

DISTRICTWIDE ENROLLMENT MANAGEMENT ADVISORY COMMITTEE
February 6, 2017

SUMMARY

MEMBERS PRESENT: Albert Abutin, Santanu Bandyopadhyay, Gigi Blanche, David Booze, Dana Clahane, Monica Clark, Jennifer Combs, Gilbert Contreras, Dale Craig, Jorge Gamboa, Jolena Grande, Martha Gutierrez, Richard Hartmann, Vaniethia Hubbard, Cherry Li-Bugg, Cheryl Marshall, Lisa McPheron, Anna Novisoff, Jose Ramon Nuñez, Jennifer Oo, Katy Realista, Cheeraphan Schneider, Bryan Seiling, JoAnn Stehly, Laurie Triefenbach, and Fred Williams.

VISITORS: Fred Rocha

WELCOME & OVERVIEW

Introductions: Chancellor Marshall called the meeting to order at 3:03 p.m. and let a round of introductions where members identified their campus level involvement in enrollment management and areas interest.

Review of the Committee's Purpose: The purpose of the Districtwide Enrollment Management Advisory Committee (DEMAC), as vetted through the District Consultation Council (DCC) was reviewed by those present. Dr. Marshall noted that DEMAC is advisory in nature, and is tasked with: defining enrollment management for the District, increasing understanding of the funding formula, identifying best practices, assisting in developing reasonable and realistic FTES targets, and recommending marketing and outreach efforts to increase enrollment. She emphasized that DEMAC meetings are open meetings, which all are welcome to attend in order to share their perspectives and areas of expertise.

ELECTION OF A CO-CHAIR

Nominations for Faculty Co-Chair: Chancellor Marshall asked for faculty nominations to serve as DEMAC Co-Chair. In the ensuing discussion Dale Craig and Jolena Grande were nominated, and the membership elected Jolena Grande as DEMAC Co-Chair.

REVIEW OF WORK DONE TO DATE

Deans' Enrollment Management Workshop: Summary results from the Deans Enrollment Management meeting held on August 16, 2016 were shared with the group. The summary focused on the data and reports necessary to make good enrollment management decisions, and also included suggestions for best practices, top scheduling priorities, and the possibility of offering Saturday and Sunday courses.

SmartSheet List of Enrollment Management Activities: A SmartSheet listing of enrollment management activities that have taken place to date was distributed.

Enrollment Management Process Diagram: Dr. Marshall provided the group with a flowchart of the enrollment management process that illustrated the following key points (with noted examples and practices for consideration):

Outreach and Recruitment: Examples like KinderCaminata, exposure as early as third grade.

Intake and On-boarding: Dual enrollment, etc.

Success and Retention: High impact practices and all services that we provide to students throughout their time with us.

Completions and Transitions: Automatic graduation checks, and the use of predictive analytics.

Scheduling: The necessary collaboration between faculty, deans, and vice presidents; meeting legal requirements (TBA scheduling); and consideration of a yearlong schedule or “zero-based” scheduling.

Reporting: Availability of relevant, accurate data; District-wide collaboration on the 320 report; and necessary tools, training, and dashboards.

DCC Retreat Notes: The committee also reviewed the summary notes from the DCC retreat on December 16, 2016 where discussion on enrollment management included ideas intended for further discussion by DEMAC. General points included: outreach, intake/on-boarding, student success and retention, scheduling practices, and reporting practices.

UPDATE ON ENROLLMENT

P-1 Report and Implications: Fred Williams, Vice Chancellor of Finance & Facilities, shared the analysis of FTES at P-1 which reflected an 829.39 FTES deficit that translates to an estimated at \$4 million shortfall, and places the District in stability mode. With enrollment and headcount both down, the District is experiencing its first year without growth. In response to questions related to the cause of the decline, Mr. Williams noted that neighboring districts begun experiencing declines years ago, and also referenced the negative effects of UC/CSU capacity levels, employment, and uncertainty surrounding DACA/Dreamer students.

Vice Chancellor Williams suggested that the District take a close look at the cost to generate FTES, but also the role of the 50% Law, the impact of escalating retirement rate increases, and the necessary legislative advocacy.

NEXT STEPS

Enrollment Management Training: The March 6 DEMAC meeting agenda would consist entirely of an enrollment management training session facilitated by Pam Deegan. Dr. Deegan has received our actual District figures, and will use those in her training scenarios.

DEMAC Subgroup Work: Dr. Marshall asked for individuals to lead subgroups tasked with addressing key enrollment management areas. The following subgroups were formed:

Scheduling: Cherry Li-Bugg (Lead) including Albert Abutin, Gigi Blanche, David Booze, Jennifer Combs, and Laurie Triefenbach.

FTES Target Setting: Fred Williams (Lead) including Albert Abutin, Santanu Bandyopadhyay, David Booze, Jolena Grande, Vaniethia Hubbard, Anna Novisoff, and Jose Ramon Nuñez.

Outreach/Recruitment: Lisa McPheron (Lead) including Albert Abutin, Dana Clahane, Gilbert Contreras, and Jennifer Oo.

Success/Retention: Katy Realista (Lead) including Dana Clahane, Gilbert Contreras, Bryan Seiling, and JoAnne Stehly.

The subgroups findings will be reported at the April 3 DEMAC meeting.

Institutional Effectiveness Partnership Initiative Spring Visit: The District has requested an Institutional Effectiveness Partnership Initiative (IEPI) spring visit to assist in enrollment management and assessment of District-wide integrated planning and decision-making. While the visit dates have not been identified yet, “detailed treatment” plans have been submitted that identify the areas of focus and the District’s current status.

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