

PBIM MINUTES

District Enrollment Management Committee

Friday, February 9, 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; Don Miller, COA Vice President of Instruction; Jeff Lamb, Merritt College Vice President of Instruction; Richard Thoele, SEIU Representative; Kuni Hay, BCC Vice President of Instruction

Present: Siri Brown, Kelly Pernell, Jeff Lamb, Bradley Balukjian, Don Miller, Blake Johnson, Tamika Brown, Jeff Heyman, Richard Thoele, Rochelle Olive, Mario Rivas, Jason Cifra, Tina Vasconcellos, Donald Moore, Cleavon Smith, Kuni Hay

Guests: Nathan Pellegrin, Sharon Millman

Absent:

Agenda Item	Outcome
I. Standing Items	
Call to Order	<i>9:04 AM</i>
Adoption of the Agenda	<i>Adopted</i>
Approval of Minutes	<i>Will approve December minutes at the next meeting to allow online reviewing</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	
Space Utilization and SEM (Presenter: Sharon Millman)	<ul style="list-style-type: none"> • The Impact of Scheduling Practices on Enrollment (PowerPoint presentation in DropBox) <ul style="list-style-type: none"> ○ What can we figure out from data we <i>already</i> have? ○ Overall: simplify the structure, align supply & demand, provide structure alternatives ○ Next time: look at duration vs. outcome ○ Further conversation desired to ensure that these birds-eye view conclusions make sense from an on-the-ground, practical reality
District to College Communication- Outreach and Marketing	<ul style="list-style-type: none"> • Taking a deeper look into Outreach: <ul style="list-style-type: none"> ○ Merritt: has an interim full-time outreach person and a contracted PIO-like person (web/marketing/fliers) ○ Laney: has an hourly outreach lead, Bruce, & a full-time, permanent PIO, Dolores ○ COA: Natalie Rodriguez, full-time outreach lead and contracted PIO ○ BCC: in the process of hiring a PIO and an outreach lead; there is no one right now. ○ Outreach lead role: will not have a staff, but will work with the welcome center; the outreach lead will be the one who goes off campus ○ TO DO – VC Brown: Create a chart organizing roles and respective responsibilities ○ Suggestion: Who are the people doing what? Propose one model for the whole District and create data for evaluation on an ongoing basis within that model. ○ Challenge: funding. Get input from Presidents if there is a need – coordinate.

1-Year Schedule, data, and CourseLeaf Update (VC Brown)

District Targets 2018-2019 (VC Brown) in DropBox

District SEM Goals – Working Session

- Ask what their budget is and what the needs are

CourseLeaf is the best and thorough business

Remind IT that this is coming up

Data Piece (Nathan Pellegrin): He is educating himself about the process

- Will be done by end of April, beginning of May something will be in place

According to consultant John Mullen: Go Conservative with Targets and Live Within Means

- We are getting closer to where we need to be, we are taking it down and getting more realistic. Next year we will get even closer. The state is changing how we are being funded and that impacts us, too. Start this spring with the task force so that by fall semester, we will be prepared and equipped with more information so we can further reach the goal.
- What are the realistic numbers?
- A task force will be able to flush out all issues.
- Internal work can be done to offset “doom”
- Elephant in the room is Measure B – these funds will soften the landing. This is the padding that VPI’s are supposed to have. The Parcel tax is not being used as intended.
- Bradley: Motion to use Measure B money as it is intended to support FTF and adjunct (only using \$4K). The committee will use all of its power to recommend to the Chancellor and District to use Measure B funds as intended. (Later: concede to wait and vote on a future date to allow individuals to familiarize selves with Measure B details).
 - Seconded by Jeff Heyman & Mario Rivas.
 - Discussion: realize there IS no Measure B money floating around.
 - When Fund 1 is reduced and used with Measure B, it gets filled up. Therefore, it will take a while (people, program, departments); must be able to reduce down to free up the money, must get over a 2-3 year period where we are able to swap it out.
 - Delay motion until everyone is knowledgeable about Measure B.
 - Cleavon Smith: endorse plan with the expectation that Measure B will be used to ensure that classes are not cut for things delineated in the parcel tax; we do not need to be educated because it is already in the language of the parcel tax
 - Jeff Heyman: How do we know that we are NOT using Measure B for its intended purposes?
 - There are oversight committees; we have spent \$4K on classes. Motion stands, but tabled until next meeting.
 - Amend motion (Jeff Heyman): Measure B only
 - Concedes to wait and vote on a future date to allow individuals to familiarize selves with Measure B details.

- Suggestion: Include resources in presented document
- Take out of District, have a discussion at colleges and bring it back
- Suggestion: Look at historical data to see what is reasonable to attain and add this to the chart, too
- Rochelle Olive: Let’s return to “how are we going to approach” as opposed to changing or adding to. The question still remains: how are we going to approach this? This is what we need discussion and feedback on. Must answer the question first, then perfect the table.
- Rough draft is okay – look to allow the colleges to refine it themselves
- Must be aligned with/on campuses before making a strategic goal
- One approach: send back to colleges to provide refinement and then send back
- Timeframe required if this goes back to the colleges and a meeting needs to take place ASAP.
 - Faculty senate and chairs meet
 - Merritt College has a task force to help develop goals

<p>Open Comments</p>	<ul style="list-style-type: none"> ○ Needs an enrollment management team on each campus to receive this question (or some team) ○ Laney: Faculty Senate; department chairs meeting next Thursday ○ BCC: shared governance ed committee ○ COA: Guided Pathways, enrollment management team ○ Timeframe: Within the month before the next meeting ○ At next meeting: review draft plan ○ Refine document at the District first. Avoid pushing it back 2-3 months, etc. ○ Tina: What should I tell people at my college regarding our plans marrying with the District. ○ Don: our college is not able to have a deep discussion on this yet, but we have to have campus feedback ○ BCC: not just trying to identify numbers, but get strategic initiatives and action steps. ○ A “both/and.” Add the baseline data, cost analysis, refine a little bit ● Other approach: We’ll work together – DEMC will continue to move forward, but the VPs will work simultaneously on their respective campuses. <ul style="list-style-type: none"> ○ Should go back to the Senates, a focal point in this endeavor along with the administration (an integrative process) ● Motion: Take SEM Goals (2.9er document in DropBox) to colleges for review (each senate being the central group for reviewing) and bring back to the District for recommendations. Their input will be brought back; DEMC will work simultaneously <ul style="list-style-type: none"> ○ Kelly Pernell: Second. What is the ultimate impact of this document on the colleges? <ul style="list-style-type: none"> ▪ Like other district-wide plans serving as information and guide and alignment where it works for the campuses. ▪ Evident that we are all very different, so the impact varies ▪ Someone is necessary to be responsible for key action steps. This is part of the information needed from the colleges. ▪ Ideally, colleges’ work will blend with the data sheet ▪ The purpose of a district-wide plan was to encourage that all colleges have plans ○ All in Favor: <ul style="list-style-type: none"> ▪ 0 Oppose ▪ 1 Abstain ● Motion: Create subgroup of DEMC to work on the document <ul style="list-style-type: none"> ○ 0 Oppose, 0 Abstain ○ Volunteers: Richard Thoele, Jeff Heyman, Jason Cifra, Mario Rivas, Tamika Brown ● Send DropBox link invite to: Richard Thoele, Kelly Pernell, Blake Johnson
<p>III. Adjournment</p>	<p><i>10:58AM</i></p>
<p>IV. Next meeting</p>	<p><i>Friday, March 9th; 9 – 11 AM</i></p>