

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

Meeting Notes

District Enrollment Management Committee (DEMC)

Friday, September 4, 2020

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

Zoom: <https://cccconfer.zoom.us/j/99506951721>

DEMC Membership

VOTING

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

NON-VOTING

		Present
Stacy Thompson (A)	<i>CC</i>	<input checked="" type="checkbox"/>
Miguel Colon (F)	<i>CC</i>	<input checked="" type="checkbox"/>
Kristina Whalen (A)	<i>LPC</i>	<input checked="" type="checkbox"/>
Rajeev Chopra (F)	<i>LPC</i>	<input checked="" type="checkbox"/>
Barbara Yesnosky (A)	<i>DO</i>	<input type="checkbox"/>
Thomas Dowrie (C)	<i>CC</i>	<input checked="" type="checkbox"/>
Heidi Ulrech (C)	<i>LPC</i>	<input checked="" type="checkbox"/>
Eric Stricklen (C)	<i>DO</i>	<input checked="" type="checkbox"/>

Additional Meeting Attendees: Donna Alaoen, Cynthia Gordon da Cruz, Heike Gecox, Dave Fouquet, Sarah Holtzclaw, Craig Kutil, Paulette Lino, Guisselle Nunez, Anette Raichbart, Rajinder Samra, Patricia Shannon, Dale Wagoner

Agenda

1. Welcome and Introductions
2. Approve Notes from August 13, 2020 DEMC Meeting
3. Enrollment Updates
 - a. DEMC Dashboard
 - b. Non-Credit Enrollment Report
 - c. Chabot College
 - d. Las Positas College
4. Unemployment Rates
5. 2021-2022 FTES Enrollment Targets
6. Generate Agenda Items for DEMC during 2020-2021
7. Other

The Friday, September 4, 2020 District Enrollment Management Committee (DEMC) meeting was opened by Theresa Fleischer Rowland.

1. **Welcome and Introductions**

Theresa welcomed everyone to the DEMC meeting and announced a change in the DEMC membership, introducing Thomas Dowrie who represents classified for Chabot College. She then asked the Committee if there were any additional changes to the membership. Tom Orf responded Craig Kutil will be attending the DEMC meetings and will shadow him. Theresa then asked Donna Alaoen to conduct roll call of the Committee members.

2. **Approve Notes from August 13, 2020 DEMC Meeting**

Theresa moved the meeting to the approval of the August 13, 2020 meeting notes and asked the Committee to review the notes. She then asked for a motion to approve the meeting notes. Tom Orf made a motion, seconded by Dyrell Foster.

3. **Enrollment Updates**

- a. Theresa shared the current weekly DEMC Dashboard enrollment report for Summer and Fall 2020 with the Committee. As requested by the DEMC and supported by the work group last year, the DEMC “Dashboard” will be sent to the Senior Leadership Team and the DEMC mailing list regularly (weekly as possible) from the ESSS Office. Theresa stated this is a work-in-progress, and invited ideas for improvement to make the dashboard an effective tool for DEMC.
- b. Eric shared the non-credit data Argos report (two weeks into the term) as a follow-up to the Committee request and showed how to pull up data on non-credit. He explained to the Committee headcount is not collected on non-credit data and the column for headcount will be empty. Eric also demonstrated how to pull up non-resident FTES in Argos.

Comments/ questions followed on the enrollment reports. Rajinder Samra mentioned the DEMC Dashboard shows the increase in average units was higher at Chabot than at Las Positas College. Kristina Whalen said she would be curious to see average units per student on the Dashboard. Stacy Thompson mentioned it’s not a bad scenario as we want students to take more units to get through their educational goal more quickly and it truly is a student success story. The Committee held a discussion in regards to the headcount at each College. Tom deWit raised a question on which students (e.g. 30 unit students, 45 unit students, brand new students, night students) we are losing. He also indicated the fall semester was impacted by thousands of students who had Student Representation fee holds and couldn’t register for classes. It was acknowledged the issue was corrected. The Committee continued to discuss the challenges students face during the pandemic and becoming online students. Craig Kutil shared a story about a long-time student who dropped all his classes due to issues getting textbooks and access to assignments, quizzes, exams that were already assigned; he also mentioned other students dropped for the same reason. Miguel Colon mentioned we need to understand what immediate impacts students face, and stated we were full of optimism last Spring we would pick up university students, especially when our Summer 2020 was so strong. Rajeev Chopra said he is interested

- in which students we are losing, is it the high-unit students? Patricia Shannon mentioned there's a multi-variable problem as to why students are not going to College this fall and asked Rajinder if he could share with the Committee what analysis will help us understand the variables. Rajinder responded he will look at additional analysis in various ways. He added the complexity of our student surveys is looking at which students we are hearing from. We need to compare survey responders to the whole student body. Rajinder added if we post a survey in multiple places, we could get the same student responding multiple times. Sarah Thompson added some departments are thriving and seeing better enrollment than last year. Three improvements to incorporate into the DEMC Dashboard were agreed upon: 1) take the percent that compares year over year out two decimal points; 2) show average units/student; 3) show the numerical difference of headcount year over year. Being mindful of time, Theresa asked the Colleges if they would like to add their own reflection to the enrollment management update.
- c. Jeff Drouin indicated he was okay with the DEMC Dashboard information shared and asked Stacy Thompson if she had anything to share. Stacy responded no, she did not have anything to add to the enrollment update from what was said earlier.
 - d. Tom Orf had no additional information to add from what was shared on the DEMC dashboard report. Kristina added that when looking at the numbers there was a bit of movement and she's really interested in the non-credit report as students are still enrolling. She also mentioned Las Positas has to manually enroll students for the Federal Correctional Institute, which had 80 students who enrolled for classes beginning late September and the numbers should go up at Las Positas College.

4. **Unemployment Rates**

Theresa introduced District employee Sarah Holtzclaw, Manager and Director of the TriValley Career Center (TVCC) to speak about unemployment. TVCC provides career services to the region which includes Dublin, Livermore, Pleasanton and a counterpart to a similar career center (not run by CLPCCD) in Hayward with proximity to Chabot College.

Sarah presented a perspective to support DEMC discussion on how out-of-work and underemployed community members could be served district-wide. Sarah provided information on unemployment rates across state, regional, county, footprints of the Colleges, specific impacted populations, industries, and what the Career Center is doing in response.

5. **2021-2022 FTES Enrollment Targets**

Jeff introduced the 2021-2022 FTES Enrollment Target discussion on where we should be and if the targets will be reached by each College. Miguel mentioned there are several things we can do to determine if the targets will be reached and suggested surveying the students a couple times a year to collect data by simply asking them if they plan on registering for the next semester. Jeff asked if Rajinder or Cynthia Gordon da Cruz would like to share their thoughts on gathering data. Cynthia indicated a survey put on Canvas is challenging to get a representative sample. She mentioned a similar question was put on several spring surveys when COVID-19 first hit, which resulted in a 11% response rate on the first survey and a 18% response rate on another when COVID began. Cynthia shared the response rate was a small number of the student population and over time the data could determine how the 11%

predicts the 100%, but it's not known at this time. In the zoom chat Guisselle Nunez indicated a similar question is asked of the students as part of the qualitative annual survey she puts out after census. Rajinder said at Las Positas a survey went out with similar results as Chabot College, and that placing the survey on Canvas helped. Chancellor Ron Gerhard stated to the Committee as we want better, more timely and meaningful data there are opportunities to gather it. He reminded all the District Enrollment Management Committee (DEMC) is contractual and within the contract terms it's the charge of DEMC to make a recommendation on FTES targets and WSCH per FTEF productivity targets by end of November, but may go beyond as needed to determine targets for the subsequent year. Chancellor Gerhard mentioned as conversations begin to take place about obtaining data towards better decision-making, the Committee be mindful of critical deadlines/dates in making a recommendation for next year as it limits us in the budget development process. He shared an Enrollment Analysis showing eight years of DEMC targets and actuals, 320 report data, and instructional expenditures. The rollbacks were included in this data. The data shows we've hit our target about half the time. Chancellor Gerhard also suggested DEMC engage in conversation on what 2021-2022 looks like reflective of a COVID environment and the past three fiscal years we did not meet our targets. He mentioned under Hold Harmless, we have factors in our favor in regards to budgetary relief from the state and 2021-2022 is a year not factored into the SCFF. Chancellor Gerhard indicated once we come off Hold Harmless it doesn't have an impact on 70% of our funding and, therefore, it presents an opportunity for us to realign our FTES targets in alignment with what we have experienced as well as what was submitted to the state. He stated this one academic year is a window of time to reset for future years of recommendations in terms of both FTES and FTEF targets. Chancellor Gerhard indicated he had placed a starting number in the 2021-2022 column of 16,974 FTES to begin a discussion.

The Committee held a discussion on what needs to be reported after 2022-2023 and getting Chabot to report 10,000 FTES or more. Dave Fouquet pointed out Chabot College fell short of 10,000 the past three years, the rollback was effective in getting there. He asked Chancellor Gerhard if there is a strategic time to make sure Chabot hits 10,000 FTES, noting we do not know student demand once COVID-19 fades and when students will feel safe to come back to campus again. Chancellor Gerhard replied there is a base funding boost for community colleges over 10,000 FTES, approximately \$600,000 which still exists under SCFF. Chancellor suggested by 2022-2023, we will have a better sense of trying to sustain the 10,000 levels at Chabot College.

Theresa asked for clarification if the starting number Chancellor Gerhard mentioned (16,974 FTES) is fair to carry over to the next DEMC meeting. Tom deWit agreed the number 16,974 is a number to begin the conversation at the next meeting and added he agreed with the Chancellor, i.e. we have a nimble process to adjust targets and when the time is right, as we see fit, we can do that as soon as 2022-2023.

6. **Generate Agenda Items for DEMC during 2020-2021**
No discussion.
7. **Other**

No discussion.