



Enrollment Management Committee

1:00 pm - 3:00 pm on January 21, 2021

Zoom: <https://cccconfer.zoom.us/j/98580482964>

MINUTES

Attending Members: Geisce Ly (Admin Co-Chair), Wynd Kaufmyn (Faculty Co-Chair), Monika Liu, Vinicio Lopez, Erin Denney, Carole Meagher, Chandra Edelstein, Aurelien Draï, Angelica Nevarez, and Luisangela Marcano Gonzalez

Resource Attendees: Pamela Mery, Rosie Zepeda, and Lisa Cooper-Wilkins

Alternate Attendees: Monique Pascual, Steven Brown, Edgar Torres, Vaishali Jogi, and Arlette Marcial

Guests: Wendy Miller, Fanny Law, Darryl Dieter, John al-Amin, Kit Dai, Simon Hanson, Joe Reyes, Tom Boegel, and Mitra Sapienza

Spring 2021 Meetings: 1 – 3 pm on February 18, March 18, April 15, and May 20

No.	Item	Discussion/Outcomes	Follow up/Individual Responsible
1.	Welcome	The meeting will be recorded. Welcomed new members.	Geisce/Wynd
2.	Approve of Minutes	The 12/17 meetings were approved without corrections. The Joint EMC and Budget Meeting minutes were approved without corrections.	Geisce/Wynd
3.	Approve Agenda	Approved without modifications	Geisce/Wynd
4.	Discuss Marketing Efforts	Rosie Zepeda, Director of Marketing, Public Relations & Government Relations provided the following updates: <ul style="list-style-type: none"> • CityNotes has been revised. Please use the new link to submit an item. In the latest issue, the Library received the most clicks. • Social media numbers have gone up. From December to January, our reach went up with increased views and engagements. • COVID Newsletter. Another newsletter will be out later this afternoon. Please share this info widely! • Rosie is updating forms to include a press release request form. • The College is moving to Board Docs for Participatory Governance. 	Action: Geisce will email members about interest in Ad Hoc Marketing Sub Committee (Need a point person)
5.	Discuss Student Support Strategies Ad Hoc Committee	Dr. Lisa Copper Wilkins, Vice Chancellor of Student Affairs provided information about the following the Chancellor’s Task Force-Student Support Strategies Ad Hoc Committee to the	Action: Geisce will send a call for participants to the

		<p>EMC. The purpose of this Task Force is to engage in collaboration to support students in re-enrolling at the College by advancing recommendations regarding pertinent strategies, tools and promising practices.</p> <ul style="list-style-type: none"> • Members had questions about the membership. It was recommended that it should be an open committee instead of the standard appointment limits. Include participants based on roles at the College. Suggestion to put out a call for membership. • Discussion about enrollment growth opportunities and program discontinuance. • Suggestion for a Marketing Work Group. CTE courses are hands on and students need support (hardware). • The projected timeline is aggressive. The first meeting will take place the first week of February. The members will outline a timeline. 	<p>EMC membership (Lisa)</p>
<p>6.</p>	<p>Joint EMC-BC Meeting</p>	<p>Members read aloud the <i>Instructional Budgeting and Schedule Development Process</i> document.</p> <ul style="list-style-type: none"> • Request that the College is transparent about the metrics used to make decisions. • Need to connect the document to Program Review, and the PGC Budget Committee/budget planning process. • VC Boegel shared that Summer 2021 Budgets are published. He asked the members for their thoughts on enrollment goals for 21-22. Does the committee want to make recommendations for enrollment? There are internal and external factors that impact enrollment. For example, we have offered more sections with the idea that enrollment would increase and it has not. The committee could consider looking at external factors such as where enrollment is going in various sectors, in the Bay Area, etc—what are the external impacts on enrollment? This information helps inform the budget discussion. • Request for additional outreach efforts. • If you tell us how many FTEF we can afford, we can set a budget. If we set an enrollment target without this knowledge, it is a chicken and an egg situation. • What enrollment goals serve the community? If there is a community that we can serve, we need to find the budget to support that community. We need to name the needs in the community and the projected enrollment goals should be. We can then look at what we can afford. • What is our theoretical enrollment, and look at full classes, waiting lists—what would that enrollment be? Looking at partially enrolled sections, do the same. Based on the enrollment that we could get, in response to students, what would our enrollment be? 	<p>Action: Request for report back from the Ad Hoc Sub Committee at the February Meeting (Wynd)</p> <p>Action: Geisce will send an email asking for participating in reconvening the Ad Hoc Data Sub Committee. Pam will reconvene the group and look at building enrollment projections into the broader view.</p>

		<ul style="list-style-type: none">• Time is a factor. Schedules need to be built. We need data on fill rates, what are we offering now and how well is it doing? We don't know what will happen with COVID? Joe pointed out that the data has been provided to the department chairs by Research.• It is a challenge to set enrollment projections without knowing what we are getting from the State/CCCCO. It's inconsistent, especially when we base offerings on projected budgets. We need to go to the State and advocate for a change in CCC funding.• Spring 2021, students were not blocked for pre-reqs and registered for sections they were not eligible to enroll in (1200 students). The students were dropped. The College could come together and get these students into other classes.• College Scheduler has a lot of features that are not used. It can look at course demand, locked sections, time of day demand.• For the State budget, projected revenues will be flat or up next year. Where are we seeing the most interest from students? There are ways for us to look at data to identify these enrollment numbers.•	
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Meeting adjourned at 3:10 pm

Respectfully submitted by Cynthia Dewar