

DISTRICTWIDE ENROLLMENT MANAGEMENT ADVISORY COMMITTEE
December 3, 2018

SUMMARY

MEMBERS PRESENT: Albert Abutin, Jennifer Combs, Gilbert Contreras, Dale Craig, Craig Goralski, Martha Gutierrez, Raine Hambly, Richard Hartmann, Cherry Li-Bugg, Cheryl Marshall, Tina McClurkin, Jose Ramon Nuñez, Jeremy Peters, and Fred Williams.

ABSENT: Karen Bautista, David Booze, Dana Clahane, Monica Gomez, Katy Realista, Bryan Seiling, JoAnn Stehly, and Laurie Triefenbach.

VISITORS: Carlos Ayon, Paul De Dios, Phil Dykstra, Dulce Delgadillo, Victor Manchik, Rick Rams, and JoAnna Schilling.

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

WELCOME & OVERVIEW

Introductions Dr. Marshall led a round of introductions of members and guests, and also led a review of the committee Membership. The group discussed new members and roles and possibly adding a Public Information Officer (PIO) or researchers to the list. The general consensus was that either role could be part of the membership or be invited to meetings to provide information. Chancellor expressed interest in having at least one researcher on the committee. With regard to the PIOs, the group felt that it was important to have all three campus perspectives since they are different, but perhaps one representative could join DEMAC and provide input. Dr. Marshall will reach out to Victor Manchik and Melissa Serrato to gauge their interest in joining DEMAC.

SUMMARY: The summary of the November 5, 2018 DEMAC meeting was approved as amended.

DEMONSTRATION OF DATA DASHBOARDS

Carlos Ayon, Dulce Delgadillo, Phil Dykstra, and Victor Manchik shared the presentation they made to Board of Trustees on student success and equity using data dashboards. The overview included the District Strategic Plan Key Performance Indicators (KPIs) data using informational dashboards which provide a quick way to gather information based on connection, entry, and progress indicators. The researchers highlighted how dashboards are being used districtwide to inform data driven decision-making and shared three examples: 1) monitoring lab usage at NOCE; 2) at Cypress College for enrollment management assistance by looking at class size and student demand to determine unmet demand; and 3) at Fullerton College to share student equity in the classroom data with faculty. The researchers also shared how the dashboards are being used to help with districtwide enrollment tracking and decision-making with a district registration tracking tool that replaces the emails that were distributed with the daily enrollment numbers.

During the discussion, members inquired about looking at the graphics to highlight the scheduling of classes; whether we can look at fill rates and percent of completion; including a discussion on statistical significance when presenting to faculty; whether the data can be

aggregated for similar groups of classes; the ability to create dashboards between credit and noncredit; the benefit of being able to look at auto-awarding of degrees and certificates; data related to student demand based on time of day and day of the week; and the important of measuring outcomes outside of instructional outcomes in order to capture engagement and sense of belonging.

UPDATE ON GUIDED PATHWAYS

Transitions from Noncredit to Credit Meeting: A meeting for faculty to discuss noncredit to credit transitions will take place on December 10 to start the conversations and find opportunities. The morning session will focus on English and ESL, and the afternoon session will focus on math.

Regional Guided Pathways Training Debrief: Chancellor Marshall was interested in hearing from the participants that attended the regional guided pathways training. Fullerton College shared that three outcomes for their campus included: 1) beginning mapping of programs; 2) creating a culture of data; and 3) include the intentional participation of students in guided pathways, and specifically in data sharing. Discussion also included compensating students for their participation on committees in order to have the voice of students.

Connect2Cypress Event Report: Cypress College Deans, Paul De Dios and Rick Rams, shared how Cypress College has taken the opportunity to reengineer their campus events. They use Senior Day to compete with four-year institutions by presenting Cypress College as another option, not the last option, and have focused on the Majors2Career event on Election Day to inform and engage students, and focus on guided pathways. Dean Lisa Gaetje, Chair of the meta majors committee, has been brought on to include the faculty and instructional component. This year 550 participants are bussed to the College to help them understand what was expected of them and what Cypress College offers.

Program Mapper Report: JoAnna Schilling, Cypress College President, shared the need for guided pathways to help address the obstacles that students are facing, and a part of the effort to help is piloting the Program Mapper which will probably be used by all colleges in the future. The program mapper was developed at Bakersfield College, and visually lays out semester-by-semester roadmaps of needed courses for programs, suggested courses to take, sorts by completion years, and transfer to CSU, UC, and private institutions based on what the student requests. Cypress College is currently in the process of sending curriculum to their vendor in order to create meta majors and anticipates a Fall 2019 implementation date.

It was also noted that a K-12 crosswalk is happening in Orange County where they have mapped how a student can transition into a program at schools within Orange County. The crosswalk allows users to click on program bubbles and see which sites offer those programs and then clicking on those sites will take them to the program information.

During the discussion, the committee asked about whether other courses that meet the same requirements would be provided; any thought to time it with scheduling so that we know how many sections we need to offer for students in order to complete; whether the intention of the program mapper is for students to take that information to their counselor to create their schedule; and whether the Program Mapper information could be fed into Degreeworks.

UPDATE ON ANAHEIM PLEDGE

At the District, staff is working on the figures to determine how many Anaheim Pledge students ultimately enrolled in 12 units and following up to see how many students completed their financial aid application in order to identify the District's liability. Donation money will be used to help offset the liability of those students who did not meet the criteria. Members suggested referring the students who do not meet Anaheim Pledge criteria to other campus programs like EOPS and Guardian Scholars in order to shrink the liability. It was also noted that instead of targeting math and English, the Colleges consider providing book vouchers so that students can use them on any books.

Fullerton College is analyzing expanding a pledge program to other districts that serve as their feeder schools, and highlighted that the Anaheim Union High School District is 30% of their enrollment, but the Fullerton Joint Union High School District is also 30%. While the College understands that another program comes at a cost and AB 19 funding only goes so far, a lot has been learned from the Anaheim Pledge and it is something that they are looking at.

DISCUSSION ON CAREER EXPLORATION

Model for Undecided Students and Committee Discussion: Due to time constraints the committee was not able to have a discussion on a model for undecided students. Jennifer Combs, DEMAC Co-Chair, however did introduce discussion and shared the importance of getting career exploration started early for undecided students and having pathways that include courses that students can use regardless of what path they ultimately take. She suggested courses like math, English, and counseling, and then filling the remainder of their classes with intro classes that fulfill requirements in the Fall semester. In the Spring semester students could enroll in speech and critical thinking, and either beginning class in a major or continue with intro classes or civic engagement type of classes. Jennifer Combs has been working on a rough model in hopes that it will serve as an opportunity to explore ideas while still fulfilling general education requirements and also focus on identify and connection.

FUTURE AGENDA ITEMS: The following future agenda items were discussed: Strong Workforce Program, CTE, guided pathways for working adults, SEAP categorical funds, and a funding formula analysis.

ADJOURNMENT: The meeting adjourned at 4:54 p.m.

NEXT MEETING: February 4, 2019