

DISTRICTWIDE ENROLLMENT MANAGEMENT ADVISORY COMMITTEE

April 3, 2017

SUMMARY

MEMBERS PRESENT: Albert Abutin, David Booze, Jennifer Combs, Gilbert Contreras, Dale Craig, Jorge Gamboa, Jolena Grande, Martha Gutierrez, Richard Hartmann, Vaniethia Hubbard, Cherry Li-Bugg, Deborah Ludford, Cheryl Marshall, Lisa McPheron, Anna Novisoff, Jose Ramon Nunez, Katy Realista, Kathleen Reiland, Cheeraphan Schneider, JoAnn Stehly, and Fred Williams.

ABSENT: Santanu Bandyopadhyay, Gigi Blanche, Dana Clahane, Monica Clark, Jennifer Oo, Bryan Seiling, and Laurie Triefenbach.

VISITORS: None.

Chancellor Marshall called the meeting to order at 3:05 p.m.

SUMMARY: The summary of the March 6, 2017 meeting was approved as submitted.

OPTIONS FOR PAM DEEGAN (ENROLLMENT MANAGEMENT): Dr. Marshall began the discussion by asking the committee if there was any interest in having Dr. Pam Deegan provide training for any individuals or groups, including division chairs, department coordinators, intact workgroups, divisions, departments, leadership groups, and advisory meetings. Interest was expressed for Dr. Deegan to meet with the Cypress College Curriculum Committee, the Cypress College Academic Senate, the FTES Target Setting Subgroup, Cypress College Fine Arts division workgroups, and the Budget Officers' meeting. Dr. Deegan's contract with the District runs through June 30, but her contract can be extended if there is enough interest in having her provide training sessions for additional groups.

DATA AVAILABILITY/REPORTS:

Training Needed: The group agreed that training is needed to better use current district data related resources, and Peter Morrison will be contacted to provide initial Schedule Planning and Management System (SPMS) training for DEMAC members. It was requested that electronic copies of Dr. Deegan's training presentation handouts be distributed to the committee, and anyone interested in having Dr. Deegan attend/present at a meeting should contact the Chancellor's Office to facilitate scheduling.

Process of Access: Access to SPMS will be provided to deans, vice presidents, DEMAC members, division office managers, and union leadership. District Information Services will grant access for all other users with the approval of the immediate management supervisor.

Enrollment Management Smartsheet: Chancellor Marshall distributed copies of the enrollment management smartsheet report to the committee that outlines the various districtwide tasks that are underway, and who is responsible for them. She asked that the committee review the list for accuracy and provide any updates directly to Deborah Ludford. During the meeting, it was noted that the Reporting subgroup should be added to the list.

SUBGROUP REPORTS:

FTES Target Setting: Lead Fred Williams reported that the FTES target setting group has met twice to date, and distributed a summary of their March 31 meeting. Vice Chancellor Williams noted that the group continued their discussion on the FTES development process and timelines at the campuses, reviewed the FTES targets for 2016-17 and the estimated actuals based on spring census information, and discussed FTES targets for 2017-18. The group set the following 2017-18 FTES targets based on recommendations from Drs. Bandyopadhyay, Nuñez, and Hubbard: Cypress College – 11,200; Fullerton College – 18,371; and SCE – 5,000. Mr. Williams also stated that the FTES target recommendations will be discussed at the next Chancellor's Staff meeting and then at the Council on Budget and Facilities (CBF).

Scheduling: Lead Cherry Li-Bugg reported that discussions have taken place at the Vice Presidents Council meetings where topics have included an annual schedule, scheduling irregularities, coordination with division office managers, and block scheduling.

Reporting: Lead Albert Abutin shared that he had an initial meeting with Vaniethia Hubbard, and they discussed the importance of access to data, and the need to focus on the 320 report due to the different methods that the credit and non-credit campuses go about completing it.

Outreach/Recruitment: Lead Lisa McPheron stated that while the group has not convened yet, she has met with Albert Abutin to brainstorm ideas and is in the process of taking inventory of the outreach materials used districtwide.

Success/Retention: Lead Katy Realista reported that the Success/Retention subgroup has been communicating via email and is working on identifying the roadblocks that students face, and also discussing the importance of starting early connections before they become our students.

NEXT STEPS:

Subgroup Meetings: It was noted that the DEMAC subgroup meetings are open to everyone, and those interested in participating should contact the group lead for meeting dates and times.

Upcoming DEMAC Meetings: Members should plan to bring a list of useful SPMS and Argos reports to the May meeting so that the group can get a sense of the data that is currently available. Staff will invite Peter Morrison to a future DEMAC meeting to provide training. The committee should consider the possibility of a summer retreat to continue building on the current momentum.

ADJOURNMENT: The meeting adjourned at 4:16 p.m.