

Chabot-Las Positas Community College District

Office of Educational Services & Student Success

Meeting Notes

District Enrollment Management Committee (DEMC)

Friday, September 1, 2023

10:30 A.M. - 12:00 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"/>
TBD (F)	CC	<input type="checkbox"/>
Heike Gecox (F)	LPC	<input checked="" type="checkbox"/>
Ashley Young (F)	LPC	<input checked="" type="checkbox"/>
Rafael Valle (F)	LPC	<input checked="" type="checkbox"/>
Jamal Cooks (A)	CC	<input checked="" type="checkbox"/>
Sadie Ashraf (A)	CC	<input checked="" type="checkbox"/>
Dyrell Foster (A)	LPC	<input checked="" 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
TBD (A)	CC	<input type="checkbox"/>
Nan Ho (A)	LPC	<input checked="" type="checkbox"/>
Daniela Ballif (A)	DIST	<input type="checkbox"/>
Mona Abdoun (F)	CC	<input checked="" type="checkbox"/>
Rajeev Chopra (F)	LPC	<input checked="" type="checkbox"/>
Thomas Dowrie (C)	CC	<input checked="" type="checkbox"/>
David Rodriguez (LPC)	LPC	<input checked="" type="checkbox"/>
Liem Huynh (C)	DIST	<input checked="" type="checkbox"/>
Theresa Pedrosa (S)	CC	<input checked="" type="checkbox"/>
Omar Au (S)	LPC	<input checked="" type="checkbox"/>

Additional Meeting Attendees: Noell Adams, Angela Castellanos, Adelina Elo, Dave Fouquet, Ron Gerhard, Brian Goo, Matt Kritscher, Craig Kutil, Paulette Lino, Uma Nadkarni, Bobby Nakamoto, Stuart McElderry, Patricia Molina, Abigail Patton, Bryn Power, Anette Raichbart, Dionicia Ramos, David Reed, Christina Read, Nathaniel Rice, Kirti Reddy, Estella Sanchez, Patricia Shannon, Rachel Ugale, Dale Wagoner, Tamica Ward, Kristen Whittaker, Charlene, Wieser, Jeanne Wilson, Chip Woerner

Agenda

1. Welcome and Agenda Review
2. Notes Approval
3. College Enrollment Updates
 - a. Chabot College
 - b. Las Positas College

4. DEMC's Deliverable
 - a. Multi-year FTES Planning Discussion
 - b. Holistic Enrollment Management for the SCFF, broadening the DEMC for Student Services inclusion
 - c. Introducing the Counseling Data Dashboard
5. Counseling Data Dashboard
6. CRM Advise Rollout and Implementation
7. Closing Thoughts and Future Meeting Topics

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

Discussion

Jeff Drouin opened the meeting on behalf of Theresa Fleischer Rowland due to an issue with the Zoom link and reviewed the meeting agenda.

Action items

No Action.

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

Discussion

Review and approval of the August 14, 2023 meeting notes were called by Estella Sanchez.

Conclusion

Jonah Nicholas motioned to move the August 14, 2023 meeting notes, and Jeff Drouin seconded.

The meeting Moved to Agenda Item 3.

Action items

Meeting notes approved for August 14, 2023.

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

Discussion

3a. Jeff Drouin reported Chabot College enrollment is up over this time last year and the year before. Productivity has increased. For non-credit, offerings are up and more classes will come into the pipeline.

3b. Heike Gecox reported enrollment for Las Positas College is up from last Fall and so are fill rates. Heike highlighted that it will be interesting to see the numbers after census as students are still seeking late start classes. VP Ho pointed out that Las Positas College's

productivity is very robust.

Conclusion

The meeting moved to Agenda item 4.

Action items

No Action.

Agenda **4. DEMC's Deliverable – Theresa Fleischer Rowland** Time allotted | **20 mins** |

Discussion

4a. Multi-year FTES Planning Discussion

Theresa discussed multi-year target setting and referenced the [Historical FTES graph](#) shared previously. She requested the College Enrollment Management Committees (CEMCs) hold conversations on multi-year projections to project enrollment restoration. Using the tool provided last year, the request was made for CEMCs to focus on FTES for fiscal years 2023-24, 2024-25, and 2025-26 (i.e. multi-year). Theresa indicated that the tool used to demonstrate multi-year projections would be shared with CEMC leadership for their projection work.

4b. Holistic Enrollment Management for the SCFF, broadening the DEMC for Student Services inclusion

Theresa reminded the committee of the expanded definition of enrollment management and the expansion of DEMC membership to reflect the key role of student services. The committee discussed the Student-Centered Funding Formula (SCFF) metrics and the new funding model as presented by the Chancellor at Convocation. The SCFF includes funding for FTES (70% of the funding model) along with other metrics such as supplemental and success metrics.

4c. Introducing the Counseling Data Dashboard

Theresa highlighted the counseling data dashboard that was agreed upon with on this most recently negotiated contract. She referred to the new FA contractual language at the top of the meeting agenda which indicates an expanded version of DEMC's purpose *"The DEMC shall develop a common understanding of the issues, methods, and data in order to set appropriate WSCH/FTEF targets for the colleges as well as goals and targets used in the Counseling disciplines."* Theresa pointed out another change based on Article 26 that was negotiated. The basic principle previously mentioned academic quality and the change now indicates academic and counseling discipline quality.

Conclusion

Theresa reminded that at the Convocation DEMC meeting the Deans of Counseling had spoken of a Counseling Data Dashboard workgroup composed of Counseling Faculty and ITS who met throughout the Spring to envision and select metrics. The two (2) indicators that were presented at the Convocation DEMC meeting were 1) the % of new students who have completed a comprehensive Student Educational Plan (SEP) week by week through the term

and 2) the Student Contact Rate (# of students seen divided by the total available contact hours). The meeting moved to Agenda item 5.

Action items

No Action.

Agenda **5. Counseling Data Dashboard – David Reed** Time allotted | **15 mins** |

Discussion

David Reed provided an update on the Counseling Data Dashboard and the work that has been done since Convocation to explore the data points. [Refer to Counseling Data Dashboard Update](#). Next steps identified are to clean up SARS and reason codes to improve data quality. David reminded the DEMC that the work of the Counseling Data Dashboard is taking place in parallel with the rollout of CRM Advise that Kristen Whittaker will be presenting next.

Conclusion

David asked if there were any questions and moved the meeting to Agenda item 6.

Action items

No Action.

Agenda **6. CRM Advise Rollout and Implementation – Kristen Whittaker** Time allotted | **30 mins** |

Discussion

Kristen introduced herself and presented on the implementation and rollout of CRM Advise and provided a demo. [Refer to CRM Advise Rollout and Implementation](#)

Conclusion

Kristen shared the next steps of CRM Advise include provisioning on September 9, 2023, CRM going live, and upcoming training open houses to be held at Chabot College on September 18 and Las Positas College on September 19. Additional training to be scheduled.

Action items

No Action.

Agenda **7. Closing Thoughts and Future Meeting Topics – Jeff Drouin** Time allotted | **5 mins** |

Discussion

Jeff announced due to many members having conflicts with a DEMC meeting on Convocation, he and Theresa were recommending going forward not to hold DEMC meetings on Convocation day, unless needed. In addition, stepping into this new approach would allow the CEMCs to meet prior to the first DEMC meeting.

Conclusion

Jeff asked the DEMC if they had any objections to not having a meeting on Convocation day. There were no objections. Next meeting is scheduled on October 6, 2023. Meeting adjourned.

Action items

DEMC meetings will no longer automatically be scheduled on Convocation day.