 2018-19 the number is going down because of the impact of the rollback, which will not change the staffing plans. It will go up in fall of 2020-21 and we will have a little over a year to be in compliance.

6. **2020-2021 Growth Discussion**

Transitioning from earlier conversation, Ron began discussion with the Committee on context for setting enrollment FTES targets in regards to SCFF. In terms of understanding SCFF, he mentioned that our funding isn’t derived on enrollment in the actual year, it’s based on a three-year average. An important point to remember is that because CLPCCD is on Hold Harmless, the current year (2019-2020) enrollment will not matter – the first of our three year rolling average is 2020-21.

The Committee held further discussion on enrollment management issues, credit and non-credit courses, variables around AB 705 and budget implications the Colleges are facing to get students through transferable English and Math in their first year. Theresa suggested inviting both institutional researchers to a future meeting to share data, including qualitative data from counseling faculty.

Miguel Colon expressed his concern on budget implications and true cost of providing services for credit and non-credit courses or the cost to meet AB705 and the impact of counseling, etc.... He requested a future discussion around who is looking at the cost to provide services. Roanna Bennie mentioned that there's been discussion about having a SCFF project that supports non-credit with SCFF/Rollback funding.

7. **Discussion on Next Steps: Standardized Enrollment Report**

Based on past dialogue and requests from DEMC membership, Theresa reopened the topic of a standardized enrollment report for DEMC use and decision-making, Ron informally called it a "DEMC Dashboard." In concept it would be formatted data from both colleges correlated into one standardized report to look at indicators that the DEMC needs. She asked for a show of hands to form a user group willing to draft a first take on what this would look like. Jeff Drouin, Tom Orf, Kristina Whalen, and Eric Stricklen volunteered. Theresa said she would arrange a meeting for the user group.

Theresa mention that FTES targets will be a topic for discussion and placed on the October 4 DEMC meeting agenda, including the approach of Non-Credit. The September 6, 2019 District Enrollment Management Committee (DEMC) meeting was adjourned by Theresa with the next meeting scheduled for October 4, 2019.