

**District Enrollment Management Committee
(DEMC) Minutes**

Friday October 9, 2017 1pm-3pm
District Board Room

Committee Membership: *Bradley Balukjan, Siri Brown, Tamika Brown, Jason Cifra, Jeff Heyman, Kelly Pernell, Rochelle Olive, Jeff Lamb, Myron Jordan, Mario Rivas, Roman Kaludi, Tina Vasconcellos, Blake Johnson, Cleavon Smith*

I. STANDING ITEMS

- A. CALL TO ORDER at 1:06
- B. ADOPTION OF THE AGENDA
 - Refining and restating the scheduling goal, (Bulk of scheduling time round 1)
 - Mario Rivas elected co-chair- he would like to defer, and pull back and nominate Rochelle Olive. Unanimous approval of Rochelle Olive
 - Agenda approved.
- C. APPROVAL OF MINUTES
- D. PUBLIC COMMENT
- E. SUB COMMITTEE REPORT
 - We should not make our own subcommittee (Siri Brown)
- F. CO-CHAIR REPORT
- G. CHANCELLOR’S REPORT

II. CARRIED OVER AND NEW ITEMS

<p><i>District Goal Setting Reminder: October 27 10-3pm</i></p>	<ul style="list-style-type: none"> • Objective is to increase enrollment for Peralta Colleges, What are we actually doing to increase enrollment? • Change the focus on #16, in favor to adopt the motion in #16 <p>Motion to change the focus on DEMC committee goals #16</p> <p>Goal setting</p> <ul style="list-style-type: none"> • Invite to come to District Enrollment- begin to look at the draft • Mario Rivas, make a decision who will come for district goal setting.
<p><i>Sub-Committees</i></p>	
<p><i>Restating and Refining Goal 1-Outreach</i></p>	<ul style="list-style-type: none"> • Everyone should have one person on the ground, and have a strategic plan about particular high schools. All four colleges. • We do not want to add more people to committee but invite individuals to it. Difficult for roles and positions to determine who • Enrollment Management • Recruitment and scheduling- Concurrent enrollment, and Dual enrollment- What is the purpose for committee? • There is a draft of a plan for enrollment management. The committee is helping with that by accomplishing two goals on the list. • What does Peralta want to do and what audience needs to be captured? • Each college had a certain area assigned by zip code for outreach that had a positive outcome. Each person geographically was contributed to that space. Kept in contact with counselor’s organization.

	<p>Motion on floor to add 1 person from each college to do outreach on the ground. Tabled until next meeting.</p> <p>Objective is to have an outreach committee that is an organized task force with 1 representative from each college looking at different strategies of recruitment within their expertise position. This may include organizational work, analytical data, high school tracking, global and cultural awareness.</p> <p>How this may look:</p> <ul style="list-style-type: none"> • Teams should be organized in a task force. • Outreach committee have 1 outreach lead per college. • Vice president of Student Services provided outreach for geographic area. Organization needed. • Included the outreach members from each college. Focus on CTE. • Draft of outreach leads, draft provides consistency in staffing. • High school tracking their on targets, and will start doing for student enrollment, • Get the word out and awareness about what is happening, global awareness. • What can we add to our goals, where can we help and refocus, to help advocate and promote for outreach? • See more promotion of different programs and not colleges. Important that you have diversity for a better response. Look for other places to do outreach. Look at cultures. Help find the marketing expertise. Everyone does not know what is going on. Student support. Faculty provides more information. <p>Motion- Tabled (next meeting have Tamika go over data to look over it) to have a proficient status.</p>
<p><i>Restating and Refining Goal 1-Scheduling</i></p>	<p>Objective goal is to get everyone on track by completing a 1 year schedule for colleges to provide a better overview of scheduled classes and college agendas. With a year scheduling plan colleges can analyze classes and times across disciplines.</p> <ul style="list-style-type: none"> A. Concerned about meeting for 1 month (Siri) Brainstorming, and focus on what we are going to do with scheduling- what is the focus and narrow it down A. one year agenda B. All colleges utilize template to create online scheduling Better format/ and data C. What is the 4 colleges look- needs to compare student outcome within colleges D. (Jeff)- combing the colleges- making sure classes do not over- lap everywhere else E. (Brad) Make a reporting mechanism for faculty for schedule of classes, and a collaborative effort.

<p><i>Data Request to Lead the Scheduling Work</i></p>	<p>Objective Goal - Trainings for VP and Deans to get help in order support colleges and to coordinate with committees in establishing roles for analyzing and looking at data.</p> <p>A. Concerned data was miscalculated, a number of faculty does not know what FTES is. Make sure data is accurate. Not enough coordination. Some deans are not fully trained to look at data</p> <p>B. What actual data needed to be looked at by chairs? We should line up the budget process with scheduling</p> <p>C. Trainings needed and looking forward to looking at 2 academies. Deans and Chairs to be trained.</p> <p>D. Do a full analysis of schedule of classes for individuals across disciplines.</p> <p>What role can this committee play with Scheduling?</p> <p>A. Deans and VP get together (WE NEED TO GET AN ANAYLSIS) to see how classes are diversifying students upon scheduling classes.</p> <p>B. Look at district wide.</p> <p>Refining 2nd goal around scheduling, data, and thinking the role within those timelines. How data is presented</p> <p>Completing draft of what an enrollment management plan looks like, so that everything can coordinate.</p> <p>Communication policy for scheduling amongst faculty and other campuses</p> <p>Motion around 1 year schedule, going to assist with data collection mechanism and training.</p> <p>Calling for summer 18- Fall 19.</p>
<p><i>Open Comments</i></p>	<p>Scheduled Course Leaf coming at 10:00-11:00 am for online scheduling meeting.</p>
	<p>Subcommittee- Need to find a time to meet.</p>

III. Adjournment

IV. Next Meeting (Friday November 17th 1pm-3pm)