

**Chabot-Las Positas Community College District**  
Office of Educational Services & Student Success

**Meeting Notes**

District Enrollment Management Committee (DEMC)

Monday, August 16, 2021

11:45 A.M. - 1:00 P.M.

Zoom: <https://cccconfer.zoom.us/j/92495698425>

**DEMC Membership**

**VOTING**

		<b>Present</b>
Tom deWit (F)	CC	<input checked="" type="checkbox"/>
Jeff Drouin (F)	CC	<input checked="" type="checkbox"/>
Tom Orf (F)	LPC	<input checked="" type="checkbox"/>
Sarah Thompson (F)	LPC	<input checked="" type="checkbox"/>
Susan Sperling (A)	CC	<input type="checkbox"/>
Dyrell Foster (A)	LPC	<input checked="" type="checkbox"/>
Theresa Fleischer Rowland (A)	DIST	<input checked="" type="checkbox"/>
Jonah Nicholas (A)	DIST	<input checked="" type="checkbox"/>

**NON-VOTING**

		<b>Present</b>
Stacy Thompson (A)	CC	<input checked="" type="checkbox"/>
Miguel Colon (F)	CC	<input checked="" type="checkbox"/>
Daniella Ballif (A)	DIST	<input type="checkbox"/>
Kristina Whalen (A)	LPC	<input checked="" type="checkbox"/>
Rajeev Chopra (F)	LPC	<input checked="" type="checkbox"/>
Thomas Dowire (C)	CC	<input checked="" type="checkbox"/>
Heidi Ulrech (C)	LPC	<input checked="" type="checkbox"/>
Liem Huynh (A)	DIST	<input checked="" type="checkbox"/>

Additional Meeting Attendees: Anette Raichbart, Begoña Cirera, Bobby Nakamoto, Bruce Griffin, Chasity Whiteside, Cheryl Mackey, Christina Lee, Craig Kutil, Crystal Berry, Cynthia G. da Cruz, D Fields, Dave Fouquet, Dawn Neideffer, Dale Wagoner, David Rodriguez, Deonne Kunkel Wu, Don Carlson, Erika Lachenmeier, Heike Gecox, Jamal Cooks, Jennifer Aries, Jennifer Lange, Moh Daoud, Mujeeb Dadgar, Paulette Lino, Patricia Shannon, Rajinder Samra, Ronald Gerhard, Safiyyah Forbes, Tamica Ward, Todd Steffan, Jamie Barancic.

**Agenda**

1. Welcome, Recognition of New Members and Review of Voting Practices
2. Approve Notes from July 15, 2021 DEMC Meeting
3. Enrollment Updates
  - a. Chabot College
  - b. Las Positas College
4. Enrollment Strategies Discussion
  - a. Information from PRMG
  - b. Recommendation to PBC to Mobilize Funds for a Concerted Recapturing Enrollment Strategy
5. Fall 2021 Class Cancellations

## 6. Other

The Monday, August 16, 2021 District Enrollment Management Committee (DEMC) meeting was opened by Theresa Fleischer Rowland.

### 1. **Welcome, Recognition of New Members and Review of Voting Practices**

Theresa welcomed everyone to the DEMC meeting and shared the meeting agenda. Theresa and Jeff Drouin introduced themselves and briefly defined the purpose and the charge of the District Enrollment Management Committee. Theresa then reviewed the voting procedure; If any voting member is absent during a meeting when a vote takes place, a designee can be appointed. The designee must be someone who is continuously involved in the DEMC meetings, and understands the context of the conversation at hand. Theresa acknowledged the non-voting members, who are essential contributors to DEMC conversations, and shared the importance of contributions made by all attendees.

### 2. **Approve Notes from July 15, 2021 DEMC Meeting**

Estella Sanchez, meeting recorder, was out sick for this meeting. Note approval was skipped.

### 3. **Enrollment Updates**

- a. Chabot College enrollment management report: Jeff shared the current DEMC dashboard report with the group and noted that Chabot's summer enrollment numbers were up 10.22% and up almost 30 FTES since the Summer of 2019. The Fall enrollment numbers compared to last year were down 10.44%, and compared to 2019 they were down 17.15%.
- b. Las Positas College enrollment management report: Tom Orf shared that LPC's fall enrollment numbers and were down by 12.74%, previously they were down by 15% so did pick up recently. The summer enrollment numbers were better at 9.32%. Tom noted that when looking at the Fall 2019 numbers compared to today, LPC is down almost 18%. While this huge decline hits all areas at LPC and affects many disciplines, the good news was they gained 3% this week.

Dale Wagoner expressed the need for a dialogue to take place in regards to the Sheriff's Academy moving from LPC to Chabot College. He continued to explain there was no corresponding shift in FTEF allocation through DEMC when this occurred, and this needs to be addressed. Dale noted his understanding on the difficulty of having this conversation during a downturn, but it is relative to the dashboard which reflects a significant drop of utilization in FTEF at LPC. Since the funding model is not changing, Dale wanted to bring up the question of how the Sheriff's Academy is going to be funded.

Tom Orf suggested the item be tabled because the agenda item was added last minute and LPC hadn't had time to discuss.

Stacy Thompson asked Tom to clarify when this topic could be addressed as there is a high importance to conclude this matter. Tom explained the need for LPC to be able to discuss separately before reporting back to the group.

Theresa added that while she did not want to speak for the Chancellor, this topic has to do with adding FTEF back on the schedule, which is something that has been analyzed and Ron has mentioned during other meetings that this conversation will in fact take place. Theresa agreed with Dale and Stacy of the importance of this topic, and also recognized that the agenda item was a late addition and wanted to let members of LPC have more time to discuss.

Don Carlson mentioned the need for clarification on the funding formula, and if it is funded at a different percentage rate currently. Jonah Nicholas asked what the number of FTEF is that is being discussed. Theresa reported that the number historically attributed to Sheriff's Academy when it was hosted by LPC and on the UGLY sheet was 7 FTEF. Tom deWit noted that the new number is actually 14 FTEF since growing the program with an added evening academy.

#### 4. **Enrollment Strategies Discussion**

Theresa moved to the next item on the agenda, which is important to discuss given the number of students the colleges have lost. Jennifer Aries, Crystal Berry, and Mujeeb Dadgar were present to give an update on marketing and public relations.

- a. Information from PRMG: Jeff asked Jennifer to explain to the group what is being done at the district level to increase enrollment for the colleges.

Mujeeb shared a PowerPoint presentation with the group.

Jennifer explained that all of the district's marketing strategies are data driven, and that this data is going to be reported throughout the presentation. The information presented came from through the existing student survey conducted every Fall term. A large portion of these students are transfer students; 65%-69% are pursuing a Bachelor's degree, 12%-13% are pursuing certification/career advancement, and 6%-12% are pursuing an associate's degree. Jennifer shared some of the 2021-2022 marketing plan highlights such as the increase in digital marketing and social media, marketing dollars allocated to support financial aid campaigns, a special covid pivot fund, and increasing content for digital promotions as well as micro-campaigns at each college.

During the message testing the realization was that students really needed and wanted support from the colleges. With this, the ad/messaging titles we use include words like "Invest in you" and "We support you!" to drive home the colleges are here to support the students. Jennifer mentioned the non-paid micro-campaigns they produce for areas like non-credit, intro to race and ethnicity, early childhood development, and Year to Career (Y2C) to name a few. There were also a large number of printed and digital marketing ads for the 2021-22 school year displayed at malls, in newspapers, and online, beginning in October of 2020.

Crystal explained how they put a lot of focus on multi-language advertising and easily accessible ads. PRMG is also focusing on keeping students enrolled from term to term with "stay enrolled" messages. Another area of focus is custom audience advertising, for example messages sent via custom Facebook ads and mobile phone to

get students to register after they had applied. Some of the data shared was the fact that over 5 million ads had been served and over 91,000 clicks to the college websites have occurred since January 1, 2021. The data also showed that there have been a lot more phone calls coming for support rather than through email.

Jennifer mentioned both colleges are incorporating the call center, she shared a spreadsheet showing what these calls were inquiring and how many calls were entered each day. Jennifer then moved onto what happens after a student shows interest, what is done to support them in the process of becoming a registered student. As most people already know, there is a backlog in counseling. The colleges are making a quick concerted effort to hire part time counselors and fill classified professional positions in admissions and records, counseling, and financial aid. Filling these vacancies will help get the students serviced and through the front door.

- b. Recommendation to PBC to Mobilize Funds for a Concerted Recapturing Enrollment Strategy: Sarah Thompson explained her desire to assist in the enrollment crisis and put a plan into motion for recapturing enrollments. Sarah explained how this topic is being addressed by numerous people and in multiple meetings, but there is yet to be recovery plan set in place. Sarah's idea is to make a recommendation to PBC to prioritize these efforts and mobilize funds. This would be part of an all-out effort to serve the community and recapture enrollments.

Miguel agreed with Sarah's plan and recommended formally replacing Giselle's position. Miguel noted the difficulty of an interim position, and how great Jennifer and her team have done, but a dedicated 'feet on the street' marketing person would be a huge asset and advocate, and a position worth filling immediately. Chancellor Ron Gerhard confirmed the hiring search was scheduled for the fall semester.

David Rodriguez shared that in the past needs have been funded without a strong evaluation. He recommended a detailed evaluation of the needs in order to get proper support. Sarah agreed with David. There would first need to be a deep dive evaluation into all different levels of the colleges in order to make an undisruptive, yet productive shift in current practices.

Theresa thanked Sarah for championing this idea, this plan could bring everyone together and set up a blueprint for action. Theresa's understanding was that DEMC can make recommendations to PBC as a vehicle to prioritize resources to address the enrollment problem.

Sarah said the model for PBC currently states that PBC is the committee that makes budget recommendations to the Chancellor. So, by bringing up the issues contributing to enrollment loss and asking PBC to mobilize funds, however that makes sense to them, is part of our IPBM process. Jonah reminded the committee that the active state budget is one of the best there has ever been, including \$100 million to increase retention strategies for enrollment, therefore the need to mobilize funds is unnecessary. The money is there, and approximately \$1.6M will go through CLPCCD

to the colleges for Chabot College and LPC to carry out this exact purpose. Jonah advocated using the restricted dollars before allotting any unrestricted dollars towards this effort. David added the need for clarity, getting everyone on the same page, and rallying people towards the same purpose.

Sarah motioned a request to PBC to identify resources for a strategy to recapture enrollments and make a recommendation to the Chancellor.

Theresa seconded.

Voting Results-

Sarah Thompson, Yes

Tom Orf, Yes

Theresa Fleischer Rowland, Yes

Jonah, Abstain

Stacy Thompson for S.Sperling, Abstain

Kristina Whalen for D.Foster, Yes

Miguel Colon for T.deWit, Yes

Jennifer Lange for J.Drouin, Yes

Motion passed: 6 Yes, 2 Abstentions.

5. **Fall 2021 Class Cancellations** – the May 27, 2021 FA MOU was referenced, but due to time there was no discussion.
6. **Meeting Adjourned**