

DISTRICTWIDE ENROLLMENT MANAGEMENT ADVISORY COMMITTEE

October 1, 2018

SUMMARY

MEMBERS PRESENT: Albert Abutin, Dana Clahane, Jennifer Combs, Dale Craig, Martha Gutierrez, Raine Hambly, Cherry Li-Bugg, Jose Ramon Nuñez, Jeremy Peters, Katy Realista, Bryan Seiling, Laurie Triefenbach, and Kashu Vyas (for Fred Williams).

ABSENT: David Booze, Gilbert Contreras, Dennis Davino, Monica Gomez, Craig Goralski, Richard Hartmann, Mike Kasler, Tina King, Cheryl Marshall, Anna Novisoff, Jennifer Oo, and JoAnn Stehly.

Vice Chancellor Cherry Li-Bugg called the meeting to order at 3:10 p.m.

WELCOME & OVERVIEW

Introductions Dr. Cherry Li-Bugg led a round of introductions of those present.

Review of Committee Purpose and Membership: Committee members discussed whether the committee purpose should be reevaluated in light of the new State funding formula that will be based on not only enrollment (60%), but also on student success metrics (40%). They agreed that the purpose is broad enough to accommodate the new scope, but agreed to add completion to the second sentence: "DEMAC will inform the development of enrollment strategies to support student success, retention, and completion, as well as the achievement of the District's annual enrollment goals."

Discussion of New Members/Roles: Discussion regarding new members and roles on the committee included the possibility of adding more participation from other areas including research, budget, financial aid, student services, marketing, and faculty from guided pathways campus committees. Members agreed that attendance at DEMAC meetings of people to provide additional information in order to share a clear picture of what is happening at the campuses is needed whether those individuals attend as members or as guests. While DEMAC was developed to address enrollment issues, the committee will also need to have conversations that include FTES and how to make the completion of certificates, degrees, and transfers more efficient, and what steps we need to take as institutions to maximize what is reported to the State.

17-18 DEMAC Self-evaluation: The committee reviewed the results of their 17-18 self-evaluation and noted that the only areas that stood out were communication and difficulties related to the subcommittees.

Elect Co-Chair: The committee unanimously voted to have Jennifer Combs serve as DEMAC Co-Chair with Chancellor Marshall.

SUMMARY: The summary of the May 7, 2018 DEMAC meeting was approved as submitted. The committee also reviewed the August 27, 2018 District Consultation Council (DCC) meeting summary which was a joint DCC/DEMAC meeting in order to discuss a proposed winter intersession.

UPDATE ON ENROLLMENT

Fall 2018: As part of the enrollment discussion, it was reported that Cypress College Fall enrollment appears to be up one percent, while Fullerton College FTES are down eight percent in comparison with Fall 2017. NOCE is up from last fall with the percentage unknown. Fullerton College anticipates losing an additional 2-3% for the Spring semester, and the College deans have been asked to try to create a schedule similar to Spring 2017 minus 2-3% in order to avoid canceling course sections since classes would be easier to add. It was reported that English and math courses experienced a decline. Students are placing in college-level English and no longer need developmental level courses, so English should not decline any further, but a similar decline is expected in the future for Math.

Dr. Li-Bugg stated that Educational Services & Technology has created districtwide enrollment dashboards that captures information from both colleges side-by-side and incorporates NOCE. Victor Manchik will share access with the committee.

Dual Enrollment: At Fullerton College, the demand is growing with some districts, but not all. A couple of courses have been cancelled because there weren't adjunct faculty to teach them, but overall enrollment is increasing every year with more and more students enrolled and age appropriate courses also being offered at the junior high school level.

Vice Chancellor Li-Bugg noted that overall dual enrollment is doing what it was designed to do: increase college rates for students who might attend college. She reported that the sunset date for AB 288 is 2021, but there are efforts to extend or eliminate the sunset date. She also noted that in the new funding formula dual enrollment is funded at 100% instead of 60% with the upper limit at 10% and the District is currently under 1%.

UPDATE ON THE NEW FUNDING FORMULA

Elements of the Formula: Committee members inquired about the economic need portion of the funding formula that includes Pell Grant and Promise students. While no additional information was provided, it was noted that the District will continue to advocate for a more inclusive formula to count special pockets of students.

SUBCOMMITTEES

Proposed Subcommittees for 2018-19: DEMAC discussed the five current subcommittees: 1) Implementation of Guided Pathways; 2) Staying on the Path; 3) Marketing, Outreach, and Recruitment; 4) Onboarding; and 5) Targets and Measures. During the discussion, committee members discussed the merits of focusing the subcommittees on the components of the funding formula and whether it was best to split the guided pathways components among four groups.

Subsequently, there was general consensus to focus the 2018-19 DEMAC work on the following four subcommittees: 1) Guided Pathways (to include onboarding and staying on the path); 2) Marketing, Outreach, and Recruitment; 3) Targets and Measures (to include FTES, completion, and the 20% of special populations in the State funding formula); and 4) Noncredit to Credit (to identify the challenges that we have in place).

Committee members noted that DEMAC needs participation from people from each campus that work in these areas in order to work on connections, integration, and share best practices. It was recommended that district guided pathways conversations should mirror campus committees and have similar structures to ensure unity on the approach. When discussing subcommittees, members noted that there too many subcommittees that were not well attended and suggested instead focusing DEMAC meetings on each group to gather more feedback for efficiency's sake and to consider focusing the subcommittee groups into goals.

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

NEXT MEETING: November 5, 2018