

DISTRICTWIDE ENROLLMENT MANAGEMENT ADVISORY COMMITTEE
February 5, 2018

SUMMARY

MEMBERS PRESENT: Albert Abutin, Santanu Bandyopadhyay, Gigi Blanche, David Booze, Dana Clahane, Jennifer Combs, Dale Craig, Monica Gomez, Jolena Grande, Martha Gutierrez, Vaniethia Hubbard, Richard Hartmann, Cherry Li-Bugg, Deborah Ludford, Cheryl Marshall, Lisa McPheron, Anna Novisoff, Peggy Nunes, Jose Ramon Nuñez, Jeremy Peters, Katy Realista, Bryan Seiling, JoAnn Stehly, Laurie Triefenbach, and Fred Williams.

ABSENT: Gilbert Contreras, Dennis Davino, and Jennifer Oo.

VISITORS: Josh Ashenmiller, Lisa Campbell, Phil Dykstra, Lisa Gaetje, Jennifer Perez, Nicola Perry, Marc Posner, David Soto, and Kashu Vyas.

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

OPENING: Dr. Marshall asked everyone in attendance to introduce themselves.

SUMMARY: The summary of the December 4, 2017 meeting was approved as submitted.

WINTER INTERSESSION

Group notes from the December 18, 2017 Winter Intersession Meeting were handed out. It was determined that the District is not ready for a December 2019 pilot and that a December 2020 pilot needs to be addressed soon. Dr. Marshall stated she is neutral on whether to have a winter intersession but that a lot of work must take place in the next few months in order to reach consensus. This includes dialogue between the three academic senates, conversations with financial aid and Information Services, surveys of students and faculty, gathering of cost data, decisions on class offerings, and agreement on a calendar. DEMAC and DCC are primarily responsible for seeing this through, and a decision needs to be made by the end of spring.

ENROLLMENT UPDATE

Fred Williams presented the Period 1 FTES report showing that FTES continue to trend downward. He said the question that needs to be answered is what amount of FTES the District should be generating and what is actually sustainable. The District had \$15-20 million in stability funds, but this will go down in future years.

The Cypress College update was presented by Phil Dykstra, Lisa Gaetje and Marc Posner. Three important takeaways for improving enrollment were identifying student needs, creating opportunities, and informing students about these opportunities. Strategies included increasing class sizes and sections, cancelling and reopening classes, and mass appeal campaigns.

Martha Gutierrez and Jennifer Perez highlighted NOCE's many marketing and outreach campaigns. They also discussed schedule planning, student support services and retention strategies.

Jose Ramon Nuñez and Lisa McPheron presented for Fullerton College and reported a decrease of FTES compared to last spring, but a higher fill rate in classes. They also talked about various outreach and recruitment and activities.

ON BOARDING BUSINESS PROCESS ANALYSIS UPDATE

Nicola Perry spoke about the technology pieces that are being developed for on boarding. District IS will bring up and provide back end support for MyPath which is a free application portal that is already a part of CCC Apply. The current focus is on developing campus teams and holding campus meetings.

Ms. Perry is also working on a mobile app project with campus and District teams. Demos have been given and a rubric has been built. Campus momentum needs to build and more participants are needed so testing can begin by summer. The app will be built on the campuses by PIO's, campus IS and students. Vendors are being vetted now, but defining responsibilities and planning for implementation still needs to be done.

BOOTCAMPS UPDATE

A technical bootcamp was held for those who enter the schedule into Banner showing them how to enter classes to capture the greatest FTES. They also reviewed the 16 week scheduling guidelines and Banner coding errors that affect FTES. A separate scheduling best practices bootcamp was held to address meeting student needs as well as increasing FTES. District Researchers and IS had a Tableau bootcamp on dashboard design.

PROPOSED FUNDING FORMULA

Dr. Marshall handed out a Summary Chart of the new Student Centered Funding Formula from CCLC. The new formula takes into account overlap in student success and other programs. 50% of funding will come from Base Grants, 25% from Supplemental Grants and 25% from Student Success Incentive Grants. The three pieces of funding will stay, but the percentage breakdown could change. There is a one-year Hold Harmless clause, so the District will be in good shape for 2018-2019. The District will need to decide when summer FTES will be counted every year as shifting it will no longer be allowed. MIS reporting and the 320 Report will be critical to District funding going forward. Dr. Marshall is on the CEO Funding Formula Workgroup, Metrics Subgroup. She remarked that the new formula requires metrics that make sense and rewards colleges for getting students down the "path." This means a need for completion metrics, process metrics, and employment metrics.

ADJOURNMENT: The meeting adjourned at 5:02 p.m.

NEXT MEETING: March 5, 2018 at 3:00 p.m.