



Enrollment Management Committee
1:00 pm - 3:00 pm on December 17, 2020
 Zoom: <https://cccconfer.zoom.us/j/94092869766>

MINUTES

Members Present: Geisce Ly (Admin Co-Chair), Monika Liu, Wynd Kaufmyn (Faculty Co-Chair), Denise Selleck, Edgar Torres, Colin Hall, Aurelien Draï, and Chandra Edelstein

Alternates Present: Kit Dai, Simon Hanson, Joseph Reyes, Steven Brown, Vaishali Jogi, Jeevan Rijal, and Arlette Marcial Santana

Resource Members Present: Pamela Mery, Lisa Cooper-Wilkins, John al-Amin, Rosie Zepeda, and Darryl Dieter

Guests: Carole Meagher, Donna Reed, Edie Kaeuper, Fred Teti, Erin Denney, Anna Asebedo, Tom Boegel, Fanny Law, Lancelot Kao, Michael Vicencio, Denah Johnston, Ian Duncan, Susana Atwood, Diana Garcia-Denson, Jill Yee, Lorraine Leber, Michael Needham, Torrance Bynum, and Rosario Villasana

Spring 2021 Meeting Dates: 1 – 3 pm on January 21, February 18, March 18, April 15, and May 20

No.	Item	Discussion/Outcomes	Follow up/Individual Responsible
1.	Welcome	<ul style="list-style-type: none"> • Acknowledgement that this is Denise’s last EMC Meeting. Thank you! • Introduction: Rosie Zepeda, new Director, Marketing, Public Relations & Government Relations • Introduction: Lisa Cooper-Wilkins, new Vice Chancellor of Student Affairs 	
2.	Reviewed and Approved Minutes	MSP: Approved Minutes from the November 19, 2021	
3.	Approve Agenda	MSP: Agenda Approved	
4.	Discuss Carole Meagher’s Thoughts About the Multi-Year Budget and Enrollment Strategic Plan	<ul style="list-style-type: none"> • Budgeting priorities focusing on financial stability. Movement to 2-3 year enrollment/scheduling plans. • Need to identify areas for growth. • National enrollment report indicating community college enrollment has seen the most significant decline in higher education for Fall 2020. • Department contributions and program expenses. Which avenue is the right one for offering courses (credit, noncredit, not-for-credit)? Need to be intentional about this decision. 	

		<ul style="list-style-type: none"> • Being thoughtful in scheduling in terms of location and course sequencing so we can say to our student, here is the program, this is where/when you can start, this is how long it will take. • Headings of document asking fundamental questions, and need for a unified plan by the College: Shifting from <i>this is the work to do</i> to <i>this is the work we are doing</i>. Asking for administrative response. • Note: Time was extended to discuss this item. 	
5.	Discuss and Recommend Instructional Budgeting and Schedule Development Process – Set Enrollment Goals	<ul style="list-style-type: none"> • Reference to Wynd’s suggested edits. • Members looked at the <i>Instructional Budgeting and Schedule Development Process</i> document. • Tom is asking for endorsement of the document from EMC about the process. He noted departments are given an instructional budget; scheduling is done with chairs and deans at the department level. • Wynd shared the <i>Instructional Budgeting and Schedule Development Process</i> document with her comments and suggested edits. • In the document, budget considerations, data considerations, request to add a reference about English Language Learners. Denise will think about more specific language and share with Wynd. • Request to include Veteran’s, Pacific Islanders...concern about listing specific populations to include all disenfranchised students. • Suggestion to form a sub-committee to discuss data considerations specific to student populations and data provided to department chairs (correct data). Consider class. Those interested in being on this sub-committee include: Wynd, Steven, Joe, Pam, and someone from Office of Student Equity. • Suggestion to be mindful in making reasonable data requests. • Under “additional consideration” suggestion to add international students to partnerships. • Clarifying that data will be provided by the Office of Institutional Research. • Document can clarify additional considerations such that there is a clear data point to measure the consideration. What does the “additional consideration” mean? How is it quantified/measured? • Schedule development for 2021-22 will start at the beginning of February 2021. • Office of Student Equity has metrics to identify student groups. Some data discussed is not collected. There needs to be collective agreement on the data that will be used. Pam asks that there is consideration about not labeling the data as “wrong”. • Consider student demand and waiting lists. • EMC becoming a repository for data that all schools and departments will use. Move away from transactional 	<p>Action: A subcommittee is formed to discuss edits to the <i>Instructional Budgeting and Schedule Development Process</i> document. Wynd will contact those who volunteered: Steven, Joe, Pam. Call for student and classified participation. Request to reach out to Office of Student Equity for a participant.</p>

		process. As we produce a schedule for 2021-22, the EMC knows the goals that were used to develop that schedule.	
6.	Highlight Scheduling Data for Department Chairs and Deans - Pivot table updates	<ul style="list-style-type: none"> • Pam walked EMC through the data. • It is a starting point. Concerns about interpreting the data outside of the department chair and dean role. • This is what the department chairs have been asking for, for a long time. It's a huge step in the right direction in order for chairs to plan schedules. • Request to publish this as a common database for chairs and deans to access. The goal is to make the appropriate pieces public. 	
	Summer Instructional Budgets	<ul style="list-style-type: none"> • Academic Affairs is at the beginning stages of working on the Summer 2021 Schedule. • Goal to increase FTEF and FTES for Summer 2021. Considerations included SFUSD Credit Recovery and better chance of in-person instruction. • Summer 2021 restored to 70 FTEF that would generate about 1100 FTES. • Planning on mostly remote in Summer 2021. • Departments requested about 78 FTEF. • DMI requires summer instruction. • Need to still support SFUSD Credit Recovery • Maintain departments at Summer 2020 levels (so long as that is what they requested) • Increasing departments at requested level. If a department did not make a request, not forcing a request. • Funding noncredit. • Increased budgets for Mathematics, Credit ESL, World Languages. • Initial instructional budget and FTES goals published. Chairs work on schedule and submit to supervising dean for approval. Deans have flexibility in working between departments. Continued monitoring of actual Spring 2021 expenses and projected Summer 2021 expenses. • Goal is to be in a place to add classes in response to enrollment demand. • Future agenda item is to discuss college-wide marketing efforts and student support strategies to increase enrollment. Benefit to the committee in understanding the College's commitment to collaborate with Student Affairs and Marketing/PR. 	
7.	Future Agenda Items	<ul style="list-style-type: none"> • Discuss marketing efforts • Student support strategies and outreach plan • Subcommittee update 	10 minutes
<p>Join from PC, Mac, Linux, iOS or Android: https://cccconfer.zoom.us/j/94092869766 Or iPhone one-tap (US Toll): +16699006833, 94092869766#</p>			