

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

Meeting Notes

District Enrollment Management Committee (DEMC)

Friday, March 5, 2021

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

Zoom: <https://cccconfer.zoom.us/j/93694672466>

DEMC Membership

VOTING

		Present
Tom deWit (F)	CC	<input checked="" type="checkbox"/>
Jeff Drouin (F)	CC	<input checked="" type="checkbox"/>
Tom Orf (F)	LPC	<input checked="" type="checkbox"/>
Sarah Thompson (F)	LPC	<input checked="" type="checkbox"/>
Susan Sperling (A)	CC	<input checked="" type="checkbox"/>
Dyrell Foster (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
Stacy Thompson (A)	CC	<input checked="" type="checkbox"/>
Miguel Colon (F)	CC	<input checked="" type="checkbox"/>
Kristina Whalen (A)	LPC	<input checked="" type="checkbox"/>
Rajeev Chopra (F)	LPC	<input type="checkbox"/>
Thomas Dowire (C)	CC	<input checked="" type="checkbox"/>
Heidi Ulrech (C)	LPC	<input checked="" type="checkbox"/>
Liem Huynh	DIST	<input type="checkbox"/>

Additional Meeting Attendees: Abby Patton, Andi Schreibman, Bobby Nakamoto, Chasity Whiteside, Christina Read, Christy Davis Roza, Cynthia Gordon da Cruz, Dave Fouquet, Dawn Neideffer, David Rodriguez, Dale Wagoner, Heather Hernandez, Jennifer Aries, Kirti Reddy, Najla Abrao, Noell Adams, Matt Kritscher, Paulette Lino, Patricia Shannon, Rachel Ugale, Rajinder Samra, Scott Vigallon, Estella Sanchez, Jamie Barancic, 909-556-8618, 510-350-6852.

Agenda

1. Welcome
2. Approve Notes from February 5, 2021 DEMC Meeting and February 10, 2021 SPECIAL DEMC Meeting
3. Enrollment Updates
 - a. DEMC Dashboard
 - b. Chabot College
 - c. Las Positas College
4. Planning: FTES/FTEF Target Setting in Fall 2021
 - a. Chancellor's Memo
 - b. Targets and Actuals, informing the DEMC work.

5. Data: Disproportionate drop in Black student enrollment
6. Presentation and Discussion: Enrollment Management Approach to State Authorization for Distance Education
7. Summary and Next Steps

The Wednesday, February 10th, 2021 District Enrollment Management Committee (DEMC) meeting was opened by Theresa Fleischer Rowland.

1. **Welcome**

Theresa welcomed everyone to the DEMC meeting and shared the meeting agenda, reminding everyone of the Fall 2021 meetings listed at the bottom of the page.

2. **Approve Notes from February 5, 2021 DEMC Meeting and February 10, 2021 SPECIAL DEMC Meeting**

Theresa moved the meeting to the approval of the February 5th, 2021 meeting notes. Jonah Nicholas made the motion to approve, seconded by Rajeev Chopra. Next was the approval of the February 10th, 2021 special meeting notes. Thomas Orf made the motion to approve, seconded by Jonah Nicholas.

3. **Enrollment Updates**

- a. Theresa thanked Estella, Liem and the ITS team for their support with the DEMC Dashboard report. Theresa also stated for anyone who is not currently receiving the Dashboard report, and wishes too, to put their name and request into the chat and they will be added to the email list.
- b. Chabot College enrollment management report: Jeff Drouin shared Chabot's current DEMC Dashboard report for Spring 2021. Jeff reported that they are currently down 6.74% in credit FTES which is a slight increase from last week. Stacy Thompson added that their FTEF on schedule has decreased. Miguel Colon asked if the decrease is concentrated in a certain area, or is it a mixture from across the board. Jeff mentioned that those analysis have not been run yet, but his area of Physical Education has definitely taken a large hit. Stacy noted that English and Science have been holding strong in enrollments but she is unable to distinctly answer which courses are not. Stacy suggested that this could be an area to discuss at the next Chabot CEMC meeting.
- c. Las Positas enrollment management report: Tom Orf shared LPC's current DEMC Dashboard report for Spring 2021. With the Sheriffs Academy data excluded, LPC is currently down 9.41%. Jeff wanted to acknowledge that all committee members and regular attendees should be aware that the LPC numbers will now always reflect the removal of the Sheriff's Academy, and to account for the 6% swing. Kristina Whalen explained the motivation for extracting the Sherriff's Academy on the spreadsheet was to help shed light on the real unenrollment numbers. If that had not been done there could have been schedule changes made that would not have benefitted the college. There was a consensus made for each school to dig deeper into the numbers at their CEMC meetings and figure out which areas are declining the most.

4. **Planning FTES/FTEF Target Setting in Fall 2021**

- a. Chancellors Memo: Theresa shared the [Chancellors Memo](#) which can be found on the DEMC website. Theresa recapped the special meeting held on February 10th, 2021 where discussions about the further reduction were had in regard to Fall 2021 planning. During this meeting, the reduction of FTES/FTEF targets were adopted. The Chancellors memo states his support for the proposed reduction and work done by the DEMC committee.
- b. Targets and Actuals, informing the DEMC work: Theresa shared on her screen the historical [DEMC Allocations](#) section of the website, and showed the attendees how the previous year's information can be referenced.
Dave Fouquet asked the group if there was a plan in place if the Covid numbers decrease substantially, and the county is moved into a tier below yellow.
Stacy Thompson said that there has not yet been a plan put in place for this.
Kristina replied that they are scheduling classes face to face with reduced caps in a suppressed capacity and they will increase the caps as the county moves down in the tier system.

5. **Data: Disproportionate drop in Black student enrollment**

Tom deWit asked for some time during this month's meeting to be able to address the committee about his concerns in regard to the lack of persistence with students, especially black students. Tom prefaced this discussion that he would need more time to work on the official data with Cynthia Gordon da Cruz before presenting it to the group, but that could be done in the near future.

Tom had some suggestions as to how the CARES money could be used in areas like phone banking, and outreach. Tom used the analogy of buying an item online many years ago, and how to this day, he still receives advertising pop-ups from that company. He asked the group to think of the students lost in this type of advertising scenario, and why there no pop-ups going out to them.

Tom noted that the colleges lose about 1/3 of their students from Fall to Spring every year and from last year to this year, they lost somewhere between 22-24% of black students. Tom suggested implementing a plan consisting of high touch, very personal outreach to these students. Reaching out individually to students to let them know what classes they need in order to finish their degree. Encouraging students who may lack the confidence to come back on their own, or who are worried about the financial side of things.

Theresa shared some research for a project her office is working on, and some similarities that could help guide the necessary research in this area. Theresa opened the floor to questions and comments.

Dyrell Foster thanked Tom for his passion behind the conversation and for bringing this topic forward. Dyrell stated that LPC has been having similar conversations and has already started running some data. Dyrell noted that LPC is looking forward to working together as a district on what can be done intentionally for these students.

Miguel recognized the majority of DEMC discussions lately have been about how to cut back, whereas this is a conversation on how to grow. He shared the need for this group to put more focus on growth and awareness to the community, especially since there are so many programs available for the colleges to offer them.

Cynthia explained that when she first joined the district, she was shocked at the persistence rates and the amount of students who were not returning in the Spring. While marketing is still necessary, Cynthia shared the need to research why these students are leaving, and if the reason is something the district can fix, then that information needs to be known. Cynthia shared on her screen a slide containing very preliminary data of Fall to Spring Persistence of African American/Black Students versus All Other Students for 2021. The graph showed that the equity gap of African American/Black Students versus All Other Students has actually decreased, and while it is still early to tell, Cynthia noted that this could in part be to the 10x10 villages that recently launched at Chabot College. Cynthia explained that the villages are providing the high touch personal outreach that Tom is requesting. Cynthia added that many other ethnic groups have decreased while the African American/black student groups have remained steady, and this is hopefully a result of the Village program.

Rajinder Samra explained some similar data was recently found at LPC. The Fall to Fall data shows that the school is down 8% but only 1% in the African American/black student groups. While in the Spring to Spring the school is down 7% and the African American/black student groups are actually up. The Spring data is very preliminary as well, but LPC will continue to watch these trends.

Tom deWit added that when looking at students as a percentage it can read the data differently. We may have 450 students leave, and 400 new students enroll. So, while the percentage may not seem that high, we still have 450 students who left and are not being reached out to.

Theresa brought up the fact that many students have travelled outside of the bay area to continue their education due to the nature of the pandemic. And there is a need to make sure that the online offerings are strong and to keep students connected to our colleges. There are also many other factors that come into play when a student moves to another state, and that transitioned into the next topic on the agenda.

6. **Presentation and Discussion: Enrollment Management Approach to State Authorization for Distance Education**

Theresa introduced the next speakers, Scott Vigallon and Christy Davis Roza who delivered a PowerPoint presentation on State Authorization and Distance Education.

Scott explained the term State Authorization as the Federal/State mandate requiring a student located out of California to get authorization from their state in order to receive education from us. Under the *Federal Higher Education Reauthorization Act* each state has its own laws and regulations that the colleges have to abide by. Scott explained that there are many areas under the State Authorization umbrella, but the focus for this meeting was on Distance Education.

Christy explained that State Authorization is an important topic to discuss because it effects areas such as; budgets, enrollments, accreditation, and financial aid. In terms of budgeting, each state has a varying fee that comes with requesting the authorization and each state varies on how often those fees have to be paid. Christy said that the enrollments numbers will fluctuate dependent upon the colleges allowing these out of state students in, or disallowing their entry. As far as Accreditation, Christy explained the large focus on DE during the current state of the world and how accreditation will most likely want to implement further policies and procedures on this topic. And lastly, Christy described the impact on financial

aid. If a student is attending DE classes without state authorization the school is not allowed to issue them any financial aid, or they will incur large penalty fines.

Scott explained the commitment this would entail from the colleges and district. The laws for every state would need to be researched and understood. The students who live in other states would need to be tracked, and their locations would need to be verified.

Christy noted that LPC is currently tracking non-CA students while Chabot is not. Christy researched what some other CCC's are doing which is: Only allowing students from states that do not charge fee's or disallowing all students who are located outside of CA.

Scott then reviewed the choices the district has regarding State Authorization for DE Learning:

- Educate students from any state and pay the fee's
- Only educate students who are located in states with no fee's
- Disallow students residing outside CA to enroll in DE learning
- Handle the research and tracking at a district level
- Handle the research and tracking at a college level

Theresa opened the floor to questions and comments.

Miguel asked if many of these students are military and if that is a variable. Christy answered that some of these students are military, but the same rules apply.

Andi Schreibman explained the need to implement some guidelines in this area because the fee's associated with not following the financial aid guidelines come with fines of \$26,000 per offense.

Kristina Whalen felt as though the district is probably lacking the capacity to deal with such a complicated and important matter. On the other side of that, she could see the need to take it on especially since LPC has started educating women inside the Federal Prison in Dublin.

When these women are released, they will most likely relocate out of CA, and the thought of them not being able to finish their degree is disheartening.

Rajinder added that a lot of the out-of-state students LPC tracked had started their education while living in CA, and then had moved.

Theresa recognized that the DEMC is not a decision making committee but that the discussions due need to be handle, probably more on an instructional level.

7. **Summary and Next Steps**

Jeff Drouin closed the meeting and reminded everyone the next meeting will take place on April 2nd, 2021.