

# DISTRICTWIDE ENROLLMENT MANAGEMENT ADVISORY COMMITTEE

May 7, 2018

## SUMMARY

**MEMBERS PRESENT:** Albert Abutin, David Booze, Jennifer Combs, Gilbert Contreras, Dennis Davino, Jolena Grande, Martha Gutierrez, Richard Hartmann, Cherry Li-Bugg, Cheryl Marshall, Lisa McPheron, Anna Novisoff, Jeremy Peters, Katy Realista, Bryan Seiling, and Laurie Triefenbach.

**ABSENT:** Santanu Bandyopadhyay, Gigi Blanche, Dana Clahane, Dale Craig, Monica Gomez, Vaniethia Hubbard, Deborah Ludford, Peggy Nunes, Jose Ramon Nuñez, Jennifer Oo, and JoAnn Stehly.

**VISITORS:** Nicola Perry and Kashu Vyas.

Chancellor Marshall called the meeting to order at 3:03 p.m.

**SUMMARY:** The summary of the April 2, 2018 meeting was approved as amended.

### **REVIEW OF COMMITTEE MEMBERSHIP – ADDITIONS, CHANGES, TERMS**

Jolena Grande, DEMAC Co-chair, led a review of the DEMAC 17-18 committee composition and asked which members planned to return. During the discussion it was suggested that DEMAC consider adding the following individuals to its meetings: a PIO/communications position, the Cypress College scheduler, and to augment its representatives by functional areas like financial aid, information services, finance, research, and educational partnership programs.

There was also discussion on the possibility of having two-year terms for committee members to provide the necessary consistency required for DEMAC's work, and to consider staggering terms to avoid vacancies from occurring all at once.

### **DISCUSSION ON SUBCOMMITTEES FOR 2018-19**

Co-chair Jolena Grande led a discussion on the proposed DEMAC subcommittees for the 2018-19 academic year. Members suggested merging some of the subcommittees to create new ones that included the following:

#### Guided Pathways Implementation & Best Practices

This subcommittee would serve to provide updates on campus guided pathways efforts and best practices, include campus steering committee member participation, provide updates related to the Anaheim Pledge, and include the North Orange Promise.

#### Marketing, Outreach, & Recruitment

This subcommittee would continue from 2017-2018 and include reports related to Strong Workforce marketing projects at both the local and regional levels.

#### Onboarding

This subcommittee would provide updates and share best practices related to increasing retention between the submission of an application and actual enrollment. Updates would also include the mobile app, MyPath (related to CCCApply), and Banner 9 implementation.

### Targets & Measures

This subcommittee would establish targets related to the funding formula, determine the best measures for assessing progress (e.g., FTES, persistence, completions, fill rates, enrollment at census, WSCH/FTES, etc.), and work on reporting.

### Completion & Retention (Staying on the Path)

This subcommittee would combine the instruction and student support areas to look at retention, scheduling, completion, and engagement components.

The five identified subcommittees will return for continued discussion in the Fall semester.

### **UPDATE ON WINTER INTERSESSION**

Chancellor Marshall distributed a draft of a possible timeline for the winter intersession discussion that included dates, activities, and responsible parties. During the conversation, the committee discussed the length of the session being considered; the Chancellor making the final decision; concerns regarding one college being in favor and one being against; still needing additional information to make a decision; feedback from faculty and students; the impact of the changes in the new State funding model; the need to have concurrent research along with survey results; and the end of term processes that would be impacted by having an intersession.

In conclusion, Dr. Marshall asked everyone to review their calendars to schedule a final check-in meeting on Friday, August 31 and to inform financial aid staff about the final decision date changing from September 1 to September 30.

### **Q&A ON CBT ORGANIZATIONAL STRUCTURE REPORT**

Chancellor Marshall fielded questions regarding the organizational structure report prepared by the Collaborative Brain Trust (CBT) that centered on the push to increase FTES without factoring in other community demands and needs for CTE programs, class size, and the recommendation to add an NOCE Vice President position. Some noted that the report would help the District to begin to have some necessary conversations due to the SERP and other factors, while faculty members expressed frustration with the poorly worded survey questions contained in the report.

### **COMMITTEE EVALUATION**

Co-chair Jolena Grande requested that DEMAC members complete the committee evaluation instrument in order to provide anonymous feedback, and Chancellor Marshall thanked everyone for all of their work during the past year.

**ADJOURNMENT:** The meeting adjourned at 4:46 p.m.

**NEXT MEETING:** Fall 2018