

PBIM MINUTES

District Enrollment Management Committee

Friday, May 11, 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; Don Miller, COA Vice President of Instruction; Jeff Lamb, Merritt College Vice President of Instruction; Richard Thoele, SEIU Representative

Present: Siri Brown, Rochelle Olive, Kelly Pernell, Tina Vasconcellos, Kuni Hay, Tina Vasconcellos, Don Miller, Blake Johnson, Bradley Balukjian, Mario Rivas, Jeff Lamb, Richard Thoele,

Guests: Cleavon Smith, Fred Bourgoin, VC Romanier Johnson, Chris Weinbach, Cora Leighton

| Agenda Item | Outcome |
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| I. Standing Items | |
| Call to Order | <i>9:11 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 | |
| 2018-2019 Target, Restoration & Enrollment (VC Brown & VC Johnson) - will fix PowerPoint data and resend | <ul style="list-style-type: none"> • If the allocation is overspent and demand still exists, is the allocation itself in the beginning sufficient? The allocation should be based on the previous year's actuals. • What is the state's requirement regarding productivity? What is the basis for those goals and how is that related to student success? <ul style="list-style-type: none"> ○ The state's numbers are part of a formula ○ Peralta in both the college and the district needs to trim down ○ 17,500 for '18-'19 means summer '18, fall '18, spring '19, which allows for a chance to obtain. Problem: all of summer '18 has to be used for the current fiscal year to pay back restoration, which will make it hard to reach next year's goal. • There needs to be a definitive statement on Measure B: are extra sessions intended? Is there a reserve? How to handle 350 class cuts? <ul style="list-style-type: none"> ○ VC Johnson is not going to make a statement on Measure B, but says Peralta is operating beyond their means. • Motion to get a definitive statement on Measure B, particularly so we know how to use it now and in the future. (& This committee needs to make recommendations, a part of shared governance). <ul style="list-style-type: none"> ○ Seconded. ○ In a bind: revenue is going to come with the ability to produce FTES. Where are the places that can augment the general fund, better manage the general fund, and use other resources available to soften the blow of an impending cliff? Must consider the big picture, the things we will not use, stop buying. A mistake to look only at this year. ○ The district should also cut if colleges are cutting. The enrollment is declining. |

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| <p>DEMC: Envisioning & Planning for Next Academic Year</p> <p>Open Comments</p> | <p>We have to present something that is appealing to the public.</p> <ul style="list-style-type: none"> ○ VC Johnson: Not a finance question, but a planning question. <ul style="list-style-type: none"> ▪ Planning is very fractured when you don't have definitive numbers (from finance) ▪ Bad time to discuss planning at the end of the year when everyone is going to be gone for summer. ○ Motion passes ○ Problem: there is huge administrative turnover. When crisis turn up, we should rely more on shared governance bodies since the new administrators have limited information. ● Motion: to use the \$1,172,000 Measure B reserve to fund the classes that would otherwise be cut due to the new target enrollment and productivity for the 18-19 academic year <ul style="list-style-type: none"> ○ Why are those funds in reserve? ○ VCJ: They're not in reserve, it's just the fund balance. The District is under operation ○ Motion passes ● An immediate conversation with the chancellor is desired to discover where to reduce <ul style="list-style-type: none"> ○ Would like to see data analytics looking at student education plans, what the demands are for specific courses and individual colleges, and access for the students (students swirl). Examine maximizing access to students especially if a funding model exists based on certificates and degree awards. ● Have a conversation on the impact of the new funding formula on Peralta (this will impact our planning). ● Consider adding someone from finance, VPSS, marketing, and the chancellor to the committee. ● District-wide seminars scheduled to educate faculty so they understand the processes of enrollment management ● Target discussion information ahead of time ● Data analysis on student centered schedule (SEPS); outreach & marketing; online student success information ● New funding formula ● More education seminars/workshops at each of the colleges (in addition to Flex) ● This is one of the most collaborative committees in the District ● Needs better communication to faculty & staff in addition to the minutes. |
| <p>III. Adjournment</p> | <p><i>10:59 AM</i></p> |
| <p>IV. Next meeting</p> | <p><i>None.</i></p> |