

# Chabot-Las Positas Community College District

Office of Educational Services & Student Success

## Meeting Notes

District Enrollment Management Committee (DEMC)

Friday, May 3, 2024

10:30 A.M. - 12:00 P.M.

Zoom: <https://us06web.zoom.us/j/85132975057>

### DEMC Membership

#### VOTING

		Present
Tom deWit (F)	CC	<input type="checkbox"/>
Jeff Drouin (F)	CC	<input checked="" type="checkbox"/>
Michael Lai (F)	CC	<input checked="" type="checkbox"/>
Heike Gecox (F)	LPC	<input checked="" type="checkbox"/>
Ashley Young (F)	LPC	<input checked="" type="checkbox"/>
Rafael Valle (F)	LPC	<input checked="" type="checkbox"/>
Jamal Cooks (A)	CC	<input type="checkbox"/>
Sadie Ashraf (A)	CC	<input checked="" type="checkbox"/>
Dyrell Foster (A)	LPC	<input checked="" type="checkbox"/>
Joel Gagnon (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

		Present
Safiyah Forbes (A)	CC	<input checked="" type="checkbox"/>
Nan Ho (A)	LPC	<input checked="" type="checkbox"/>
Daniela Ballif (A)	DIST	<input checked="" type="checkbox"/>
David Reed (A)	DIST	<input checked="" type="checkbox"/>
Mona Abdoun (F)	CC	<input type="checkbox"/>
Rajeev Chopra (F)	LPC	<input checked="" type="checkbox"/>
Thomas Dowrie (C)	CC	<input checked="" type="checkbox"/>
David Rodriguez (LPC)	LPC	<input checked="" type="checkbox"/>
Liem Huynh (C)	DIST	<input checked="" type="checkbox"/>
Theresa Pedrosa (S)	CC	<input checked="" type="checkbox"/>
Tba (S)	LPC	<input type="checkbox"/>

Additional Meeting Attendees: Agustin Cervantes, Cynthia Gordon da Cruz, Katrin Field, Brian Goo, Philomena Franco, Ron Gerhard, Kevin Harral, Craig Kutil, Paulette Lino, Bobby Nakamoto, Abigail Patton, Traci Peterson, Bobby Nakamoto, Dionicia Ramos, Sergio Saenz, Rajinder Samra, Estella Sanchez, Patricia Shannon, Rachel Ugale, Tamica Ward, Kristen Whittaker

#### Agenda

1. Welcome, Agenda Review
2. College Enrollment Updates
  - a. Chabot College
  - b. Las Positas College
3. Follow-up Q/A with April Strategy Session Speakers
4. Student Services Dashboard
5. Allocations Worksheet Report Out

## 6. Closing Thoughts and Future Meeting Topics

Agenda **1. Welcome, Agenda Review - Theresa Fleischer Rowland**  
Time allotted | **10 mins** |

### **Discussion**

Theresa welcomed all attendees and provided an overview of the meeting agenda, including the September 3<sup>rd</sup> census date for Fall 2024 full-term classes. She summarized the topics covered at the April 19 DEMC meeting. These topics include:

- Prioritized Metrics for Action: FTES, SEP, financial aid, dual enrollment
- District-wide Goals:
  - 8% growth year over year Credit FTES, Special Admit, CDCP Noncredit
- 15% increase for AB540, CC Promise Grant, Pell Recipients
- Strategies: technology integration, CRM Recruit and Advise, dashboards, DegreeWorks analysis with a single instance, DualEnroll.com, improved student experience

### **Conclusion**

Before moving the meeting to agenda item 2, Theresa discussed district risk, i.e. frozen revenue and a \$14.6M gap.

### **Action items**

No Action.

Agenda **2. College Enrollment Updates – Chabot College and Las Positas College** Time allotted | **15 mins** |

### **Discussion**

**2a.** Jeff Drouin commented on the DEMC weekly dashboards and an inconsistency in the registration dates: the 2023 date seemed to be off by a week compared to the 2024 date. He suggested using the same weeks in the dashboard for both summer and fall to provide comparison results week by week. Jeff reported both colleges were up around 100-125%, which signals the week was off for two academic years for registration. Liem Huynh clarified priority registration for the academic year 2022-2023 was one week earlier. Therefore, the timing does not align correctly for comparison. Jeff mentioned there is no comparable data for the academic year 2022-2023, with Chabot College at 1400 FTES and Las Positas College at 1454 FTES.

**2b.** Heike Gecox agreed with Jeff. She was optimistic, knowing around 400 students signed up for classes on Hawk Day, and reported summer was also off to a good start. Nan Ho reported courses are full, including higher percentages in person.

### **Conclusion**

It was concluded by discussion there would be no change to running the weekly DEMC dashboard, the members agreed as the term draws closer the difference of a week would work itself out. The Committee discussed possible fraudulent enrollments. The meeting moved to Agenda Item 3.

**Action items**

No Action.

**Agenda 3. Follow-up Q/A with April Strategy Session Speakers**

Time allotted | **20 mins** |

Theresa thanked the April DEMC meeting speakers for returning for a Q&A strategy session on dual enrollment, financial aid to meet metrics for the district multiyear goals.

- David Reed inquired about additional input on SCFF priorities as a follow-up to the financial aid presentation and others' views on adjusting priorities. Theresa responded that a recap around prioritizing the metrics on the FTES elements, credit, non-credit, CDCP, dual enrollment, and supplemental are high priorities. In addition, degree obtainment success metrics are part of the SEP dashboard.
- David Rodriguez questioned how the district office supports the work to meet the metrics. Theresa responded the District brings us together through DEMC to set FTEF allocation, which allows the colleges to build their schedules. Additionally, the district has raised funds for dual enrollment to support growth; Agustin Cervantes and David Reed are collaborating with the colleges on strategies, dashboards, and evidence-based approaches, including analysis. Jonah Nicholas chairs the District PBC to help operationalize necessary questions and conversations to identify targets and discuss how to achieve them.

Theresa asked Sergio Saenz and Traci Peterson for their thoughts and anything more to say after presenting to DEMC at the April meeting. Traci shared details about a meeting held with Tri-Valley partnering school districts, assistant superintendents, and directors of secondary education where they briefly discussed dualenroll.com. Sergio commented on the imperative of implementing dualenroll.com in a timely manner, as it will benefit us all. Agustin stated the united effort in implementing a multi-level and comprehensive customer relationship management system.

Rajinder Samra spoke on the financial benefits of dual enrollment FTES. For dual enrollment enrollments, he clarified it's not a three-year average; it's the latest year, and the impact is more immediate.

- Heike Gecox raised a question about the level of involvement of college counselors in the process. Traci responded she would meet with Dean Joel Gagnon to discuss a counselor assignment for dual enrollment. She agreed with Heike on the significant role counseling plays in student support services. Sergio mentioned at Chabot College, they collaborate with counselors to create recommended courses for students.

Theresa thanked Sergio and Traci for speaking about the infrastructure and capacity for relationship building, including focusing on students who are not college-bound. She noted non-credit programs are continuing to thrive and are visible on the DEMC dashboard, showing an increase in Full-Time Equivalent Faculty (FTEF). Offering credit and non-credit programs

to the community, especially CDCP, leads to the attainment of qualifying certificates, which in turn helps us achieve higher success rates.

Theresa asked Philomena Franco about her thoughts on the April DEMC presentation on financial aid. Philomena shared since the April meeting, progress has been made in spreading the word about financial aid and the CCC Apply short form is an option for everyone.

On an earlier topic about fraudulent enrollments, David Rodriguez questioned what some of the district-wide opportunities were to support the colleges with resources or strategies to streamline or identify those enrollments and help improve efficiency. Theresa responded that a discussion on fraudulent enrollments took place earlier in the meeting and the senior leadership team at the district, which involves the Presidents, and Cabinet, which involves the Vice Presidents, have had discussions on efforts to catch fraudulent students early before they get into the classroom. Jonah mentioned he is collaborating to develop a macro with built-in logic to identify numerous students with the same address and has met with A&R and CTO Bruce Griffin. Paulette Lino mentioned she connected with Bruce and shared macros created at Chabot College A&R which she has been utilizing and would forward the information to Jonah.

### **Conclusion**

The Committee discussed fraudulent enrollments further. Theresa thanked all for their participation and contributions to the Q&A strategy session. Theresa mentioned a district-wide team is working on coordinating and implementing CRM Recruit and Advise. Part of the work being looked at is mapping how our systems support the flow of students from the first expression of interest to registration and enrollment. The meeting proceeded to Agenda Item 4.

### **Action items**

No Action.

### **Agenda 4. Student Services Dashboard – David Reed and Joel Gagnon** Time allotted | 10 mins |

### **Discussion**

David Reed and Joel recapped the Counseling Data Dashboard presented at Fall 2023 Convocation, focusing on data disaggregation by pathway, program, and time frame. Joel suggested disaggregating the counseling discipline plans by pathway and program would be a critical next step in developing the dashboard. He asked the committee for thoughts on what version 2 or the next level of the SEP part of the dashboard might look like.

Heike concurred with Joel in terms of needing data disaggregation as the next level by pathway and program to help identify smaller groups of students to target services and inreach.

Theresa mentioned the counseling data dashboard consists of two parts. The first part, which is the SEP, has been produced. The second part, which is about student contact rates, has yet been delivered..

Joel shared information on the student contact rate, calculated as the number of students seen over available counseling hours. Joel proposed rethinking and developing a new definition that reflects the counselor-to-student ratio.

**Conclusion**

Theresa mentioned the district will provide support to ensure the necessary data is produced and expressed her appreciation for the work done on the SARS coding, including standardization and agreement across both colleges. This will improve the quality of data as it is extracted by both the college and district-wide.

**Action items**

Further conversation will occur on the Counseling Data Dashboard metric that is yet to be produced. Further updates will be brought to DEMC

**Agenda 5. Allocations Worksheet Report Out – Workgroup**

Time allotted | **20 mins** |

**Discussion**

No discussion took place because there was not enough time.

**Conclusion**

Jeff requested a special meeting to review and get the allocation sheet approved by the voting membership. He asked the Committee if they had a preference when to schedule the special meeting. Jonah stated before finals week. The meeting moved to Agenda Item 6.

**Action items**

Educational Services to schedule a special meeting for the voting membership before finals week.

**Agenda 6. Closing Thoughts and Future Meeting Topics – Jeff Drouin**

Time allotted | **10 mins** |

**Discussion**

In closing, Jeff mentioned the meeting materials for April 19, 2024, are posted on the DEMC webpage, and the fall census is September 3.

**Conclusion**

Jeff concluded the meeting.