

Chabot-Las Positas Community College District

Office of Educational Services & Student Success

Meeting Notes

District Enrollment Management Committee (DEMC)

Thursday, August 15, 2019

11:30 A.M. - 1:00 P.M.

Chabot College – Building 400, Room 405

DEMC Membership

VOTING

		Present
Tom deWit (F)	CC	<input checked="" type="checkbox"/>
Jeff Drouin (F)	CC	<input type="checkbox"/>
Tom Orf (F)	LPC	<input checked="" type="checkbox"/>
Sarah Thompson (F)	LPC	<input checked="" type="checkbox"/>
Susan Sperling (A)	CC	<input checked="" type="checkbox"/>
Roanna Bennie (A)	LPC	<input checked="" type="checkbox"/>
Theresa Fleischer Rowland (A)	DIST	<input checked="" type="checkbox"/>
Doug Roberts (A)	DIST	<input type="checkbox"/>

NON-VOTING

		Present
Stacy Thompson (A)	CC	<input checked="" type="checkbox"/>
Miguel Colon (A)	CC	<input checked="" type="checkbox"/>
Kristina Whalen (A)	LPC	<input checked="" type="checkbox"/>
Barbara Yesnosky (A)	DO	<input checked="" type="checkbox"/>
Chasity Whiteside (C)	CC	<input checked="" type="checkbox"/>
Heidi Ulrech (C)	LPC	<input checked="" type="checkbox"/>
Eric Stricklen (C)	DO	<input type="checkbox"/>

Additional Meeting Attendees: Diane Brady (LPC), Dave Fouquet (CC), Ron Gerhard (DIST), Estella Sanchez (DIST, Recorder for Committee);

Agenda

1. Welcome and Introductions
2. Voting and Non-Voting Membership for 2019-2020, Review and Approval of March 1, 2019 Meeting Notes
3. Fall 2019 Enrollment Discussion
 - a. Chabot College
 - b. Las Positas College
4. Follow-Up Discussion of Interim Chancellor Gerhard's Convocation Address
 - a. Which statewide changes most impact this group's mission?
 - b. How will we work together on issues, methods, and data to accomplish stability for our colleges and guide students to success (our principles)?
5. Generate agenda items for DEMC during 2019-2020
6. Proposed Future Meeting Dates

The Thursday, August 15, 2019 District Enrollment Management Committee (DEMC) meeting was opened by Dr. Theresa Fleischer Rowland, VC Educational Services and Student Success.

1. **Welcome and Introductions**

Theresa welcomed the Committee to the first DEMC meeting of the year and briefly introduced herself. Introductions took place per the request of Interim Chancellor Ron Gerhard, who asked everyone to introduce themselves.

2. **Voting and Non-Voting Membership for 2019-2020, Review and Approval of March 1, 2019 Meeting Notes**

Theresa asked the Committee to clarify the voting/non-voting membership, Article 26 of the FA contract was reviewed in the ensuing discussion. All members were validated with the following adjustments for 2019-20:

- the agenda is updated so Non-Voting Members are also considered Resource Members due to the information and data needed for evidence-based decision-making made by the Committee;
- request to Tom Orf to appoint a Las Positas College faculty member to balance representation.

Furthermore, the Committee validated DEMC meetings are open to anyone who would like to attend; Voting and Non-Voting Members of DEMC is contractual in the FA Agreement under Article 26 and not required to decide issues by vote; on occasion a vote may need to take place, although no one could recall a vote in recent years. The Committee agreed a designee may vote in the absence of a voting member, and the designee needs to be a Non-Voting member in regular attendance at DEMC.

Diane Brady, Vice President of Administrative Services at Las Positas College suggested the two Vice Presidents of Administrative Services be added as Resource Members.

Estella Sanchez asked the Committee to review meeting notes from the March 1, 2019 DEMC meeting. Motion to approve the March 1, 2019 meeting notes was made by Tom Orf, seconded by Sarah Thompson.

3. **Fall 2019 Enrollment Discussion**

Tom Orf indicated that a standardized report regarding enrollment for both Colleges was not available for the meeting and provided a recap from the last DEMC meeting when Sarah Thompson suggested enrollment reports for both Colleges be correlated into one standardized report. The idea to have a standardized report would address DEMC Member requests for comparative data for each College in a side-by-side format, providing the indicators needed for DEMC to meet their mission.

Chabot College Report Stacy Thompson expressed satisfaction with summer enrollment numbers at Chabot College, with increases every year. She expressed cautious optimism about fall enrollment, with Chabot down 5.9 percent FTES from last year. Stacy indicated that Chabot is doing their best to place courses on schedule to meet the needs of the students.

Miguel Colon questioned if Chabot College's late start classes are taken into account. Stacy responded that her report did not include any projections. She further commented that student

enrollment trends include students enrolling into late start classes even before the term and in the first weeks, i.e. they don't wait.

Las Positas College Report Tom Orf reported that Las Positas College was down 1.75 percent FTES for summer and down 3.02 percent for fall with a total of 3,007.60 FTES, not including non-credit. LPC is actively working on this concerning number, analyzing classes with waitlists, student demand, and classes that are low-enrolled. Tom mentioned LPC was adding classes and monitoring fill rates. He pointed out other areas beyond enrollment management could help boost FTES, such as marketing.

Sarah Thompson mentioned that the LPC CEMC conducted some significant analysis on the trends of decreasing headcount and the impact/capacity of boosting FTES. She stressed the importance of looking at headcount on the enrollment reports, thus suggesting this be an element of the forthcoming DEMC Standardized Enrollment Report for the Colleges.

Kristina Whalen pointed out statewide enrollment trends where colleges are down 5-11% across the Bay Region. She added LPC is analyzing waitlists and all available data, including looking at late start classes to address enrollment demand.

Following the College Reports, the Committee held a brief discussion on how the different mandates are having an impact on enrollment and challenging traditional enrollment practices and developed knowledge. Further comments were made on enrollment numbers compared to the rest of the state. The discussion segued to agenda item 4.

4. Follow-Up Discussion of Interim Chancellor Gerhard's Convocation Address

Dave Fouquet began the discussion stating at the state level enrollments are down and that one of the factors is AB 705. He indicated it will be curious to see if we get better numbers for fiscal year 2019-2020 and to see what comes out of the Student Centered Funding Formula (SCFF).

Theresa indicated that there are variables around AB 705 and budget implications as we try to get students through the transferable English and Math in their first year.

Dave indicated that he has major reservations on Guided Pathways and getting students out in two years, as there are students who need more than two years to figure out who they are as well as their major. He stated that he would like to see pushback to the state, also commenting in agreement with Sarah Thompson that colleges will end up with less funding if students are pushed out in two years. Sarah mentioned with the majority of GP funding coming in this year, there was no time to pushback.

Susan Sperling mention on a Federal level if Administration decides to link green card approval to students, it could affect students interested in enrolling and filling out FAFSA, as well as other Federal loan forms because it would disclose the student's family income.

Tom deWit indicated that when the state Funding Formula first came out State Chancellor Oakley challenged why funding was being connected to Federal. No guidance from the State

has yet to be provided. Ron remarked we would see more advocacy in the coming weeks. Ron added across the 72 Districts, we are in stability by 24,000 FTES statewide, which is a decrease of about 2.8% FTES overall. Dave questioned if that was for 2018-2019 and Ron clarified that comes from the P2 for 2018-2019.

Theresa indicated the District's stability is to ensure we have the amount of funding needed to support our students and student success. She summarized that a main concern the DEMC members have discussed is student access for what they need.

Tom deWit mentioned we need to track AB 705's impact and how it pertains to the growth or evolution of non-credit offerings. He would like to see the data on who is dropping out of college and the positives of those who are moving through.

The Committee held further discussion on tracking AB 705 and to add as a future agenda item. Theresa will give both Rajinder Samra and Cynthia Gordon da Cruz a heads up on some analysis across both campuses around student success and students progressing.

Ron suggested having the Researchers and Guisselle Nunez to come in to measure who is applying and what happens when potential students click on the website link to apply. Miguel suggested that it would be great from a marketing stand point to understand after they have clicked, what happens next. For examples, is it a phone call, a letter, etc...? How we are pro-actively reaching out to students is the question.

5. Generate agenda items for DEMC during 2019-2020

Theresa summarized items from the discussion, the last DEMC minutes, and called for input on any other topics. The following emerged as agenda items for 2019-20 DEMC:

- Standardized Enrollment Report for the Colleges;
- Supporting Non-Credit on the schedule, not at the expense of credit FTEF;
- Purview of DEMC;
- Tracking AB 705 and obtaining an Enrollment Impact Analysis;
- Public Relations and Marketing (PRMG) invitation to join discussion and share information on efforts, e.g. "Nudge Campaign".

6. Proposed Future Meeting Dates

The August 15, 2019 District Enrollment Management Committee (DEMC) meeting was adjourned by Theresa with the next meeting scheduled for September 6, 2019 at the District Office, 10:30am – 12:00pm.

- Future Meetings (at the District Office) are scheduled for: October 4, 2019, November 1, 2019, December 6, 2019, February 7, 2020, March 6, 2020, April 3, 2020, May 1, 2019