



AGENDA

District Enrollment Management Committee (DEMC)

Zoom: <https://zoom.us/j/98255222537>

(call in info in calendar invitation)

Friday, March 3, 2023

10:30 A.M. – 12:00 P.M.

“The DEMC shall develop a common understanding of the issues, methods, and data in order to set appropriate WSCH/FTEF targets for the colleges.” Article 26, FA Contract

Voting

Tom deWit – Faculty, CC
 Jeff Drouin – Faculty, CC
 Sarah Thompson – Faculty, LPC
 Tom Orf – Faculty, LPC
 Susan Sperling – Admin, CC
 Sadie Ashraf – Admin, CC
 Dyrell Foster – Admin, LPC
 Joel Gagnon – Admin, LPC
 Theresa Fleischer Rowland – Admin, DO
 Jonah Nicholas – Admin, DO

Non-Voting/Resource Members

Jamal Cooks – VPI, CC
 Kristina Whalen – VPI, LPC
 Daniela Ballif – Dir Bus Svc, DO
 Miguel Colon – Faculty, CC
 Rajeev Chopra – Faculty, LPC
 Thomas Dowrie – Classified, CC
 David Rodriguez – Classified, LPC
 Liem Huynh – Classified, DO
 Theresa Pedrosa – Assoc. Student, CC
 tba – Assoc. Student, LPC

Recorder

Estella Sanchez, ESSS Exec Assistant
 Documentation can be found at the following
<http://www.clpccd.org/education/DistrictEMC.php>

DEMC Basic Principles

- Academic Quality
- Productivity Achievement
- Data Input
- Productive Economic Effect
- Effect on Students

Article 26, Enrollment Management in the FA Contract

1. **Welcome, Member Review, Acknowledgements** [5 mins] – Theresa Fleischer Rowland
2. **Notes Approval** [5 mins] – Estella Sanchez
3. **Enrollment Updates & Strategies** [20 mins]
 - a. Chabot College – Jeff Drouin and Jamal Cooks
 - b. Las Positas College – Tom Orf and Kristina Whalen
4. **Revisit CLPCCD Strategic Enrollment Management Vision** [5 mins] – Theresa
5. **Equity-driven Enrollment Analysis Findings** [20 mins] – Kennedy & Co link to materials [021423 EquityDrivenEnrollmentRecommendations.pdf \(clpccd.org\)](https://www.clpccd.org/021423_EquityDrivenEnrollmentRecommendations.pdf)
6. **CRM Recruit and Advise Update** [15 mins] – Kristen Whittaker
7. **Ad Astra Next Steps** (Predict, Align, Monitor, Schedule Building) - [5 min]
Theresa: timelines discussion
8. **AACC Update** [10 min] – Joel Gagnon
9. **Future Meeting Topics and Closing** [5 mins] – Theresa Fleischer Rowland
Collective Efforts, Ad Astra Training Workshops,

First Friday/Month from 10:30 to Noon

2023 Meeting Dates

Spring Census Date: February 8

- March 3, 2023
- April 14, 2023 (2nd Friday due to Spring Break on 1st Friday)
- May 5, 2023

DEMC is a committee named in the Faculty Association Collective Bargaining Agreement-CLPCCD Contract. As such, it is not a part of districtwide governance. The charge of this committee is to establish annual productivity and FTES targets to recommend to the Chancellor. This annual action item of the committee is posted online when it becomes finalized. In addition, the targets approved by the Chancellor are reported to the IPBM-PBC, and become the basis for funding allocations and the Annual Budget. -CLPCCD website