

Chabot-Las Positas Community College District

Office of Educational Services & Student Success

Meeting Notes

District Enrollment Management Committee (DEMC)

Friday, March 1, 2024

10:30 A.M. - 11:30 P.M.

Zoom: <https://us06web.zoom.us/j/85373842444>

DEMC Membership

VOTING

		Present
Tom deWit (F)	CC	<input checked="" type="checkbox"/>
Jeff Drouin (F)	CC	<input checked="" type="checkbox"/>
Michael Lai (F)	CC	<input checked="" type="checkbox"/>
Heike Gecox (F)	LPC	<input checked="" type="checkbox"/>
Ashley Young (F)	LPC	<input checked="" type="checkbox"/>
Rafael Valle (F)	LPC	<input type="checkbox"/>
Jamal Cooks (A)	CC	<input type="checkbox"/>
Sadie Ashraf (A)	CC	<input checked="" type="checkbox"/>
Dyrell Foster (A)	LPC	<input checked="" type="checkbox"/>
Joel Gagnon (A)	LPC	<input type="checkbox"/>
Theresa Fleischer Rowland (A)	DIST	<input checked="" type="checkbox"/>
Jonah Nicholas (A)	DIST	<input checked="" type="checkbox"/>

NON-VOTING

		Present
Safiyah Forbes (A)	CC	<input checked="" type="checkbox"/>
Nan Ho (A)	LPC	<input checked="" type="checkbox"/>
Daniela Ballif (A)	DIST	<input checked="" type="checkbox"/>
David Reed (A)	DIST	<input checked="" type="checkbox"/>
Mona Abdoun (F)	CC	<input checked="" type="checkbox"/>
Rajeev Chopra (F)	LPC	<input type="checkbox"/>
Thomas Dowrie (C)	CC	<input checked="" type="checkbox"/>
David Rodriguez (LPC)	LPC	<input type="checkbox"/>
Liem Huynh (C)	DIST	<input checked="" type="checkbox"/>
Theresa Pedrosa (S)	CC	<input checked="" type="checkbox"/>
Tba (S)	LPC	<input type="checkbox"/>

Additional Meeting Attendees: Noell Adams, De Ana Anderson, Angela Castellanos, Billy delos Santos, Dave Fouquet, Ron Gerhard, Craig Kutil, Deonne Kunkel, Paulette Lino, Bobby Nakamoto, Dionicia Ramos, Beatriz Rosales (guest), Kirti Reddy, Nathaniel Rice, Estella Sanchez, Dale Wagoner, Tamica Ward, Jeanne Wilson, Kristen Whittaker

Agenda

1. Welcome and Agenda Review
2. Notes Approval
3. College Enrollment Updates
 - a. Chabot College
 - b. Las Positas College
4. Review the Multi-Year FTES Goals, Predictive Analytics in Argos
5. Ad Astra Demo and Refresh Discussion with Q/A
6. Closing Thoughts and Future Meeting Topics

Agenda 1. Welcome and Agenda Review
- Theresa Fleischer Rowland Time allotted | **5 mins** |

Discussion

Theresa welcomed all attendees and provided an overview of the meeting agenda.

Conclusion

The meeting moved to Agenda Item 2.

Action items

No Action.

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

Discussion

Estella Sanchez called for the review and approval of the meeting notes from February 2, 2024.

Conclusion

Ashley Young moved to approve the February 2, 2024 meeting notes; seconded by Dyrell Foster. The meeting then moved to Agenda Item 3.

Action items

The meeting notes from February 2, 2024, were approved.

Agenda 3. College Enrollment Updates – Chabot College and Las Positas College Time allotted | **10 mins** |

Discussion

3a. Jeff Drouin reported that enrollment for Chabot College is slightly under 13% compared to the same time last year and over 17% compared to spring 2022. There is an increase of 414 FTES compared to the previous year. Non-credit enrollment is trending upward and moving in the right direction.

3b. Heike Gecox reported that enrollment at Las Positas College has increased by 14.92% compared to last year, while productivity has remained steady.

Conclusion

Theresa added district student headcount increased by 1,000 since last spring. The meeting then proceeded to Agenda Item 4.

Action items

No Action.

Agenda 4. Review the Multi-Year FTES Goals, Predictive Analytics in Argos – Jeff Drouin Time allotted | **20 mins** |

Discussion

Theresa reminded the committee the district has multi-year goals for FTES. Vice-Chancellor Jonah Nicholas created a plan to reach the required FTES to stabilize the district's finances using 3-year rolling averages. The working material related to this is posted with the October 6 DEMC meeting materials. Jeff shared the allocation worksheet he uses with College Enrollment Management Committee (CEMC) leadership for discussion. He explained how the worksheet should be used to reflect 3-year rolling averages and shared how he extracts 3 years' worth of data using Argos when working with the allocation worksheet.

Conclusion

Jeff suggested using a 3-year rolling average within a program or division can be valuable. He mentioned a 3-year rolling average can be applied to enrollment in any SCFF analysis. However, a monetary calculation will be required to estimate the revenue through the SCFF. The meeting moved on to Agenda item 5.

Action items

No Action.

Agenda 5. Ad Astra demo and refresh discussion with Q/A – David Reed Time allotted | **35 mins** |

Discussion

Theresa introduced David Reed, Director of Educational Support Systems. David gave a refresh on Ad Astra, featuring some changes. He was accompanied by Ad Astra Customer Success Representative Bea Rosales, who provided a status update on the implementation of Ad Astra solutions. The presentation covered the next phase of using the tools and engaging the DEMC, CEMCs, and other stakeholders. At the request of the colleges, the district brought this suite of tools to support enrollment management through predictive data to assist in program and schedule decision-making. Bea shared examples on progress made at peer colleges. David shared several reports that can inform the decisions that sit at the program and division level.

Conclusion

David shared a link with the committee members in the chat to address inquiries regarding the information presented. The meeting proceeded to Agenda Item 6.

Action items

No Action.

Agenda 6. Closing Thoughts and Future Meeting Topics – Jeff Drouin Time allotted | **15 mins** |

Discussion

Jeff shared with the committee the topics that will be covered in future meetings. These topics include:

- Allocations worksheet workgroup update.
- A calculator to measure the impact of SCFF at the district, college, division, discipline, and program level.
- Critical metrics to look at and keep informed, such as Dual Enrollment, Financial Aid, and Noncredit related to enrollment growth and student success.

Conclusion

A committee member suggested adding the CRM Advise tool as a topic at the April 12 meeting with the suggestion acknowledged.

Chancellor Gerhard emphasized the critical SCFF metrics that should be discussed in DEMC as the core of our funding going forward.

Tom deWit proposed to organize April DEMC as a two-hour in-person meeting to discuss four topics: Dual Enrollment, Financial Aid, Noncredit, and CRM Advise. Tom's suggestion continued, i.e. to spend 30 minutes on each topic to discuss best practices and goals and assign homework.

In a review of the remainder of 2024 DEMC meetings, Theresa reminded the committee they decided not to hold a meeting on Convocation Day (a new practice). As needed, additional meetings can be held based on the Committee's needs.

The meeting was adjourned.

Action items

Set a meeting agenda for the April 12 DEMC meeting.