

**DISTRICTWIDE ENROLLMENT MANAGEMENT ADVISORY COMMITTEE**  
**November 5, 2018**

**SUMMARY**

**MEMBERS PRESENT:** Albert Abutin, Karen Bautista, Jennifer Combs, Gilbert Contreras, Dale Craig, Monica Gomez, Craig Goralski, Raine Hambly, Richard Hartmann, Cherry Li-Bugg, Jose Ramon Nuñez, Jeremy Peters, Katy Realista, Laurie Triefenbach, and Fred Williams.

**ABSENT:** David Booze, Dana Clahane, Martha Gutierrez, Mike Kasler, Tina King, Anna Novisoff, Jennifer Oo, Bryan Seiling, and JoAnn Stehly.

**VISITORS:** Bridget Kominek, Tina McClurkin, and Gisela Verduzco.

Chancellor Cheryl Marshall called the meeting to order at 3:07 p.m.

**WELCOME & OVERVIEW**

**Introductions** Dr. Marshall led a round of introductions of those present.

**Review of Committee Purpose and Membership:** The group discussed their desire to function as a whole committee as opposed to individual subcommittees. Ideally the committee would come together to talk about what is happening in the existing campus groups that are already meeting in order to share best practices.

**Goals:** The former subcommittee groups will serve as the new DEMAC goals.

**Discussion of New Members/Roles:** The committee reviewed the DEMAC membership roster to discuss any necessary changes. During the discussion, it was noted that a PIO/marketing representative is needed (potentially Melissa Serrato at Fullerton College who also serves on the campus guided pathways committee); keeping Laurie Triefenbach on the committee who was previously serving as a Fullerton College representative, but is now at District Services; and encouraging faculty involved with campus guided pathways steering committees to join DEMAC or attend the meetings.

Other corrections included listing both of the new Cypress College Vice Presidents in place of the Executive Vice President position; removing the District Director of Information Services; and considering substituting the District Research Analyst, with the District Director position.

**SUMMARY:** The summary of the October 1, 2018 DEMAC meeting was approved as submitted.

**UPDATE ON GUIDED PATHWAYS**

**Overview from each Campus:** Chancellor Marshall invited representatives to share updates on campus guided pathways activities.

Cypress College: Cypress College will officially unveil their meta majors to their campus community tomorrow. They will use the term “learning communities” instead of meta majors.

Fullerton College: Fullerton College is forming a guided pathways steering committee that will include faculty representatives, eight President appointed administration representatives, as well as classified and Associated Student members. The College is also preparing to send a large team to the regional guided pathways workshop in November.

NOCE: At NOCE they are infusing guided pathways concepts into their strategic goals, instead of using the traditional guided pathways approach, and are looking at increasing efforts via onboarding, marketing, etc.

Subsequent to the updates, Dr. Marshall noted that she would like to continue to have guided pathways discussions and if the campuses hit roadblocks or are struggling, they can share at DEMAC in order to brainstorm and support each other. It was also noted that the campuses are exploring use of a Student Services Coordinator position to work with guided pathways.

## **UPDATE ON AB 705**

**Math and English Completion:** Chancellor Marshall shared the October 23 Board study session handouts that addressed onboarding, the mobile app, AB 705, and strong workforce. Bridget Kominek and Gisela Verduzco both presented at the Board meeting and shared that information with DEMAC as well.

Fullerton College English: Bridget Kominek, Fullerton College English Faculty, shared that the Fullerton College English department is becoming AB 705 compliant, but has been working on it since 2011. The College has worked with counseling to develop guided self-placement videos and handouts for students and changed their course offerings and curriculum. Beginning Fall 2019 all students will go directly into college-level English courses. Ms. Kominek also provided data showing that students who viewed the self-placement video are more likely to enroll in English in their first semester at the College, and students are more likely to successfully complete their college writing requirement if they start in a transfer-level class. The department will continue to monitor certain student populations, but she emphasized that a different message is being sent to students now that is connected to self-efficacy: we believe you can do it and we have options for you now.

Cypress College Math: At Cypress College, the math department has created videos for students where they can pick a topic and watch corresponding videos. Staff are working with the different content areas to create the videos to go along with the areas and using contextualization. They are also developing OER materials and working in partnership with NOCE with the Math-Co Lab to encourage students to consider using noncredit to provide support and help moving forward without affecting financial aid status.

Fullerton College plans to connect with NOCE to discuss future options for their students.

Cypress College Counseling: Gisela Verduzco, Cypress College Interim Director of SSSP, provided an overview of the College's AB 705 efforts to promote student success and change practices. The campus AB 705 workgroup, formerly the Common Assessment Group, has been the decision-making body for all AB 705 related decisions made on campus and is comprised of various stakeholders. A pilot program has been executed through the Charger Friday Program in the Spring semester (for Fall enrollment) via the Charger Experience Program. Training for the counseling team has occurred, as has the implementation of new practices that include group

counseling, a new student checklist, adding a counselor for multiple measures clearances, online orientation, and a student success checklist for new students.

During the discussion, concern was expressed that the District will have students in the same district where there will be different steps to enroll between the colleges, and the creation of two very different systems will have the potential to create confusion among students. Ms. Verduzco shared that Cypress College is working with Fullerton College and District Information Services in hopes of having alignment and support by Fall 2019. Chancellor Marshall stated that conversations must continue to take place on guided pathways approaches within the District, and while the Educational Services & Technology department is facilitating an upcoming conversation between counselors, it is necessary for the departments to talk to each other because they are the drivers of the process.

## **UPDATE ON NEW FUNDING FORMULA**

**Latest Information:** Fred Williams, Vice Chancellor of Finance & Facilities, reported that we still don't have new information or data from the State, but that the data portal should be available soon. The District is working with Cambridge West to look at our data and analyze outcomes, and that information will be shared in December. The Educational Services & Technology team is continuing to look at MIS data to ensure that we capture every dollar that we are entitled to.

During the discussion, it was noted that while we don't have a FON number from the State, the District will move forward with the hiring of 45 faculty positions. Whether we hire additional faculty members or pay the FON penalty is unknown at this time. Dale Craig, Fullerton College Faculty Senate representative, voiced his opposition to paying a fine stating that it is not the best choice.

The District could potentially have a second wave of hiring or hire in the Spring semester, but we don't have the necessary information yet to make that determination, and FTES will also impact hiring since the FON is based on enrollment. It was also noted that the Colleges anticipate a decline in enrollment due to the impact of AB 705, and that further guidance is needed on funding for special admit students (dual enrollment, home schooled students, and incarcerated youth classes).

**CEO Taskforce:** Chancellor Marshall reported that she is serving on the new statewide CEO Taskforce Workgroup that has been formed and will keep DEMAC informed of its work.

**FUTURE AGENDA ITEMS:** At the December meeting the group will discuss dual enrollment and the Anaheim Pledge and Vice Chancellor Williams will share figures. Committee members also stated they would like to discuss career exploration, how to help students choose a path, how to keep students engaged in their path/choice, and engagement. Chancellor Marshall noted that the next Board of Trustees study session would address guided pathways, the Anaheim Pledge, dual enrollment, and student success data including newly created dashboards.

In the Spring, the committee will discuss how we can attract working adults who come back, CTE, strong workforce, noncredit pathways to credit, stackable certificates, and how do we use guided pathways in all of that.

Dr. Marshall asked that committee members review the slides from the October 23 Board study session and let her know if they want to hear more about any topic so that it can be presented at DEMAC. She also asked committee members to think about changes to the committee membership.

**ADJOURNMENT:** The meeting adjourned at 4:42 p.m.

**NEXT MEETING:** December 3, 2018