

PBIM MINUTES

District Enrollment Management Committee

Friday, April 20, 2018 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; 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; Richard Thoele, SEIU Representative

Present: Kuni Hay, Jeff Lamb, Rochelle Olive, Bradley Balukjian, Blake Johnson, Richard Thoele, Tamika Brown

Guests: Cleavon Smith, Thomas Torres Gil, Jennifer Shanoski

Agenda Item	Outcome
I. Standing Items	
Call to Order	<i>9:09 AM</i>
Adoption of the Agenda	<i>Adopted</i>
Approval of Minutes	<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	
PBIM SURVEY	<ul style="list-style-type: none"> • Completed in meeting
Our Goals & What We Have Accomplished	<ul style="list-style-type: none"> • Scheduling <ul style="list-style-type: none"> ○ Did not meet goals. ○ Working group got more done – make DEMC a workgroup? ○ A clearer delineation of functions is needed between colleges and district. What are the colleges' common strategies to increase student services in which DEMC can muscle the changes? ○ Define scheduling practice "schedule development:" how do we look at enrollment management, including the fiscal element? Bring state initiatives (like Guided Pathways) in – how do "we" have this conversation? Clarifying these things would help with the structure. ○ Can and should look at how to remove the barriers to enrollment and collectively strategize cost to colleges in addition to the numbers because they set the tone for everything on the agenda. ○ CourseLeaf, Nathan Pellegrin, and Marketers/PIOs are in place, though there is no proposed resolution. Is there a role for DEMC in target-setting discussions? ○ Unfocused amidst a wide range of information: would like to focus on one topic per meeting in order to be productive. Not having key representatives from each college also affects productivity. ○ Can set goals, but needs to be more deliberate (ie: by this date, by this committee, etc.) ○ Needs project management: will getting more people in the room yield a better outcome without a plan? ○ Needs to develop a history in regards to the task of enrollment management;

Marketing Proposal from DEMC

SEM Goals Update

Fall Numbers

needs a clear evaluation of goals over the next five years and to keep focused (referring to the website's DEMC goals) ie: "what did we do in these areas?"

- DEMC has done some things; but DEMC has been more reactive than proactive
- It is important to list the accomplishments and then discuss how to improve upon them or note what was missing. On goals: should it be the same 2 goals/charges, or new ones?
- Create a report for the district reflecting what has been done and what will be implemented (more than what the survey contained). Send out in order to reflect upon for next year.
- Start next year examining current funding enrollment, target enrollment, what are the barriers, what are the action items addressing the barriers, how does outreach and public information intersect, who reports to whom, how we can use outreach and recruitment to improve enrollment. Keep the same 2 goals with a clearer process.
- Should this committee continue, but with refinements next year?
 - Mario, Jeff, Kuni, Bradley, Tamika, Richard, Blake: yes
 - Cleavon, Rochelle, Siri: no, because of the overlap with DAASC; but DEMC is a valuable workgroup to maintain; needs to be rolled back with or a sub-committee of DAASC
 - Consider opinion in regards to vacant marketing/outreach positions
 - Worthy and important committee; yes with adjustments
 - At the last meeting, flush out this discussion for next year. Should be the only topic outside of Nathan's presentation
- Add student services, college PIO, finance, research reps
- Align college and district outreach efforts
- Confusion on outreach amongst all four colleges and the district
 - Propose no outreach from district, but someone must coordinate outreach efforts.
 - Should be at the colleges; students expect the colleges
 - Push for a district director of outreach
 - PIO positions were often left vacant (PIOs used to report to Jeff)
 - District service's role is to support the work of the colleges (what accreditors look for) – goes back to delineating responsibilities between the two entities.
- Outreach
 - Should be college-driven
 - District outreach? Position? Duties?
 - Is the district *the* source? Who is going to coordinate outreach?
 - District outreach director vs. director of marketing?
 - Provide something to choose from and get feedback
 - Assuming there is a difference between marketing (commercials, radio, bus ads, etc.) & outreach (presence/contact), but is there?
 - Invite the chancellor or the author of the job description to get a feel for their objectives and help inform their decision
 - **Motion: Marketing & Outreach are integrated into one position (district executive director of marketing and outreach) and that the priorities are defined by/as marketing & outreach and coordination with the colleges and that resources are made available to the colleges to strengthen their outreach**
 - 5 in favor; 2 abstain; Motion pass
 - Siri send to PIOs, outreach leads, get feedback in 1 weeks' time, gather comments and communicate to DEMC for adjustments
- Skip
- 19,500 with 17.5 productivity
- Timeline around information is a piece for discussion

Open Comments	<ul style="list-style-type: none"> • District Finance never follows BAM; revenue vs. expenditures do not match up. VPIs are given a budget based on BAM <ul style="list-style-type: none"> ○ FTEF: based off of BAM ○ Motion: extend the last meeting to include discussion for making target-setting a part of the participatory governance process <ul style="list-style-type: none"> ▪ Bradley seconds, but table for August ▪ No time to make this motion • Increased FTEF (supporting all dual enrollment with a separate allocation) • FTEF allocations were never considered; colleges always spent over (so what seems like a cut isn't). <p>None</p>
III. Adjournment	<i>11:04 AM</i>
IV. Next meeting	<i>Friday, May 11th; 9 – 11 AM</i>