



Districtwide Enrollment Management Advisory Committee Meeting

November 5, 2018

3:00 p.m.

Anaheim Campus Room 105

AGENDA

WELCOME & OVERVIEW

1. Introductions
2. Review of Committee Purpose & Membership
 - Goals
 - Discussion of New Members/Roles

SUMMARY

1. October 1, 2018 Summary

UPDATE ON GUIDED PATHWAYS

1. Overview from Each Campus

UPDATE ON AB 705

1. Math & English Completion

UPDATE ON NEW FUNDING FORMULA

1. Latest Information
2. CEO Task Force

NEXT STEPS

- 1.

FUTURE AGENDA ITEMS

1. December 3 – Career Exploration (Dual Enrollment, Summer Camps, Pledge, etc.)
2. Spring – Strong Workforce Program, CTE, Guided Pathways for Working Adults

NEXT MEETING: December 3, 2018 at 3:00 p.m.

DISTRICTWIDE ENROLLMENT MANAGEMENT ADVISORY COMMITTEE
October 1, 2018

SUMMARY

MEMBERS PRESENT: Albert Abutin, Dana Clahane, Jennifer Combs, Dale Craig, Martha Gutierrez, Raine Hambly, Cherry Li-Bugg, Jose Ramon Nuñez, Jeremy Peters, Katy Realista, Bryan Seiling, Laurie Triefenbach, and Kashu Vyas (for Fred Williams).

ABSENT: David Booze, Gilbert Contreras, Dennis Davino, Monica Gomez, Craig Goralski, Richard Hartmann, Mike Kasler, Tina King, Cheryl Marshall, Anna Novisoff, Jennifer Oo, and JoAnn Stehly.

Vice Chancellor Cherry Li-Bugg called the meeting to order at 3:10 p.m.

WELCOME & OVERVIEW

Introductions Dr. Cherry Li-Bugg led a round of introductions of those present.

Review of Committee Purpose and Membership: Committee members discussed whether the committee purpose should be reevaluated in light of the new State funding formula that will be based on not only enrollment (60%), but also on student success metrics (40%). They agreed that the purpose is broad enough to accommodate the new scope, but agreed to add completion to the second sentence: "DEMAC will inform the development of enrollment strategies to support student success, retention, and completion, as well as the achievement of the District's annual enrollment goals."

Discussion of New Members/Roles: Discussion regarding new members and roles on the committee included the possibility of adding more participation from other areas including research, budget, financial aid, student services, marketing, and faculty from guided pathways campus committees. Members agreed that attendance at DEMAC meetings of people to provide additional information in order to share a clear picture of what is happening at the campuses is needed whether those individuals attend as members or as guests. While DEMAC was developed to address enrollment issues, the committee will also need to have conversations that include FTES and how to make the completion of certificates, degrees, and transfers more efficient, and what steps we need to take as institutions to maximize what is reported to the State.

17-18 DEMAC Self-evaluation: The committee reviewed the results of their 17-18 self-evaluation and noted that the only areas that stood out were communication and difficulties related to the subcommittees.

Elect Co-Chair: The committee unanimously voted to have Jennifer Combs serve as DEMAC Co-Chair with Chancellor Marshall.

SUMMARY: The summary of the May 7, 2018 DEMAC meeting was approved as submitted. The committee also reviewed the August 27, 2018 District Consultation Council (DCC) meeting summary which was a joint DCC/DEMAC meeting in order to discuss a proposed winter intersession.

UPDATE ON ENROLLMENT

Fall 2018: As part of the enrollment discussion, it was reported that Cypress College Fall enrollment appears to be up one percent, while Fullerton College FTES are down eight percent in comparison with Fall 2017. NOCE is up from last fall with the percentage unknown. Fullerton College anticipates losing an additional 2-3% for the Spring semester, and the College deans have been asked to try to create a schedule similar to Spring 2017 minus 2-3% in order to avoid canceling course sections since classes would be easier to add. It was reported that English and math courses experienced a decline. Students are placing in college-level English and no longer need developmental level courses, so English should not decline any further, but a similar decline is expected in the future for Math.

Dr. Li-Bugg stated that Educational Services & Technology has created districtwide enrollment dashboards that captures information from both colleges side-by-side and incorporates NOCE. Victor Manchik will share access with the committee.

Dual Enrollment: At Fullerton College, the demand is growing with some districts, but not all. A couple of courses have been cancelled because there weren't adjunct faculty to teach them, but overall enrollment is increasing every year with more and more students enrolled and age appropriate courses also being offered at the junior high school level.

Vice Chancellor Li-Bugg noted that overall dual enrollment is doing what it was designed to do: increase college rates for students who might attend college. She reported that the sunset date for AB 288 is 2021, but there are efforts to extend or eliminate the sunset date. She also noted that in the new funding formula dual enrollment is funded at 100% instead of 60% with the upper limit at 10% and the District is currently under 1%.

UPDATE ON THE NEW FUNDING FORMULA

Elements of the Formula: Committee members inquired about the economic need portion of the funding formula that includes Pell Grant and Promise students. While no additional information was provided, it was noted that the District will continue to advocate for a more inclusive formula to count special pockets of students.

SUBCOMMITTEES

Proposed Subcommittees for 2018-19: DEMAC discussed the five current subcommittees: 1) Implementation of Guided Pathways; 2) Staying on the Path; 3) Marketing, Outreach, and Recruitment; 4) Onboarding; and 5) Targets and Measures. During the discussion, committee members discussed the merits of focusing the subcommittees on the components of the funding formula and whether it was best to split the guided pathways components among four groups.

Subsequently, there was general consensus to focus the 2018-19 DEMAC work on the following four subcommittees: 1) Guided Pathways (to include onboarding and staying on the path); 2) Marketing, Outreach, and Recruitment; 3) Targets and Measures (to include FTES, completion, and the 20% of special populations in the State funding formula); and 4) Noncredit to Credit (to identify the challenges that we have in place).

Committee members noted that DEMAC needs participation from people from each campus that work in these areas in order to work on connections, integration, and share best practices. It was recommended that district guided pathways conversations should mirror campus committees and have similar structures to ensure unity on the approach. When discussing subcommittees, members noted that there too many subcommittees that were not well attended and suggested instead focusing DEMAC meetings on each group to gather more feedback for efficiency's sake and to consider focusing the subcommittee groups into goals.

ADJOURNMENT: The meeting adjourned at 4:39 p.m.

NEXT MEETING: November 5, 2018

DRAFT

Proposed DEMAC Goals for 2018-19

Implementation of Guided Pathways

- Provide updates on GP at each campus and share best practices
 - Ideally, representatives from campus steering committees would attend or become members of DEMAC
- Provide updates and share lessons learned on the implementation of the Anaheim Pledge, the Fullerton Educational Partnership and the North Orange Promise

Deliverables

1. *Communication with campus committees*
2. *Recommendations for process improvements and best practices*

Staying on the Path

- Share best practices and make recommendations on strategies for retention and engagement including integration of support services, degree audit, early alert, etc.
- Share best practices and make recommendations for effective scheduling (e.g., meeting student demand, use of ed plans, annual schedules, grouped courses, room use, etc.)

Deliverables

1. *Investigation of best practices for retention and recommendations for expansion*
2. *Recommendations for scheduling practices*

Marketing, Outreach, & Recruitment

- Provide reports on the SWP marketing projects at the local and regional levels
- Develop strategies for coordinating outreach efforts and materials

Deliverables

1. *Recommendations for coordination and collaboration*

Onboarding

- Provide updates, share best practices, and make recommendations for increasing retention between the submission of an application and actual enrollment
- Provide updates regarding the mobile app, share lessons learned, and make recommendations for next steps
- Provide updates on the piloting of CCC MyPath and share lessons learned
- Share updates on Banner 9 tools for onboarding and recommend ways to be more efficient with onboarding students

Deliverables

1. *Recommendations for process improvements and best practices*

Targets & Measurements

- Establish targets related to the new funding formula and determine the best measures for assessing our effectiveness (e.g., FTES, persistence, completions, fill rates, enrollment at census, WSCH/FTES, other funding formula metrics, etc.)
- Make recommendations on reporting and dashboards

Deliverables

1. *Recommendations on metrics for measuring effectiveness*
2. *Recommendations for meaningful reports and dashboards*



2018-19 District Enrollment Management Advisory Committee Membership

Member	Affiliation
Cheryl Marshall	Chancellor, Co-Chair
Jennifer Combs	Faculty Co-Chair, and Representative, Fullerton College Faculty Senate
Mike Kasler	Interim Executive Vice President, Cypress College
Jose Ramon Nuñez	Vice President of Instruction, Fullerton College
Gilbert Contreras	Vice President of Student Services, Fullerton College
Martha Gutierrez	Dean of Instruction & Student Services or Program Director, NOCE
Tina King	Interim Dean of Instruction & Student Services or Program Director, NOCE
Karen Bautista	Dean of Instruction & Student Services or Program Director, NOCE
Katy Realista	Dean Representative, Cypress College
David Booze	Dean Representative, Cypress College
Albert Abutin	Dean Representative, Fullerton College
Richard Hartmann	Dean Representative, Fullerton College
Craig Goralski	Representative, Cypress College Academic Senate
Jeremy Peters	Representative, Cypress College Academic Senate
	Representative, Cypress College Academic Senate
Dale Craig	Representative, Fullerton College Faculty Senate
	Representative, Fullerton College Faculty Senate
Jennifer Oo	Representative, NOCE Academic Senate
	Representative, NOCE Academic Senate
	Representative, NOCE Academic Senate
Dana Clahane	Representative, United Faculty
JoAnn Stehly	Representative, Adjunct Faculty United
Anna Marie Novisoff	Classified Representative, Cypress College
Laurie Triefenbach	Classified Representative, Fullerton College
Monica Gomez	Classified Representative, NOCE
Raine Hambly	Representative, District Management Association
(Position Vacant)	District Director, Information Services
Cherry Li-Bugg	Vice Chancellor, Educational Services & Technology
Fred Williams	Vice Chancellor, Finance & Facilities
(Position Vacant)	District Senior Research and Planning Analyst
	Student Representative, Cypress College
	Student Representative, Fullerton College
	Student Representative, NOCE