

PBIM MINUTES

District Enrollment Management Committee

Friday, December 8, 2017 9 – 11 AM

District Board Room

Membership: Siri Brown, Vice Chancellor of Academic Affairs; 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; Rochelle Olive, COA Academic Senate President; Myron Jordan, COA Vice President of Instruction; Jeff Lamb, Merritt College Vice President of Instruction; Richard Thoele, SEIU Representative

Present: Siri Brown, Tamika Brown, Blake Johnson, Rochelle Olive, Mario Rivas, Bradley Balukjian, Richard Thoele, Jeff Lamb, Jeff Heyman

Guests: 2 guests from COA, Cleavon Smith, Clifton, Donald Moore, Jason Cifra, Tina Vasconcellos

Absent: Kelly Pernell, Myron Jordan

Agenda Item	Outcome
I. Standing Items	
Call to Order	<i>9:11 AM</i>
Adoption of the Agenda	<ul style="list-style-type: none"> • <i>Add Richard Thoele to Agenda (he has been participating since October)</i>
Approval of Minutes 11.17.17	<i>Approved</i>
Public Comment	<i>None</i>
Reports from Sub Committee	<i>No Report</i>
Co-Chair Report	<i>No Report</i>
Chancellor's Report	<i>No Report</i>
II. Carried-Over & New Items	
District Goal-Setting Review & Next Steps (VC Brown)	<ul style="list-style-type: none"> • Cathy Hasson Session <ul style="list-style-type: none"> ○ Structure, break-out sessions, and discussions were beneficial ○ Complaint: no drafted, rudimentary goals ○ To Do: correct inaccurate website information ○ Friday 26 January, 2-5 PM for goal-setting session
Goal 1: Outreach & Marketing Updates (AVC Brown & Director Heyman)	<ul style="list-style-type: none"> • Overview of PCCD Outreach & Recruitment (in Dropbox): AVC Brown <ul style="list-style-type: none"> ○ Technology, infrastructure, implementation ○ About 50% conversion rate of those who apply to those who enroll ○ FAQ, how-to videos, custom reminders, e-campaigns, personal reach-outs ○ Cleavon: Faculty can help students to overcome a “fear of the load” when considering more units. Prior to Guided Pathways launch, examine what classes complement each other and make sense to enroll in together. ○ Scholarship and grant programs connected to Guided Pathways: communication is the largest issue to work on ○ Rochelle: host scholarship/grant campaigns to inform students of opportunities; also speak to students in terms of “classes” vs. “units” ○ PIOs link to District Website ○ Jeff: continue to focus on college identity; speak to students in contexts of completion (i.e.: you are 3 classes from your degree) ○ Richard: some students' SSNs are not populating on form, they are not receiving their welcome letters, and their application is stuck. However, once Clifton's

	<p>queries had been established, the requests have gone down or remained about 20-30; students may not be aware that they need to submit an application or are waiting for their welcome letter. (Lists are being made regarding what is needed for smoother functioning)</p> <ul style="list-style-type: none"> ○ Targeted outreach marketing for “Super Saturdays” ○ Mario: can assess by quantitative correlation with goals (“technology, infrastructure, implementation” slide); “Student Help & Empowerment Wheel” for Faculty, too, on website ○ Bradley: execution of Super Saturdays needs improvement on the campuses; make it more of a campus event (i.e.: open house), not just tied to enrollment ○ Jeff Heyman: Problem! No consistency in advertising. Not centralized. <ul style="list-style-type: none"> ● Marketing Plan for Career Education Presentation (in Dropbox): Director Heyman (Publications, Communication Information, and Media) <ul style="list-style-type: none"> ○ Publications, Announcements & Community Relations, Media Relations ○ Seeing his department efforts being duplicated by DEMC and colleges (since his department’s budget was cut in 2009) ○ Mario: wants a list of what his department did prior to budget cuts and what he does now, and also one from Tamika to compare
District to College Communication: Outreach & Marketing	<ul style="list-style-type: none"> ● Hierarchical structure from College to District gets complicated with Presidents involved ● How are faculty and staff more involved in the allocation of resources? ● PIO’s used to report to Jeff (Tina: this model worked well), but then changed to Presidents with a dotted line back to Jeff; then positions were decided by the colleges and only BCC kept PIOs. ● Ideal: 4 full, well-coordinated PIOs ● Outreach specialists in addition to PIOs seemed to be helpful ● Sentiment of competition exists among colleges ● Rochelle: plenty of talk regarding enrollment and schools’ programs, but no one is offering CAREERS. Need to advertise careers, offer career exploration.
Gov Delivery (PFT Rep Balukjian)	<ul style="list-style-type: none"> ● Able to text message ● Ease of use is a benefit ● Not free, paid by District (Director Heyman’s department)
1-Year Schedule-Delay & Setting the Foundation	<ul style="list-style-type: none"> ● Because the presidents feel this plan is too early/fast, a delay is in place in order to first work out: <ul style="list-style-type: none"> ○ Nathan Pellegrin is being hired to accumulate data and analyze history (to be completed by April); will present his findings. ○ Guided Pathways plans are due in the spring ○ Established by August: all chairs are trained on how to use this platform <ul style="list-style-type: none"> ▪ Challenge: how to get them to work over the summer ○ CourseLeaf demonstration/product for 2018-2019 FY
FLEX Day: District-wide Chairs Meeting – Activity?	<ul style="list-style-type: none"> ● Call chairs and faculty to gather for meetings (à la Debbie Budd) ● Caution: because disciplines are clustered together, a multi-discipline chair may be double-booked on discipline-specific meetings. ● Jeff: also the function of the course (in addition to discipline) could be topics for discussion
Closing Comments	<ul style="list-style-type: none"> ● None
III. Adjournment	<i>11:11 AM</i>
IV. Next meeting	<i>Friday, February 9th; 9 – 11 AM</i>