



AGENDA

District Enrollment Management Committee (DEMC)

Zoom: <https://zoom.us/j/98255222537>

(call in info in calendar invitation)

Friday, November 4, 2022

10:30 A.M. – 12:00 P.M.

“The DEMC shall develop a common understanding of the issues, methods, and data in order to set appropriate WSCH/FTEF targets for the colleges.” Article 26, FA Contract

Voting

Tom deWit – Faculty, CC
 Jeff Drouin – Faculty, CC
 Sarah Thompson – Faculty, LPC
 Tom Orf – Faculty, LPC
 Susan Sperling – Admin, CC
 Dyrell Foster – Admin, LPC
 Theresa Fleischer Rowland – Admin, DO
 Jonah Nicholas – Admin, DO

Non-Voting/Resource Members

Jamal Cooks – VPI, CC
 Kristina Whalen – VPI, LPC
 Daniela Ballif – Dir Bus Svc, DO
 Miguel Colon – Faculty, CC
 Rajeev Chopra – Faculty, LPC
 Thomas Dowrie – Classified, CC
 David Rodriguez – Classified, LPC
 Liem Huynh – Classified, DO
 Theresa Pedrosa – Assoc. Student, CC
 – Assoc. Student, LPC

Recorder

Estella Sanchez, ESSS Exec Assistant
 Documentation can be found at the following
<http://www.clpccd.org/education/DistrictEMC.php>

DEMC Basic Principles

- Academic Quality
- Productivity Achievement
- Data Input
- Productive Economic Effect
- Effect on Students

Article 26, Enrollment Management in the FA Contract

1. **Welcome** [5 mins] – Theresa Fleischer Rowland
2. **Notes Approval – October 7, 2022** [5 mins] – Estella Sanchez
3. **College Enrollment Updates** – [10 mins]
 - a. Chabot College – Jeff Drouin and Jamal Cooks
 - b. Las Positas College – Tom Orf and Kristina Whalen
4. **Chancellor Gerhard’s Memo on DEMC 2023-24 FTES/FTEF Recommendation Response** [10 mins] – Theresa Fleischer Rowland
5. **Multi-Year Planning** [30 mins] – Theresa Fleischer Rowland
 - a. How does multi-year planning add value beyond one-year targets and actuals?
 - b. Are there strategic enrollment activities and tactics we haven’t explored yet? What strategies are currently occurring at the colleges? Do we measure the return on efforts?
 - c. Is there interest in identifying and elevating district-wide strategies that have potential to stimulate enrollments in a multi-year context?
6. **Summary/Future Meeting Topics** [5 mins] – Theresa Fleischer Rowland

First Friday/Month from 10:30 to Noon

2022 Meeting Dates

- (canceled) December 2, 2022

2023 Meeting Dates

- February 3, 2023
- March 3, 2023
- April 14, 2023 (2nd Friday due to Spring Break on 1st Friday)
- May 5, 2023

DEMC is a committee named in the Faculty Association Collective Bargaining Agreement-CLPCCD Contract. As such, it is not a part of districtwide governance. The charge of this committee is to establish annual productivity and FTES targets to recommend to the Chancellor. This annual action item of the committee is posted online when it becomes finalized. In addition, the targets approved by the Chancellor are reported to the IPBM-PBC, and become the basis for funding allocations and the Annual Budget. -CLPCCD website