

# 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; Kuni Hay, 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, Kuni Hay, Jeffrey Lamb, Bradley Balukjian, Kelly Pernell, Blake Johnson, Mario Rivas, Donald Moore, Richard Thoele, Tamika Brown, Fred Bourgoin

**Guests:** Nathan Pellegrin, Cleavon Smith, David Yang, Romaneir Johnson, Guest “AB”

**Absent:**

Agenda Item	Outcome
<b>I. Standing Items</b>	
Call to Order	9:08
Adoption of the Agenda	<i>Adopted</i>
Approval of Minutes	<i>December 8th: Approved; February 9th: 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>	
VPIs on DEMC	<p><b>ACTION: Update membership list</b></p> <ul style="list-style-type: none"> <li>• Replace Jason Cifra with Kuni Hay</li> </ul> <p>Student Representative, Roman Kaludi, will be replaced due to 3+ absences</p>
Non-Credit Working Group Update	<p>Non-credit has been moved to Academic Affairs.</p> <p><b>ACTION: VC Brown will send membership list out</b></p>
Enrollment Report (VC Brown & VCA Brown; PP in DropBox)	<p>Setting a very high target amidst declining enrollment = debt &amp; the need to borrow funds</p> <p>Concern: uncertainty over recommendations remains amidst lowering goals</p> <p>Reiteration: a target-setting task force will begin in April in order to execute careful due diligence/a deep look into each college and deliver a report in October.</p>
SEM Goals Update	<p>Do any senate representatives have feedback?</p> <p>Blake: will present at the next meeting; Kelly: not yet; will put it on the agenda; Mario: next time</p> <p>Question: Does it make sense to set a goal/numbers before knowing what the colleges’ enrollment goals are? Should we not take the college goals into consideration in order to set District goals? Perhaps release a draft without any set numbers?</p> <p>Discussion: It is a better idea to give the colleges flexibility in establishing their goals. The District could set overall goals, but it needs to be aware of the colleges’ goals and objectives.</p>

<p>Oakland Promise &amp; Commitment Day (VCA Brown; PP in DropBox)</p> <p><b>Delineation of Functions: Outreach &amp; Recruitment: For Next Meeting</b></p> <p>Measure B &amp; FTEF (B. Balukjian; PP in DropBox)</p> <p>Open Comments</p>	<p>The District can provide support with program review; make recommendations for resources to allow for a more robust program for next year</p> <p>Action: obtain goals from the colleges, share with all communities, and strategize on it. Finalize the strategic plan draft and disseminate. Remove all the numbers and send to the senate. Host a retreat.</p> <p>Jeff Lamb: Motion to forward the strategic plan without the numbers - the SEM Goals will be sent without data points to the campuses – and allow colleges to identify their own capacity for growth to allow for an aggregate total target.</p> <p>Mario: Seconds. Unanimous favor.</p> <p><b>ACTION: VP Brown will also send to DEMC group</b></p> <p>Idea: Cradle to Career</p> <p>Promise programs stabilize communities; this is distinct from California Promise.</p> <p>How are we responding to negative challenges to Peralta (asserted through Oakland Mayor’s office)?</p> <p>\$6.05 million dollars budgeted for 1351, but only \$4,288 spent. Why?</p> <p>A more nuanced approach is needed for enrollment management. Funds are not being used to maintain classes that are otherwise being cut. Proposed resolution: avoid cutting courses with the use of Measure B funds as intended.</p> <p>VC Johnson: Measure B is intended for Peralta as a whole; all plans will be brought to shared governance before being presented to the Board. Discussion:</p> <ul style="list-style-type: none"> <li>• The budget <i>does</i> matter for PT faculty; no process or budgeting is happening – the time to act on this is <i>now</i>. We have a financial way to save PT jobs</li> <li>• There is an apparent lack of transparency. It is important to discuss the past because it affects the present.</li> <li>• Mario: motion to support the resolution. Richard Seconds. Discussion: emphasize transfer, not just instruction piece. Motion to add: use money to “educate students to transfer.” Making a recommendation to move into participatory governance.</li> </ul> <p>VC Brown: over the years, PCCD has increased sections for part-timers amidst a steady decline of FTES. The motion looks too myopically at Measure B, not at the full picture. (Measure B has been also spent on classified. Top auditors have determined there is no issue with supporting classified or faculty through Measure B funds.)</p> <ul style="list-style-type: none"> <li>• We keep building big schedules, but cut sections. The biggest question: where is the money going? The issue: we are using funds from somewhere else.</li> <li>• This conversation should occur at the colleges, where the schedules are built.</li> <li>• There are other funding options in addition to Measure B</li> <li>• Blake: 50/50 rule in fund 1 must be met, hence adding classes. Measure B is not a cure all for anything (only 2 more years), but is used to buffer the upcoming decline to support a lower productivity threshold and likely capture more FTES. Measure B is a stopgap for 2 years.</li> </ul> <p>Jeff: the district has been doing what it can to grow and increase the number of course offerings. As long as it is in the confines of the legislature, the district <i>is</i> doing what is intended. The resolution is too focused on part-timers. Motion to extend meeting.</p> <p>Bradley: retract resolution.</p> <p>Strategic Enrollment Management workshop</p>
<p><b>III. Adjournment</b></p>	<p>11:09 AM</p>
<p><b>IV. Next meeting</b></p>	<p>Friday, April 20<sup>th</sup>; 9 – 11 AM</p>