

# Chabot-Las Positas Community College District

Office of Educational Services & Student Success

## Meeting Notes

District Enrollment Management Committee (DEMC)

Friday, March 3, 2023

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

Zoom: <https://zoom.us/j/98255222537>

### DEMC Membership

#### VOTING

		Present
Tom deWit (F)	CC	<input checked="" type="checkbox"/>
Jeff Drouin (F)	CC	<input checked="" type="checkbox"/>
Tom Orf (F)	LPC	<input checked="" type="checkbox"/>
Sarah Thompson (F)	LPC	<input checked="" type="checkbox"/>
Susan Sperling (A)	CC	<input type="checkbox"/>
Sadie Ashraf (A)	CC	<input checked="" type="checkbox"/>
Dyrell Foster (A)	LPC	<input type="checkbox"/>
Joel Gagnon (A)	LPC	<input checked="" type="checkbox"/>
Theresa Fleischer Rowland (A)	DIST	<input checked="" type="checkbox"/>
Jonah Nicholas (A)	DIST	<input checked="" type="checkbox"/>

#### NON-VOTING

		Present
Jamal Cooks (A)	CC	<input checked="" type="checkbox"/>
Kristina Whalen (A)	LPC	<input checked="" type="checkbox"/>
Miguel Colon (F)	CC	<input type="checkbox"/>
Daniela Ballif (A)	DIST	<input checked="" type="checkbox"/>
David Rodriguez (LPC)	LPC	<input checked="" type="checkbox"/>
Rajeev Chopra (F)	LPC	<input checked="" type="checkbox"/>
Thomas Dowrie (C)	CC	<input checked="" type="checkbox"/>
Liem Huynh (A)	DIST	<input checked="" type="checkbox"/>
Theresa Pedrosa (S)	CC	<input type="checkbox"/>
(S)	LPC	<input type="checkbox"/>

Additional Meeting Attendees: Noell Adams, Evelyn Andrews, Tracey Coleman, Dave Fouquet, Ron Gerhard, Brian Goo, Kendra Grinnage, Paulette Lino, Stuart McElderry, Dawn Neideffer, Anette Raichbart, Dionicia Ramos, Christina Read, Kirti Reddy, Emily Reyes, Nathaniel Rice, Rajinder Samra, Elsa Saenz, Estella Sanchez, Patricia Shannon, Rachel Ugale, Dale Wagoner, Kristin Whittaker

### Agenda

1. Welcome, Member Review, Acknowledgements
2. Notes Approval
3. Enrollment Updates & Strategies
  - a. Chabot College
  - b. Las Positas College
4. Revisit CLPCCD Strategic Enrollment Management Vision
5. Equity-driven Enrollment Analysis Findings
6. CRM Recruit and Advise Update
7. Ad Astra Next Steps
8. AACC Update
9. Future Meeting Topics and Closing

**Agenda 1. Welcome, Member Review, Acknowledgements**  
**- Theresa Fleischer Rowland** Time allotted | **5 mins** |

**Discussion**

Theresa Fleischer Rowland opened the meeting with the following announcements:

1. The expansion of Committee members of DEMC was 8 voting members and is now 10 and welcomed its (2) new voting members.
2. Acknowledged Las Positas College Vice President of Academic Services Kristina Whalen contributions and congratulated the Vice President on her new position.

Tom Orf announced Counseling Faculty member Rafael Valle would be joining DEMC as a voting member for Las Positas College.

Jeff Drouin announced Counseling Faculty member Emmanuel Lopez would be joining DEMC as a voting member for Chabot College.

**Conclusion**

Meeting Moved to Agenda Item 2. The DEMC effective in April will be a 12 member committee.

**Action items**

No Action.

**Agenda 2. Notes Approval - Estella Sanchez**  
Time allotted | **5 mins** |

**Discussion**

Review and approval of the November 4, 2022 meeting notes was called by Theresa Fleischer Rowland.

**Conclusion**

Jeff Drouin motioned to approve the November 4, 2022 meeting notes, Tom Orf seconded.

Meeting Moved to Agenda Item 3.

**Action items**

Meeting notes approved for November 4, 2022.

**Agenda 3. Enrollment Updates & Strategies – Chabot College and Las Positas College** Time allotted | **20 mins** |

**Discussion**

**3a.** Jeff Drouin reported on enrollment for Chabot College is up around 4.21% and down 12.36% over the last three (3) years. He mentioned for strategies, a great deal of time was spent in the fall returning to quantitative discipline planning. Chabot College, Vice President of Academic Services indicated data is being used to help understand potential

areas to increase enrollment.

**3b.** Tom Orf reported enrollment for Las Positas College is 3.53% up over last year and seeing some positive trends. He mentioned online classes are doing better than face to face classes. Las Positas College, Vice President of Academic Services mentioned that a College-wide convening is to take place on March 10 around strategic enrollment to increase create awareness of efforts and engagement on further strategies.

**Conclusion**

Theresa thanked both colleges and moved the meeting to Agenda item 4 CLPCCD Strategic Enrollment Management Vision.

**Action items**

No Action.

**Agenda 4. Revisit CLPCCD Strategic Enrollment Management Vision – Theresa Fleischer Rowland Time allotted | 5 mins |**

**Discussion**

Theresa shared the following Primary Goal 1 with the Committee. This is work in progress work with the DEMC/CEMC Co-Chairs including the Vice Presidents of Academic Services to further evolve the district-wide definition of enrollment management.

Primary Goal 1 The Enrollment Management Committees at each College and the District proactively set targets and evaluate student progression from point of application to educational goal attainment *and* for those students who return for further post-completion coursework.

- DEMC leads the quantifiable target setting for each student progression point informed by CEMCs.
- CEMCs will be engaged in discussions of what is achievable at a campus level.
- Once targets are set, CEMCs analyze progress toward goals and address strategies to close any gaps from actual to goal.
- DEMC and CEMC have the capability of CRM Recruit and Advise as the primary resource to draw needed data.

A brief conversation took place regarding where the most appropriate place to discuss EM is considering DEMC is a contractual committee.

**Conclusion**

Theresa acknowledged EM when discussed in DEMC is not taking place within the IPBM structure of the district since DEMC is contractual per FA Article 26. She moved the meeting to Agenda item 5 Equity-driven Enrollment Analysis Findings.

**Action items**

No Action.

Agenda **5. Equity-driven Enrollment Analysis Findings – Kennedy & Co**

Time allotted | **20 mins** |

**Discussion**

A presentation was presented by Kennedy & Co on the Equity-driven Enrollment Analysis Findings. The powerpoint and video summary is posted on the DEMC webpage with March 3 materials for reference.

Agenda **6. CRM Recruit and Advise Update – Kristen Whittaker**

Time allotted | **15 mins** |

**Discussion**

A presentation was presented by Kristen Whittaker who provided an overview of CRM Recruit and Advise Update. Topics presented included:

- Strategic Enrollment Management (SEM)
- Workflow Process CRM Recruit/Advise
- SEM Student Life Cycle
- Value of the CRM, My Portal, Advise, and Recruit
- Timeline of CRM Recruit and Advise

The powerpoint and video summary is posted on the DEMC webpage with March 3 materials for reference.

**Conclusion**

DEMC will create an opportunity for a follow-up CRM presentation in the near future for updates and to discuss implementation.

**Action items**

Meeting adjourned.

Agenda **7. Ad Astra Next Steps - Theresa Fleischer Rowland**

Time allotted | **5 mins** |

**Discussion**

Theresa indicated three things: further data checking is in progress to ensure full confidence in the Predict, Align, and Monitor tools; functional user training will be set up to increase knowledge and skills to use the Ad Astra tools for enrollment management; and training on the Schedule Building component will take place later in the semester. Las Positas, Vice President of Academic Services expanded on the advantages of adopting the Ad Astra Schedule Building application.

**Conclusion**

No further discussions took place.

**Action items**

Meeting adjourned.

Agenda **8. AACC Update – Joel Gagnon** Time allotted | **10 mins** |

**Discussion**

Dean Joel Gagnon mentioned the following:

- Alternative Academic Calendar Committee (AACC) is a Committee of 17 members District-wide
- Website link shared to view updated information
- Study Groups formed that include all 17 AACC members
- Next steps include creating a sample 16 week schedule with representative courses
- A timeline that includes a goal to provide a recommendation to the Chancellor for continued planning toward a Alternative Academic Calendar by end of Spring 2023.
- If the above happens, the AACC will continue to meet in the Fall 2023 and district-wide Forums will be held to broadly share the developments

If the district applies to the CCCCCO for an alternative calendar, that would occur in Spring 2024. Planning for implementation takes 18-24 months, and would happen no sooner than 2025-26 Academic Year.

**Conclusion**

An AACC update will be shared at the Chancellor’s Council on March 14.

**Action items**

Meeting adjourned.

Agenda **9. Future Meeting Topics and Closing - Theresa Fleischer Rowland**  
Time allotted | **5 mins** |

**Discussion**

Theresa asked the Committee if there were any topics to be discussed and revisited. A meeting attendee questioned when can we see changes to Class Web.

**Conclusion**

Topics to be revisited at future meetings:

- Roles working with Kennedy & Co and Demo.

The next meeting is scheduled on April 14, 2023.

**Action items**

Meeting adjourned