

Chabot-Las Positas Community College District

Office of Educational Services & Student Success

Meeting Notes

District Enrollment Management Committee (DEMC)

Friday, November 6, 2020

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

Zoom: <https://cccconfer.zoom.us/j/93748061848>

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"/>
Ronald Gerhard (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 checked="" type="checkbox"/>
Barbara Yesnosky (A)	DO	<input type="checkbox"/>
Thomas Dowrie (C)	CC	<input checked="" type="checkbox"/>
Heidi Ulrech (C)	LPC	<input checked="" type="checkbox"/>
Eric Stricklen (C)	DO	<input checked="" type="checkbox"/>

Additional Meeting Attendees: Annette Raichbart, Angela Castellanos, Chasity Whiteside, Christina Read, Craig Kutil, Dale Wagoner, Dave Fouquet, Jennifer Aries, Kirti Reddy, Liem Huynh, Najla Abrao, Noell Adams, Patricia Shannon, Paulette Lino, Rajinder Samra, Estella Sanchez, Jamie Barancic

Agenda

1. Welcome and Introductions
2. Approve Notes from October 2, 2020 DEMC Meeting
3. Enrollment Updates
 - a. DEMC Dashboard
 - b. Chabot College
 - c. Las Positas College
 - d. DEMC Dashboard as primary reporting tool
4. Chancellor Gerhard's Memo on DEMC 2021-22 FTES Recommendations
5. Summer and Fall 2021 Planning
6. Non-Credit Planning
7. Other

The Friday, November 6, 2020 District Enrollment Management Committee (DEMC) meeting was opened by Theresa Fleischer Rowland.

1. **Welcome and Introductions**

Theresa welcomed everyone to the DEMC meeting.

2. **Approve Notes from October 2, 2020 DEMC Meeting**

Theresa moved the meeting to the approval of the October 2, 2020 meeting notes and asked for a motion to approve. Dyrell Foster made the motion, seconded by Thomas Orf.

3. **Enrollment Updates**

- a. Theresa shared the current DEMC Dashboard report for Fall over Fall Credit/Noncredit. Theresa stated that once registration starts up for Spring, we will double the number of reports formatted. Theresa explained the enrollment numbers and metrics we report on are ever changing because the reports compare week over week. Theresa asked the group for feedback, no discussion.
- b. Chabot College enrollment management report: Jeff Drouin reported the College is down in credit/noncredit by about 9.5% at 4414. Jeff explained they have a huge noncredit program at Chabot, and that is the main area they are down. One of the reasons why the noncredit is down so much is due to Covid and not being able to do usual in-person activities. Stacy Thompson said the Colleges up and down the state are advocating for a change in the state system accounting method for online noncredit, right now it is not even worth offering it. Stacy also pointed out that both the FTES and FTEF numbers are correspondingly down, which is a good thing, compared to only FTES being down. Stacy acknowledged that part of that is due to the good work they have done to reduce the schedule comparable to the offerings, and student demand. Theresa read a question from Rajeev from the chat referring to the report on screen, "In week 11 for Chabot, does that include the Sheriff's Academy?" Both Stacy and Jeff responded to that with a no, Stacy stated that the first Academy just ended at the end of October.
- c. Theresa asked for an update from Las Positas College. Thomas Orf stated almost nothing has changed since the last meeting, they are still down 14.5% about 2791 in FTES. Thomas asked Kristina Whalen for any comments. Kristina said she had no information to add.
- d. Jeff asked the members how they feel about using the DEMC Dashboard as the primary reporting tool when discussing numbers, and having credit and noncredit separated. He also stated this does not mean we cannot use our own reports at the campuses, but for DEMC we use the dashboard as our main tool. Stacy's concern was that the report they use at Chabot goes back five years and the trend in that regard. Miguel Colon agrees that the five year report is valuable but the format of the dashboard is better. Stacy agreed. Miguel asked if the dashboard can be changed to go back a little bit further. Stacy added that she would like to have Summer show as well. Theresa replied that this is a fresh and new report but that does not mean we cannot build out past history with some thought. Jeff suggested having separate pages for Summer, Spring, and for Fall, keeping the report clean and easy to read. Eric Stricklen said that we can use this report to show multiple years and it

would be easy to add from the technical side. He also added that Spring registration has not started yet and will not have valuable information until December. Sarah and Kristina agreed that the earlier they could get the spring enrollment numbers the better. Sarah further explained that since we are in such uncharted territory it is really hard to estimate the number of enrollments that will be coming in. Therefore, having access to the numbers as they come in would be extremely helpful. Eric said that once registration starts (after November 10, 2020) the data is available in Argos to pull up and see the current information. Theresa added that Estella and herself, starting November 16, are going to be pulling this information out of the system and provide on a weekly basis. Sarah explained the concern for the Veterans and other special populations who are allowed to register early, and we need info to act on that right away. Jeff clarified that Sarah would like to see this with the Monday update, and not wait until the December meeting. Eric added that this report can be looked up daily on Class Web for the most up to date information. Jeff brought back his original question; how everyone feels about using the DEMC dashboard as the main reporting tool. Jeff recommends going back three years, instead of five, to align with hold harmless. Susan Sperling asked Eric if we go back five years are there any changes in the processes, how the data is pulled, or how frequently it is updated? Eric replied that nothing that he is aware of, the only difference could be if someone like Paulette, let us say had a bunch of late enrollments one year and asked for that to be on the latest information for a term. But if we have already stopped capturing for that term, then we do a last minute capture. This is something that is done on demand. We normally start capturing about three months before registration begins, and stop about three months after that term has ended. Dale Wagoner agreed with the three year option Jeff mentioned previously, three year reports show the year past, the current year, and the upcoming year. That should be the only timeframe necessary. Sarah Thompson added this could be a great tool this committee could share with other committees because of the helpful enrollment data shown. Jeff motioned to use DEMC Dashboard as the primary reporting tool for DEMC meetings. Sarah Thompson seconded. Stacy asked if Spring would be included. Jeff said it would be a separate sheet or tab, not combined with Fall. Theresa asked the group if it would work to have them separate, as in two separate attachments in the email sent out weekly by her and Estella. Rajeev stated this report needs to show the totals somewhere, he does not think they should be handing out multiple pieces of paper that have to manually be totaled. Theresa summarized this item should be moved to next month, after we have taken some of these steps to improve and re-shape the weekly DEMC Dashboard, and discuss further in December. Also making sure to that this will be a reliable weekly tool to use for multiple committee groups like Sarah mentioned.

4. **Chancellor Gerhard's Memo on DEMC 2021-22 FTES Recommendations**

The memo from Chancellor Ron Gerhard to DEMC was posted and sent 30 minutes prior to the start of today's DEMC meeting. Theresa asked the group if they are comfortable with the enrollment targets presented in the memo. The big takeaway Theresa noted was the need to

be watchful of spring and keep open conversations around next year's targets. Theresa asked the group for remarks relating to the memo.

Tom DeWit asked, in reference to the last paragraph, 'incumbent upon' who? Ron, this group, or everyone together? Theresa responded with her thinking it is a 'collective we' and that as a committee we are charged with looking at these things as a district. Theresa agrees that this could be a point needing clarification.

Jeff stated when looking ahead the group should also be planning for the possibility of numbers increasing and what that would be like, not just planning for a decrease. If the numbers do go up, we do not want to be in a position to turn any students away. Tom deWit agreed and said he wanted to make sure historical split between the College is maintained.

Theresa shared the document on hold harmless and SCFF that is referenced in the memo, and showed the targets for 2022-2023, as well as year over year comparisons on the splits between the Colleges.

Theresa called for next agenda item.

5. **Summer and Fall 2021 Planning**

Theresa put forth the following questions from the meeting agenda.

- What assumptions are we making about Summer 2021?
- What assumptions are we making about Fall 2021?
- What are the main scenarios for Fall 2021 instruction (i.e. percent of F2F to percent of online?)
- What are we clear on?
- What further information do we need?

Thomas Orf started off the discussion by explaining that after receiving the FTF allocation they decided as a CEMC to discuss how they are going to build a schedule according to the assigned FTEF. They based the discussion on both summer and fall and decided to do it by a three-year average and by discipline. He shared he and Kristina met and modified initial work because some disciplines took a lot of hits. He added that out of all of the times they have ever done cuts or adds, this time was the most data driven. Thomas concluded that they have disseminated the discipline plans, faculty members have them, and they are working on that right now.

Kristina stated that after sending out the discipline plans with the allocations for the year, they then had a subsequent conversation about impressing upon the importance of maybe adding 5% more to summer than has been done in the past. Especially for the disciplines in which there was an enormous demand, then making the subsequent adjustments for fall and spring. Kristina finished off with acknowledging that they had to turn away students this past summer, and in turn would like to capture them this coming summer.

Tom DeWit asked how Las Positas College got the 5% into summer, because Chabot College is working on that now. Kristina explained that it was mostly off of guidance and conversations had with the disciplines.

Stacy's assumptions for summer 2021 is that it will be as big or bigger than 2020 as it has been growing every year. Whereas Fall 2021 is an unknown, there are many uncertain variables making it really difficult to make any assumptions yet. Theresa asked for comments or if any thought had been given to the future regarding two very different scenarios; if COVID-19 is still rampant versus everyone is vaccinated, and the virus is under control.

Stacy said clear messaging about Summer is straightforward and the plan is in place but when she hears that question all she can think is 'Shadow Schedules', furthermore spring was just launched and at Chabot they are not far enough along to start thinking about those Fall scenarios. Kristina explained she has no interest in shadow schedules if they can be avoided, they are very time consuming and draining.

Kristina asked Stacy for her thoughts on the CCCAA (California Community College Athletic Association) approach to building out timelines, could that be a profitable way to think about spring planning, and if she thought that was a successful strategy. Jeff and Stacy both agreed that it was. Jeff explained his viewpoint being a frontline worker for that plan, and how frustrating it was to work on. It has so many changes daily and there was never a solidified plan. If we choose to go with that type of plan, we need to have solid dates and parameters in place.

Stacy concluded her point that due to all the different county guidelines and changes we have seen happen in the past, she is not clear on any assumptions for fall, she is only clear on summer.

Tom deWit asked, regarding the framework, is there talk yet about a guideline related to a vaccine. For example, if by April 15th there is no readily available vaccine, then will we call Fall as being virtual still. Theresa explained that it is helpful to hear these thoughts from the colleges, to gauge what everyone is thinking and planning, and it is interesting to hear that there might be a model based on timelines to agree to. Theresa further explained there has not been a systematic, organized plan yet, mainly because we did not know how long shelter in place was going to last. Moving forward we will need to do that. Sarah emphasized the need to have a really solid understanding early on because of the associated costs to have an effective online system. Therefore, April is too late of a timeline for budget planning purposes.

Ron informed the group of a call he was just in prior to joining the DEMC meeting, and how it relates to this topic. There is a group working on putting together simulations to inform statewide discussions, beginning next week at the state's fiscal advisory work group. One of the topics to be discussed is if the system is forced to make reductions because of cuts to prop 98, how the system may best adjust to those reductions. Going back to what the state Chancellor's office was recommending in May, when the governor was proposing system wide reductions essentially 8.5% cuts across the board. And simulation models on what that would do to small and medium sized districts, multi/single college districts, rural districts, and urban districts. Contrast that to what it would look like if rather than doing across the board reductions, if the State were to implement what we in the past have known as workload reductions. Meaning decreasing, keeping the funding rates per FTES the same, and not just FTES, supplemental grants or supplemental points and success points the same, but reducing the funded cap. Ron suspects there is going to be some push for workload reductions, but they will call it by another name. If that is the scenario supported by the Department of Finance and by the state Chancellor's office, and the governor, then that will obviously have an impact upon our enrollment management discussions. That is one of the underlying factors of not only supporting the DEMC recommendation, but keeping a thumb on the conversation going into early spring. There are conversations evolving at the state level that will impact system funding, but will also potentially impact the funded FTES whether you were a hold harmless district or not. Ending notes made by Ron, there should be more clarity by the February meeting and in the meantime to remain flexible.

Theresa added we will welcome Jonah Nicholas to the conversation as well. Jonah Nicholas will be on board as our Vice Chancellor of Business Services, his first day is next Monday. Stacy added that everyone needs to be flexible, not just academic services but, faculty, classified professionals, and everyone across the board.

Theresa asked the group for clarification of the timeline for developing fall and summer schedules, and what would be coming to the DEMC meeting in January.

Thomas Orf explained that what will be coming back to CEMC is the discipline plan. It will say what courses will be offered but it will not say when they are, or if they are synchronous or asynchronous. It will just be a number of courses. Then about a month after that LPC CEMC has the discussion of the schedule.

Theresa asked about the cycle of schedule production for putting out fall and summer.

Kristina replied normally we start to roll the Summer and Fall schedule out around mid-November and the first drafts are due soon after we return in January. We finish up the two other drafts of the schedule for a mid-April registration date.

Angela Castellanos explained in October Chabot College asks for the first round to be ready by December, and then actual printed schedules to be delivered by the first week of April.

Tom deWit mentioned another variable to consider; most full time faculty sign up for their summer and fall classes before they go on winter break, and this will help with understanding how much people will be working. Also, adding that this year is different and we may need to be more flexible. Typically, at Chabot College, as soon as the approved numbers from the district come back, the schedule is sent to the faculty to be filled out.

Theresa summarized the points. Summer 2021 seems to be very clear, and not confusing to anyone, the colleges are expected to do well, if not better than last summer. Fall is the unknown, the term in which we wish we had a crystal ball. As a district moving forward, we will use the best information given to us and work together.

6. **Non-Credit Planning**

Theresa began with emphasizing the low noncredit numbers and the fact that the planning for noncredit has been a hovering topic for some time. Theresa asked the group for any strategy or thought processes that are going on. Theresa reminded the group that the ESS committee is reviewing the invested one-time district funded SCFF metric projects and we have one project from each college to the tune of about a \$300,000 investment. As to this group, pertaining to enrollment management, it will be nice to hear what is happening at the colleges and to touch base.

Stacy said that she believed online noncredit is not a viable option, and the face to face noncredit they do have is not an essential service, that is why the numbers are down at Chabot College. In terms of future planning, she stated they have some CDCP noncredit certificates approved. She stated hoping to offer those in the spring 2021. Some of the areas of concern are the faculty being so busy with accreditation, attendance, EMP, and the fact that due to shelter in place some of these new plans may not be able to happen.

Miguel added there is a large perception issue with noncredit not being as important or valuable compared to credit classes. A big area being ESL, he mentioned looking at about a dozen colleges offering high level ESL in a noncredit format and doing really well. He believes the district needs to evaluate what is important for the students not just valuable to the colleges. One valuable area that is making a lot of headway is business, there are about 12 classes in the process of getting written up and submitted to curriculum. Another area he

noted was CAST, which is a large program but only one class is linked to a degree. The CAST program is being worked on heavily by an adjunct and Miguel believes most of CAST will be moved. Automotive and English have a few things being done, and math is almost finished. By this time next semester Miguel believes to have a fairly comprehensive catalog of noncredit that has been approved, or in the approval process.

Stacy added on the financial side, the state needs to settle on how the reimbursement will be done because right now reimbursement is too low.

Ron said there are discussions and meetings happening with that, and he is hopeful it will go through, but not sure on the longevity of that change.

Rejeev asked how other colleges are offering so many noncredit courses since they must be getting paid the same amount as us.

Craig clarified that it is just online noncredit that is the issue. It is too hard to prove the actual contact hours and get the compensation, the formula is very complicated. A recent curriculum presentation seen by Craig was basically pushing the idea that noncredit online should not be done.

Kristina pointed out the silver lining in the push to online learning is the discussions about changing the attendance accounting method and she applauds the advocacy work the CIOs have been doing.

Sarah asks if the district one-time funded SCFF project is subsidizing the college's noncredit for longer than 2021? Kristina said it is for three years.

Theresa reminded the group that these projects will be talked about at the upcoming November ESS meeting, where some of the DEMC members are also active members.

Sarah said that Las Positas College's noncredit and credit numbers are down about the same amount, basically mirroring each other. In the FTEF structure the college cut a lot more in noncredit and only went down slightly for FTEF in credit courses. In FTEF noncredit they reduced by 50%. They are down by 17% but the cost effectiveness they generated is much higher. So, it might be worth it to stay on the same track and see what else we can do.

Theresa closed the meeting with the understanding that these will be some ongoing topic discussions, the district will continue to be on top of the everchanging times while following student demand, and continuing with nimbleness and flexibility.

7. **Other**
No discussion.