

**DISTRICTWIDE ENROLLMENT MANAGEMENT ADVISORY COMMITTEE**  
**February 4, 2019**

**SUMMARY**

**MEMBERS PRESENT:** Albert Abutin, Tanya Cobb, Paul de Dios, Monica Gomez, Craig Goralski, Martha Gutierrez, Richard Hartmann, Cheryl Marshall, Tina McClurkin, Jeremy Peters, Katy Realista, Jake Sapiro, Bryan Seiling, Melissa Serrato, Laurie Triefenbach, and Fred Williams.

**ABSENT:** Karen Bautista, David Booze, Dana Clahane, Jennifer Combs, Gilbert Contreras, Raine Hambly, Tina King, Cherry Li-Bugg, Victor Manchik, Jose Ramon Nunez, and Constance Walsh.

**VISITORS:** Dale Craig, Tina Miller, and Nicola Perry.

Chancellor Cheryl Marshall called the meeting to order at 3:02 p.m.

**WELCOME & OVERVIEW**

**Committee Membership:** Dr. Marshall welcomed the new members to the committee.

**SUMMARY:** The summary of the December 3, 2018 DEMAC meeting was approved as amended.

**FUNDING FORMULA UPDATE**

Chancellor Marshall reported that the District is getting close to finalizing its numbers, with the research department confirming that the District data is OK, and an update is expected at the next meeting. The record graduations that the colleges experienced last year is reflected in the increase of student success numbers.

Fred Williams, Vice Chancellor of Finance & Facilities, reported that the new State funding formula apportionment calculator was provided to the campuses via the District Consultation Council and Council on Budget and Facilities membership with updated information as of January 25. He provided a handout outlining a comparison of District supplemental and student success data between 2016-17 and 2017-18 and stated that the District fared much better the second time around. Mr. Williams also provided information on how the student success figures translate to dollars for the District. He cautioned that P-1 attendance numbers are down significantly from our targets and with hold harmless funding going away in 2021-22, the District will need to get to those levels of on-going revenue without a hold harmless cushion.

In the ensuing discussion, the committee discussed several factors including: whether the achieved regional wage is self-reported; whether transfer level math and English data is available; a suggestion to include a column to data table that compares data to enrollment to reflect the percent of students; where we are in the process of rolling out ADTs for all departments; how it would be wise to promote ADTs when advantageous for the student; whether the District will receive PERS/STRS money even if we've reduced our liability; funding for multiple degrees; if the baccalaureate degrees are included in the calculations; inclusion of dual enrollment funding; and concern that the three-year approval process for new ADTs.

The committee also received simplified student success metrics data for each institution. The data was pulled from dashboards that were created by the State Chancellor's Office that includes data for the entire state, including previous years. The dashboards are accessible online at: <http://cccco.edu/StudentSuccessMetrics>.

CCLC Conference Budget Presentation and CEO Task Force Meeting Updates: Chancellor Marshall provided an update from the Budget Session at the CCLC Conference with State Vice Chancellor Christian Osmeña. She reported that the State is beginning to put limits on funding of the 10% metrics; they have not determined which college will receive credit for students who take 12 units at multiple colleges; that colleges should expect to serve their demographic populations (with respect to living wage) without different expectations; and in response to questions about the less stable formula, districts were advised to look at their reserve levels. She expressed concern over a State agenda that focuses on young students who can attend full-time and receive an ADT, the practice of matching data with EDD that does not account for military or self-employed graduates, and the measuring of low-income students.

The District will keep pushing to change performance metrics, and Dr. Marshall believes that legislators might be receptive because they are unhappy with the formula, how rapidly it was developed, and have expressed concern about it during times of recession and unintended consequences. Staff is putting together talking points for legislators and continue to advocate time is needed to do it right. Dr. Marshall will continue to provide updates about what is learned, and dive deeper into the data and bring that to DEMAC each month.

### **STRONG WORKFORCE REGIONAL PROJECTS UPDATE**

Chancellor Marshall distributed a list of Strong Workforce regional projects that are occurring in Orange County to provide the group with an idea of the activity that is taking place. The approved projects include:

- Automation Pathways: Multi-Sector – includes Cypress College and Fullerton College
- Biotechnology/Manufacturing Deputy Sector Navigator – open to all with the program
- Business+Entrepreneur (BUS+EBT) Vertical Sector Project – open to all with the program
- Cloud Computing – A Faculty Driven Approach to Learning Content Evaluation of Amazon Web Services (AWS) Academy Program and Related Certifications – includes Cypress College and Fullerton College
- CyberPatriot 19-20 – includes Cypress College
- K12 Community College CTE Crosswalk Enrollment Tool: MyPathwayOC – includes all community college in Orange County
- NetLabs 19-20 – includes Cypress College
- OC Biotechnology Regional Collaborative – includes Fullerton College
- TalentED Story Maps: Regional Collaborative – includes all community colleges
- VSL Advanced Manufacturing – co-leading with Saddleback College
- VSL Automotive Collaborative
- VSL Health – includes Cypress College and Fullerton College

The Marketing, DSN Funding, and OC COE projects have been discussed, but not funded yet.

## MARKETING UPDATE

Dr. Marshall also distributed copies of the Strong Workforce regional marketing slides. The slides highlighted several items including media preferences, which note how many students did not consider CTE programs and that high school counselors never mentioned CTE programs or community college attendance. Other items in the slides included the marketing project objectives with the all the work that was done in Orange County, year 1 regional campaign results, campaign collateral that was created, the Orange County Viewbook, highlighted college projects, and next steps for year 2. She shared her copy of the Orange County Viewbook, that includes the metamajors within Orange County, and noted that she would like to create something similar within the District.

In response to a question regarding funding for the marketing efforts, she stated that all regional Strong Workforce money was used, but the District did contract separately with Interact Communications for additional work. The internal campaigns have been used to target certain demographics, with media preferences catered to a younger market, and have already shown higher interest in the Colleges' programs.

## ANAHEIM PLEDGE UPDATE

**District and Campus Updates:** Tina Miller, District Special Projects Manager, provided a pledge program update and handout and reported that there remain challenges due to students not fitting the AB 19 funding that the State mandates. During her update she addressed:

### Pledge Persistence Numbers:

	Fall 2018	Spring 2019
Starting Enrollment	1855	1616
Attrition/Not Returning	153 (dropped during semester)	86 (not returned from fall)
Full time	1378	1171
Percentage	74%	72%

The enrollment numbers are still adjusting, and there remains one week of Add/Drop for registration, and the slight potential for late enrollment in another 6 weeks. FTES percentages are holding firm in the 70<sup>th</sup> percentile, but that has number dropped by 200 students. Issues include overall attrition of students dropping during the semester and non-returns. The FTES reduction did not impact the percentage because 239 Pledge students were lost since September. The pledge students' persistence rates, when compared to the general student population rate of 71%, remain slightly higher.

### North Orange Waiver Code:

There is now a code in place to waive tuition and fees for eligible students and clean-up is still taking place, but Admissions & Records and Financial Aid staff are doing a great job of applying the code. There have been issues with students who are attending both colleges or were prior special admit students, and census date related matters, but the issues will be discussed with the Student Team.

Major Lessons Learned:

- **Start early and engage often with financial aid completion.** To address this, the District will partner with AUHSD to provide more opportunities for families before the end of senior year and the beginning of summer. It would be helpful to offer financial aid evening hours for assistance. For the Fall 2019 cohort, students will need to adhere to the financial aid deadline or risk ineligibility.
- **Reduce the paper.** Provide an electronic Pledge agreement and also have one application that applies to both schools. Have automation in myGateway to ensure the NOW code is applied with no need for manual entry or tracking.
- **Potentially increase FTES by increasing course/campus availability.** Since the legal requirements mandate full-time enrollment, and sometimes students don't register for 12 units due to course offerings or when they have to take classes at both colleges.

Current Pledge Liability: The following table outlines the reasons for student liability: high income students who are not eligible for any financial aid awards, low units, DSS students, incomplete financial aid forms, health care fees related to students who received the BOG, but not AB 19 eligible for the waiver), and students who have not applied for financial aid. The total potential district liability is estimated at \$132,053.

	<b>Cypress College</b>	<b>Fullerton College</b>	<b>Totals</b>
High income, low unit, or DSS needing Foundation \$	<b>1732</b>	<b>2441</b>	<b>4173</b>
Students with incomplete financial aid	<b>41,074</b>	<b>20,544</b>	<b>61,618</b>
Health Fees: BOG tuition paid but not AB 19 eligible	<b>7790</b>	<b>4959</b>	<b>12,749</b>
Sub-Total Potential Liability	<b>\$50,596</b>	<b>\$27,944</b>	<b>\$78,540</b>
Students who have not applied for financial aid	<b>38,283</b>	<b>15,230</b>	<b>53,513</b>
Total Potential Liability	<b>\$88,879</b>	<b>\$43,174</b>	<b>\$132,053</b>

Chancellor Marshall stated that because it was the first year of the program we want to be as inclusive as possible. Foundation funding can be applied to the students who didn't meet the unit requirement or didn't qualify for financial aid awards. However, for those students who didn't engage and didn't apply for financial aid, there is less apprehension in charging them fees. Going forward a decision will need to be made on what compliance with the pledge is and where we draw the line: financial aid completion vs compliance with the 12-unit requirement.

During the discussion, the committee discussed whether to allow a few to get through in order to benefit the whole; a previous State Chancellor's Office legal opinion stating that using funding is a gift of public funds; concern with building a model that includes a built-in deficit; the need for students to understand the reality of what they're signing up for and what they're getting; whether it is known what losses other colleges experienced during their first year; whether AB 19 funding is sufficient to fund all of the students; plans to add Fullerton and Garden Grove school district students next year; and the State budget including funding for year two.

Chancellor Marshall concluded the discussion by stating that while we still need to figure out this year, next year will be different and will include clear, outlined expectations. She also stated that Tina Miller has created a master list for each college, and the colleges will be contacting the students with outstanding balances. Letters were previously sent to students in November and that resulted in an uptake of students coming in to address their issues. The follow-up letter will inform students that they are in danger of receiving a bill.

**FUTURE AGENDA ITEMS:** Committee members noted the following: to begin to think about FTES targets because it is time to start setting them; discuss using data to inform how we schedule and offer classes; and possibly consider offering pledge students a set schedule of classes.

**ADJOURNMENT:** The meeting adjourned at 4:50 p.m.

**NEXT MEETING:** March 4, 2019