

**Chabot-Las Positas Community College District**  
Office of Educational Planning

**Meeting Notes**

District Enrollment Management Committee (DEMC)

Friday, February 5, 2016

10:30 A.M. - 11:30 A.M.

District Office - Board Room

**DEMC Membership**

**VOTING**

**Present**

Tom deWit (F)	<i>CC</i>	<input type="checkbox"/>
Dave Fouquet (F)	<i>CC</i>	<input checked="" type="checkbox"/>
LaVaughn Hart (F)	<i>LPC</i>	<input checked="" type="checkbox"/>
Tom Orf (F)	<i>LPC</i>	<input checked="" type="checkbox"/>
Susan Sperling (A)	<i>CC</i>	<input type="checkbox"/>
Barry Russell (A)	<i>LPC</i>	<input type="checkbox"/>
Jannett Jackson (A)	<i>DIST</i>	<input type="checkbox"/>
Lorenzo Legaspi (A)	<i>DIST</i>	<input checked="" type="checkbox"/>

**NON-VOTING**

**Present**

Stacy Thompson (A)	<i>CC</i>	<input type="checkbox"/>
Laurie Dockter (A)	<i>LPC</i>	<input checked="" type="checkbox"/>
Barbara Yesnosky (A)	<i>DIST</i>	<input checked="" type="checkbox"/>
Angela Villasana (C)	<i>CC</i>	<input checked="" type="checkbox"/>
Heidi Ulrech (C)	<i>LPC</i>	<input checked="" type="checkbox"/>
Eric Stricklen (C)	<i>DIST</i>	<input checked="" type="checkbox"/>

Additional Meeting Attendees: Jeff Drouin, Paulette Lino, Guisselle Nunez, Diana Rodriguez, Sylvia Rodriguez, Estella Sanchez, Dale Wagoner and Carla Walter

Dial-In: Stacy Thompson

**Agenda**

1.0 Review and Approval of Meeting Notes – November 6, 2015

2.0 CEMC Update

    a. Las Positas College – LaVaughn Hart

    b. Chabot College – Tom deWit

3.0 Review FTES Targets for 2015-16

4.0 FTES Targets for 2016-17

5.0 Review of Common Marketing Strategies for Summer/Fall

6.0 Future Meetings– 10:30 A.M. – 12:00 P.M.

The Friday, February 5, 2016 District Enrollment Management Committee (DEMC) meeting was opened by Lorenzo Legaspi.

**1.0 Review and Approval of Meeting Notes – November 6, 2015**

Meeting notes from the November 6, 2015 meeting were reviewed and approved by general consensus.

**2.0 CEMC Update**

LaVaughn provided an update for Las Positas College indicating for spring 3,180 FTES, which is 134 (4 percent) FTES increase in enrollment from spring 2015. Not included in the FTES is 40 FTES from the Sheriff's academy that will close in April, along with 20 non-credit given for the year and WSCH/FTEF was 503. Las Positas College will end at 6,966, which is close to the target of 7, 061.

LaVaughn reported that Las Positas College had their CEMC meeting and decided on their summer offerings and fall. For summer 43 FTEF will be put on schedule to generate 800 FTES, which is 125 FTES increase from summer 2015. For fall 205 FTEF will be on schedule to generate 3,250 FTES.

Dale gave an update for Chabot College on behalf of Dave and indicated for spring 4,370 FTES, which is below the target of 4,400 FTES. Stacy Thompson mentioned that Chabot College has a serious of late start classes on schedule that will increase the FTES. Dale stated that in order for Chabot College to hit their target they will have to roll back.

Lorenzo mentioned to the Committee that census is February 8, 2016 and gave a recap that the FTES at Las Positas College is 7,000 and at Chabot College the FTES is at 10,000 for a District total of 17,000 for 15-16.

LaVaughn indicated that the District is well above the 16,700 and the Chancellor will need to act on it immediately because it has ramifications on each campus.

**3.0 Review FTES Targets for 2015-16**

No Discussion.

**4.0 FTES Targets for 2016-17**

A handout was provided to the Committee in regards to the Targets for 2016-17. Lorenzo directed the Committee to look at the column 2015-16 Basis for Budget of 17,191 and the Actual FTES 16,700 on the handout. He indicated that the District will be closer to 17,000 and the implication is the 2016-17 projection of 16,867, which is going to change to what we end up for 2015-16. The 17,000 is going to be the base for projecting 2016-17 and increased by 1 percent to 17,170 which will be our target for 2016-17.

LaVaughn questioned the Colleges having to hit 17,362. Lorenzo responded no and indicated that the 17,362 is going to be our funding based on the District being on stability. The 2015-16 year is going to end at 17,362 and we're going to get there by rolling back. The basis for 17,362 is based on the state's calculation of our FTES and the growth, which were entitled too.

The Committee held a discussion and expressed their concern towards the end of FY 2016-17 and being in position going into FY 2017-18 to make the 17,362 or be at 17,500 to pick up any growth available.

Lorenzo mentioned to the Committee that the next step is to wait for the census numbers, then update the 2016-17 projection based on census data.

#### **5.0 Review of Common Marketing Strategies for Summer/Fall**

LaVaughn indicated that marketing is huge and that Las Positas College spring semester was better than their fall numbers because of advertising.

Stacy mentioned that Chabot College has been working with Jennifer Aries and Guisselle Nunez on doing marketing thru social media Facebook, Twitter and Instagram. She indicated that Chabot College advertised in Southland mall and 4-year Institution newspapers with Chabot's summer schedule and their summer semester numbers were up. Therefore; Chabot continues to advertise along with updating the College website to list their programs.

Guisselle reported to the Committee that she is drafting a summer/fall marketing campaign and will need to speak with the Vice Presidents and show them a draft to get their input and ideas by March to not only implement advertising, but to integrate public relations, direct mail and other pieces into the campaign.

Guisselle also mentioned that a market research survey online is being implemented, which will be part one and part two will be focus groups. The goal is to send the survey out to 29,000 students who are enrolled in summer, fall and spring 2016 to understand student behavior and their mindset.

#### **6.0 Future Meetings – 10:30 A.M – 12:00 P.M.**

The February 5, 2016 District Enrollment Management Committee (DEMC) meeting was adjourned by Lorenzo with the next meeting scheduled for March 4, 2016.

LaVaughn indicated that the April 1, 2016 meeting is spring break.

Lorenzo suggested that the Committee decide at the March 4, 2016 meeting to hold or not hold an April 2016 meeting or wait til May 6, 2016 to have the next meeting.