

DISTRICTWIDE ENROLLMENT MANAGEMENT ADVISORY COMMITTEE
May 1, 2017

SUMMARY

MEMBERS PRESENT: Albert Abutin, David Booze, Dana Clahane, Gilbert Contreras, Jorge Gamboa, Martha Gutierrez, Vaniethia Hubbard, Cherry Li-Bugg, Deborah Ludford, Cheryl Marshall, Lisa McPheron, Jose Ramon Nunez, Cheeraphan Schneider, Bryan Seiling, JoAnn Stehly, Laurie Triefenbach, and Fred Williams.

ABSENT: Santanu Bandyopadhyay, Gigi Blanche, Monica Clark, Jennifer Combs, Dale Craig, Jolena Grande, Richard Hartmann, Anna Novisoff, Jennifer Oo, Katy Realista, Kathleen Reiland, and Cassandra Villareal.

VISITORS: Tina King, Peter Morrison

Chancellor Marshall called the meeting to order at 3:08 p.m.

SUMMARY: The summary of the April 3, 2017 meeting was approved as submitted.

SUBGROUP FINDINGS/RECOMMENDATIONS:

FTES Target Setting: Fred Williams reported that this subgroup met on March 31 and decided they would like to connect again with Pam Deegan in order to better utilize the FTES data they currently have. They are also open to hearing recommendations from other members. When asked if it's possible that enrollment might decline more than currently anticipated, Mr. Williams responded that with DEMAC's help and with dual enrollment hopefully enrollment numbers will go up. If numbers do go up, restoration and growth dollars would be available in the future.

Scheduling: Dr. Cherry Li-Bugg said the Scheduling Group has met one time. Items for further discussion include: looking for techniques and processes that can be used to best cost out a schedule; pros and cons of scheduling a winter intersession; changing the summer session to include (2) 4-week sessions. An additional summer session in 2017-18 could help add FTES. Bryan Seiling reported that Cypress College has several departments that have shown interest in doing a winter session. Jose Ramon Nunez will take the idea to Fullerton College and find out if they too would consider a winter session.

Reporting: Albert Abutin told the group that there are thousands of enrollment management reports already available on ARGOS. Before requesting a new report, users should look at what is out there. Deborah Ludford mentioned that there is a search feature that can be used. This brought up a discussion that many of the existing reports need to be cleaned up or revised to meet users' needs. Fred Williams remarked that it would much easier to use these existing reports if they were ready to go. Currently, they have to be downloaded to Excel and edited from there. This is time consuming for the user. Dr. Li-Bugg suggested that by using Data Warehouse and the Tableau Tool an end user dashboard with clean reports could be produced. The researchers need to know what reports are needed. Albert Abutin emphasized that users need to be specific when making report requests. For example, when asking for "enrolled students" does this mean those who have registered, or attended, or completed units?

Outreach/Recruitment: Lisa McPheron reported that this subgroup has met virtually via email. They want to take inventory of district-wide activities for outreach. They plan on sending a survey asking for estimated costs of the activities going on and who is doing what. All campus communications departments are onboard with advertising and promotions to improve enrollment. Outreach/recruitment efforts being looked at are targeted to potentially move students from attending part time to fulltime, following up on students who enroll but do not attend, and showing a stronger NOCCCD presence at high school and college fairs.

Success/Retention: Bryan Seiling reported that there are existing subcommittees dealing with student success (BSI, SSP) and that they should be connected with DEMAC, too.

SCHEDULE PLANNING AND MANAGEMENT SYSTEM (SPMS):

Peter Morrison facilitated a hands-on training of the district's enrollment management system, SPMS. All DEMAC members now have access to this reporting system. Mr. Morrison demonstrated how to log on and access various reports from SPMS. SPMS takes data from Banner and information from the last three terms is kept online. Older terms are archived. The data is displayed in Excel so the user can manipulate it as needed. It displays selection tabs by section and summary. It is a convenient tool for looking at schedules, classes, hours, and Load. Many editing options make it easy to select, sort, and filter certain fields. Mr. Morrison showed us how to find parent/child CRNs, fill rates, information for selected divisions, departments and instructors. He explained stacked classes, parent/child CRNs and cross-listed classes and how they are reflected in SPMS reporting. Correct input of these uncommon classes is important as they will affect reported FTES. Mr. Morrison walked attendees through Sections and Sums Reporting. Everyone in DEMAC also has an account set up in SPMS II to experiment with. SPMS II is the newest version of the software and is still in test mode. Report any problems Deborah Ludford.

DISTRICT COMMITTEE SELF-EVALUATION: The NOCCCD committee self-evaluation instrument was completed and turned in by everyone in attendance.

NEXT STEPS:

Future Meetings: Dr. Marshall will send out an interest survey regarding summer meetings. The next DEMAC meeting date will be determined based upon those responses.