

# 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
<b>I. Standing Items</b>	
Call to Order	<i>9:11 AM</i>
Adoption of the Agenda	<ul style="list-style-type: none"> <li>• <i>Add Richard Thoele to Agenda (he has been participating since October)</i></li> </ul>
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>
<b>II. Carried-Over &amp; New Items</b>	
District Goal-Setting Review & Next Steps (VC Brown)	<ul style="list-style-type: none"> <li>• Cathy Hasson Session               <ul style="list-style-type: none"> <li>○ Structure, break-out sessions, and discussions were beneficial</li> <li>○ Complaint: no drafted, rudimentary goals</li> <li>○ To Do: correct inaccurate website information</li> <li>○ Friday 26 January, 2-5 PM for goal-setting session</li> </ul> </li> </ul>
Goal 1: Outreach & Marketing Updates (AVC Brown & Director Heyman)	<ul style="list-style-type: none"> <li>• Overview of PCCD Outreach &amp; Recruitment (in Dropbox): AVC Brown               <ul style="list-style-type: none"> <li>○ Technology, infrastructure, implementation</li> <li>○ About 50% conversion rate of those who apply to those who enroll</li> <li>○ FAQ, how-to videos, custom reminders, e-campaigns, personal reach-outs</li> <li>○ 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.</li> <li>○ Scholarship and grant programs connected to Guided Pathways: communication is the largest issue to work on</li> <li>○ Rochelle: host scholarship/grant campaigns to inform students of opportunities; also speak to students in terms of “classes” vs. “units”</li> <li>○ PIOs link to District Website</li> <li>○ Jeff: continue to focus on college identity; speak to students in contexts of completion (i.e.: you are 3 classes from your degree)</li> <li>○ 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</li> </ul> </li> </ul>

	<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"> <li>○ Targeted outreach marketing for “Super Saturdays”</li> <li>○ Mario: can assess by quantitative correlation with goals (“technology, infrastructure, implementation” slide); “Student Help &amp; Empowerment Wheel” for Faculty, too, on website</li> <li>○ 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</li> <li>○ Jeff Heyman: Problem! No consistency in advertising. Not centralized.</li> </ul> <ul style="list-style-type: none"> <li>● Marketing Plan for Career Education Presentation (in Dropbox): Director Heyman (Publications, Communication Information, and Media) <ul style="list-style-type: none"> <li>○ Publications, Announcements &amp; Community Relations, Media Relations</li> <li>○ Seeing his department efforts being duplicated by DEMC and colleges (since his department’s budget was cut in 2009)</li> <li>○ 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</li> </ul> </li> </ul>
District to College Communication: Outreach & Marketing	<ul style="list-style-type: none"> <li>● Hierarchical structure from College to District gets complicated with Presidents involved</li> <li>● How are faculty and staff more involved in the allocation of resources?</li> <li>● 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.</li> <li>● Ideal: 4 full, well-coordinated PIOs</li> <li>● Outreach specialists in addition to PIOs seemed to be helpful</li> <li>● Sentiment of competition exists among colleges</li> <li>● Rochelle: plenty of talk regarding enrollment and schools’ programs, but no one is offering CAREERS. Need to advertise careers, offer career exploration.</li> </ul>
Gov Delivery (PFT Rep Balukjian)	<ul style="list-style-type: none"> <li>● Able to text message</li> <li>● Ease of use is a benefit</li> <li>● Not free, paid by District (Director Heyman’s department)</li> </ul>
1-Year Schedule-Delay & Setting the Foundation	<ul style="list-style-type: none"> <li>● 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"> <li>○ Nathan Pellegrin is being hired to accumulate data and analyze history (to be completed by April); will present his findings.</li> <li>○ Guided Pathways plans are due in the spring</li> <li>○ Established by August: all chairs are trained on how to use this platform <ul style="list-style-type: none"> <li>▪ Challenge: how to get them to work over the summer</li> </ul> </li> <li>○ CourseLeaf demonstration/product for 2018-2019 FY</li> </ul> </li> </ul>
FLEX Day: District-wide Chairs Meeting – Activity?	<ul style="list-style-type: none"> <li>● Call chairs and faculty to gather for meetings (à la Debbie Budd)</li> <li>● Caution: because disciplines are clustered together, a multi-discipline chair may be double-booked on discipline-specific meetings.</li> <li>● Jeff: also the function of the course (in addition to discipline) could be topics for discussion</li> </ul>
Closing Comments	<ul style="list-style-type: none"> <li>● None</li> </ul>
<b>III. Adjournment</b>	<i>11:11 AM</i>
<b>IV. Next meeting</b>	<i>Friday, February 9<sup>th</sup>; 9 – 11 AM</i>