

Chabot-Las Positas Community College District
Office of Educational Planning

Meeting Notes

District Enrollment Management Committee (DEMC)

Friday, October 7, 2016

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

District Office - Board Room

DEMC Membership

VOTING

		Present
Tom deWit (F)	<i>CC</i>	<input checked="" 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 checked="" type="checkbox"/>
Barry Russell (A)	<i>LPC</i>	<input type="checkbox"/>
Krista Johns (A)	<i>DIST</i>	<input checked="" type="checkbox"/>
Lorenzo Legaspi (A)	<i>DIST</i>	<input checked="" type="checkbox"/>

NON-VOTING

		Present
Stacy Thompson (A)	<i>CC</i>	<input checked="" type="checkbox"/>
Laurie Dockter (A)	<i>CC</i>	<input checked="" type="checkbox"/>
Roanna Bennie (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"/>
Janet Campos (S)	<i>CC</i>	<input checked="" type="checkbox"/>
David Truelove (S)	<i>LPC</i>	<input checked="" type="checkbox"/>

Additional Meeting Attendees: Mujeeb Dadgar, Jeff Drouin, Matt Kritscher, Guisselle Nunez, Sylvia Rodriguez, Carla Walter, Barbara Yesnosky

Agenda

1.0 Review and Approval of Meeting Notes – September 2, 2016

2.0 Marketing Update

3.0 CEMC Reports

 1. Chabot College – Stacy Thompson and Dave Fouquet

 2. Las Positas College – Roanna Bennie and LaVaughn Hart

4.0 Preliminary Discussion of Productivity Level 2017-2018

5.0 Other Business

6.0 Future Meeting Dates for FY 16-17: 10:30 AM – 12:00 PM

The Friday, October 7, 2016 District Enrollment Management Committee (DEMC) meeting was opened by Krista Johns.

1.0 Review and Approval of Meeting Notes – September 2, 2016

Corrections were asked to be made to the September 2, 2016 meeting notes. Under 4.0 2016-2017 FTES Target, Dave Fouquet asked that it be noted to have further discussion on the topic. The meeting notes were moved and approved as amended and noted.

2.0 Marketing Update

Krista welcomed Guisselle and Mujeeb as guest speakers to provide an update related to marketing efforts. Guisselle introduced herself to the DEMC Committee and her public relations assistant Mujeeb. She began her presentation and spoke about marketing strategies that included market research which focused on student behavior and media preferences, advertising thru social media, at shopping centers, on buses and thru press releases. Guisselle also mentioned to the Committee that they reach out to students and notify them about major events, campus news and send out reminders to enroll for classes thru direct mail and email.

The Committee Members then shared marketing strategies taking place at their College.

3.0 CEMC Reports

Dave provided an enrollment update handout as of October 3, 2016 for Chabot College to the Committee showing 4,513.5 FTES for fall 2016, which is up 52.25 from fall last year with a 91 percent fill rate, 1,506 primary sections, 299.9 FTEF and WSCH/FTEF 465.27. He then reviewed with the Committee the FTEF and FTES 10 Year History, explained late spring and spoke about the roll back.

The Committee held a discussion regarding the rollback and stability. Krista suggested tabling the discussion and having the Impact of Stability on the agenda next month. She also asked Lorenzo to speak about the roll back at a future meeting.

Stacy reported on productivity for Chabot College and mentioned that her understanding was 500 was negotiated. She also noted the differences between SWOXEN and Argos reports.

Krista moved the CEMC Reports to Las Positas College. LaVaughn provided handouts to the Committee and reported on Las Positas College current enrollment for fall is 3,171.33 FTES, WSCH is 496.79 and Fill Rate is 89.47 percent, which puts Las Positas College over by 2.36 percent this time last fall. The Sheriff Academy is not included in the 3,171.33 FTES and approximately 50 FTES will be generated thru the Sheriff Academy to be entered in November with Non-credit estimated around 20. For the year, Las Positas College is up 2.43 percent at this time last year.

Krista asked if the research was done on the summer schedule at Las Positas College. LaVaughn responded that she went thru and pulled out the first 5 week classes, the second 5 week classes, the 6 week classes and the 8 week classes to see where Las Positas College was and what could be done better next year. The information was shared at the Las Positas

College's CEMC meeting and with VP Roanna Beenie on where the productivity was for summer.

LaVaughn also reported that Las Positas College is maintaining their productivity and needs to continue at a 2 percent plus growth for spring to meet their FTES target.

Roanna mentioned the CIO's survey to the Committee and indicated the data showed Las Positas College is doing very well. She also stated that the Committee needs to discuss the target due to the first roll out next year.

4.0 Preliminary Discussion of Productivity Level 2017-2018

No discussion took place on the productivity level for 2017-2018. Reporting on college productivity took place during 3.0 CEMC Reports by each college.

5.0 Other Business

The Committee held a discussion on rephrasing the meeting agenda. It was decided to hold a meeting with the DEMC Voting Members before the November 4 meeting to discuss the structure of the DEMC meeting and a separate meeting to discuss the data.

6.0 Future Meetings – 10:30 AM – 12:00 PM

The October 7, 2016 District Enrollment Management Committee (DEMC) meeting was adjourned by Krista with the next meeting scheduled for November 4, 2016.