

PBIM MINUTES

District Enrollment Management Committee

Friday, November 17, 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; 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: Siri Brown, Tamika Brown, Blake Johnson, Rochelle Olive, Kelly Pernell, Mario Rivas, Jeff Heyman, Bradley Balukjian, Richard Thoele

Guests: Sharon Millman, Nathan Pellegrin, Lashaune Fitch, Jane (Foye?), Min Wu, Johnny Dong, Byung Kyo (Andrew) Park, Amany ElMasry, Carl Ogde, Chuen Chan, Derek Lee, Fred Bourgoin, Natalie Rodriguez

Absent: Jason Cifra, Jeff Lamb, Myron Jordan, Roman Kaludi, Tina Vasconcellos, Cleavon Smith

| Agenda Item | Outcome |
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| I. Standing Items | |
| Call to Order | 9:09 AM |
| Adoption of the Agenda | <ul style="list-style-type: none"> • “District goal-setting session” changed to two minutes • Agenda approved. |
| Approval of Minutes 10.9.17 | <ul style="list-style-type: none"> • Include Richard Thoele (SEIU Representative) to committee membership |
| Public Comment | |
| Reports from Sub Committee | No Report |
| Co-Chair Report | No Report |
| Chancellor’s Report | No Report |
| II. Carried-Over & New Items | |
| District Goal-Setting Session: Feedback and Next Steps | <ul style="list-style-type: none"> • Discussion of goals from Cathy Hasson session postponed to December |
| Goal 1 - Outreach: PIO, Outreach Reports from each college (Laney unavailable today; BCC revamping an outreach and marketing plan by January | <ul style="list-style-type: none"> • Merritt College (Maisha & Susan May) Handout, explanation of swag bag, 12 outreaches on agenda, no SLO’s or SAO’s in this position ever; has opportunity to create them Ways to support: Be aware of what outgoing blasts are among both MC and District; be able to complement each other rather than duplicate efforts. Better communication regarding operations of MC; know what exactly should be marketed. Communication. Balukjian desires a formal motion to create mechanisms; to contact their FAS – put processes in place to ensure action • College of Alameda (Natalie Rodriguez) Handout: mission, team (peer advisors paid through work study); outreach services (newsletters, tours, tables, mobile COA) allows access and guidance through enrollment process; sites served in spring 2016 v. 2017 (doubled); marketing material distribution to the community; UndocuAlly workshop |

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| <p>Goal 2 – Scheduling: Data Work to Support a 1-year, student-centered schedule</p> <p>Demo from Courseleaf: Online Schedule-Building Platform</p> | <p>Ways to support: be present at community presentations in the community (i.e.: Dia de los Muertos festival); Marketing and social media – provide full time PIO, a dedicated graphic designer, a tool to aid in the growth of earned media (i.e.: Cision PR software, Meltwater outside insight)</p> <p>Rivas: What are the effects/results of the community events? Their student surveys track progress</p> <p>Bradley: to implement COA’s infrastructure (peer advisors) college-wide?</p> <ul style="list-style-type: none"> • <i>District Outreach (Tamika Brown)</i> Activities and Infrastructure (Part 2 Results for another time) <ul style="list-style-type: none"> ○ Hired admissions and outreach analyst ○ Working group with A&R, SS, and IT ○ Welcome/return letters; regular outreach meetings ○ Tracking of events, baseline matrix, analytical data; in-reach; need more e-campaigns and outreach; TV ads; improvements to student center; reset and admissions accounts ○ Rebranding: 4 College District swag material; Clear messaging (student center, website – help center FAQ for everything admissions and enrollment, PowerPoint for outreach presentations) • Consultant to assist in transition from paper to digital; use of data • Using info in People Soft to apply to daily operations <p><i>Goal 2-Scheduling: Demo from Courseleaf: Online Schedule Building Platform (Brian Blackwell)</i></p> <ul style="list-style-type: none"> • 3 Modules • Objectives <ul style="list-style-type: none"> ○ Easy SIS integration, Facilitate collaboration, Create paperless process, Apply policy systematically, Automate workflow for exceptions, Streamline business process • Benefits <ul style="list-style-type: none"> ○ Student access to needed classes, Efficient use of classroom resources, Uphold scheduling guidelines (configure rules into software), Efficient business process and analysis, Transparency across departments, Instant reporting • Phases (planning, designing, refining – real time update) • Modes: how to work with People Soft – software is given to improve current People Soft • Guidelines/rules apply to data entry, scheduling standards, academic policy. Some examples: <ul style="list-style-type: none"> ○ Standard meeting patterns (“prime time” slots for teachers – can develop rules about this) ○ time block usage (i.e.: no more than 15% of a department’s sections can meet during any one given time slot); data entry important – must put in the right data regarding the rules (can be as granular as restricting teachers to specific rooms) ○ awkward meeting times (i.e.: those that don’t offer sufficient time for students to move between classes) ○ valid section numbers (i.e.: section numbers 1-10 must be on campus day time classes; section numbers 60-69 must be on campus night time classes) ○ required fields (i.e.: the maximum enrollment field must be filled in and larger than 0) • Summary of the Results <ul style="list-style-type: none"> ○ Efficient process – less time and effort, Student success – access to right classes, Better use of resources – better use of classrooms, Upholding institutional guidelines/policy • Answers to questions: Does not integrate w/ 25-Live; Scheduling from a section-oriented view |
| <p>III. Adjournment</p> | <p><i>11:05 AM</i></p> |
| <p>IV. Next meeting</p> | <p><i>Friday, December 8th; 9 – 11 AM</i></p> |

