

PBIM MINUTES

DEMC: District Enrollment Management Committee
 Friday, September 15, 2017 at 9-11 AM
 PCCD District Board Room

Membership (names and titles): Kelly Pernell, BCC Academic Senate President; Blake Johnson, Laney College Faculty Member; Bradley Balukjian, PFT Representative; Jeff Heyman, Executive Director of Communications; Mario Rivas, Merritt College Academic Senate President; Tamika Brown, Assistant Vice Chancellor of Enrollment Management; Cleavon Smith, District Classified Senate President; Tina Vasconcellos, COA Vice President of Student Services; Rochelle Olive, COA Academic Senate President; Jason Cifra, BCC Vice President of Student Services; Myron Jordan, COA Vice President of Instruction; Jeff Lamb, Merritt College Vice President of Instruction

Present: Kelly Pernell, Blake Johnson, Bradley Balukjian, Jeff Heyman, Mario Rivas, Tamika Brown, Cleavon Smith, Tina Vasconcellos, Rochelle Olive, Jason Cifra, Myron Jordan, Jeff Lamb

Guests: Dr. Annette Dambrosio, District Accreditation Consultant

Absent: Roman Kaludi, Student Representative

Agenda Item	Committee Goal	Strategic Plan Goal	Outcome
I. Standing Items			
-Call to Order			<i>9:11 AM</i>
-Adoption of the Agenda			<i>Adopted as presented</i>
-Approval of Minutes (insert appropriate dates)			<i>No minutes to approve</i>
-Public Comment			<i>None</i>
-Reports from Sub Committee (2 minutes each)			<i>None</i>
-Co-Chairs Report			<i>None</i>
-Chancellor's Report			<i>None</i>
II. Carried-Over and New Items			
2017 – 2018 PBIM Procedures: Dr. Annette Dambrosio	<i>Establish common, district-wide goals and perspective</i>		<i>Dr. Dambrosio: Everyone include me; all the members represent a constituency, not just one college. Piloting by-laws (i.e.: if you miss 3 meetings, you will be replaced).</i>

<p>Review of District Enrollment Management Working: AVC Tamika Brown</p>		<p><i>Handout distributed during meeting for plan goals (create a district enrollment management task force)</i></p>	<p><i>RP Group & Cathy Hasson, as a research team, will help get an environmental scan. Research data can be viewed online. Strategic roles are missing from the handout. Director Heyman: Look at upper salmon box of the colorful document information in detail to change or keep (it should not say “remain flat.”) VC Brown will email out “homework” to be completed by 9/29: review the draft SEM plan and the environmental scan.</i></p>
<p>Key Aspects of Enrollment Management: VC Siri Brown</p>	<p><i>The aim is that we (each committee) establish one or two goals only, and to accomplish this within the year.</i></p>		<p><i>There are many different components of enrollment management that need to be understood before setting committee goals (see “purpose” text). Rivas, Merritt Academic Senate President: put text in quotes and do not use lowercase. (See attached “Popcorn” of goal ideas)</i></p>
<p>September 29th District goals workshop</p>			<p><i>VC Brown will email Cathy Hasson to reschedule</i></p>
<p>Election of Faculty Co-Chair</p>			<p><i>Johnson, Laney Faculty, and Pernell, BCC Academic Senate President, nominate Rivas; Rivas accepts.</i></p>
<p>Data Request to Lead the Work</p>			
<p>Open Comments</p>			
<p>III. Adjournment</p>			<p><i>10:58 AM</i></p>
<p>IV. Next meeting</p>			<p><i>Monday, October 9th 1-3PM</i></p>

Brainstorming of DEMC Committee Goals - one or two - to accomplish in one year:

1. Cifra: get PT students to become FTE - focus on moving in rather than moving on.
2. Rivas: each campus have an SEM plan and structure (an enrollment management committee that integrates the plans on campus); support them by asking, "How is your plan going?"
3. Pernell: address scheduling practices by improving scheduling processes, look at the data component of scheduling. Address what the student may actually need, not solely base reactions to the prior year. Heyman: combine the class schedule across all colleges; streamline online application and enrollment process
4. Balukjian: integrate scheduling with letter assignments (as stated in contract) and schedule one year in advance. Vasconcellos: schedule *two* year schedule planning for all certificate and degrees. Develop a baseline schedule so students get through, start immediately. Recommend submitting a summer, fall, spring, by February 1.
5. Smith: compose a thorough scan of leakage in students to identify and eliminate factors that push students out of enrollment or to PT. Balukjian: integrate college PIOs much more to get the college more involved and informed; have a full time outreach person in every college with better coordination. Olive: align the outreach and recruitment efforts with the other colleges.
6. T. Brown: COA's plan has a clear delineation of functions, map out some of that for some key components (how we, as a service center, support the colleges).
7. Heyman: hire "them" to put together the map that Cifra referred to to show us where holes are (enrollment pipeline); provide the colleges with the right kind of information to accomplish stated goals: host training and information sessions related to how we get our rules of engagement around enrollment management in terms of apportionment, FTS, and productivity.
8. Schedule development - what kind of data reports do we have available? Where are our blockages? Minimum cycle of courses to be offered for completion.
9. Balukjian: what are we calculating our productivity at? Budgeting for part timers? S. Brown: move away from borrowing from the summer, not a desirable regular pattern
10. Jordan: set timelines for scheduling.
11. Vasconcellos: obtain predictive analysis data (from IR).
12. Cifra: national movement PAR - based off of student enrollment scheduling, graduation, environmental scan.
13. Balukjian & Rivas: be truly committed to goals such as not borrowing from the summer. Lamb: establish a clear target in advance and a multi-year plan to get it reached (what is reasonable this year and what kind of growth can you plan for in years 2 and 3? What are colleges doing now and what opportunities are there for growth?)
14. Pernell: address conflict (when student demand increases at another college, for example). Vasconcellos: look at program viability, have funds set aside for innovation.
15. Balukjian: Use lobby groups to lobby for first year free tuition.
16. Rivas: increase enrollment vs. improve what we are actually doing for students.
17. S. Brown: The apparent goals are *scheduling* and *outreach & recruitment* (and to finish our plans); ask for reports on streamlining the enrollment process from IT/AR working group. General language:
 1. "ID and advocate for resources...."
 2. "Make recommendations moving forward"
 3. "Advocate and recommend and implement"
 4. "This committee makes recommendations to PBC"
 5. "Identify, advocate, and recommend the tools, information, and resources for colleges to develop an effective/efficient schedule that is responsive to student needs while meeting district enrollment targets."
 1. Improve scheduling practices to increase enrollment
 6. Outreach: inform by data, advocate resources.... (Mario will email). Must define the meaning of "outreach."
 7. Assign deadline to goal(s).