

DEMC Meeting Summary
September 6, 2024



Member Attendance

		Present
Tom deWit (F)	CC	<input type="checkbox"/>
Jeff Drouin (F)	CC	<input checked="" type="checkbox"/>
Michael Lai (F)	CC	<input checked="" type="checkbox"/>
David Powers (F)	LPC	<input checked="" type="checkbox"/>
Rafael Valle (F)	LPC	<input checked="" type="checkbox"/>
Ashley Young (F)	LPC	<input checked="" type="checkbox"/>
Sadie Ashraf (A)	CC	<input checked="" type="checkbox"/>
Jamal Cooks (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"/>

Meeting Purpose

District Enrollment Management Committee (DEMC) meeting to discuss fall enrollment, projections for the year, review financial aid and student education plan dashboards.

Key Takeaways

- Both colleges exceeded their FTES goals for AY 2023-24, but are unlikely to reach the ambitious 13% growth target set for AY 2024-25
- Financial aid and student education plan completion rates are being closely tracked via CRM Advise dashboards to improve student outreach and support that lead to student benefit and SCFF outcomes
- Discussions centered on reasonable and achievable enrollment growth strategies given facility/staffing constraints and the goal of moving off hold harmless funding

Topics

Fall 2024 Enrollment Update

- Chabot College current FTES: 3,852 (9,755 annual target)
- Las Positas College current FTES: 3,017 (6,517 annual target)
- LPC seeing 10% growth, 95% fill rate, with many waitlisted students
- Both colleges facing challenges with classroom/lab capacity and adjunct faculty recruitment

Financial Aid Dashboard Review

- 54% of ~19,800 students have not yet applied for financial aid
- Colleges working on outreach to enrolled students without aid applications
- New financial aid outreach specialists being hired to increase aid uptake
- CRM Advise enabling more targeted, automated messaging to students

Student Education Plan (SEP) Dashboard Review

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- Tracking abbreviated vs. comprehensive ed plan completion rates
- Counseling using data for targeted outreach campaigns
- LPC successfully used dashboard to fill transfer planning course quickly

Enrollment Growth Strategies

- Discussions on achievable growth targets given constraints
- Concerns raised about chasing FTES growth without sufficient resources
- Suggestions to look at facility utilization, strategic class additions
- Need to balance FTES growth with other student success metrics

Next Steps

- Colleges will continue to apply enrollment strategies to grow in fall, spring, summer
 - The District through ESSS, ITS, and PRMG will work with Colleges to further CRM Advise dashboards and targeted student messaging to increase metrics
 - Colleges will explore strategic ways to accommodate waitlisted students
 - **DEMC** will begin discussions on setting reasonable 2025-26 FTES/FTEF targets
 - For a future **DEMC** meeting, review facilities master plans as a resource for space utilization analysis
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Summary of Actions mentioned by College Academic Services and Financial Aid offices

- Work with marketing to promote part-time faculty opportunities to help staff additional course sections
VP Safiyah Forbes, CC; VP Nan Ho, LPC
- Follow up on Banner patches and updates
Kevin Harral, LPC
- Work with marketing on targeted messaging to students who have not applied for financial aid
Kevin Harral, LPC
- Develop and implement a communication plan to reach out to students on waitlists, including proactively messaging them
VP Nan Ho, LPC
- Continue efforts to increase SEP completion rates and develop strategies to further improve rates
Dean Sadie Ashraf, Chabot College